SUPERSTORE SALES & PROFIT ANALYSIS

Sum of Profit by Category

Sum of Sales by Sub-Category

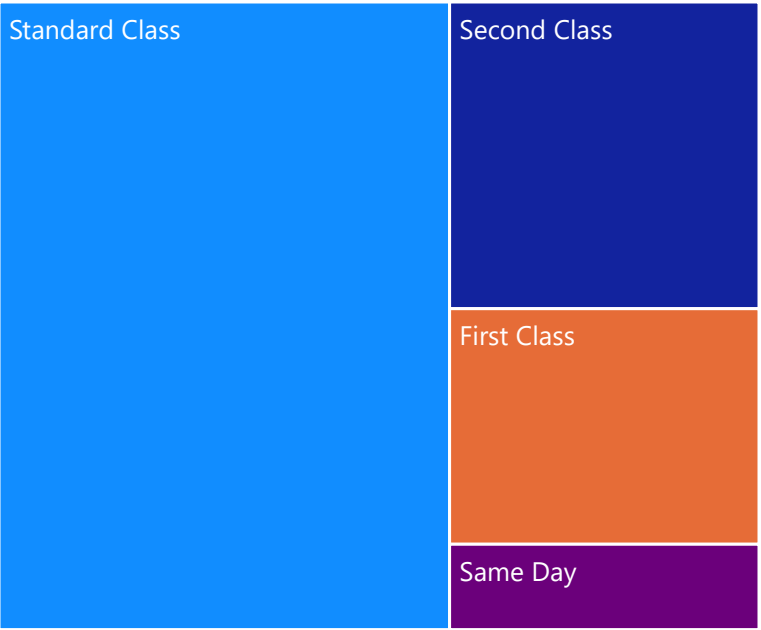## Sum of Sales by Year
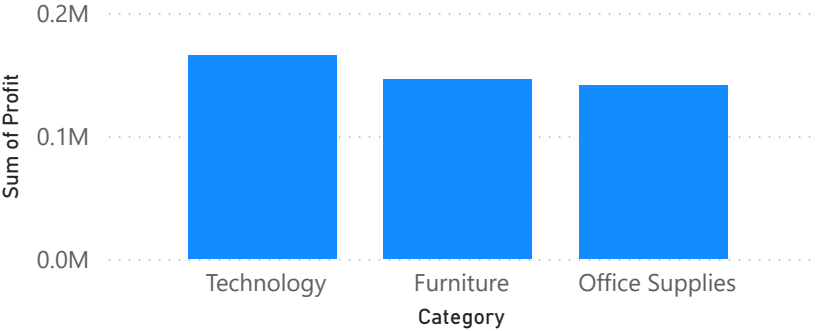
1. **Technology** category contributes the highest profit among all three categories.

2. **Phones** and **Chairs** lead in terms of sales within sub-categories.

3. Sales show a **steady increase from 2016 to 2018**, indicating growing performance over the years.

4. **Standard Class** shipping mode brings in the highest profit, while **Same Day** contributes the least.

5. **Furniture** and **Office Supplies** categories also show significant profit, though slightly behind Technology.
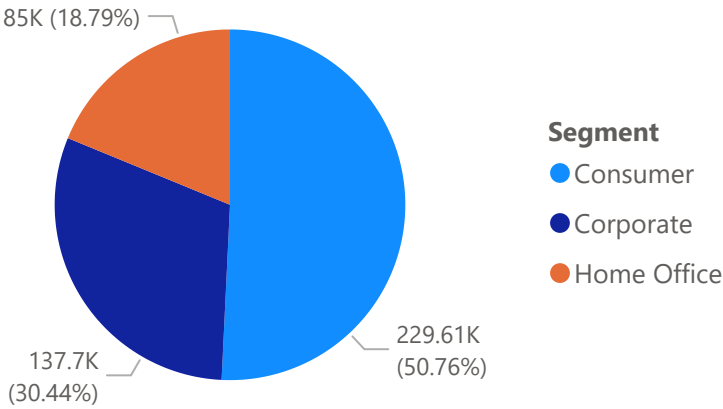
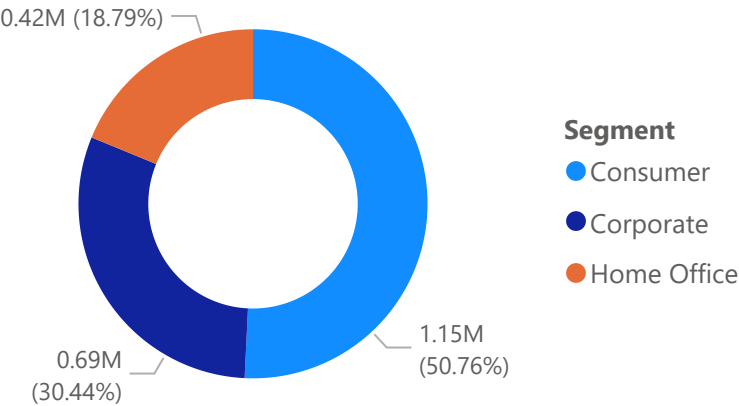6. Sub-categories like **Storage**, **Tables**, and **Binders** contribute moderately to sales.

Sum of Profit by Ship Mode

Sum of Profit by Segment

85K (18.79%)
137.7K (30.44%)
229.61K (50.76%)

Segment
- Consumer
- Corporate
- Home Office

Sum of Sales by Segment

0.42M (18.79%)
0.69M (30.44%)
1.15M (50.76%)

Segment
- Consumer
- Corporate
- Home Office