

Super Store Data Analysis

2011

2012

2013

2014

Category

Segment

Ship
Mode

Region

Discount

Profit

Sales

Total Orders

3319

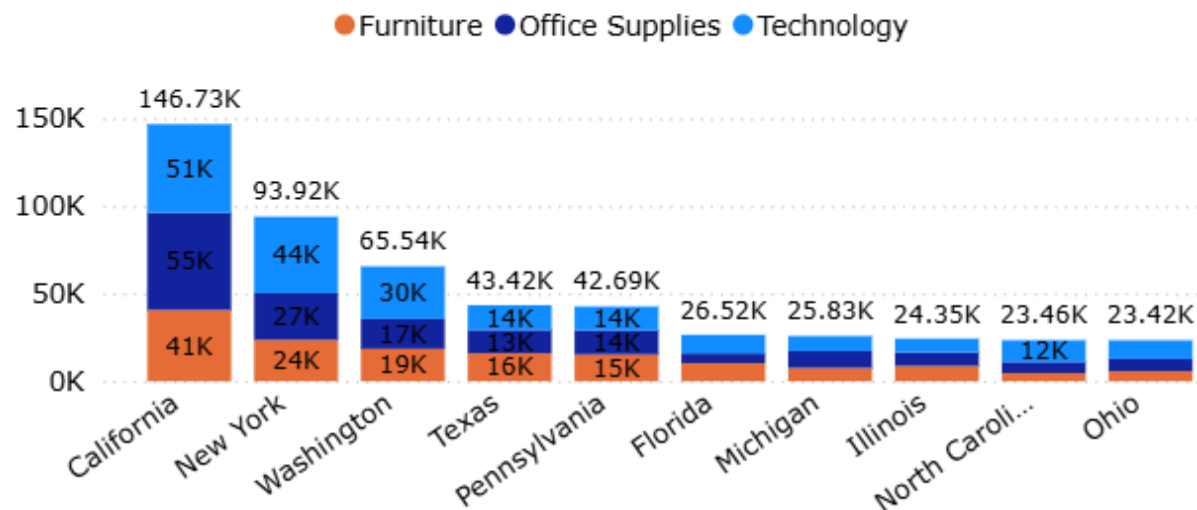
Total Sales

733.95K

Profit Margin

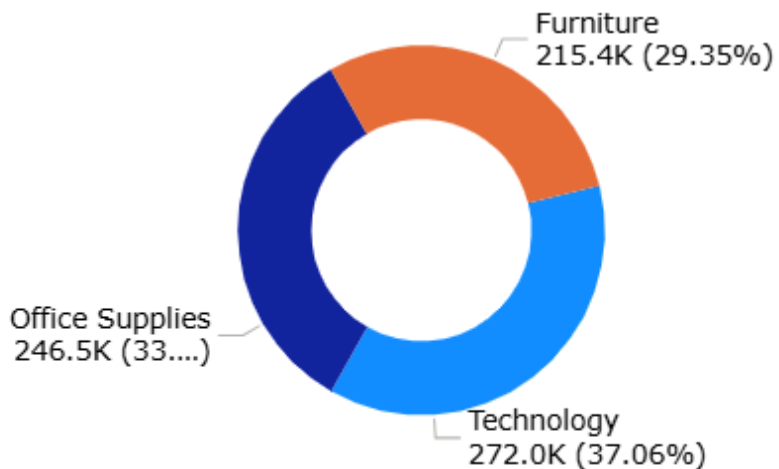
0.13

Top 10 States by Sales

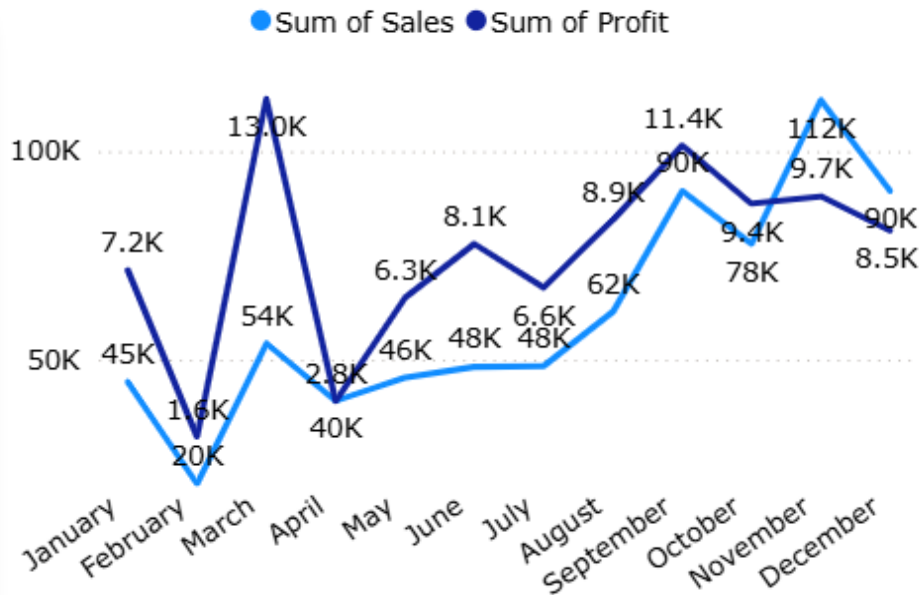


Total Sales by Category

● Technology ● Office Supplies ● Furniture



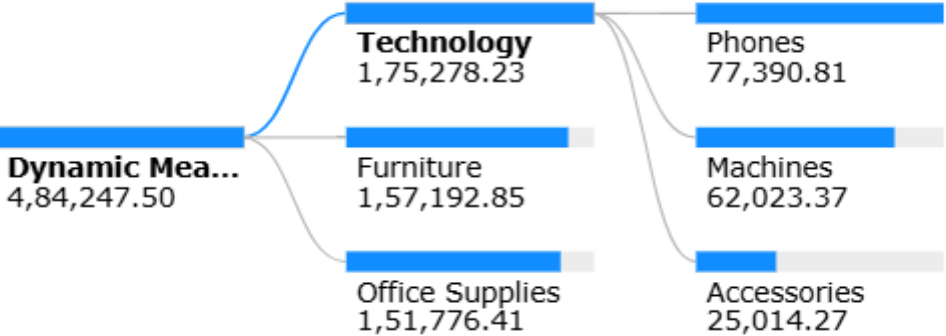
Sum of Sales & Profit by Month



1. From 2011 to 2014, the business has **grown steadily**, with **sales, profit, and discounts** increasing year after year.
2. Technology consistently brings in the most revenue, followed by Furniture and then Office Supplies.
3. Together, **Technology** and **Office Supplies** drive around **85%** of total **profit**, making them the strongest profit contributors.
4. **Office Supplies** typically see the highest **discounts**, averaging about **60%** each year, which is higher than Technology and Furniture.
5. When it comes to **order volume**, **Office Supplies** lead the way, showing strong **customer demand**, followed by Furniture and Technology.

