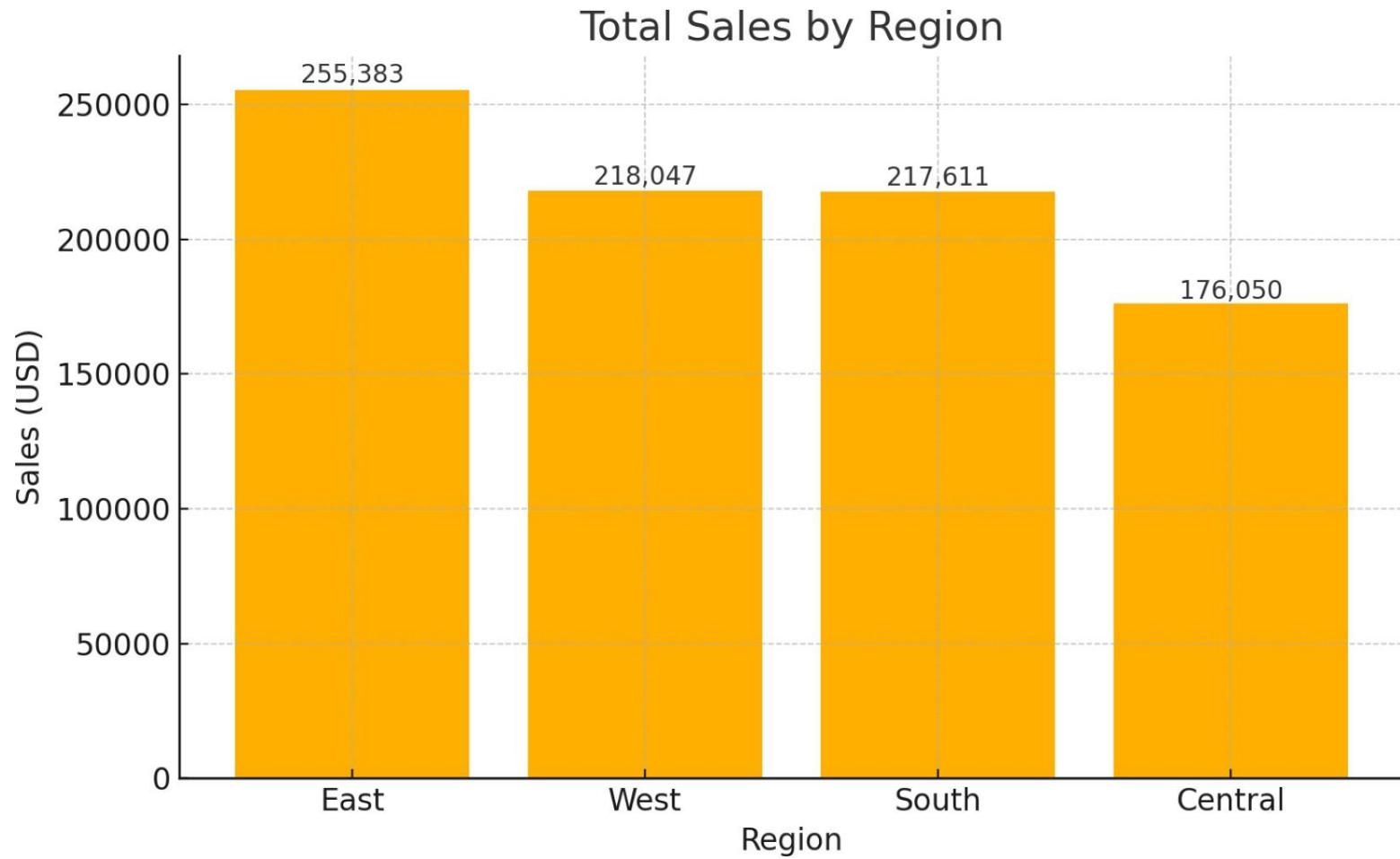


# **Data Visualization & Storytelling Synthetic Superstore