

\$2.3M

Total Sales

\$286.4K

Total Profit

5009

Total Orders

793

Total Customers

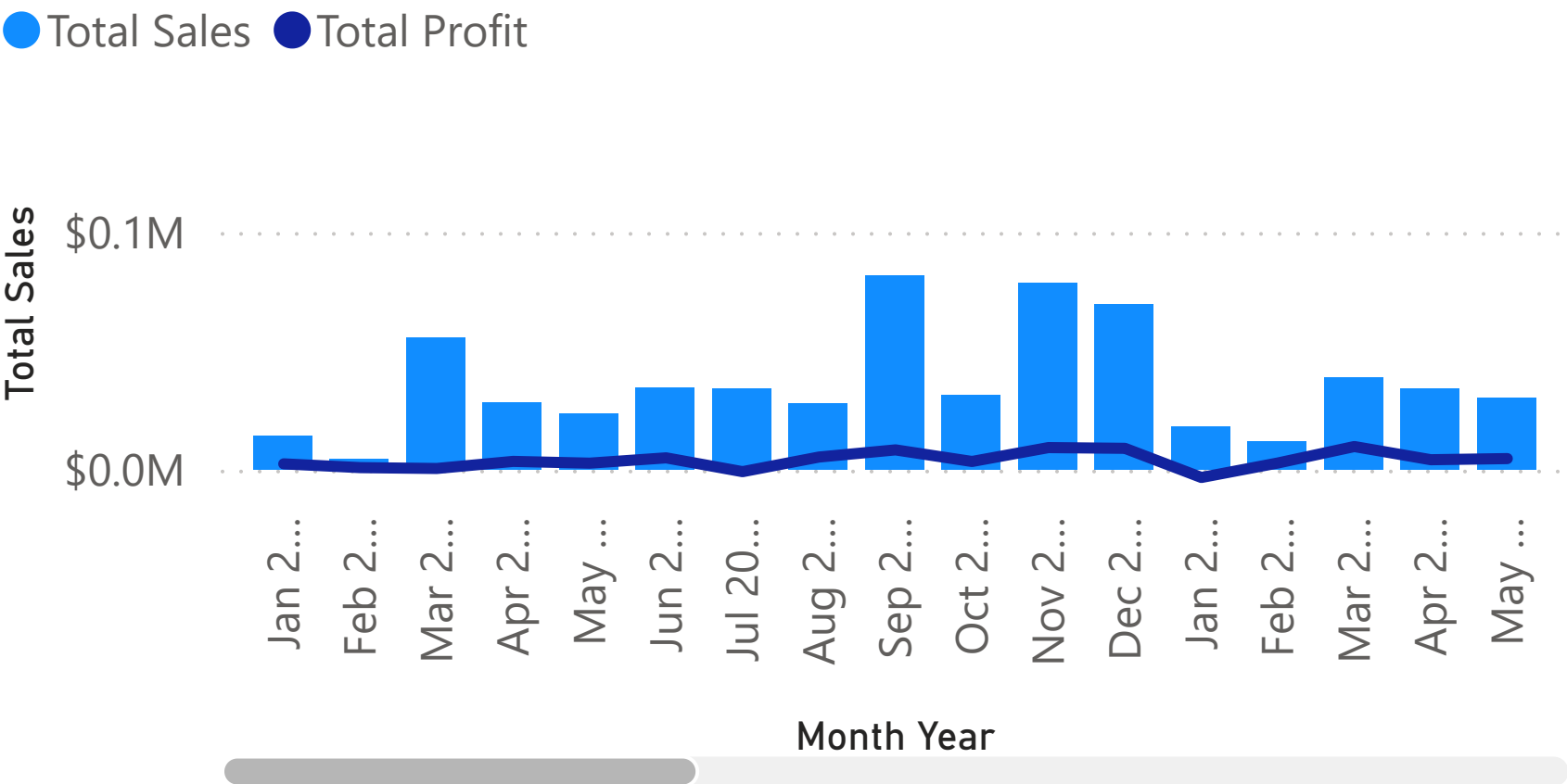
\$458.6

AOV

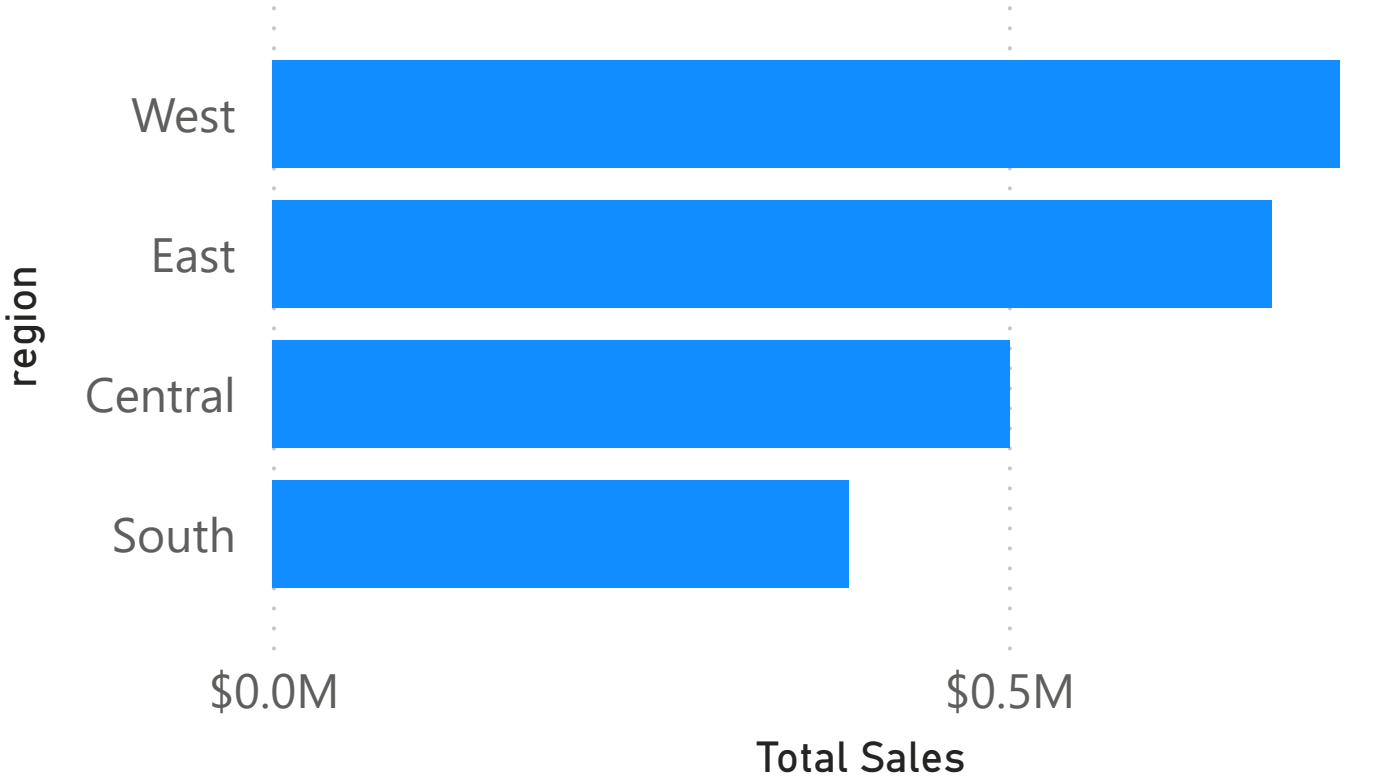
12.47%

