



**Superstore**

### **Navigation Instructions**

Use the navigation pane on the top to switch between different sections of the dashboard.

Use slicers, filters and reset to customize the views and explore specific data points.

Click on any visualization to drill down for more detailed insights.

Project Overview

**Sales**

**Profits**

**Demographics**

**Welcome to the US Superstore Dashboard!**  
**This dashboard provides comprehensive insights into the store's sales performance, profitability, and customer demographics.**



Superstore

Project Overview

Sales

Profits

Demographics

State or Province

All

Region

Central

Total Sales

\$1.88M

Average Sales Per Unit Sold

\$74.96

State Or Province (Top Sales)

California

\$2,84,805.41

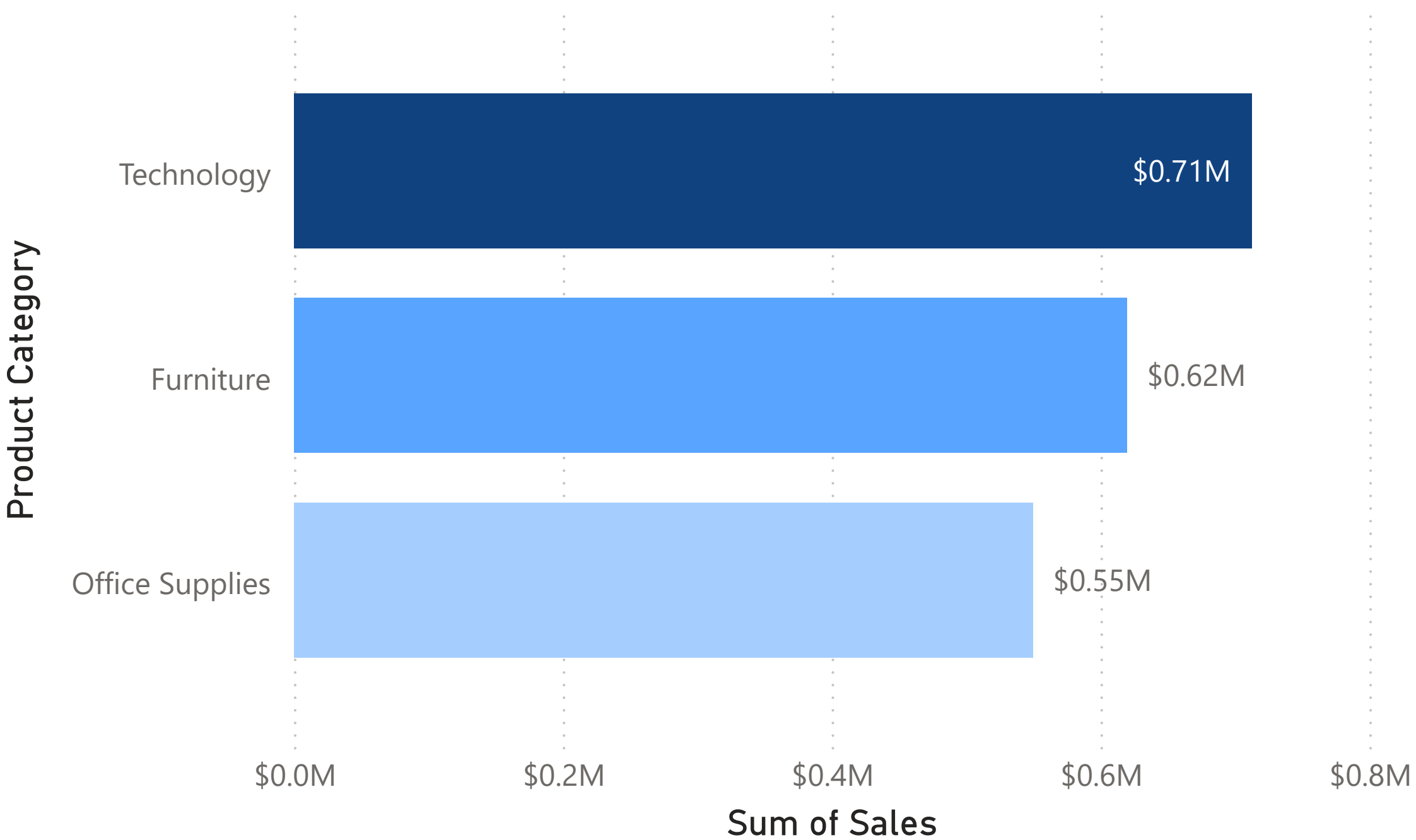
Manager With Highest Sales

Erin

