

Superstore Dashboard

2.30M

Total Sales

286.40K

Total Profit

5009

Total Number of Order ID

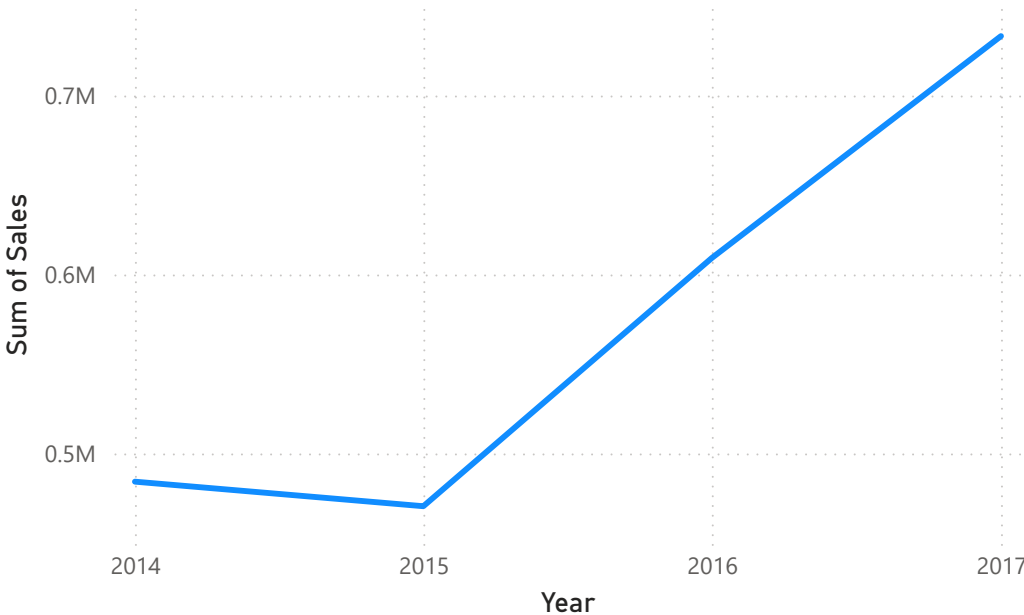
3.96

Average Days to Ship

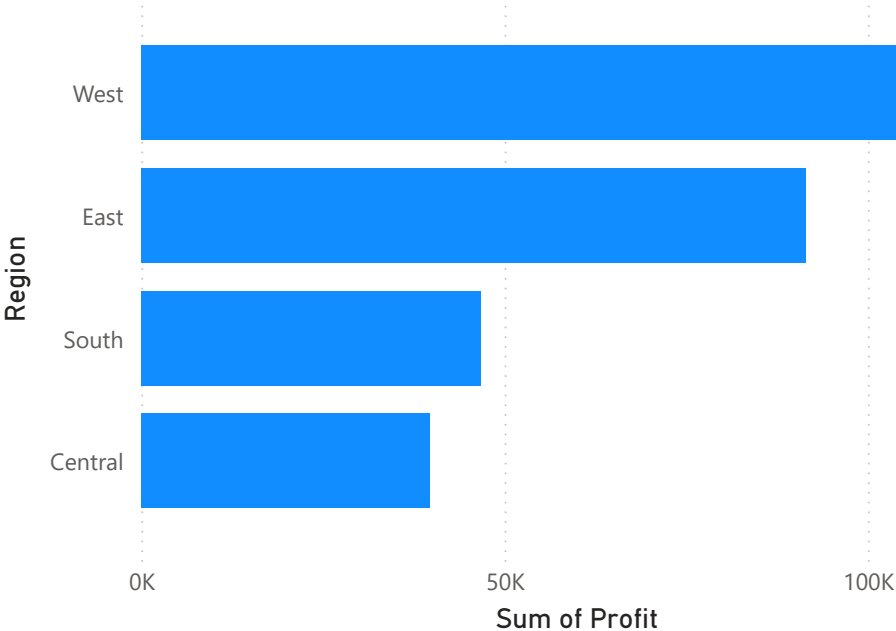
0.16

Average Discount

Sum of Sales by Year

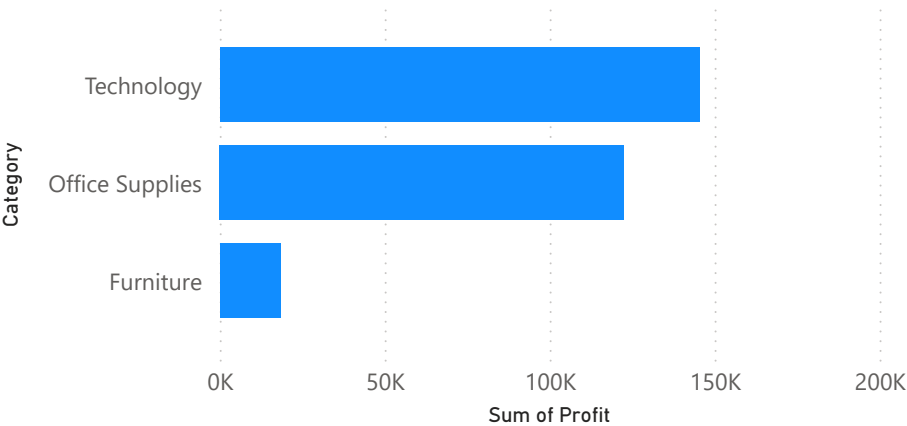


Sum of Profit by Region

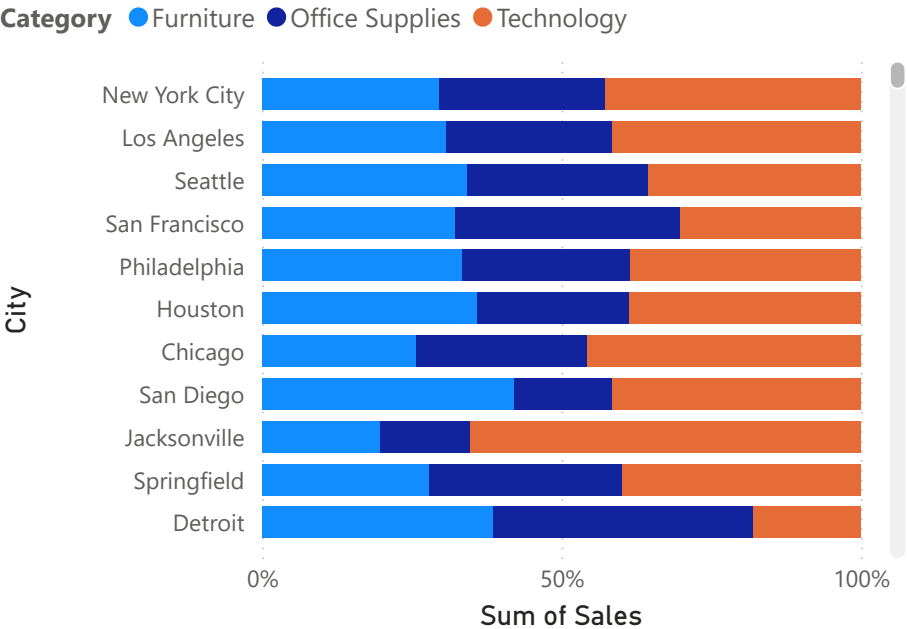


Category and sub Category

Sum of Profit by Category



Sum of Sales by City and Category

