

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

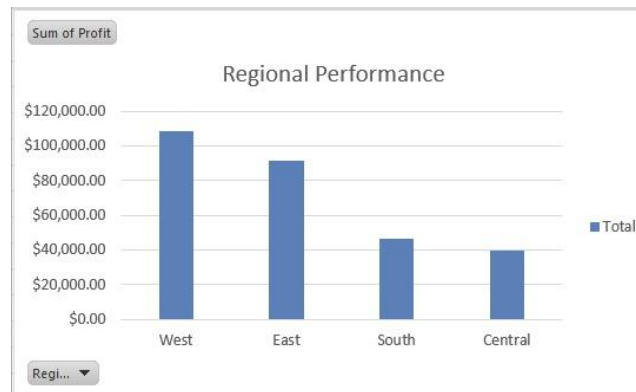
- Monthly trends show strong seasonality with holiday peaks.



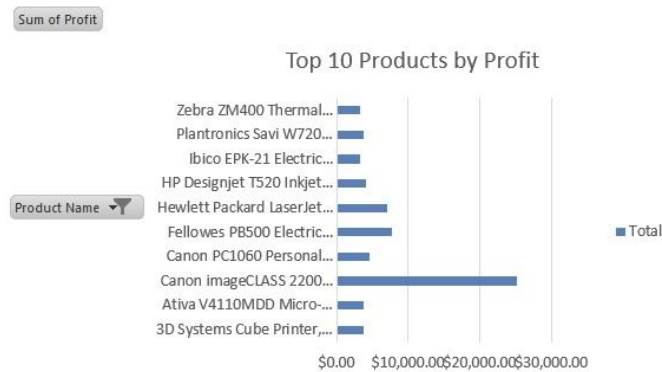
- Furniture category has high revenue but weak profit.



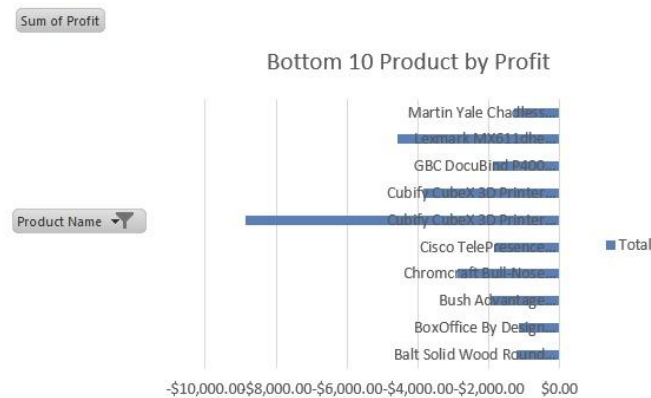
- Central region underperforms in profit vs. sales.



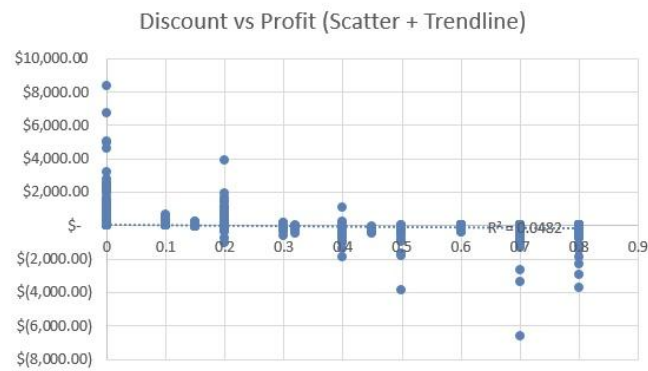
- Top 10 products drive a large share of total profit.



- Bottom 10 products consistently lose money.



- Discounts negatively impact profit.



3. Recommendations

- Focus on profitable categories (Technology, Office Supplies).
 - Reassess Furniture pricing and discounts.
 - 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.