**INSIGHTS REPORT**

**Superstore Sales Analysis – Insights Report**

**1. Overall Performance**

* **Total Revenue**: **872K**
* **Total Orders**: **1975**
* Sales are spread across multiple categories, segments, and regions, with varying performance levels.

**2. Regional Insights**

* **West Region**: Leads with **0.27M** in revenue.
* **East Region**: Close second with **0.25M**.
* **Central Region**: Moderate sales (~0.20M).
* **South Region**: Lowest sales (~0.15M).
* West region dominates in both order volume and revenue share.

**3. Category & Sub-Category Insights**

* **Category Performance**:
  + Technology: ~0.40M (highest sales).
  + Furniture: ~0.33M.
  + Office Supplies: ~0.25M (lowest).
* **Sub-Category Leaders**:
  + Phones (~0.12M) are the best-selling sub-category.
  + Tables, Chairs, and Machines follow.
  + Some sub-categories like Labels and Fasteners have minimal sales.

**4. Segment Insights**

* **Corporate Segment**: Highest revenue contribution (~30.23%).
* **Consumer Segment**: ~20.34%.
* **Home Office Segment**: ~30.23% (close to corporate).

**5. Geographic & Product Insights**

* **Top Product**: *Canon imageCLASS 2200 Advanced Copier*.
* Map visualization highlights concentration of sales in specific US states.
* West and East have more high-performing states compared to the South.

**6. Key Takeaways**

* The **West region** and **Technology category** are major revenue drivers.
* Phones are the most profitable sub-category.
* Corporate and Home Office segments together dominate over Consumer sales.
* South region and certain sub-categories may need targeted marketing strategies to improve performance.