

Superstore — Executive Summary

Key KPIs

- Total sales: 2,297,200.86
- Total profit: 286,397.02
- Average discount: 15.6%
- Avg profit per order: 28.66

Top Insights

- Top regions by profit: West, East, South
- Discount threshold where avg profit -> negative: 28%
- Top customers: Tamara Chand, Raymond Buch, Sanjit Chand, Hunter Lopez, Adrian Barton, ...

