

Superstore Sales Dashboard: Performance Summary

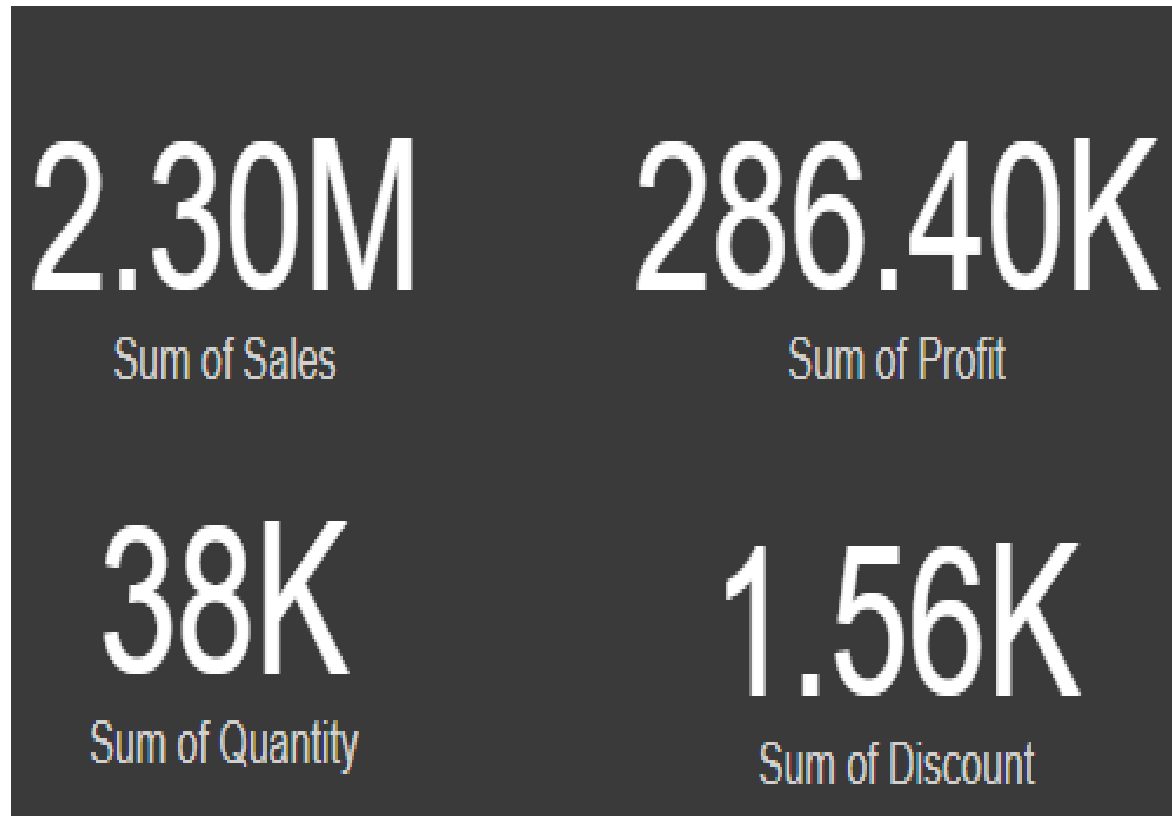
Key Insights for Strategic Decision Making

Key Findings

1. **High-Risk Category:** The **Furniture** category generates substantial sales but has a disproportionately low profit margin.
2. **Discount Erosion:** Maximum profit is generated at **zero discount** (0.0), while discounts of \$40(0.4) or higher lead to severely reduced or negative profit.
3. **Geographic Concentration:** Sales activity is concentrated almost entirely in **North America** and **Europe**

