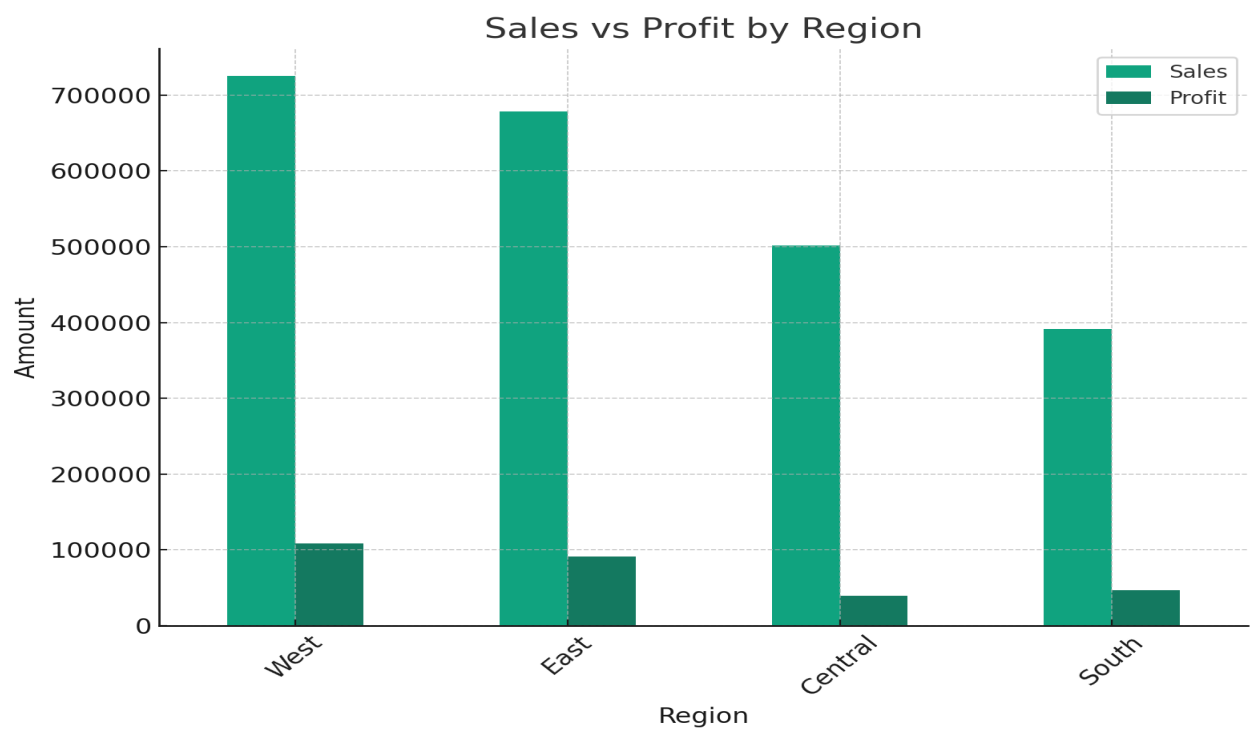
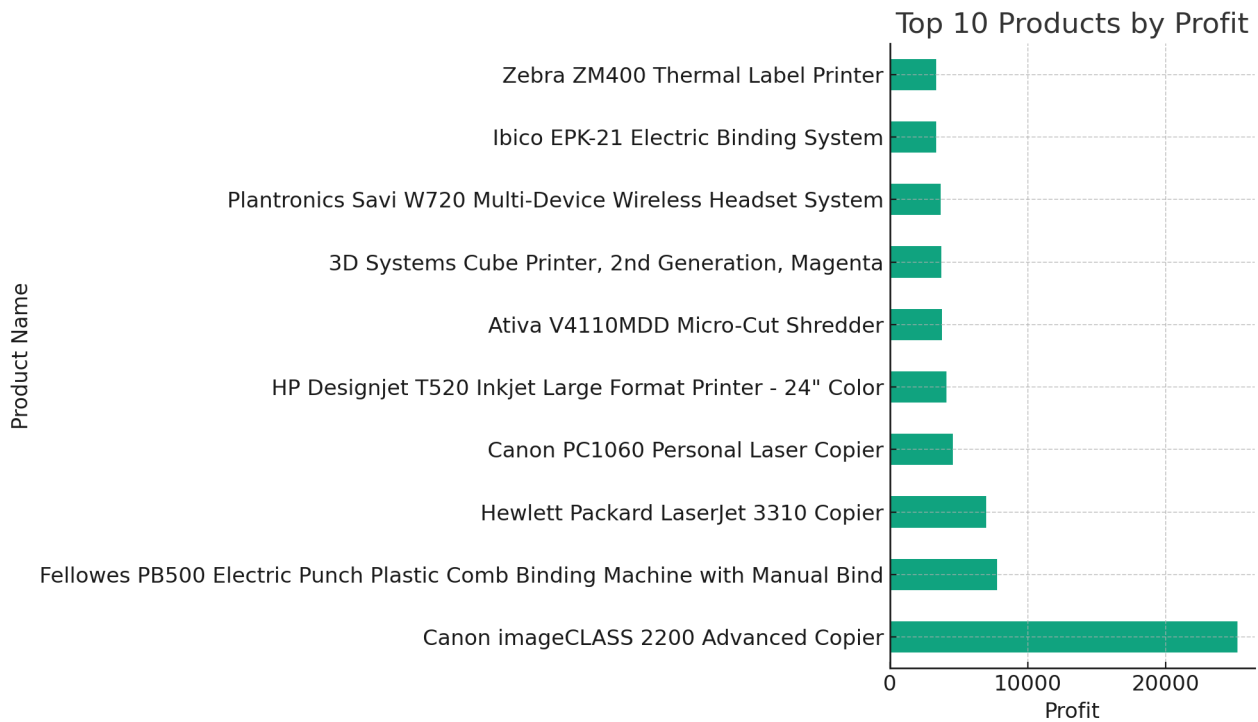


