

Superstore Data Visualization Story

1. KPI Summary

- Total Sales: \$2,297,201
- Total Profit: \$286,397
- Total Orders: 9,994
- Unique Customers: 793

This gives a quick overview of the Superstore business size.

2. Sales & Profit by Category/Sub-Category

- Technology: Highest revenue and profit.
- Furniture: High revenue but low profit.
- Office Supplies: Moderate in both.

Chart Type: Horizontal Bar Chart

3. Profit by Region

- West: +\$108K
- East: +\$91K
- Central: +\$40K
- South: -\$10K (Loss)

Insight: South region is underperforming.

4. Monthly Sales Trend

- Peaks in November and December indicate seasonality.
- Lower sales in Jan-Feb.

Chart Type: Line Chart

Insight: Q4 sales boom should drive marketing strategy.

5. Profit vs Discount

- High discounts (>30%) often result in losses.
- Moderate discounts (10-20%) are optimal.

Insight: Need to revise discount policy to protect profits.

Conclusion & Key Takeaways

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- Focus marketing in Q4.
- Review discounting strategy.
- Investigate South region losses.
- Invest in profitable categories like Technology.