

Regional Sales Analysis – Superstore Data

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Regional Sales Performance Report

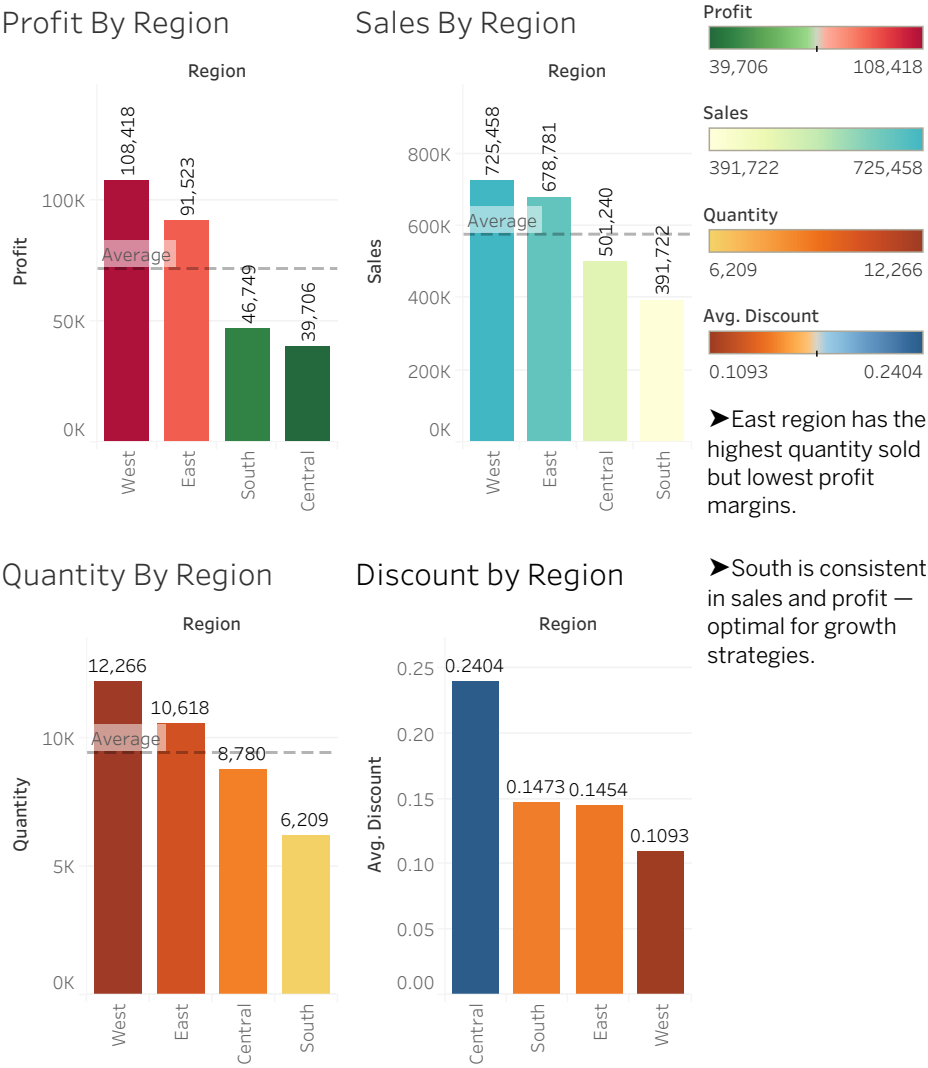
Superstore Dataset Analysis

Prepared by: Deepshikha Chandel
Date: April 2025
For: Data Analyst Internship Task

