Superstore Dashboards

The workbook offers a comprehensive, multi-dimensional view of the Superstore's business performance. Navigate through the tabs to explore key aspects, starting with an **executive summary** providing a high-level overview. Subsequent dashboards delve into specific areas such as **time-based trends**, **geographic performance**, **product and sales strategies**, and **customer behavior**. By integrating these analyses, this workbook aims to provide a holistic understanding of the business, enabling users to identify interconnected insights and support data-driven decision-making across various organizational functions.

1. Executive Summary Dashboard:

- **Main Purpose:** To provide a high-level overview of the overall business performance, summarizing key metrics and trends for executives to quickly understand the health and trajectory of the business.
- **Key Questions Answered:**
    - What is the total profit?
    - What are the total sales?
    - What is the overall profit margin?
    - How many total customers do we have?
    - What is the trend in the number of customers?
    - What is the overall reorder rate and how does it vary by product category?
    - What are the monthly trends in sales growth and profit growth?
    - Who are the top profitable customers?
    - Which products are underperforming?

2. Customer Behavior Dashboard:

- **Main Purpose:** To understand customer engagement, loyalty, and profitability, focusing on identifying churn risk, segmenting customers, and analyzing their purchasing behavior and value.
- **Key Questions Answered:**
    - What is the trend of customer churn risk over time?
    - How many active customers are at risk of churning?
    - What is the churn risk breakdown by customer segment?
    - What is the geographic distribution of churn risk?
    - What is the trend of new versus returning customers?
    - What is the lifetime value (LTV) compared to the annual customer profitability (CVT)?
    - How profitable are different customer segments relative to the marketing cost spent on them?

3. Product & Sales Strategy Dashboard:

- **Main Purpose:** To provide insights into product performance, pricing strategies (discount vs. profit), sales concentration, and customer purchasing behavior at the product level, informing product and sales strategies.
- **Key Questions Answered:**
    - What is the relationship between discount and profit for different product sub-categories?
    - Which products are currently loss-making?
    - What is the reorder rate for different product sub-categories?
    - Which product sub-categories contribute the most to overall sales?
    - What is the average sales value per unit for different sub-categories?
    - What is the rate of first-time versus repeat purchases for different product categories?
    - Which products are frequently purchased together?

4. Geographic Performance Dashboard:

- **Main Purpose:** To analyze business performance based on geographic location, identifying high-performing and low-performing regions, and understanding regional variations in key metrics.
- **Key Questions Answered:**
    - Which cities are the most and least profitable per order?
    - What is the distribution of discounts across different states?
    - Is there a discrepancy between sales and profit in top cities?
    - Which states have the highest profit growth?
    - What is the customer density across different regions?
    - What is the reorder rate at the city level?

5. Time Series & Trend Forecasting Dashboard:

- **Main Purpose:** To understand how key business metrics (primarily sales and profit) have changed over time, identify trends, and potentially forecast future performance.
- **Key Questions Answered:**
    - What are the overall sales trends for different product categories?
    - Is there seasonality in sales patterns?
    - How has the profit margin fluctuated over time?
    - What is the monthly order trend?
    - Which product categories or cities have experienced late shipments?
    - What is the year-over-year sales growth rate?
    - What is the compound annual growth rate (CAGR) for profit?