Sales**

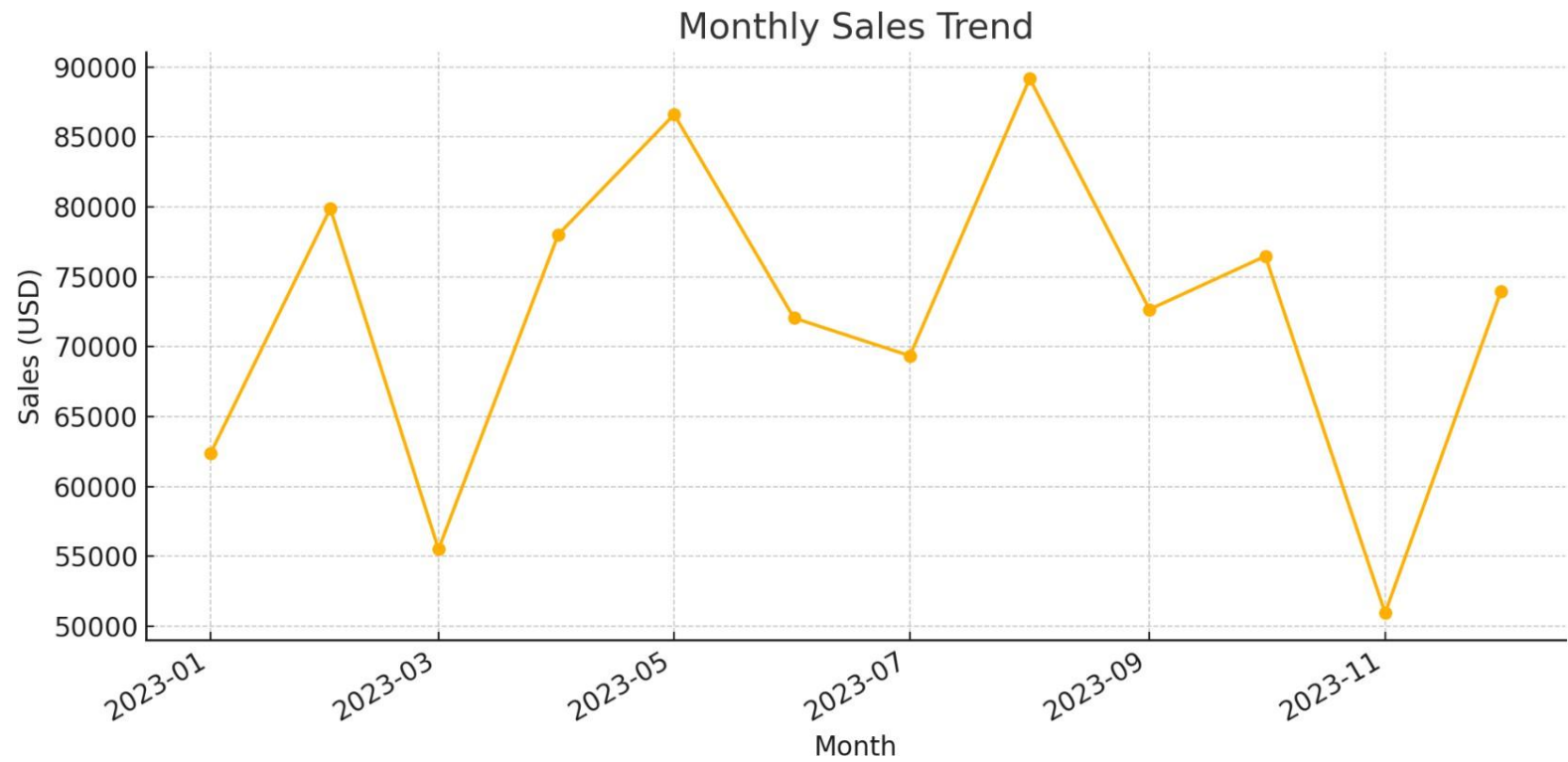
Deliverable: Visual report with key charts and insights