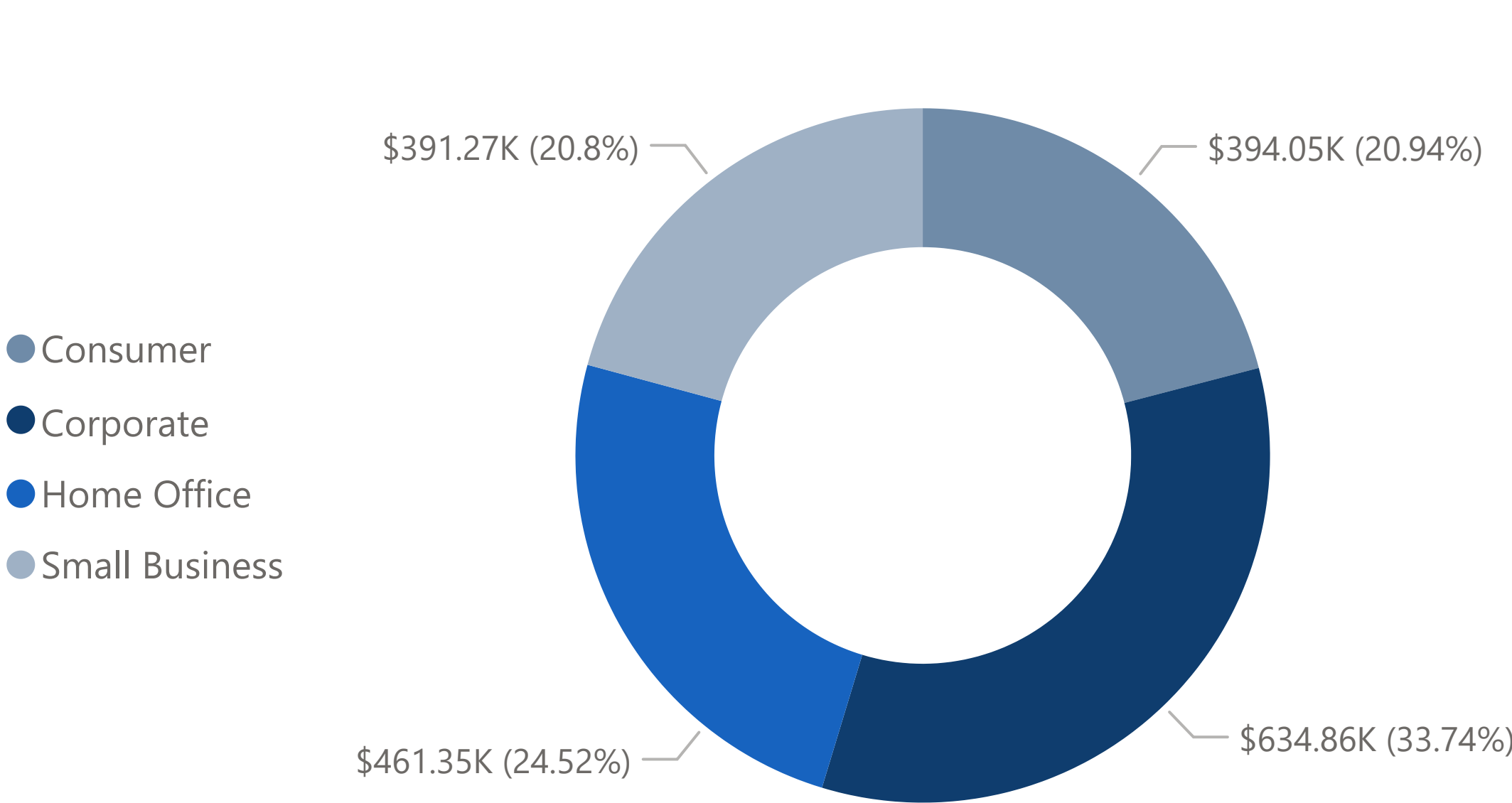
\$5,84,724.19

RESET

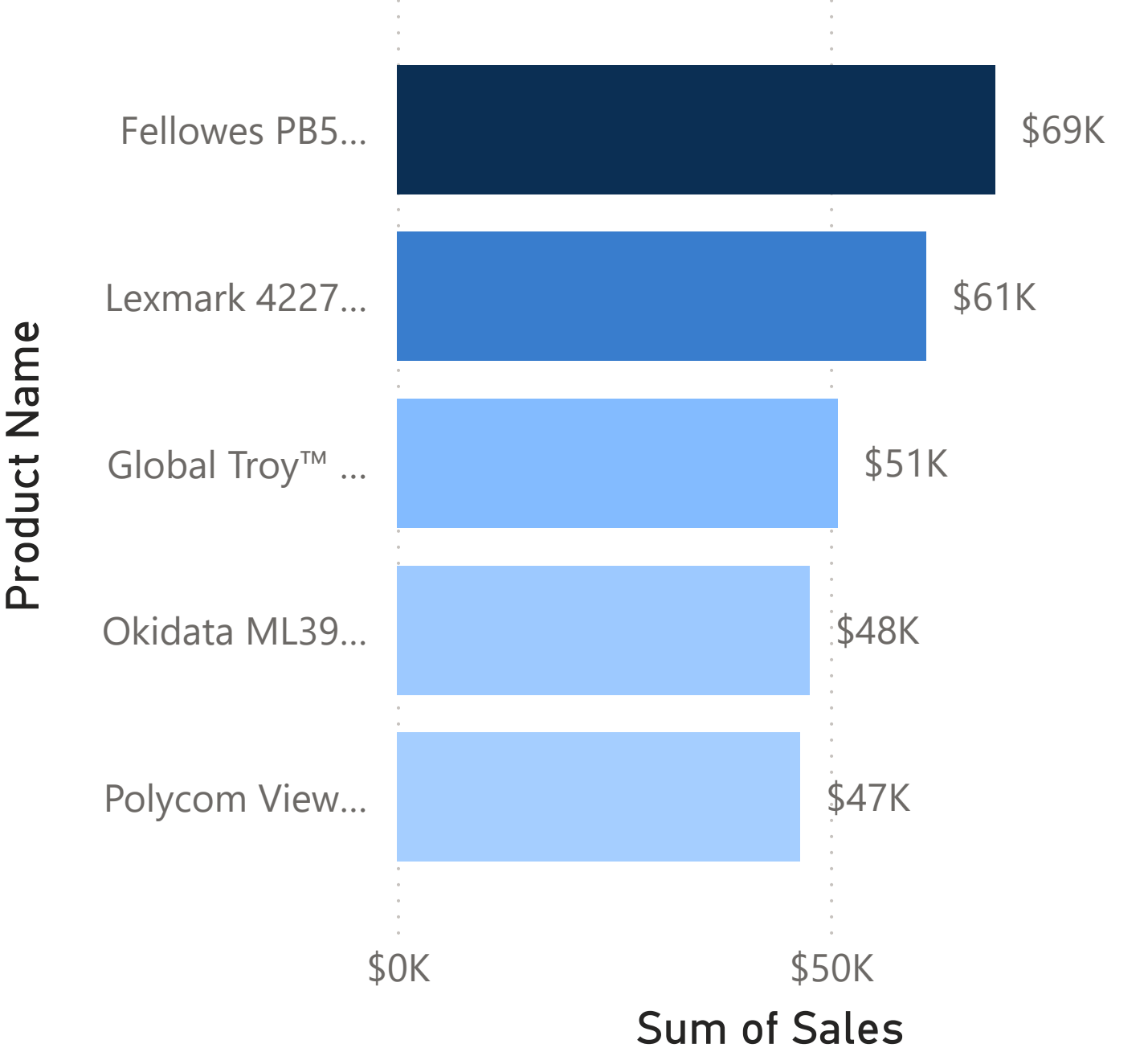
Sales By Category



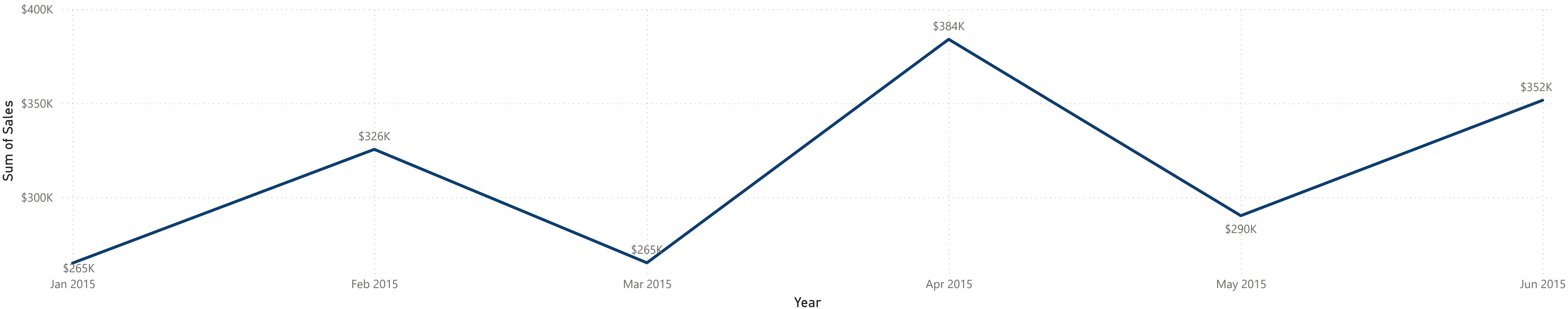
Sales by Customer Segment



Top 5 Selling Products



Sales By Month





Project  
Overview

Sales

Profits

Demographics

State or Province

All

Region

☐ Central

Total Profit

\$215.02K

Average Profit Per Unit Sold

\$8.57

State Or Province (Top Profits)