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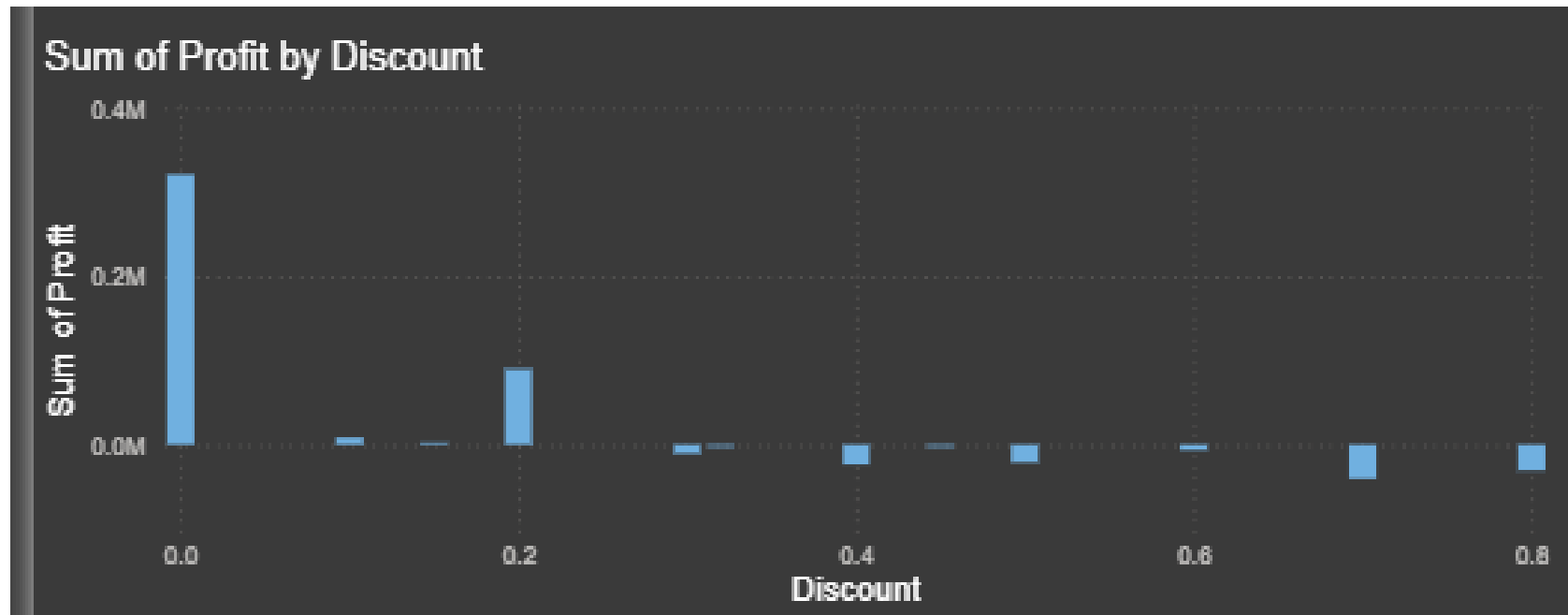
Core Financials and Customer Segmentation



Top Profit Contributor: The **Consumer** segment is the largest source of profit at **\$134.12K\$ (46.83%)** . **Corporate** contributes \$91.98K\$ (32.12%), and **Home Office** contributes \$60.3K\$ (21.05%).

Standard Class is the dominant shipping mode, accounting for the highest volume of sales compared to other modes