Total Sales by Region



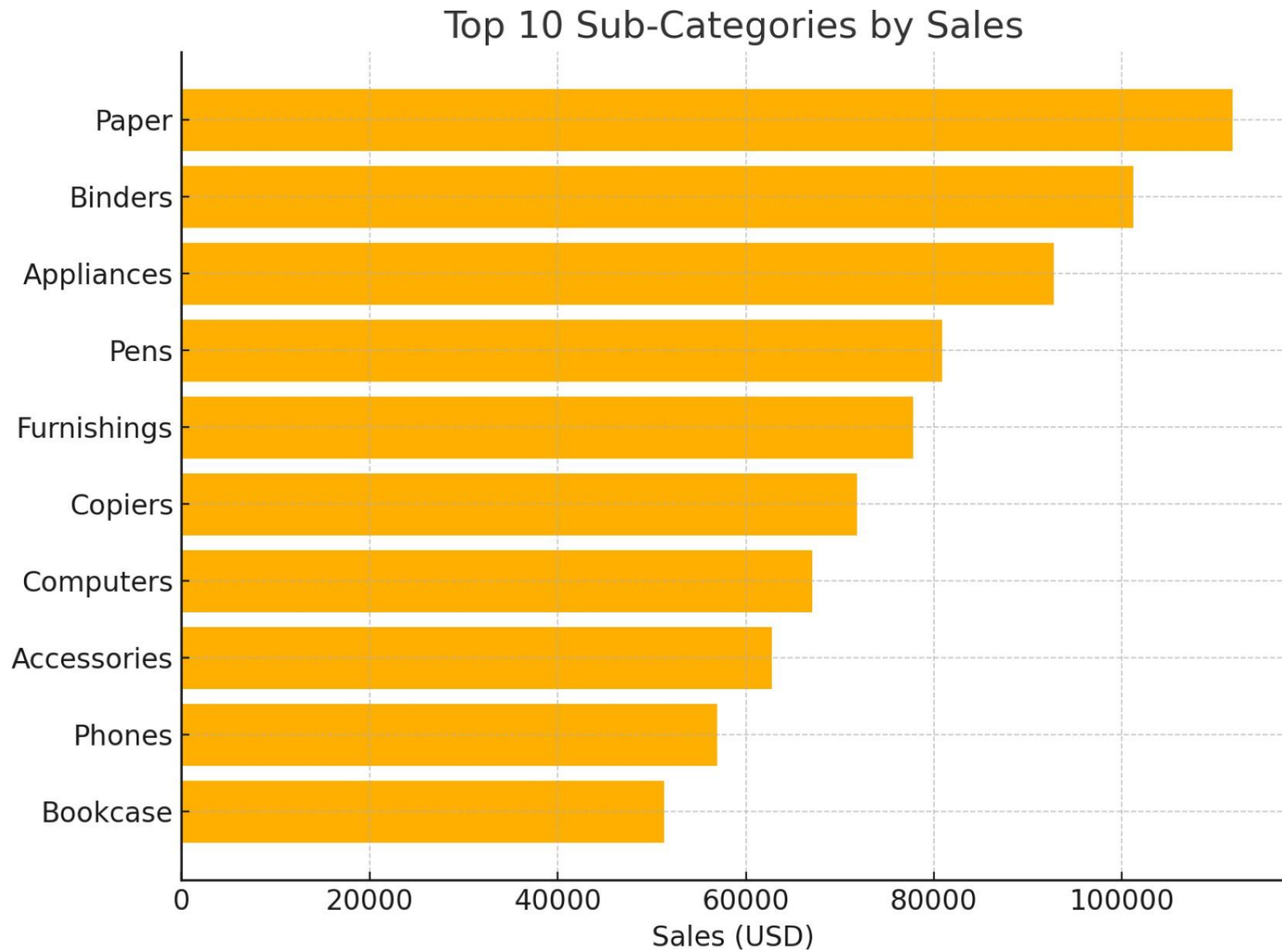
East region leads in overall sales. Use targeted promotions in lower-performing regions to balance revenue.

## Monthly Sales Trend



Sales show seasonality across the year. Identify months with dips for promotional campaigns.

