

# Superstore Sales Dashboard

## Comprehensive BI Report

Generated on: July 06, 2025 08:28 AM

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### Key Performance Indicators

Total Sales: \$12,641,024

Total Profit: \$1,467,298

Total Orders: 51,281

Unique Customers: 1,590

### Business Insights

- Highest Sales Month: 2014-11
- Lowest Profit Month: 2011-07
- Top Performing Sub-Category: Phones
- Avg. Revenue per Order: \$246.51
- Sub-Categories in Loss: Tables

### Business Alerts

- Sharp profit decline in 2011-07 -> Drop: \$17,830
- Sharp profit decline in 2011-10 -> Drop: \$9,813
- Sharp profit decline in 2012-01 -> Drop: \$30,246
- Sharp profit decline in 2012-07 -> Drop: \$18,822
- Sharp profit decline in 2012-09 -> Drop: \$15,787
- Sharp profit decline in 2013-01 -> Drop: \$6,128
- Sharp profit decline in 2013-07 -> Drop: \$16,577
- Sharp profit decline in 2014-01 -> Drop: \$22,201
- Sharp profit decline in 2014-02 -> Drop: \$8,250
- Sharp profit decline in 2014-04 -> Drop: \$13,575
- Sharp profit decline in 2014-07 -> Drop: \$15,743
- Sharp profit decline in 2014-10 -> Drop: \$9,770

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- Sharp profit decline in 2014-12 -> Drop: \$15,940
- No negative profit months detected during the selected period.