

Superstore Sales Analysis Report

Insight 1: Sales and Profit by Region

Analysis of total Sales and Profit across different Regions shows that: The West region has the highest sales volume. The South region, despite moderate sales, has the lowest profit margin. The Central region performs average in both.

Insight 2: Monthly Sales Trend

Sales show a consistent upward trend in Q3 and Q4 of each year, suggesting seasonal demand. Notably, November often has a sales spike, indicating the influence of year-end promotions.

Insight 3: Category & Sub-Category Performance

Technology is the most profitable category. Furniture, especially the 'Tables' sub-category, often results in losses due to high discounts and returns. Office Supplies has steady sales but fluctuates in profitability depending on discounts.

Insight 4: Discount Impact on Profit

A strong negative correlation exists between discount levels and profit. Heavily discounted products particularly in Furniture and Office Supplies frequently result in losses.

Insight 5: Top Products by Sales

Top revenue-generating products include phones and accessories from the Technology category. Some high-selling items in Furniture generate little to no profit due to deep discounts.

Insight 6: Shipping Time Analysis

The average shipping delay is longest for Furniture orders. This delay could negatively impact customer satisfaction, especially when combined with high product prices.