

INSIGHTS OF SUPERSTORE DATA

Insight 1: West Region Leads in Sales and Profit

- The **West** region generated ₹725K+ in sales — the **highest across all four regions**.
 - It also achieved the **highest profit**: ₹108K+, showing both volume and efficiency.
 - This region is a consistent **top performer** and likely a strategic focus area.
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Insight 2: Technology Dominates All Categories

- **Technology** products earned over ₹836K, outperforming Furniture and Office Supplies.
 - Despite often requiring higher initial investment, Technology yields higher returns.
 - This suggests that marketing and sales strategies for tech products are working well.
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Insight 3: March 2014 Showed a Sudden Sales Spike

- In **March 2014**, monthly sales peaked at ₹55,691, which is much higher than surrounding months like Jan (₹14K) and Feb (₹4.5K).
 - This could be due to a seasonal promotion, clearance event, or regional push.
 - Further analysis can identify repeating patterns or causes.
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Insight 4: South Region Needs Attention

- Despite having a decent customer base, the **South region recorded the lowest sales** (₹391K).
- Profit was also lower (₹46K), indicating the need for:
 - Better logistics,
 - Tailored promotions, or
 - Customer engagement strategies in that region.