Regional Sales Analysis – Superstore Data

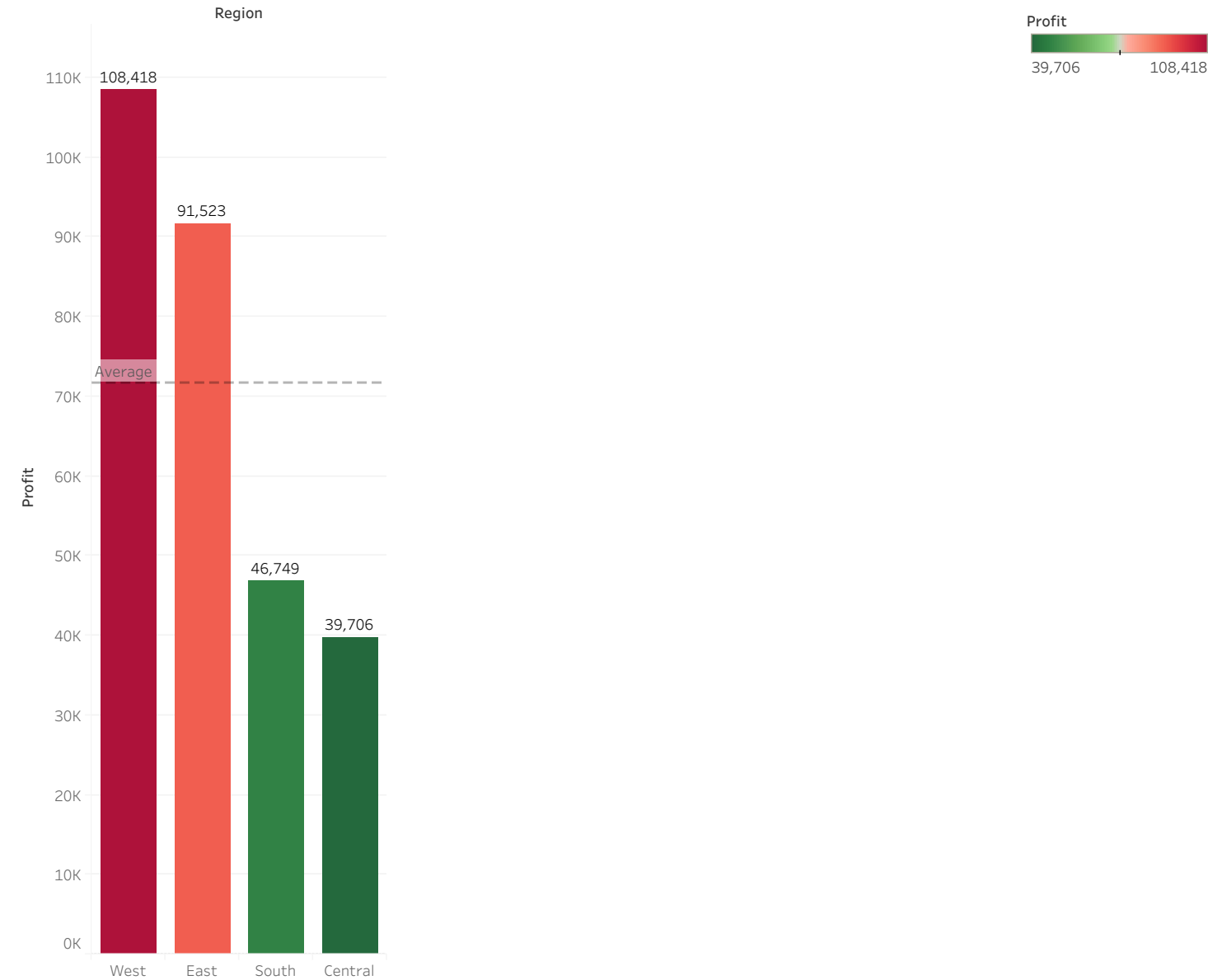
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Regional Sales Performance



