Superstore Dashboard – Detailed Insights Report

Overview
This report provides a deeper analysis of Sales, Profit, Quantity, and business performance across categories, segments, and geographies using the Superstore dataset. **Key Findings**
1. **Sales Performance**
• Total sales crossed ■22 lakh, with Technology leading the revenue contribution.
• Monthly sales show strong peaks during September and November.

2. **Category Insights**
• Technology is the highest revenue-generating category.
• Furniture and Office Supplies follow but show more volatility.

3. **Segment Insights**
• Consumer segment consistently outperforms others with ~50% of total sales.
• Corporate and Home Office segments perform moderately but are profitable.

4. **Profit Trends**
• Total profit stands at ■2.86 lakh, with a healthy margin of 12.47%.
• Some states like Texas and Illinois consistently show losses.
• California and New York are the strongest profit contributors.
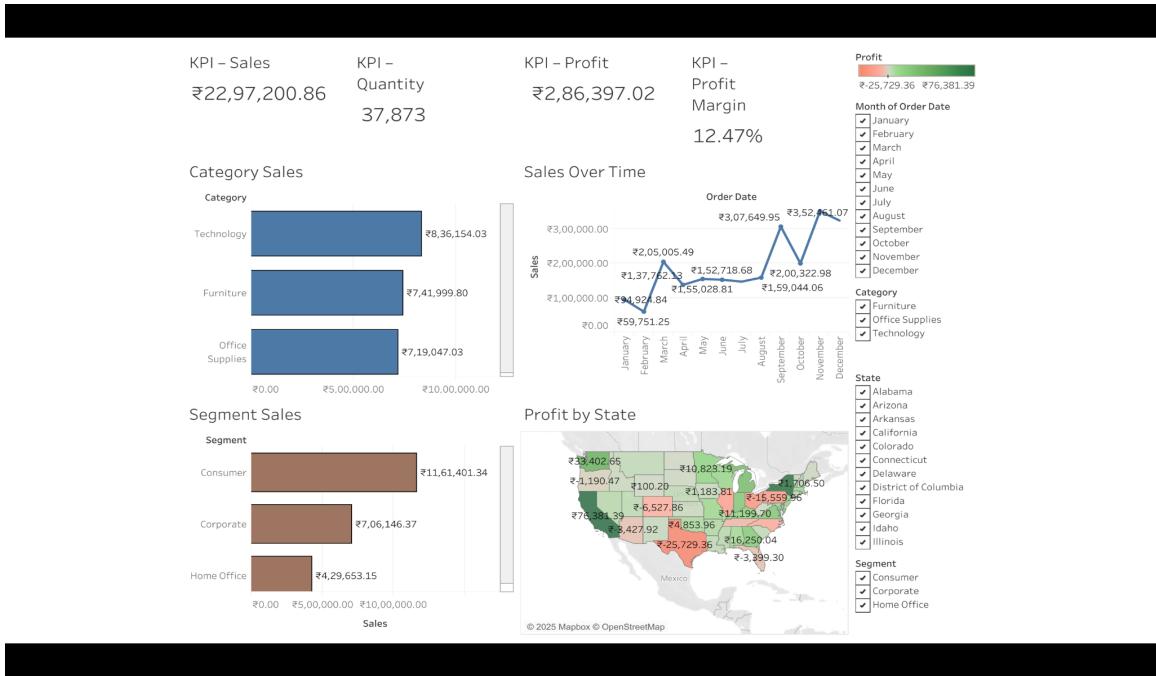
5. **Geographical Observations**
• West Coast states show high profitability.
• Central US has mixed performance, with some areas requiring strategic focus.

Business Recommendations
• Increase marketing focus on high-performing technology products.
• Address loss-making states by auditing logistics, discounting, and customer profiles.
• Strengthen Consumer segment engagement with loyalty programs and bundles.
• Analyze Furniture discount impact to convert low-profit states into profit centers.

*Screenshot: Screenshot 2025-11-21 at 1.29.37 AM.png*

Screenshot: Screenshot 2025-11-21 at 1.30.15 AM.png
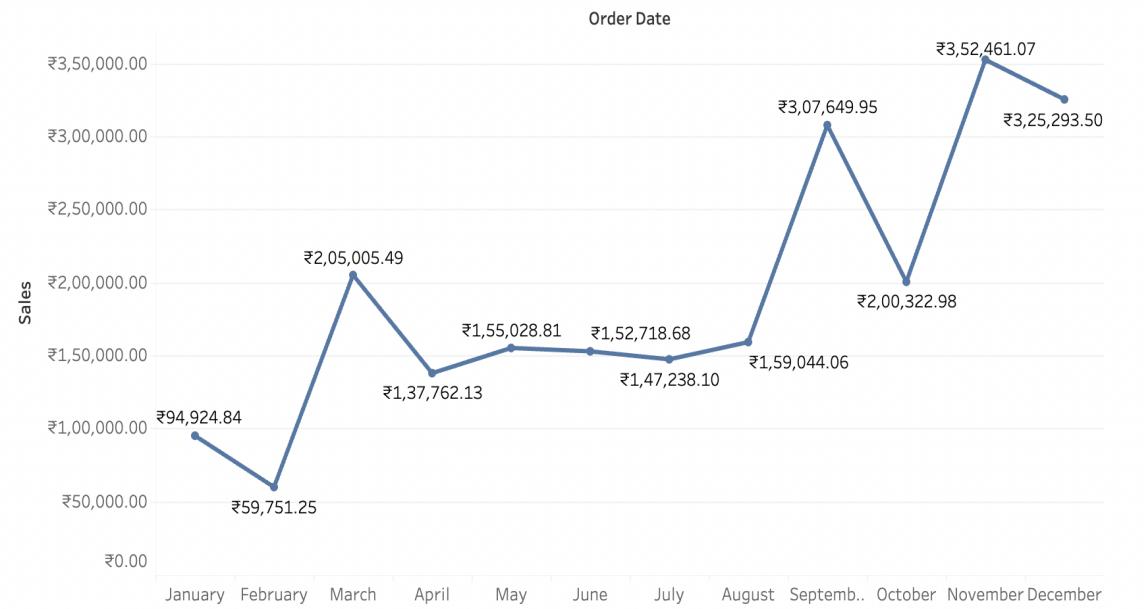
Screenshot: Screenshot 2025-11-21 at 1.30.40 AM.png