Profit Margin %

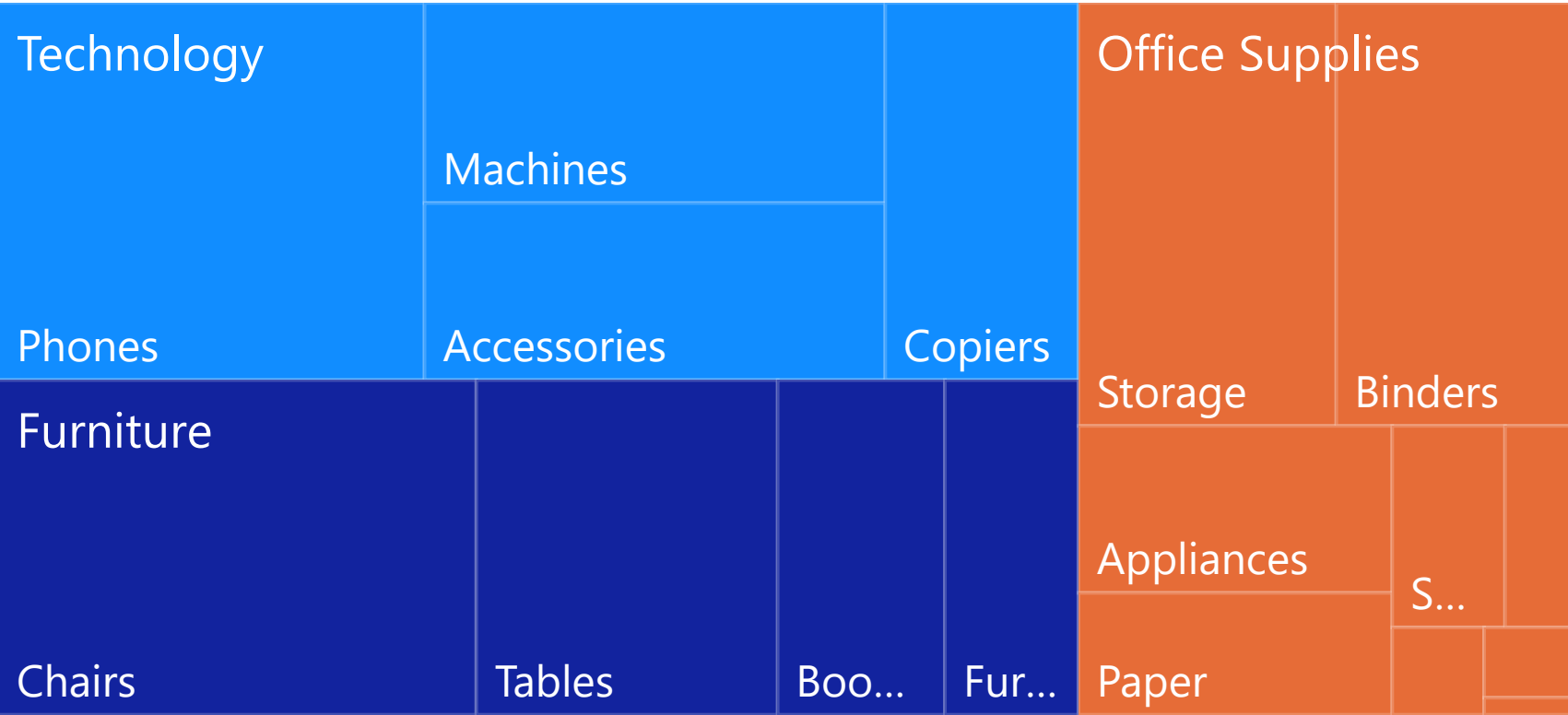
Total Sales and Total Profit by Month Year



