TASK 8: Simple Sales Dashboard Design

INSIGHTS AND SUMMARY REPORT

BY-VANI GOEL

EMAIL ID- vanigoel.110@gmail.com



🚺 Elaborated Insights from Superstore Sales Dashboard

The **West region** emerges as the top contributor in terms of sales performance, generating over **\$0.52 million** in total revenue. This significantly outpaces other regions and suggests that targeted marketing, optimized logistics, or a stronger customer base in the West could be contributing factors. It may be beneficial to analyze the successful strategies employed in this region and replicate them elsewhere.

2. Defice Supplies Are the Best-Selling Product Category

Among the three main product categories, **Office Supplies** lead the market with approximately **\$0.20 million** in sales. This surpasses both Technology and Furniture, indicating consistent demand for office-related products. The high sales volume may be linked to recurring purchases from corporate clients or educational institutions.

3. December Records Peak Sales Performance

The **month of December** stands out as the most lucrative period, with **monthly sales reaching up to \$55K**. This spike likely correlates with year-end consumer behavior such as holiday shopping, corporate budget utilization, or promotional events. Businesses can leverage this seasonal trend by planning inventory, marketing, and staffing ahead of time.

4. Standard Class is the Preferred Shipping Mode

Standard Class shipping dominates all delivery options with **96K shipments**, far exceeding Second Class (34K) and others. This suggests that customers prioritize cost-efficiency over speed, or that Standard Class offers the best balance between delivery time and cost. Maintaining reliability in this shipping mode will be crucial for customer satisfaction.

Superstore Sales Dashboard — Summary Report

Project Overview

This dashboard presents a visual summary of sales data from a superstore, with a focus on analyzing performance by **region**, **category**, **and month**. It is built using **Power BI** and enables dynamic filtering to explore trends and KPIs such as **Sales**, **Profit**, **Quantity Sold**, and more.

II Dashboard Features

- Interactive Filters for selecting different regions (Central, East, South, West)
- **KPI Cards** showing key figures:

Total Sales: \$522.44K

o Total Profit: \$67.86K

Total Quantity Sold: 7K units

- Line Charts for:
 - o Monthly Sales Comparison (2019 vs 2020)
 - Monthly Profit Year-over-Year (YoY)
- Bar/Donut Charts for:
 - o Sales by Region, Category, Segment, Sub-Category, and Ship Mode
 - o Sales by Payment Mode (Cards, COD, Online)

Key Insights

1. West Region Leads in Sales

The West region outperformed all others, generating over **\$0.52M** in revenue, indicating it is a major business driver.

2. Office Supplies Dominate Categories

Office Supplies recorded the **highest sales** (~\$0.20M), reflecting strong, possibly recurring demand from corporate buyers.

3. December is the Best Performing Month

December showed the **highest monthly sales** with \$55K, suggesting strong end-of-year consumer activity and promotional success.

4. Standard Class is the Most Preferred Shipping Mode

With **96K deliveries**, Standard Class is the dominant shipping option, possibly due to its cost-effectiveness and reliability.

Outcome

This dashboard provides clear visibility into sales performance trends and helps identify actionable business insights. It is suitable for use by executives, analysts, and sales teams to support strategic decisions.