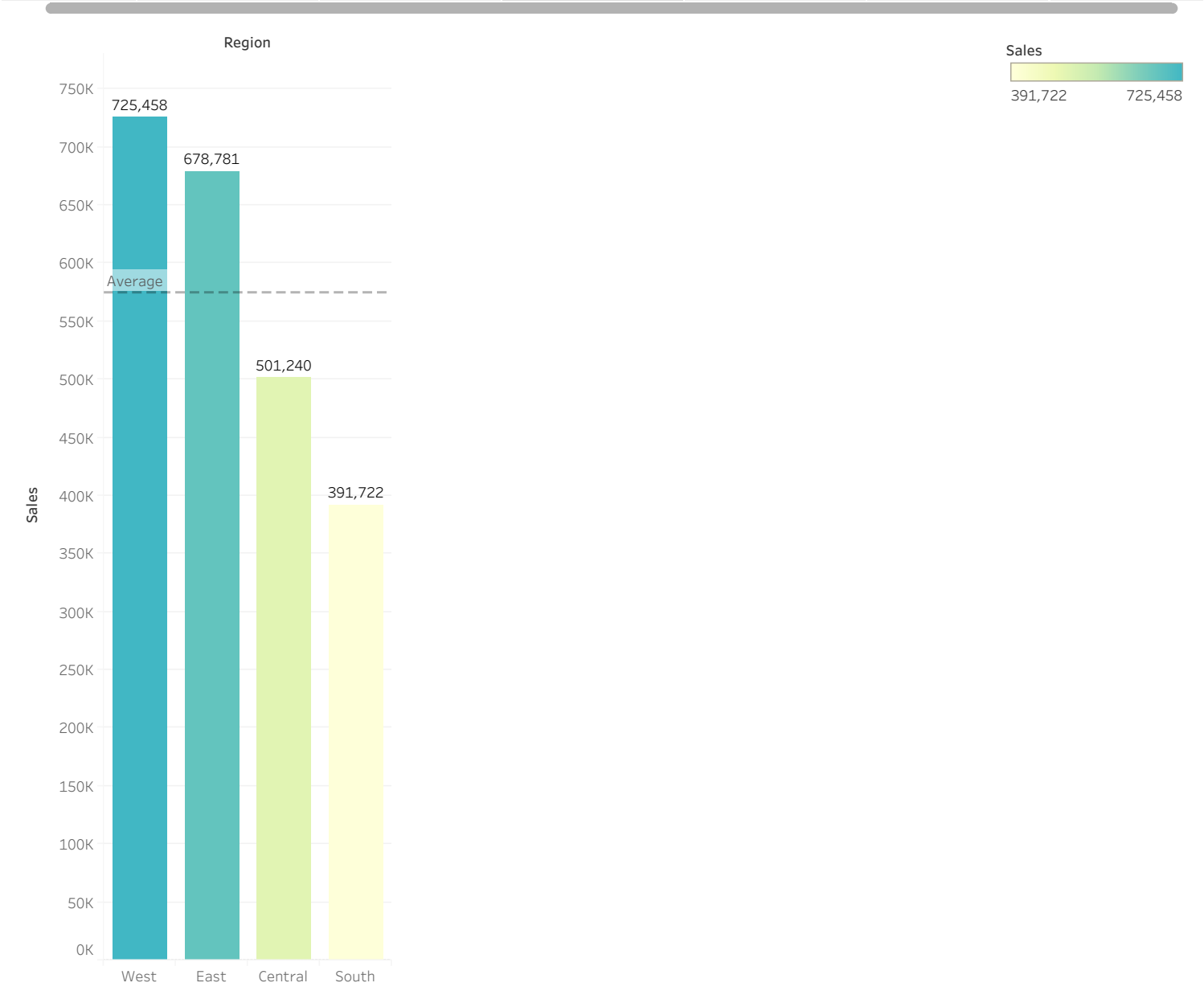
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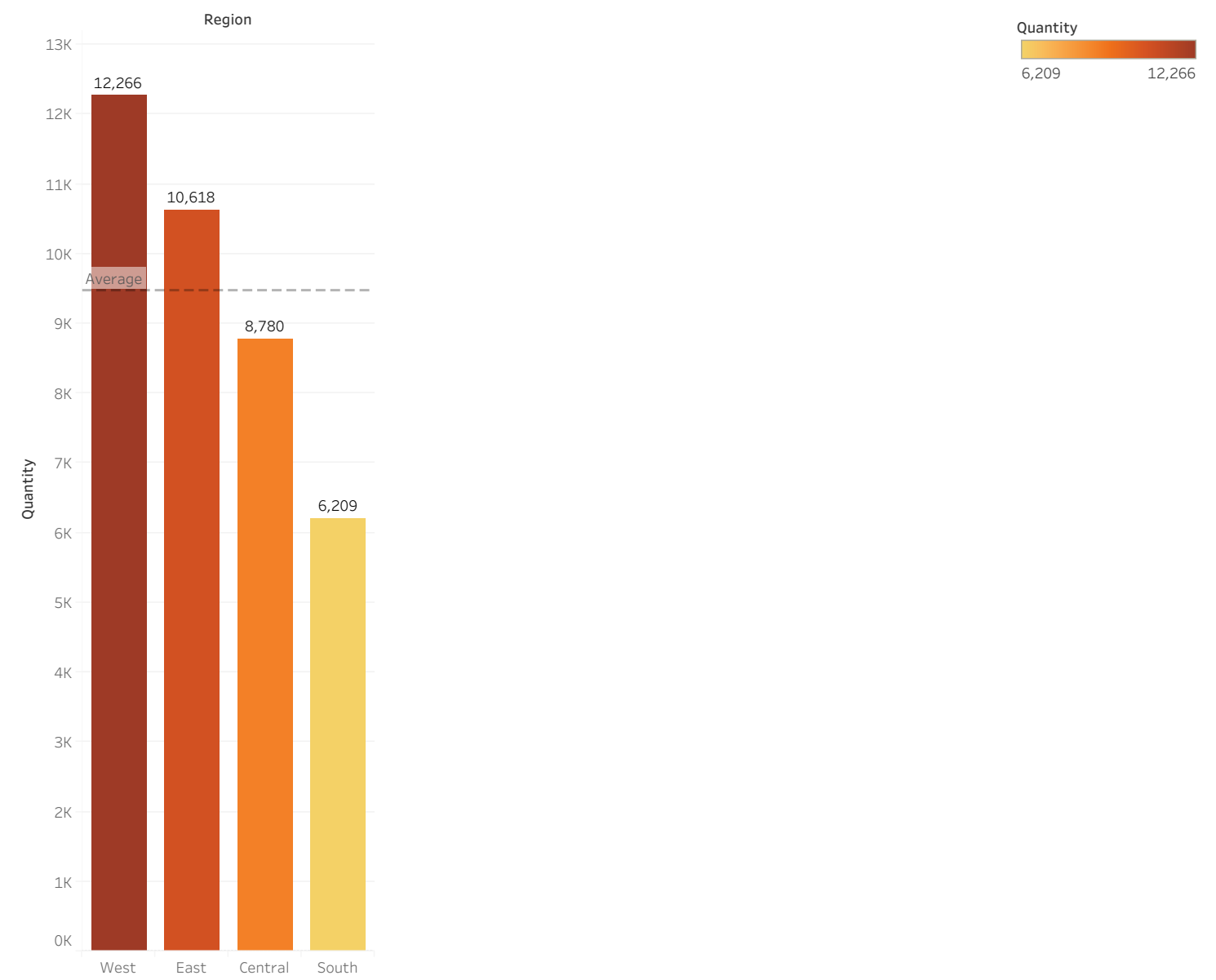
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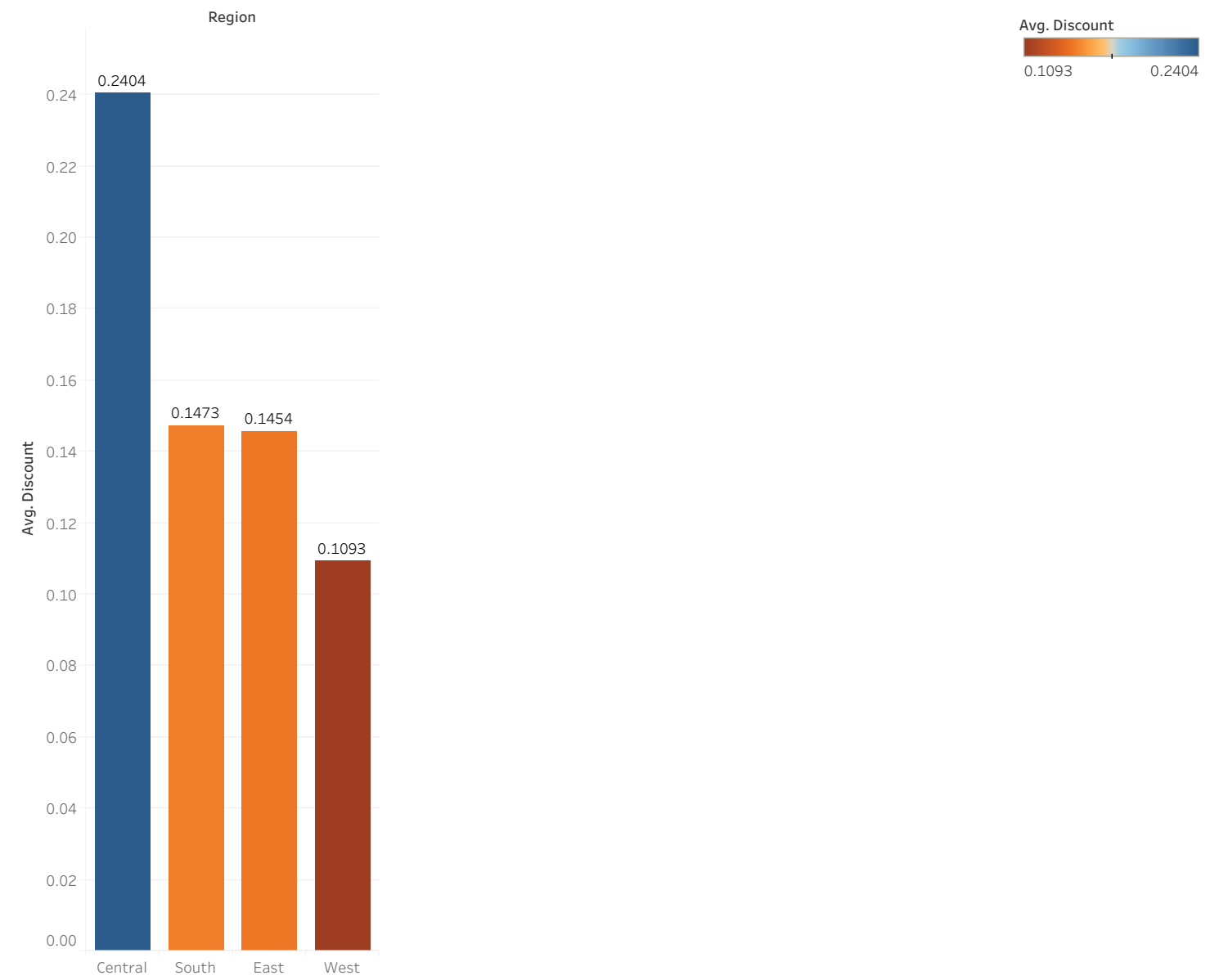
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Insights & Recommendations

East Region:

- Highest in sales and quantity sold, but lowest in profit.
- *Action:* Investigate cost structure and optimize pricing/margins.

West Region:

- Highest profit with moderate sales and lowest discounts.
- *Action:* Study and replicate successful strategies in other regions.

South Region:

- Consistent performance in both sales and profit with balanced discounts.
- *Action:* Consider it for strategic growth and targeted investment.

Central Region:

- Lowest in sales, profit, and quantity sold.
- *Action:* Re-evaluate marketing, discounting, and customer engagement strategies.

Discount Strategy:

- Higher discounts (e.g., in Central) don't always lead to higher sales.
- *Action:* Use data to optimize discounting practices regionally.