

Superstore Sales & Profit Insights Dashboard

Overview

This dashboard provides a comprehensive analysis of sales performance, profitability, and product trends for the Superstore dataset. It highlights key metrics, uncovers regional and categorical patterns, tracks sales and profit trends over time, and surfaces top and bottom performers to support data-driven business decisions.

Insights

- West and East regions generate the majority of sales (West ~725K, East ~679K) and also the largest profits, with West around 108K profit.
- Central region has lower profit margin (sales ~501K, profit ~39.7K) indicating margin pressure compared with West/East.
- South shows moderate sales (~392K) but a higher margin than Central, reflecting profitability differences not explained by sales volume alone.
- Consumers segment accounts for about 50.6% of total sales, making it the dominant revenue source.
- Corporate is the second-largest segment (30.7%), while Home Office is the smallest (18.7%), highlighting growth opportunities in Home Office.
- Sales exhibit seasonality with peaks in March, a large spike in September, and the highest surge in November due to holiday demand.
- Profits are flatter but rise with sales peaks, particularly in September and late year, indicating profits grow with volume but at a

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- Corporate is the second-largest segment (30.7%), while Home Office is the smallest (18.7%), highlighting growth opportunities in Home Office.
- Sales exhibit seasonality with peaks in March, a large spike in September, and the highest surge in November due to holiday demand.
- Profits are flatter but rise with sales peaks, particularly in September and late year, indicating profits grow with volume but at a smaller proportion.
- Large discounts (50–80%) drive significant negative profits; the largest loss observed is -6,599.98 on a Technology order with a 70% discount.
- Negative-profit orders cluster in Technology and Office Supplies, suggesting high-risk pricing/discount policies in these categories.
- Repeated discount-driven losses occur in Texas, North Carolina, and Ohio, indicating a need to review discount approvals and customer-level profitability in these states.



SalesM

2.3



ProfitK

286.4



Orders

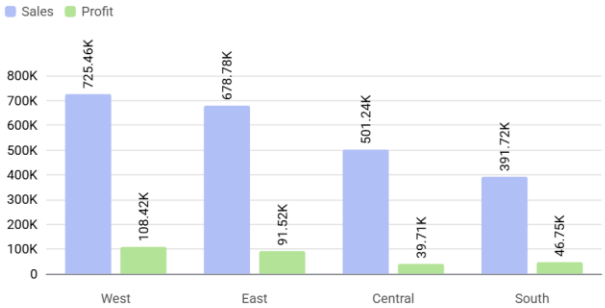
5009



Customers

793

Sales and Profit by Region



Key Insights

- West and East drive the most sales (West ~725K, East ~679K) and also deliver the largest profits, with West showing the highest profit (~108K)
- Central has a notably lower profit margin (sales ~501K vs profit ~39.7K) indicating margin pressure compared with West/East
- South posts moderate sales (~392K) but a higher margin than Central, suggesting regional profitability differences not explained by sales volume alone

Key Insights

- Consumer segment accounts for roughly half of total sales (~50.6%), making it the dominant revenue source
- Corporate is the second-largest (~30.7%) and Home Office is the smallest (~18.7%), indicating prioritization opportunities in Home Office growth

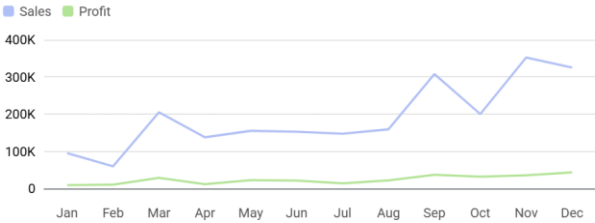
Sales Distribution by Segment



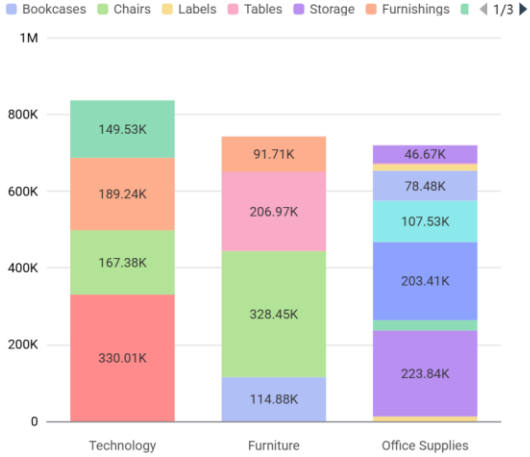
Key Insights

- Sales show clear seasonality with peaks in March, a large spike in September, and the highest surge in November (holiday/seasonal demand)
- Profit trends are much flatter but rise alongside sales peaks (notably in September and late-year), suggesting profits increase with volume but remain proportionally smaller