California

\$36,187.56819200001

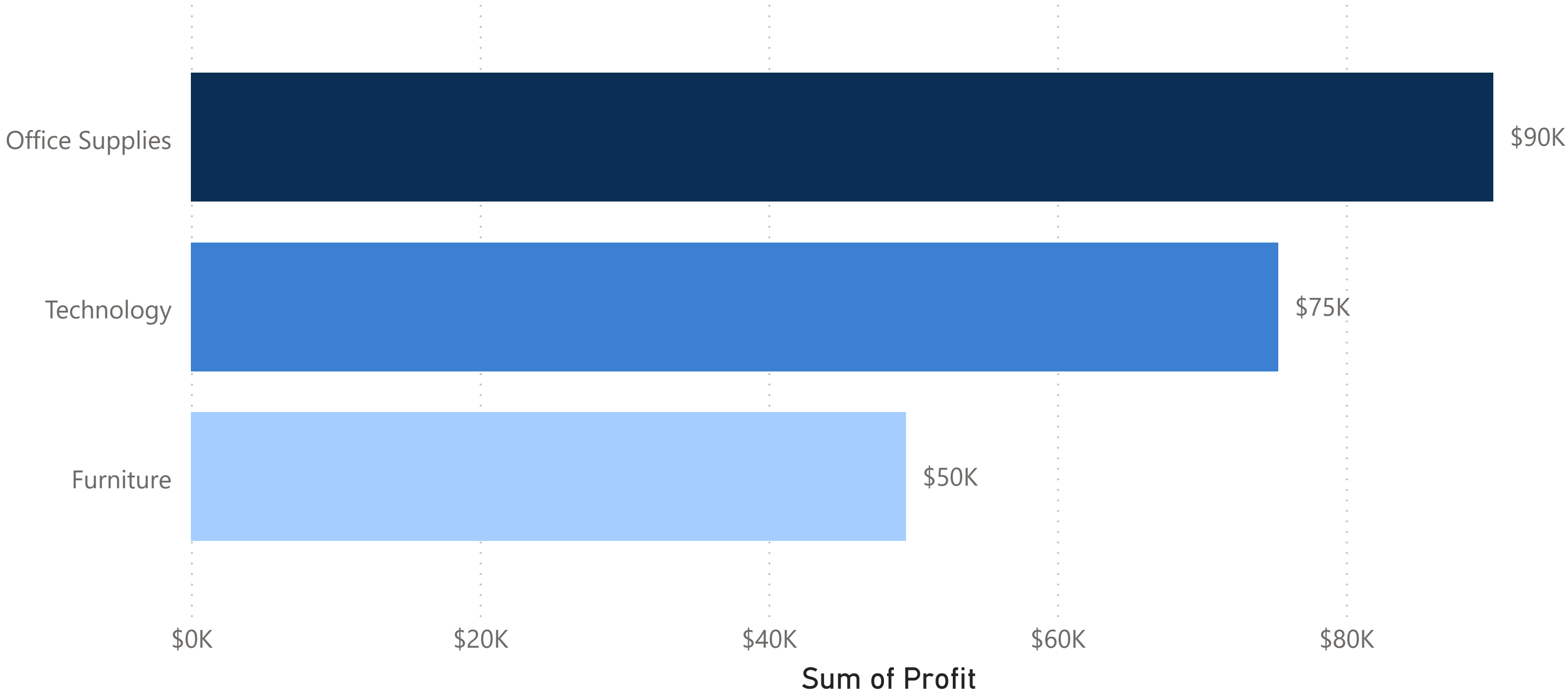
Manager With Highest Profits

Erin

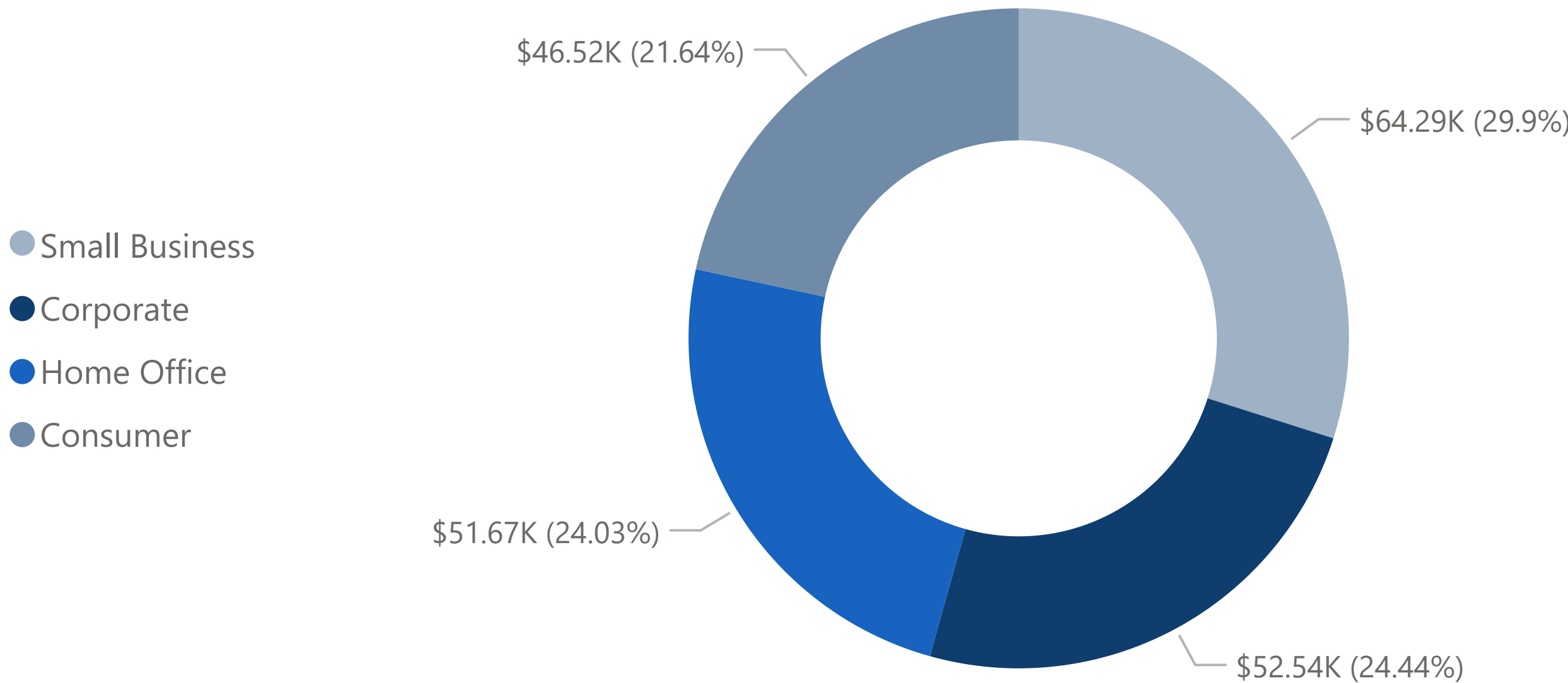
\$85,577.44584599993

Product Category

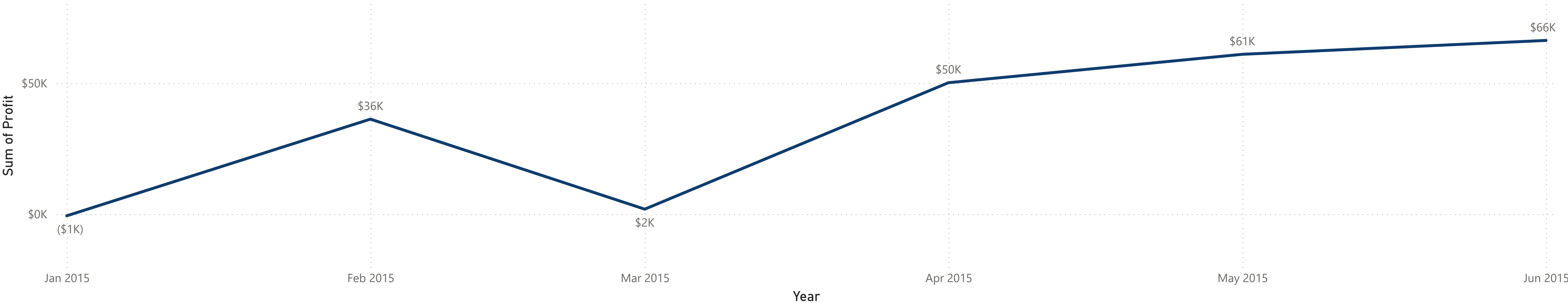
Profits By Category



Profits by Customer Segment



Profits By Month



RESET



Project  
Overview

Sales

Profits

Demographics

State or Province

All

Region

Central

Total Customers

1124

Total Products

907

Total Orders

1936

State Or Province (Highest Orders)