Superstore Visual Storytelling Report

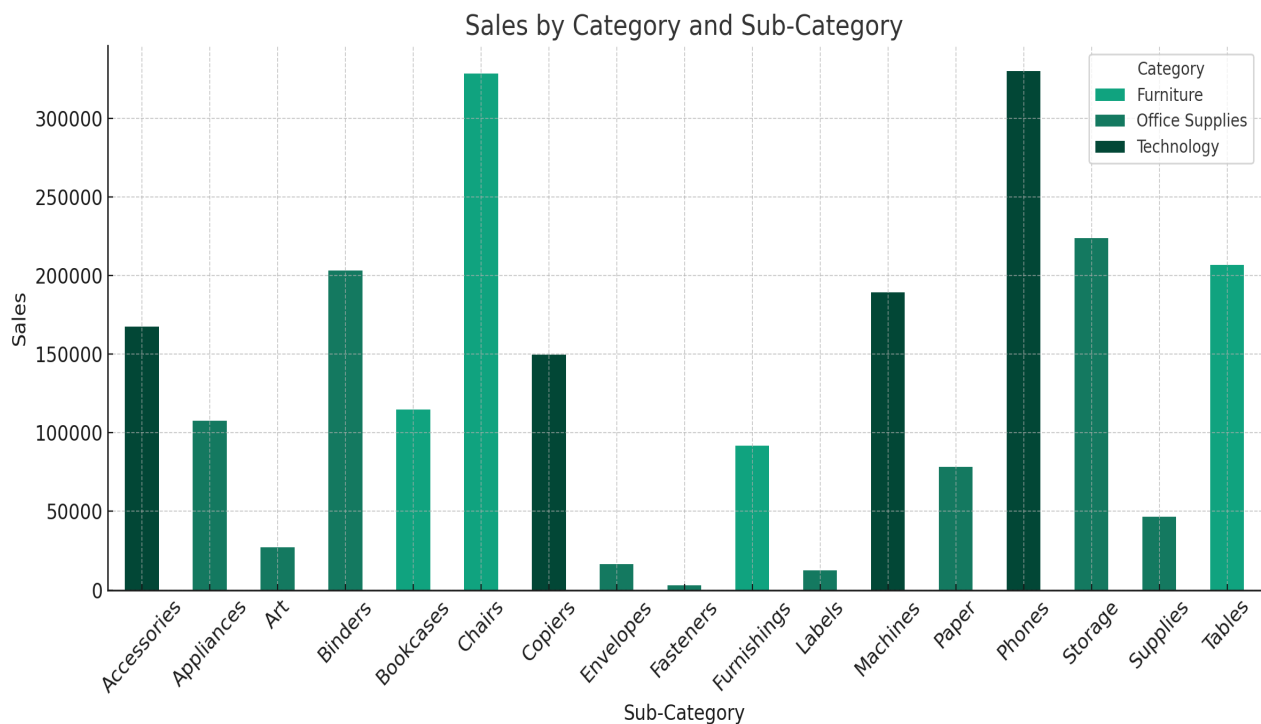
Sales vs Profit by Region



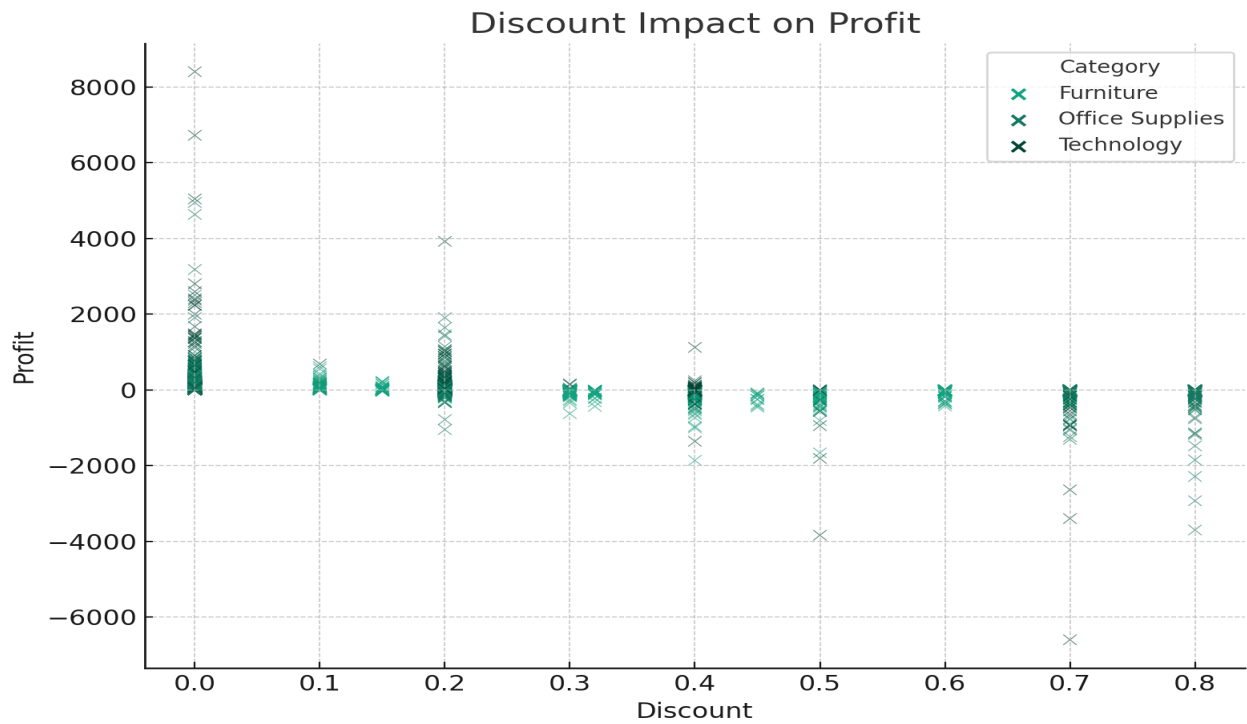
Top 10 Products by Profit



Sales by Category and Sub-Category



Discount Impact on Profit

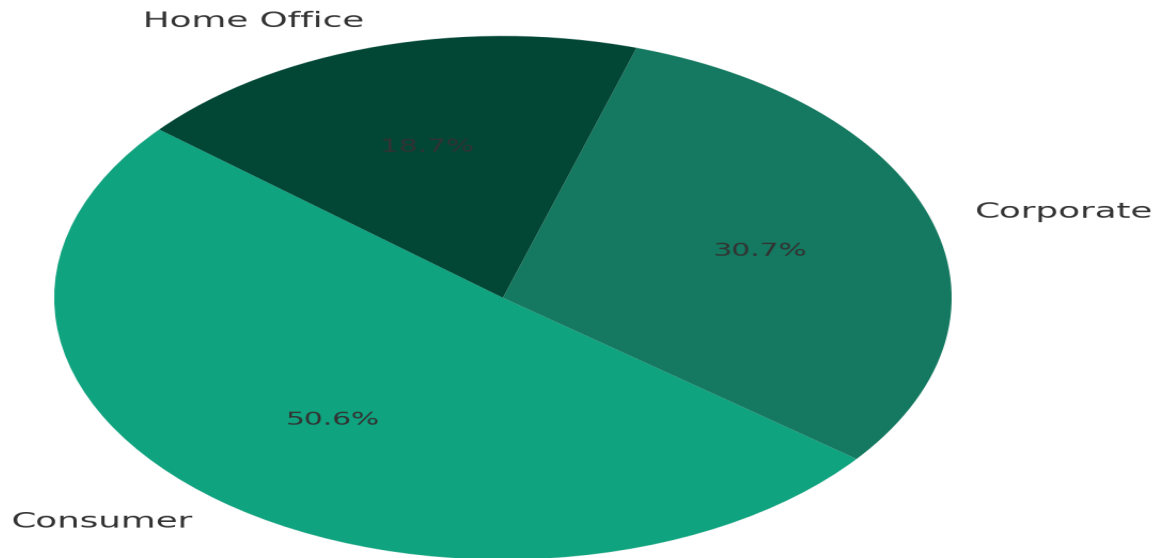


Monthly Sales Trend



Segment-wise Sales Contribution

Segment-wise Sales Contribution



Summary & Business Insights

Key Insights:

- The **West Region** leads in both Sales and Profit, while the **Central Region** shows lower profitability.
- **Chairs** and **Phones** are high revenue generators, but some furniture items with high discounts result in losses.
- **Office Supplies** are the most frequently sold but have relatively low profit margins.
- Excessive **Discounts (>30%)** generally result in **negative profit**.
- Sales have a consistent upward trend, peaking during year-end (likely due to seasonal offers).
- **Consumer Segment** contributes the most to total sales.