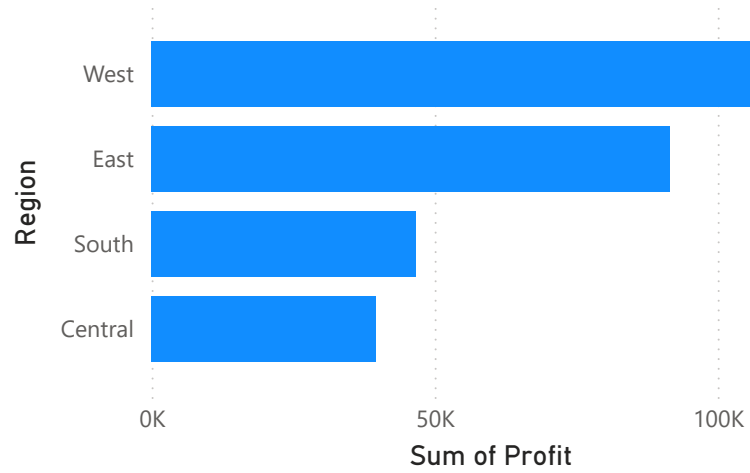


Sum of Profit by Sub-Category

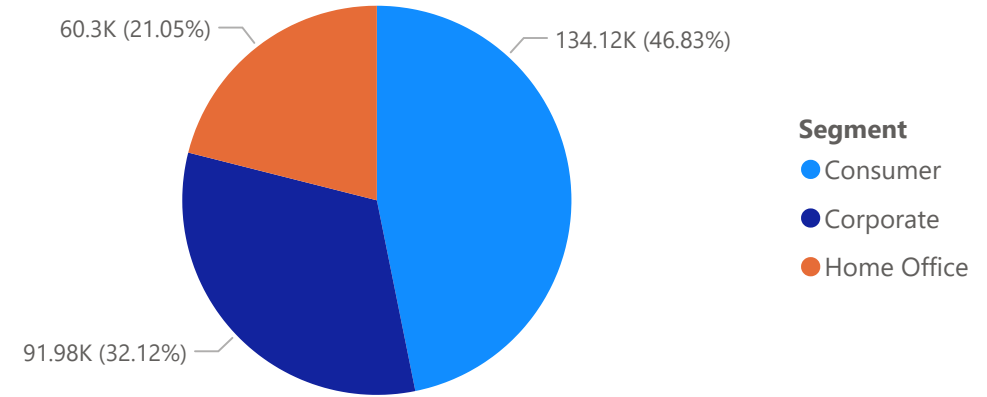


Geographic

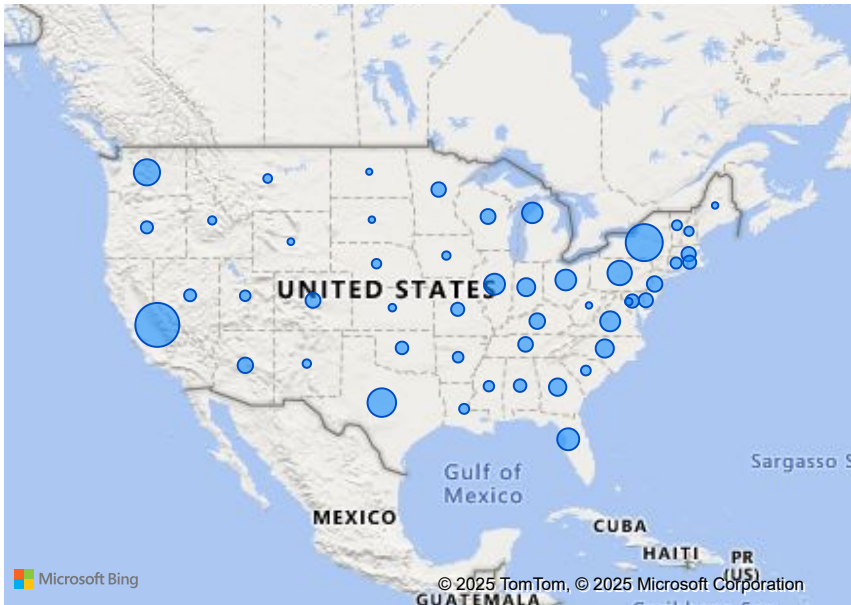
Sum of Profit by Region



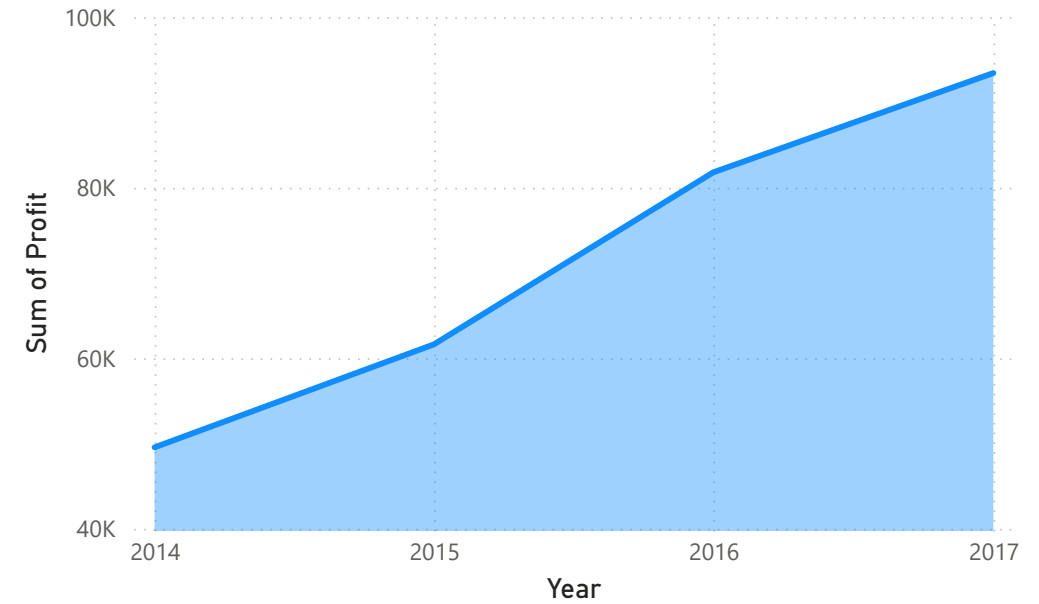
Sum of Profit by Segment



Sum of Sales by State



Sum of Profit by Year

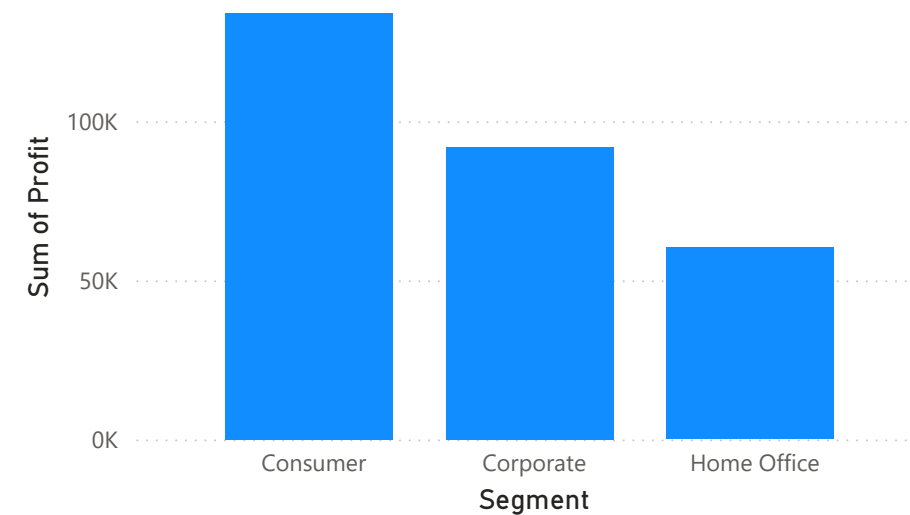


Customer Segments

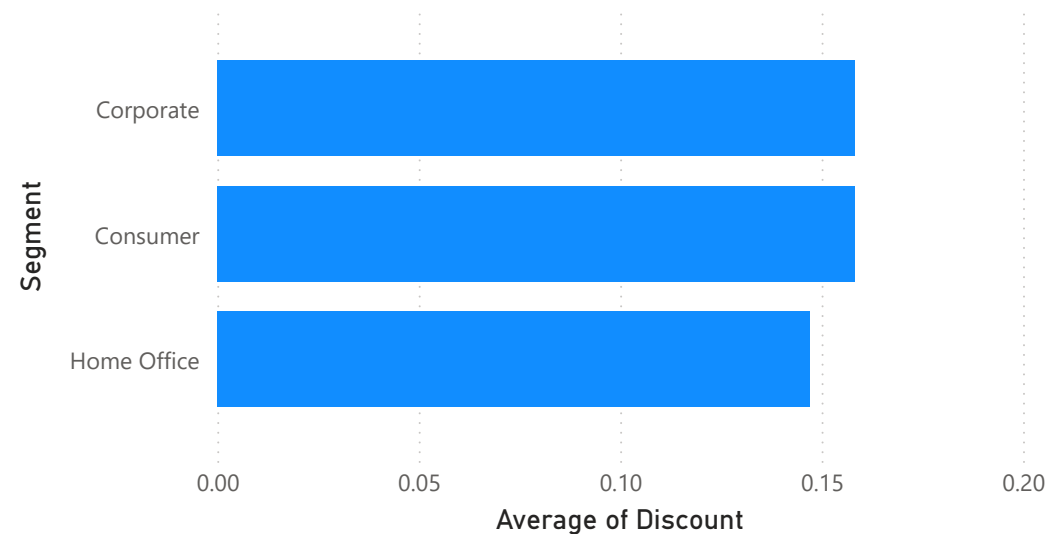
Top Customers by Sales