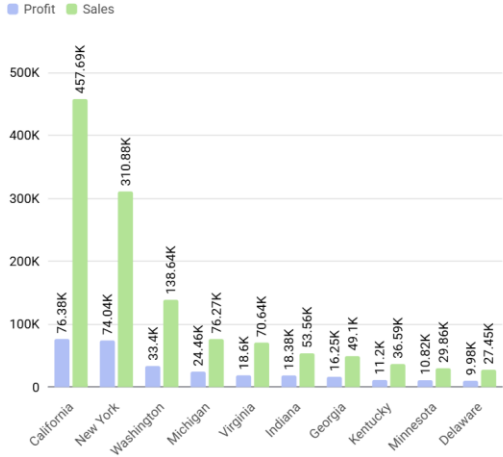
Sales and Profit Trend Over Time



Sales by Category and Sub-Category



Top 10 States by Profit and Sales



Key Insights

- Large discounts (many 50–80%) are driving significant negative profits; the largest loss shown is -6,599.98 on a Technology order with 70% discount
- Negative-profit orders cluster in Technology and Office Supplies, indicating pricing/discount policies in these categories are high-risk
- Several repeat states (Texas, North Carolina, Ohio) and high-discount orders suggest targeted review of discount approvals and customer-level profitability in these regions

Negative Profit Orders

Order ID	Order Date	Customer	State	Category	Sales	Discount	Profit
CA-2016-108196	5/2016	Cindy Stev	Ohio	Technology	4,499.9	0.70	-6,599.98
US-2017-168116	4/2017	Grant Thor	North Carolina	Technology	7,999.9	0.50	-3,839.9
CA-2014-169019	6/2014	Luke Foster	Texas	Office Supplies	2,177.5	0.80	-3,701.3
CA-2017-134845	7/2017	Sharelle R	Colorado	Technology	2,549.9	0.70	-3,399.9
US-2017-122714	7/2017	Henry Golt	Illinois	Office Supplies	1,889.9	0.80	-2,929.9
CA-2015-147830	5/2015	Natalie Fri	Ohio	Technology	1,799.9	0.70	-2,639.9
CA-2017-131254	9/2017	Nathan Ca	Texas	Office Supplies	1,525.1	0.80	-2,287.7
CA-2015-116638	8/2015	Joseph Hc	North Carolina	Furniture	4,297.6	0.40	-1,862.3
CA-2016-130946	8/2016	Zuschuss	Texas	Office Supplies	1,088.7	0.80	-1,850.9
CA-2014-145317	8/2014	Sean Mille	Florida	Technology	22,638.	0.50	-1,811.0
US-2015-150630	7/2015	Tracy Blun	Pennsylvania	Furniture	3,083.4	0.50	-1,665.0
CA-2014-165309	1/2014	Karen Dan	Texas	Office Supplies	896.99	0.80	-1,480.0
CA-2014-139892	8/2014	Becky Mar	Texas	Technology	8,159.9	0.40	-1,359.9
US-2017-120390	9/2017	Tracy Hopi	North Carolina	Office Supplies	1,633.1	0.70	-1,306.9
CA-2017-128363	3/2017	Dan Camp	Tennessee	Office Supplies	1,614.5	0.70	-1,237.3
CA-2015-140025	7/2015	Peter Fulle	Texas	Office Supplies	463.25	0.80	-1,181.2
CA-2017-152093	0/2017	Skye Norlii	Illinois	Office Supplies	762.59	0.80	-1,143.2

US-2017-148551	2/2017	David Brer	Texas	Office Supplies	760.98	0.80	-1,141.2
CA-2015-155600	4/2015	Rose O'Bri	Tennessee	Office Supplies	1,598.0	0.70	-1,065.3
CA-2017-158379	2/2017	Joseph Air	Pennsylvania	Office Supplies	4,663.7	0.20	-1,049.3

Top Products By Profit

Product Name	Total Profit	Total Sales	Order Count
Canon imageCLASS 2200 Advanced Copier	25199.928	61599.824	5
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	7753.039	27453.384	10
Hewlett Packard LaserJet 3310 Copier	6983.8836	18839.686	8
Canon PC1060 Personal Laser Copier	4570.9347	11619.834	4
HP DesignJet T520 Inkjet Large Format Printer - 24" Color	4094.9766	18374.895	3
Ativa V4110MDD Micro-Cut Shredder	3772.9461	7699.89	2
3D Systems Cube Printer, 2nd Generation, Magenta	3717.9714	14299.89	2
Plantronics Savi W720 Multi-Device Wireless Headset System	3696.282	9367.29	7
Ibico EPK-21 Electric Binding System	3345.2823	15875.916	3
Zebra ZM400 Thermal Label Printer	3343.536	6965.7	2