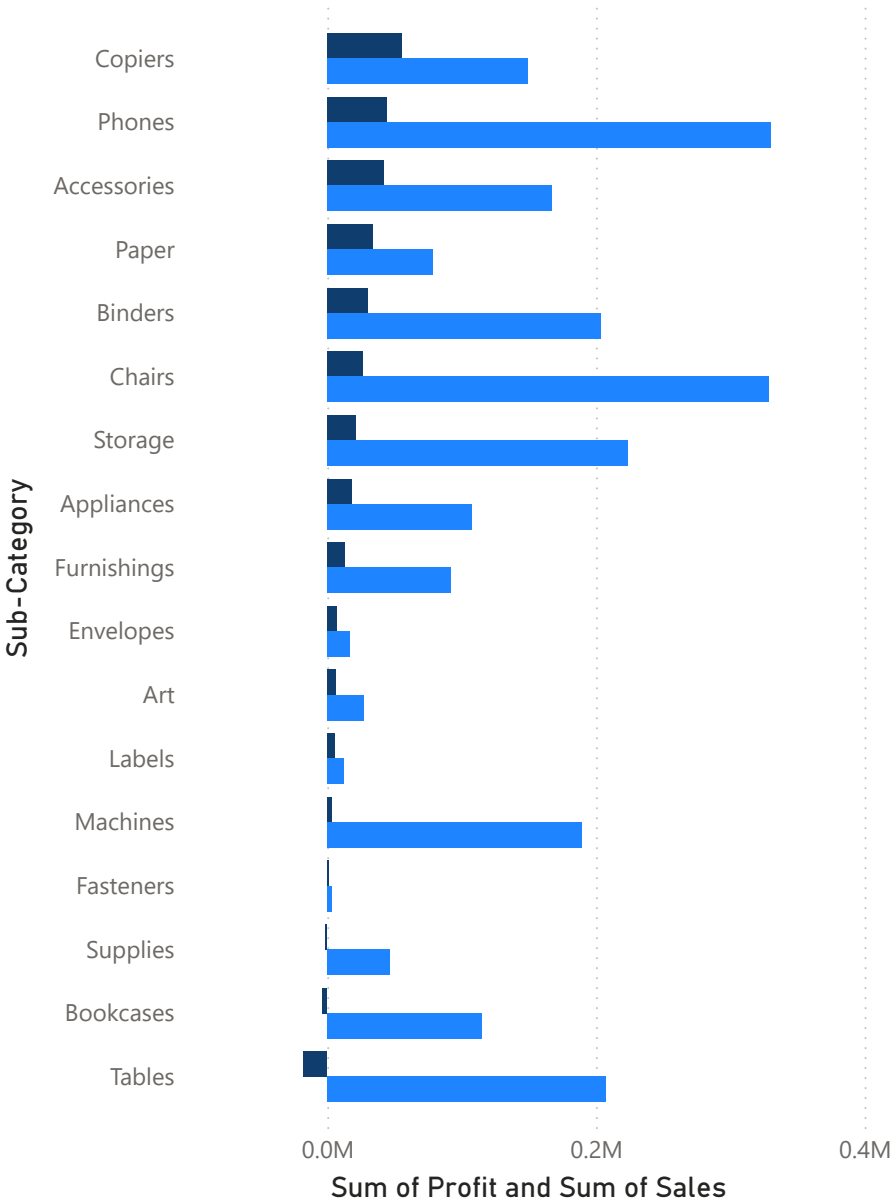


Superstore Sales Analysis Report

Sum of Profit and Sum of Sales by Sub-Category

● Sum of Profit ● Sum of Sales



37873 22,97,200.86

Sum of Quantity

Sum of Sales

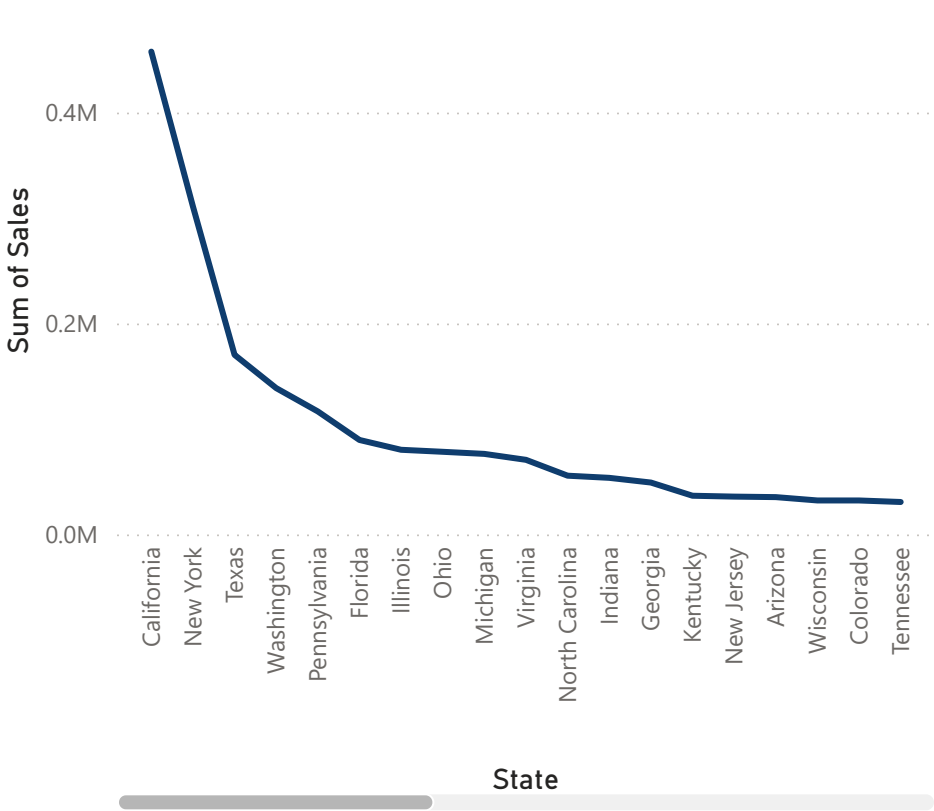
0.16

Average of Discount

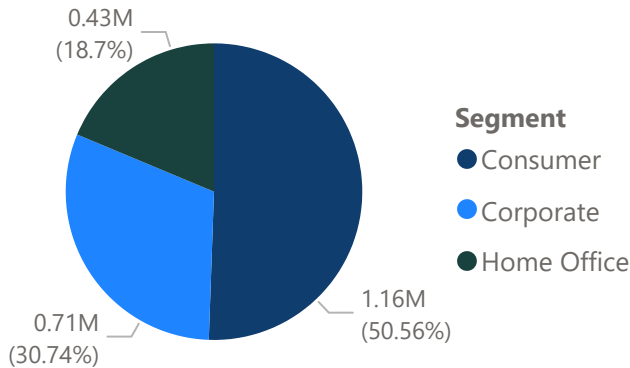
2,86,397.02

Sum of Profit

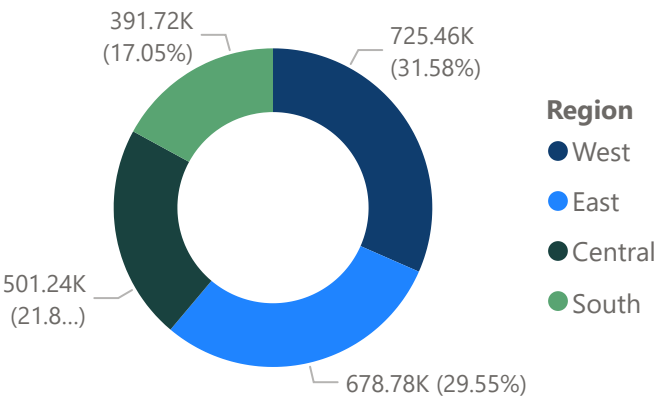
Sum of Sales by State



Sum of Sales by Segment



Sum of Sales by Region



Superstore Sales Analysis Report – Summary

Key Metrics (KPI Cards):

Total Quantity Sold: 37,873 units

Total Sales: ₹22,97,200.86

Total Profit: ₹2,86,397.02

Average Discount: 0.16 (i.e., 16%)

Visual Breakdown:

1. Bar Chart: Sales & Profit by Sub-Category

Shows Sum of Sales and Sum of Profit side-by-side for each sub-category.

Top-performing sub-categories (Sales):

Phones, Chairs, Storage

Low-performing sub-categories (Profit):

Tables, Bookcases, and Binders have lower or negative profits.

2. Line Chart: Sales by State

California is the top state in terms of sales (over ₹400K).

Texas, New York, and Washington follow.

Many states show significantly lower sales volumes.

3. Pie Chart: Sales by Segment

Home Office segment leads with 50.56% of total sales.

Followed by Consumer (30.74%) and Corporate (18.7%).

4. Donut Chart: Sales by Region

West Region is highest in sales (₹725.46K, 31.58%)

Followed by:

East (29.55%)

Central (21.8%)

South (17.05%)

Insights:

Focus more on Phones and Chairs – high sales and good profits.

Home Office customers are the largest contributors.

West and East regions offer the best market potential.

Products like Tables and Bookcases may need cost optimization due to low or negative profitability.