Customer Name	Sum of Sales
Sean Miller	25,043.05
Tamara Chand	19,052.22
Raymond Buch	15,117.34
Tom Ashbrook	14,595.62
Adrian Barton	14,473.57
Ken Lonsdale	14,175.23
Sanjit Chand	14,142.33
Hunter Lopez	12,873.30
Sanjit Engle	12,209.44
Christopher Conant	12,129.07
Total	22,97,200.86

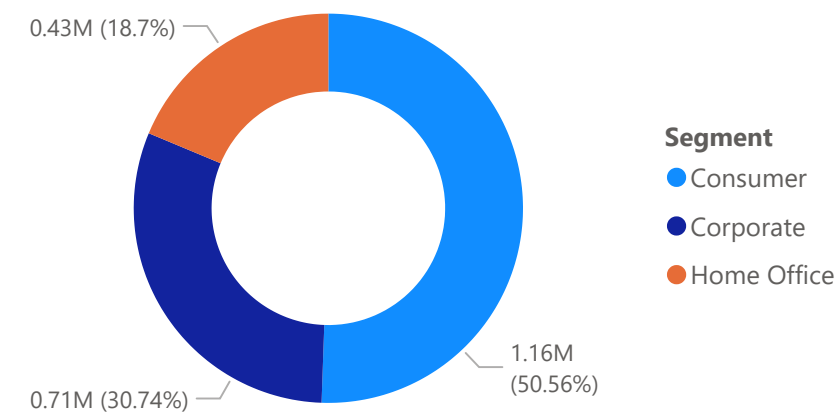
Sum of Profit by Segment



Average of Discount by Segment



Sum of Sales by Segment



Summary

KEY INSIGHTS

- **Sales** are growing overall, especially in the **Technology** category.
- **Profit** margins are **low** in **Office Supplies** and **Furniture** despite high sales.
- **High discount** levels are strongly correlated with **lower profits**.
- **Shipping delays** (Standard Class) tend to impact **profitability**.
- **Central and South regions** are underperforming in profit.

Recommendations

- **Reduce discounting** in underperforming categories like **Office Supplies**.
- **Focus marketing** and **upselling efforts** on **Technology** products.
- **Improve shipping operations** in regions with **slower delivery** times.
- **Reassess customer segments** getting high **discounts** but low **orders, profits**.
- **Target the South region** with **pricing strategies** to improve profit.

This is the Overall Summary of the data showing different key insights and a few Recommendations to increase the sales.