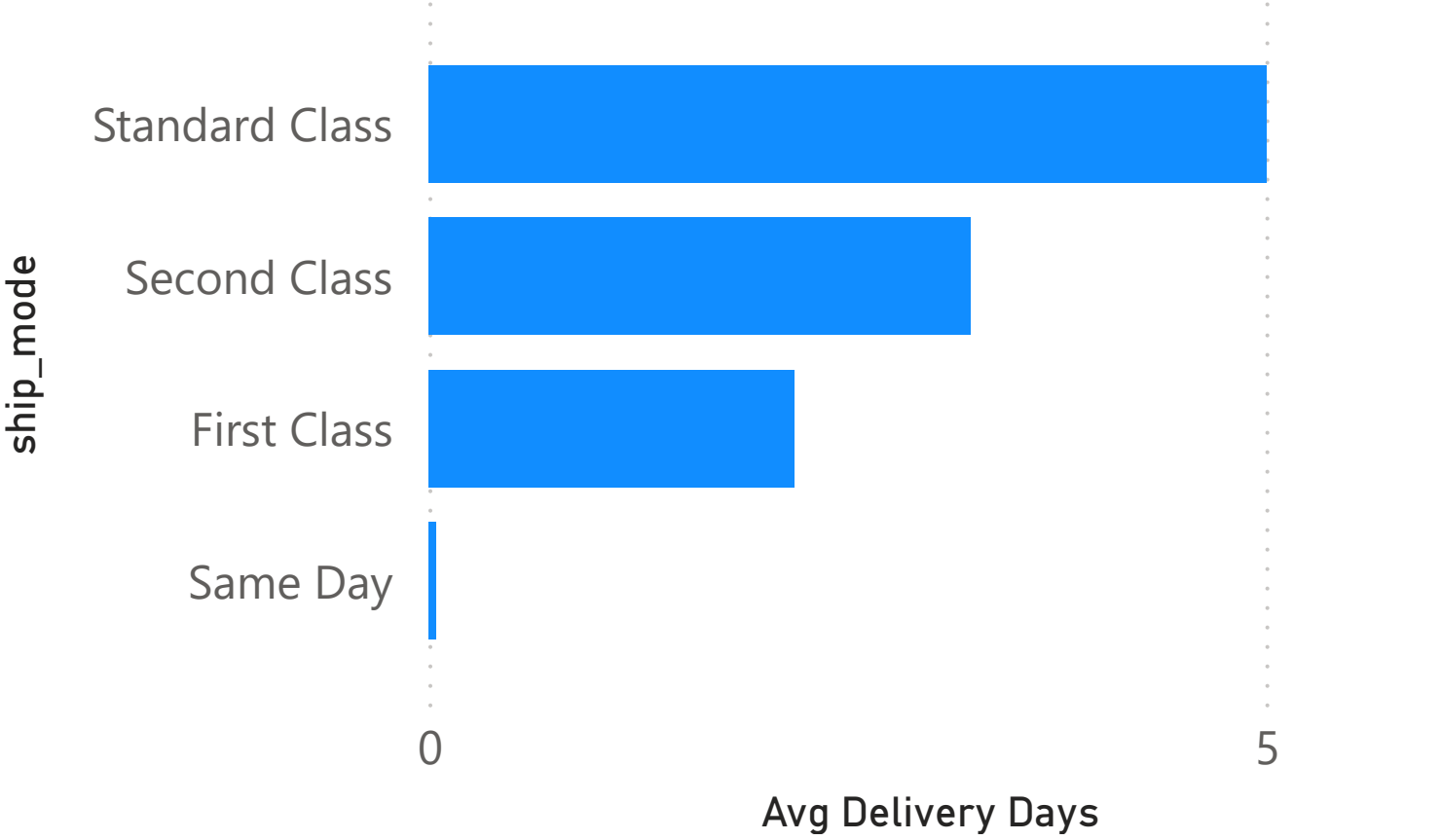
Total Sales, Total Profit and Profit Margin % by region



