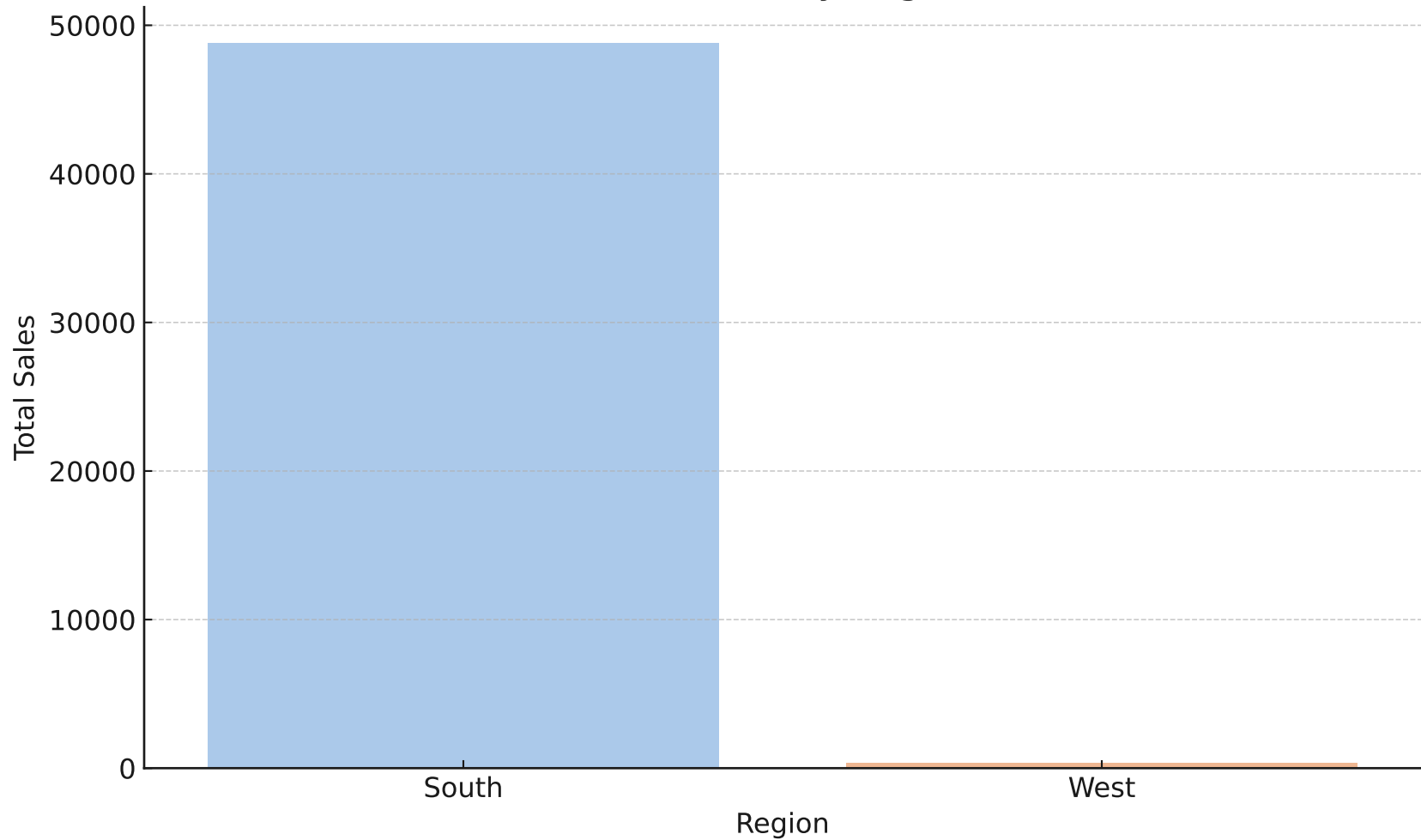


# **Visual Storytelling Report**

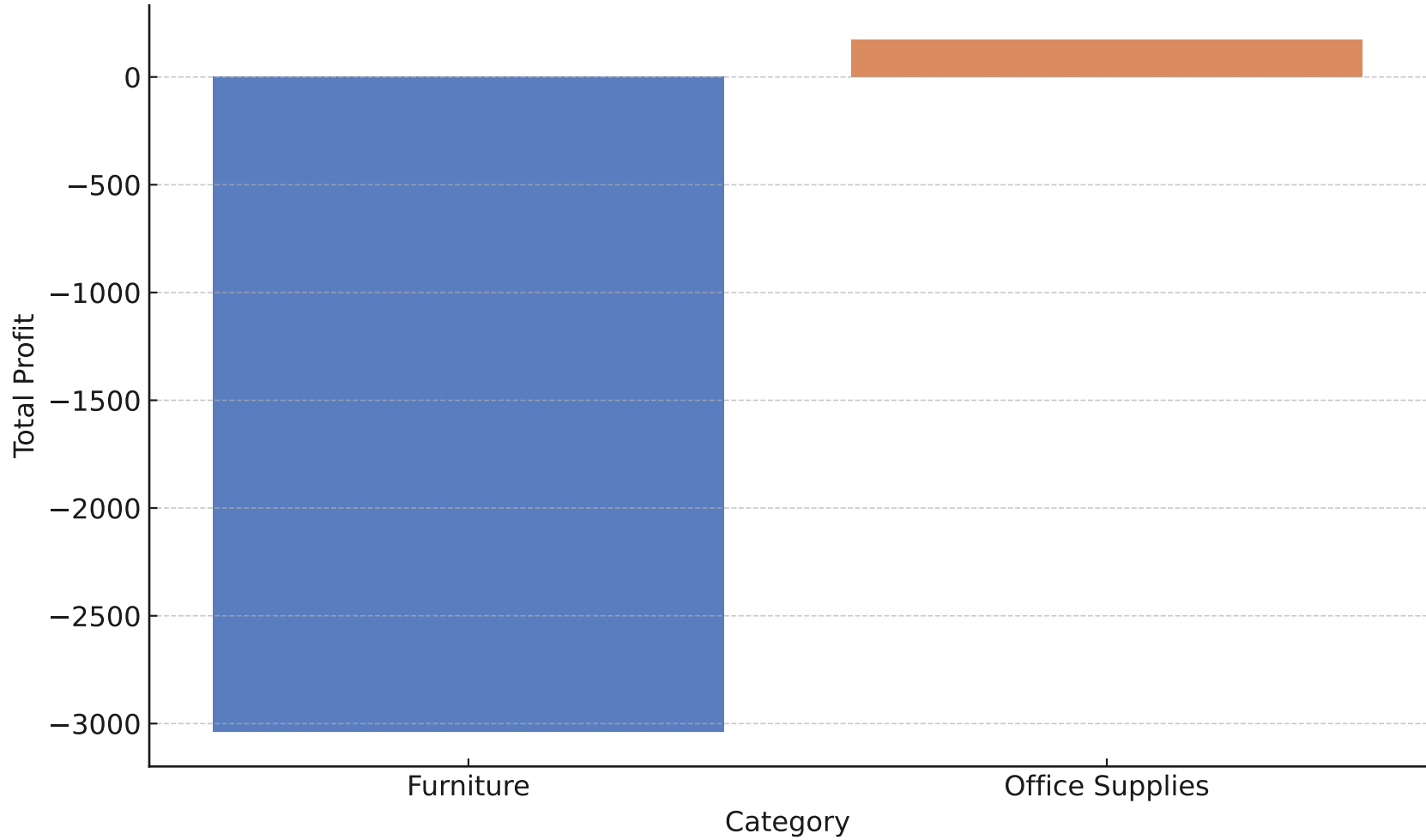
Outcome: Master the art of visual storytelling with charts and graphs

Dataset: Superstore (100 Rows Sample)