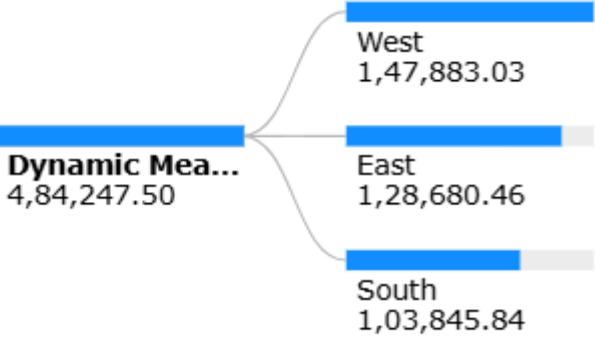
Analysis by Sales

Category Technology Sub-Category x



Analysis by Sales

Region x



Total Sales

484.25K

Discount

Profit

Sales

2011

2012

2013

2014

Top 9 Cities by Sales

City	Furniture	Office Supplies	Technology	Total
New York City	₹ 14736.44	₹ 8020.59	₹ 21604.06	₹ 44361.09
San Francisco	₹ 6558.79	₹ 15640.34	₹ 8784.38	₹ 30983.51
Los Angeles	₹ 10184.25	₹ 7522.55	₹ 11175.90	₹ 28882.70
Jacksonville	₹ 1663.96	₹ 340.61	₹ 23803.55	₹ 25808.13
Seattle	₹ 8100.92	₹ 11365.15	₹ 4065.92	₹ 23531.99
Philadelphia	₹ 5805.22	₹ 6728.63	₹ 5728.35	₹ 18262.20
Houston	₹ 5644.77	₹ 3924.72	₹ 8125.97	₹ 17695.46
San Antonio	₹ 2783.29	₹ 2972.58	₹ 8735.06	₹ 14490.94
Chicago	₹ 2480.50	₹ 3100.53	₹ 5253.58	₹ 10834.61
Total	₹ 57958.13	₹ 59615.72	₹ 97276.77	₹ 214850.62

Discount

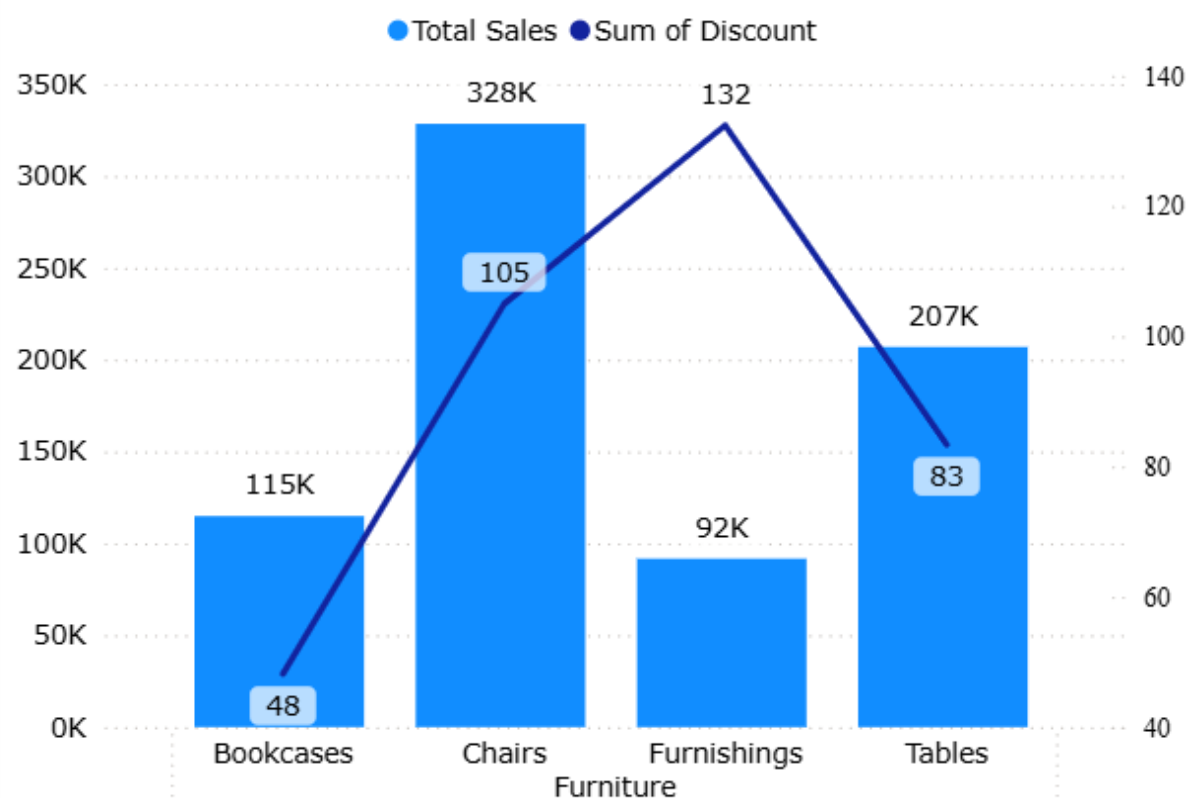
Profit

Sales

Total Discount by
Furniture

₹ 368.89

Total Sales and Discount of sub category by Furniture



Total Discount of sub category by Furniture