Sales Over Time

Order Date

Sales values by month:
- January: ₹94,924.84
- February: ₹59,751.25
- March: ₹2,05,005.49
- April: ₹1,37,762.13
- May: ₹1,55,028.81
- June: ₹1,52,718.68
- July: ₹1,47,238.10
- August: ₹1,59,044.06
- September: ₹3,07,649.95
- October: ₹2,00,322.98
- November: ₹3,52,461.07
- December: ₹3,25,293.50
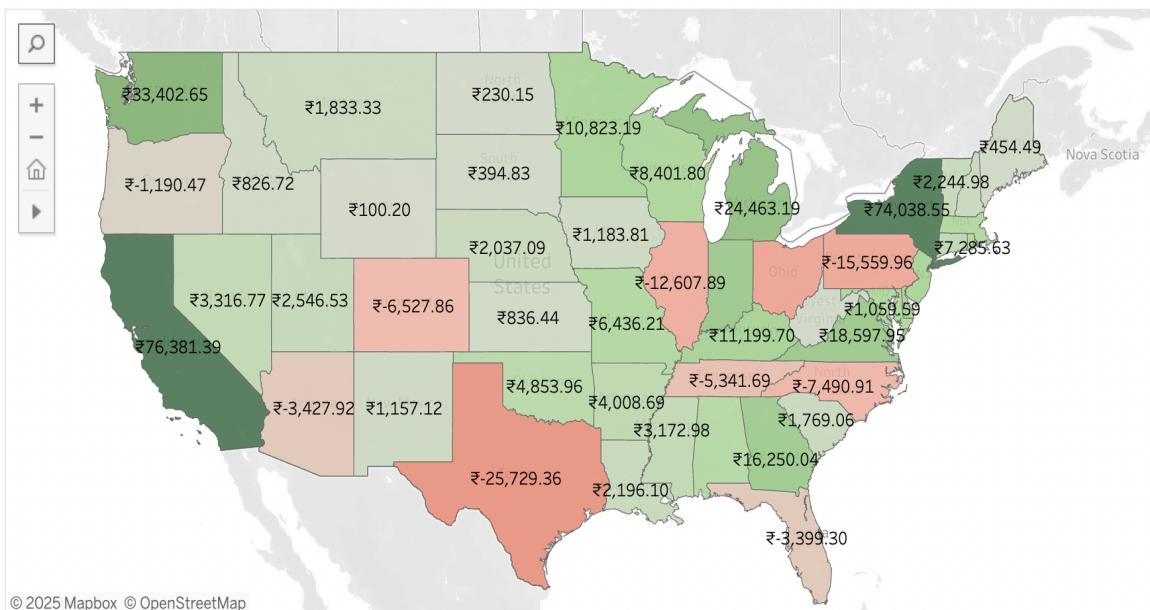
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Category Sales

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- Technology: ₹8,36,154.03
- Furniture: ₹7,41,999.80
- Office Supplies: ₹7,19,047.03

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Profit by State

State	Profit
	₹33,402.65
	₹1,833.33
	₹230.15
	₹10,823.19
	₹454.49
	₹-1,190.47
	₹826.72
	₹394.83
	₹8,401.80
	₹24,463.19
	₹2,244.98
	₹100.20
	₹2,037.09
	₹1,183.81
	₹74,038.55
	₹7,285.63
	₹-15,559.96
	₹3,316.77
	₹2,546.53
	₹-6,527.86
	₹836.44
	₹6,436.21
	₹-12,607.89
	₹11,199.70
	₹18,597.95
	₹1,059.59
	₹76,381.39
	₹-3,427.92
	₹1,157.12
	₹4,853.96
	₹4,008.69
	₹-5,341.69
	₹-7,490.91
	₹1,769.06
	₹3,172.98
	₹-25,729.36
	₹2,196.10
	₹16,250.04
	₹-3,399.30

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Screenshot: Screenshot 2025-11-21 at 1.32.16 AM.png

Segment Sales

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Segment	Sales
Consumer	₹11,61,401.34
Corporate	₹7,06,146.37
Home Office	₹4,29,653.15

Sales