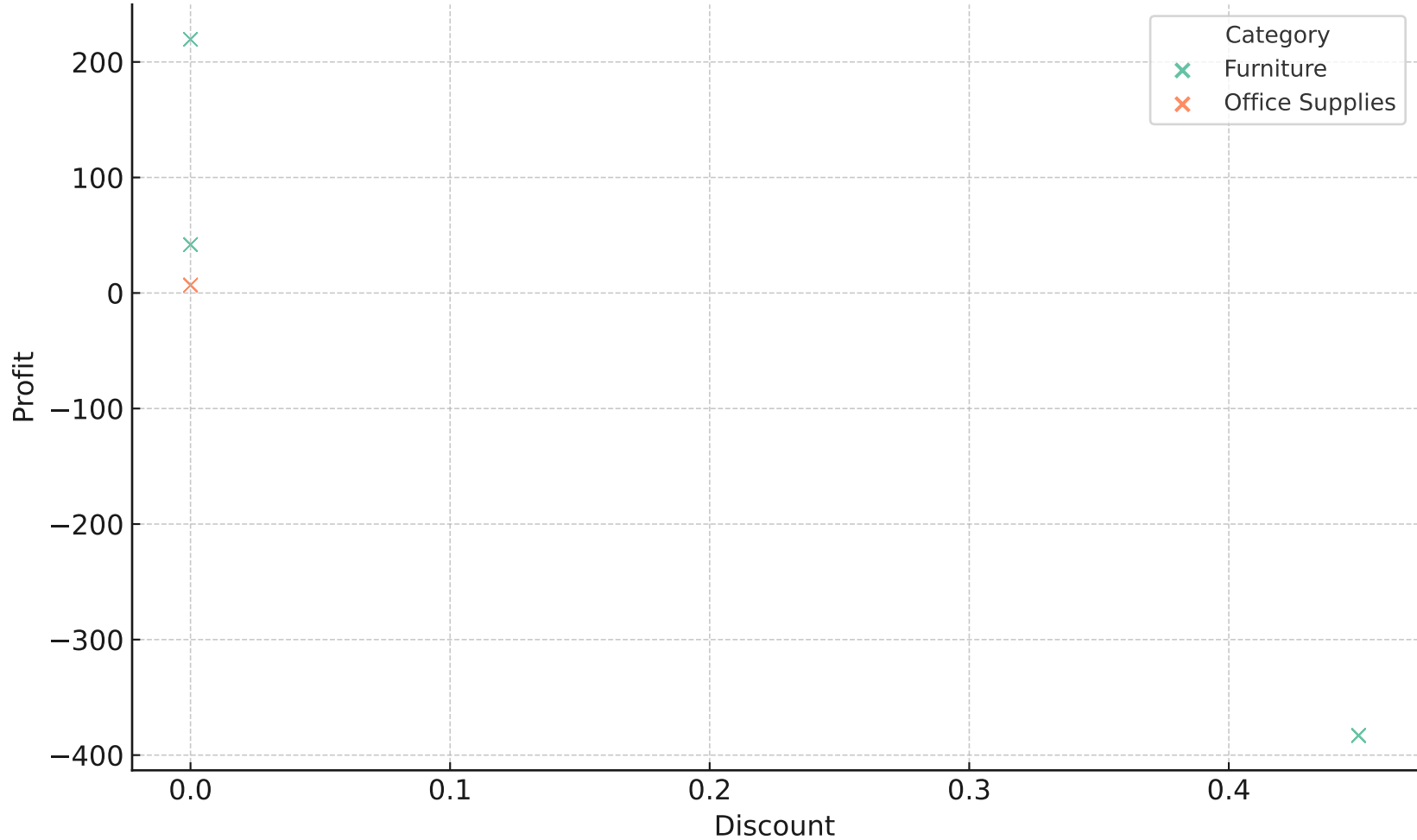
Total Sales by Region



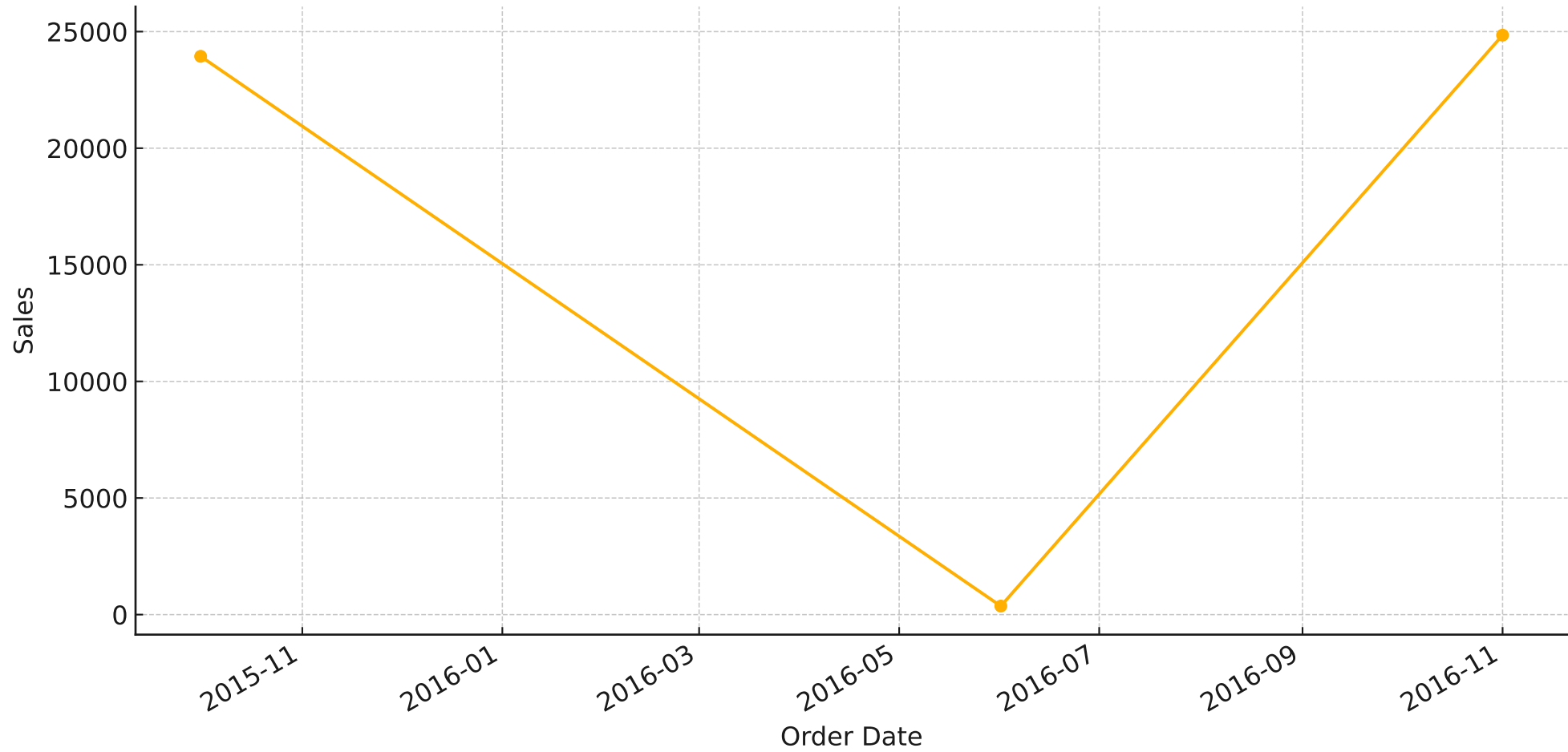
Total Profit by Category



# Discount vs Profit by Category



# Sales Trend Over Time



## Summary & Insights

### Key Insights:

- West region has the highest total sales in this sample.
- Furniture and Technology show varying profit margins.
- High discounts often correlate with reduced profits.
- Sales show fluctuations over months — indicating seasonality.

### Recommendations:

- Focus on high-margin sub-categories.
- Reassess discounting strategy to improve profits.
- Capitalize on seasonal peaks for sales campaigns.