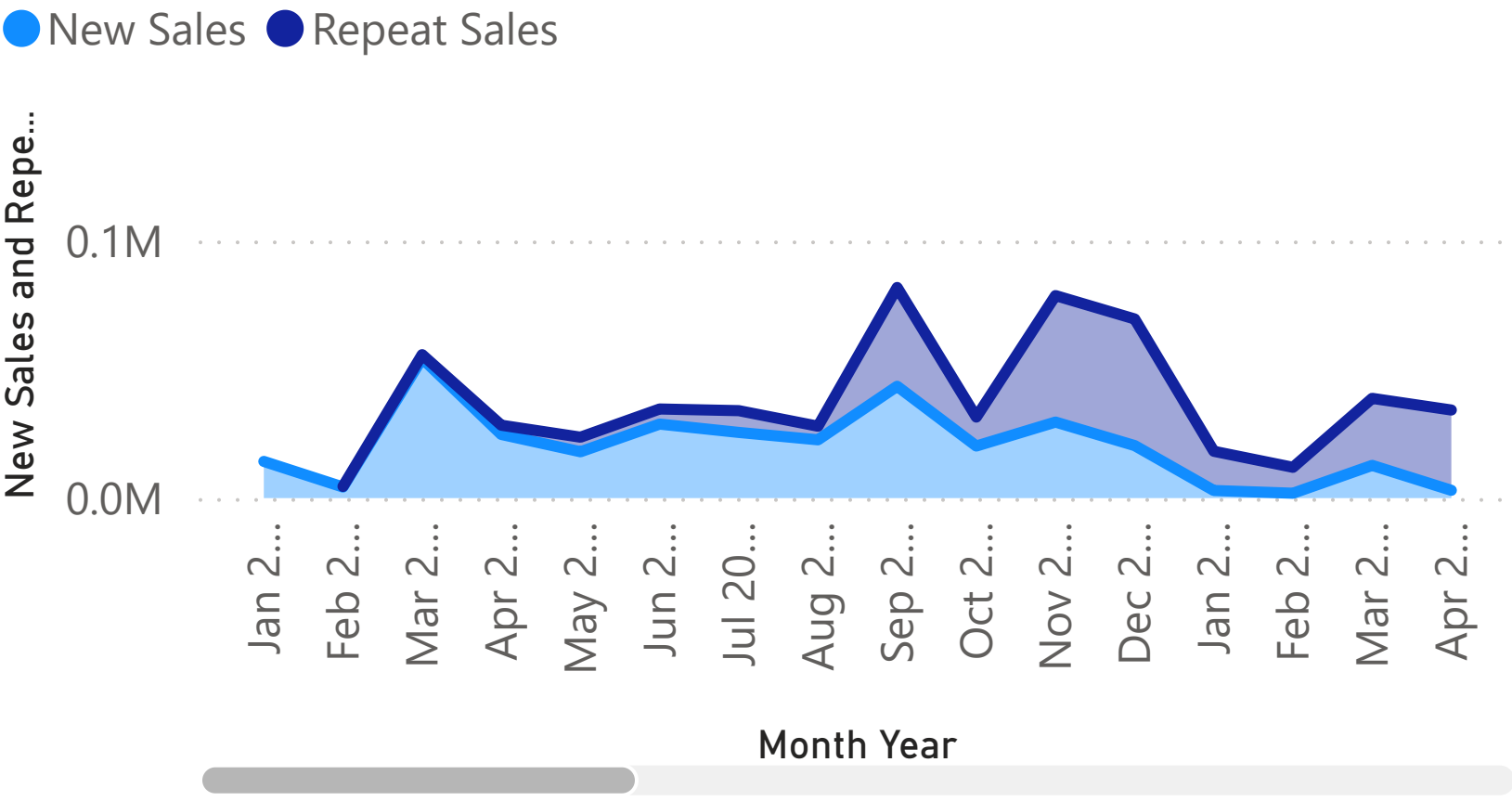
Total Sales, Total Profit and Profit Margin % by category and sub\_category



Avg Delivery Days and Total Orders by ship\_mode



New Sales and Repeat Sales by Month Year



Go to Insights

1871

Total Sales	Total Profit	product_name
\$11,100.0	(\$8,880.0)	Cubify CubeX 3D Printer Double Head Print
\$16,829.9	(\$4,590.0)	Lexmark MX611dhe Monochrome Laser Pri
\$8,000.0	(\$3,840.0)	Cubify CubeX 3D Printer Triple Head Print
\$9,917.6	(\$2,876.1)	Chromcraft Bull-Nose Wood Oval Conferer
\$9,544.7	(\$1,934.4)	Bush Advantage Collection Racetrack Conf
\$17,965.1	(\$1,878.2)	GBC DocuBind P400 Electric Binding Syste
\$120,877.0	(\$29,458.4)	

Year

2014 2017



region

☐ Central

☐ East

category

☐ Furniture

☐ Office Supplies

ship\_mode

☐ First Class


☐ Same Day


## Executive Insights – Superstore Sales & Profitability

 **Revenue Concentration:** Sales are driven by the West and East regions, but margin gaps suggest efficiency improvements are needed in the East.

 **Category Dynamics:** Technology delivers the highest revenue, while Office Supplies contributes volume but erodes profitability with thin margins.

 **Shipping Efficiency:** Standard Class dominates, but longer delivery times risk customer satisfaction.

 **Customer Growth:** New customers provide strong initial sales, yet repeat customers sustain long-term growth—highlighting the need for retention strategies.

 **Profitability Risks:** Certain products (e.g., printers & furniture) consistently generate losses, requiring pricing reviews or portfolio rationalization.

 **Conclusion:** Overall, revenue growth is strong, but **margin optimization, product rationalization, and customer retention strategies** will be critical to sustaining profitability