## Top 10 Sub-Categories by Sales



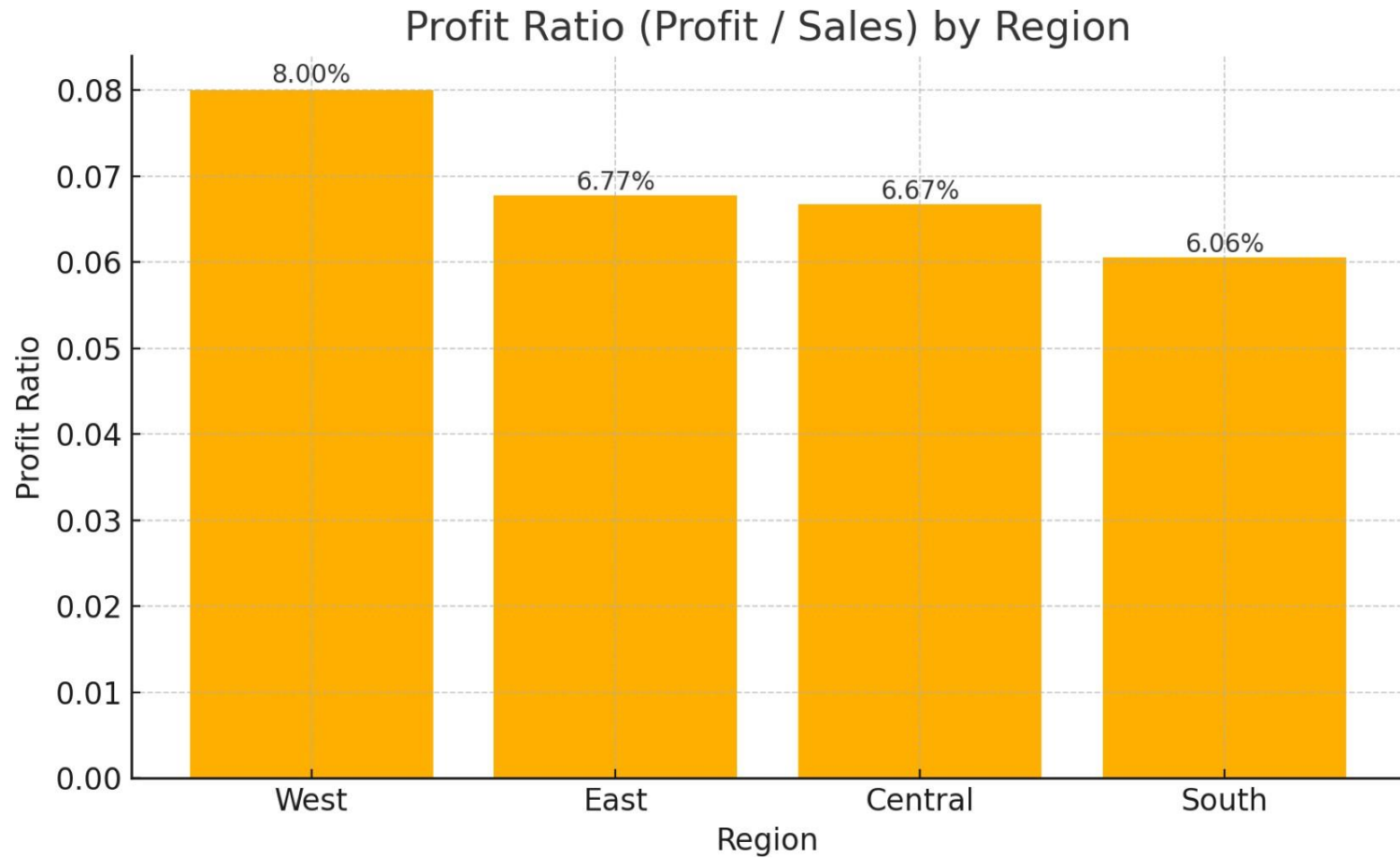
Office supplies sub-categories dominate. Consider inventory focus here.

Profit vs Sales (per Order)



Large sales don't always mean high profit — review discounting and cost on high-sales orders.

## Profit Ratio by Region



Profitability varies by region; West has highest profit ratio indicating efficient operations.

## Executive Summary & Recommendations

### Key findings:

1. East region drives the highest sales volume, while West shows the best profit ratio.
2. Office Supplies contributes most to revenue — prioritize inventory and discounts strategy here.
3. Monthly trends indicate seasonal peaks and troughs; plan marketing and promotions around low months.
4. Not all high-sales orders are profitable — audit pricing and discount policies for large orders.

### Recommendations:

- Investigate margin issues on high-sales, low-profit orders.
- Strengthen logistics/inventory for top-performing sub-categories.
- Run targeted promotions in months with low sales to smooth revenue throughout the year.
- Perform region-specific cost analysis to replicate West's efficiency in other regions.