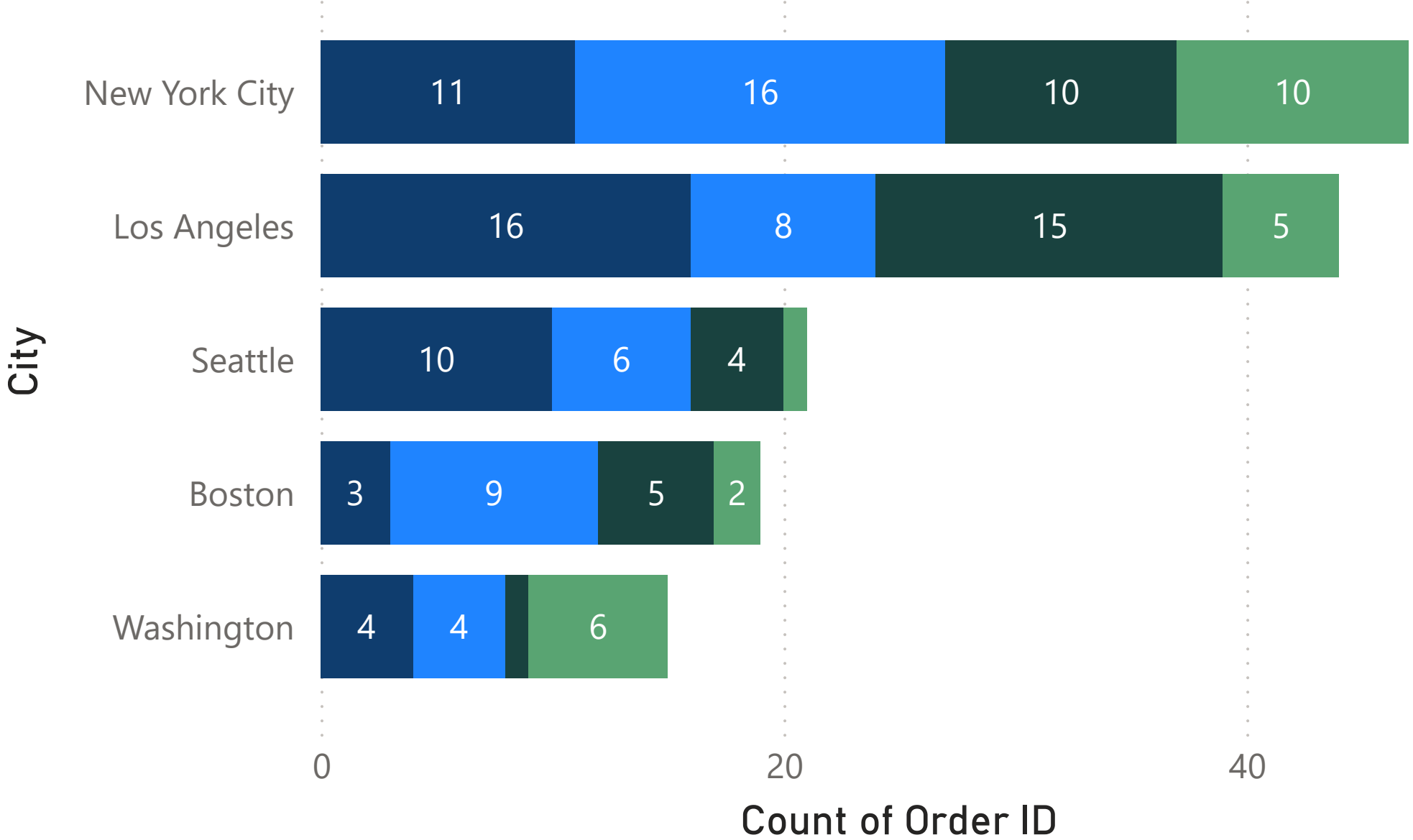
California

212

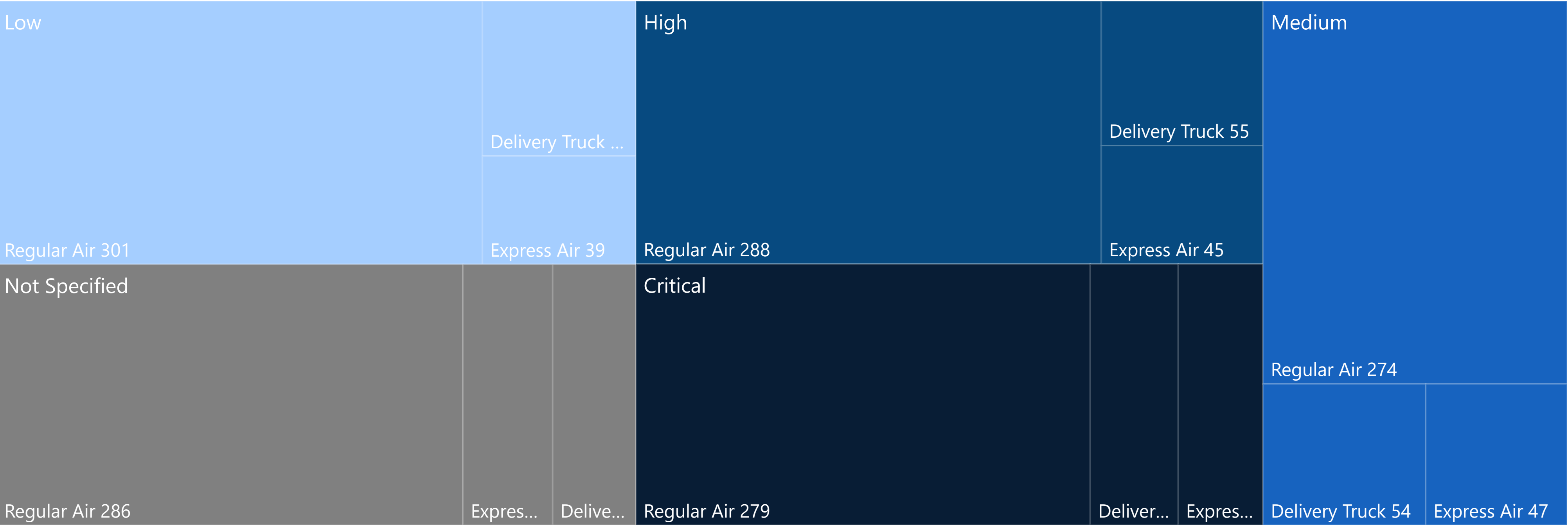
RESET

Top 5 Active Cities

Consumer Corporate Home Office Small Business



Shipping Mode As Per Order Priority



Customer Segment Orders By Month

Customer Segment Consumer Corporate Home Office Small Business