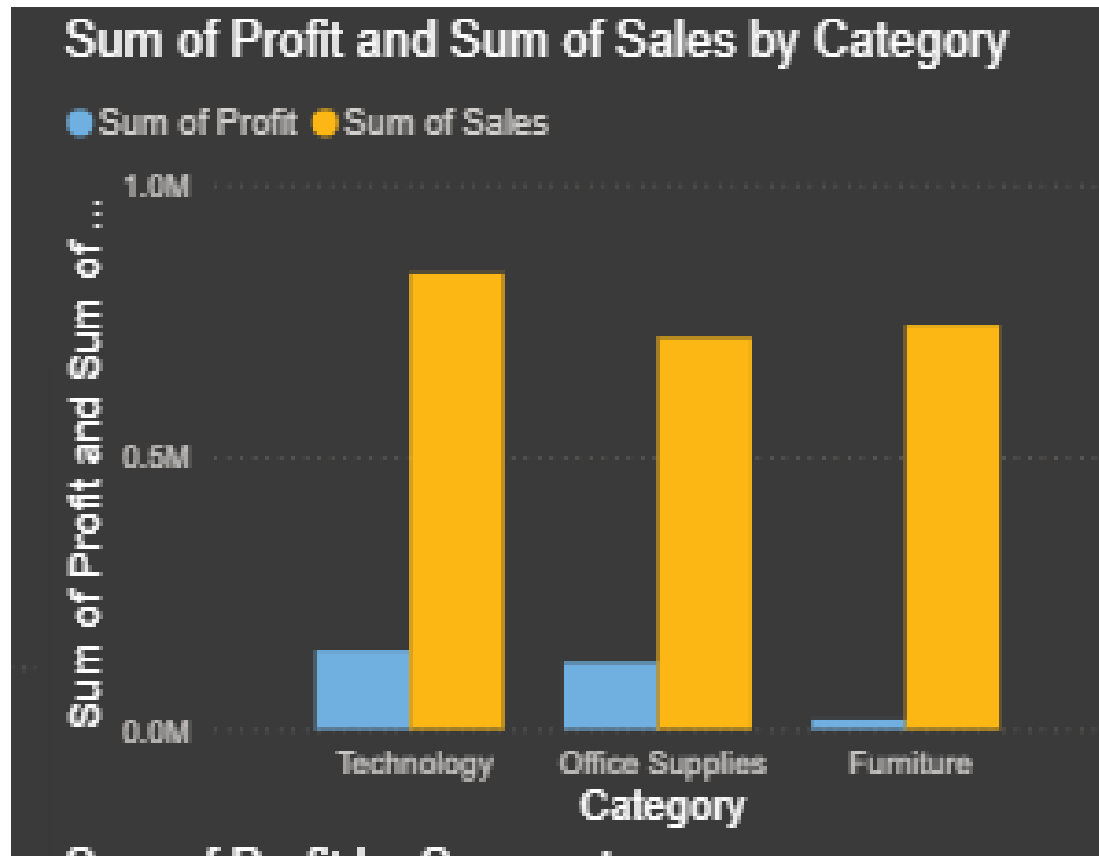
The Direct Impact of Discounting on Profit



High discounts are a primary driver of profit reduction and must be strictly controlled, especially on high-volume items.

The highest sum of profit is generated when the discount is **\$0.0\$**. Discounts at the **\$0.4\$**, **\$0.6\$**, and **\$0.8\$** levels show significant profit erosion, with bars dropping close to or below zero. The detailed data (when filtered) shows specific products like GE 30524EE4 (\$-43.12\$ profit) and LG Electronics Tone+ HBS-730 (\$-21.42\$ profit) generating losses at the 0.40\$ discount level.

Geographic Focus and Product Margin



Technology is the most profitable category (highest blue bar relative to yellow bar) .

Furniture shows the smallest profit contribution relative to its sales volume, indicating a critical margin problem that needs immediate investigation.

Geographic Insight:

The business is highly focused on two main regions: **North America** and **Europe** . There is minimal to no sales presence in **South America, Africa, and Asia**

Actionable Recommendations

Recommendation 1: Fix Furniture Margin

Action: Isolate the lowest-performing Sub-Categories (e.g., **Tables** or **Bookcases**) within Furniture. Either raise their prices, reduce discounts, or delist them to protect the overall profit margin.

Recommendation 2: Discount Policy Enforcement

Action: Implement a hard rule against offering discounts greater than **\$30** or **\$40** without senior management approval, especially for Technology products and any item showing a historical negative margin.

Recommendation 3: Geographic Growth

Action: Explore low-cost entry strategies or targeted marketing in **Asia** or **South America** to diversify the sales base beyond the currently saturated regions.

Conclusion

The business has strong sales and healthy segments (Consumer, Technology), but profitability is being undermined by an overly generous or poorly targeted discount strategy and critical margin issues in the **Furniture** category.