**Superstore Data Analysis Report**

**1. KPIs (Key Performance Indicators):**

* **Purpose**: To provide a high-level overview of the key performance indicators (KPIs) for decision-makers.
* **Key Highlights**:
  + **Total Sales**: $514.29K
  + **Total Profit**: $92.31K
  + **Total Quantity**: $5.49K

**2. Total Sales Trend (Line Chart):**

* **Chart Description**: A **line chart** showing total sales of 12 months from Jan 2023 to Jan 2024.
* **Insight**: Sales have shown inconsistent growth, with erratic line chart and it is **exponentially falling down**.
* **Actionable Insight**: Look for trends that might indicate **seasonal demand** or **economic cycles** in different states. This will help plan **inventory management** and **marketing campaigns** accordingly.

**3. Sales by Regions (Pie Chart):**

* **Chart Description**: A **pie chart** showing the Profit breakdown Regions
  + **West**: 24.58% of total profit
  + **South**: 25.68% of total profit
  + **Central**: 25% of total profit
  + **East**: 24.74 of total profit
* **Insight**: There is no much difference in the profit distribution, so keep the same pattern and trend.
* **Actionable Insight**: For the regions such as West and East, consider increasing marketing and promotions.

**4. Top 5 and Bottom 5 Products (Bar Chart):**

**Top 5 products:**

* **Chart Description**: A **Bar chart** showing Top selling products across all regions.
  + Paper 20 - profit $618.21
  + Blinders 42 - profit $615.07
  + Pens 57 - profit $599.61
  + Chairs 58 - profit $595.11
  + Laptops 19 - profit $576.34

**Bottom 5 products:**

* **Chart Description**: A **Bar chart** showing Top selling products across all regions.
  + Printers 40 - profit $2.59
  + Phones 84 - profit $2.53
  + Bookcases 84 - profit $2.15
  + Chairs 64 - profit $1.94
  + Tables 42 - profit $0.92
* **Insight**: The Top and Bottom selling products is based on the demands and unit sold.
* **Actionable Insight**: The top selling products can be given as **combo** with the bottom selling products.so it will significantly **increase the growth**.

**5. Total Profit by discount (Scattered plot):**

* **Chart Description**: This Scattered plot shows the significant growth in the profit based on the discount.
* **Insights**: This show the trend line is going upwards and it shows the rise in the profit.
* **Actionable Insight**: As it is showing rise in profit, keep the same pattern and the trends.

**6. Total Profit by State (Map):**

* **Chart Description**: The map shows the profit according to the states in USA.
* **Insights**: Texas having highest profit and Florida having the lowest profit among the given states in USA.
* **Actionable Insight**: Low profitability could result from higher operational costs, lower sales volumes, or pricing issues. It may also be due to external factors such as economic conditions or local competition.
* For these regions, consider investigating further into the causes. You might need to **adjust pricing**, **optimize costs**, or **improve customer acquisition strategies**.