# Superstore Sales & Profitability Analysis — Business Report

#### Sections:

## 1. Executive Summary

This analysis explores sales, profit, discounts, and product performance for the Superstore dataset. Results reveal that profit is concentrated in specific regions and products, while heavy discounting reduces profitability.

## 2. Key Findings

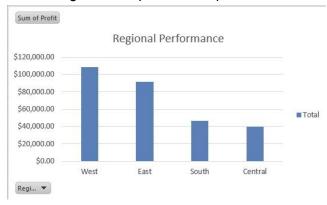
Monthly trends show strong seasonality with holiday peaks.



o Furniture category has high revenue but weak profit.



Central region underperforms in profit vs. sales.



Top 10 products drive a large share of total profit.

Sum of Profit

Top 10 Products by Profit

Zebra ZM400 Thermal...

Plantronics Savi W720...

Ibico EPK-21 Electric...

HP Designjet T520 Inkjet...

Hewlett Packard LaserJet...
Fellowes PB500 Electric...

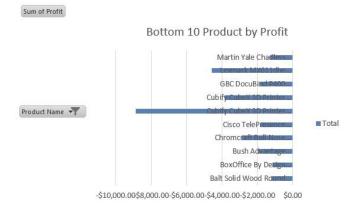
Canon PC1060 Personal...

Canon imageCLASS 2200...

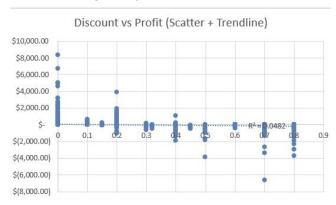
\$0.00 \$10,000.00\$20,000.00\$30,000.00

Bottom 10 products consistently lose money.

Ativa V4110MDD Micro-...
3D Systems Cube Printer,...



o Discounts negatively impact profit.



#### 3. Recommendations

- o Focus on profitable categories (Technology, Office Supplies).
- Reassess Furniture pricing and discounts.
- o Improve Central region operations.
- Promote top products; consider delisting loss-makers.
- Restrict discounts to avoid margin erosion.

### 4. Conclusion

By addressing loss-making products and discounting practices, while doubling down on profitable categories, Superstore can significantly improve overall profitability.