

# MARKETING INSIGHT REPORT

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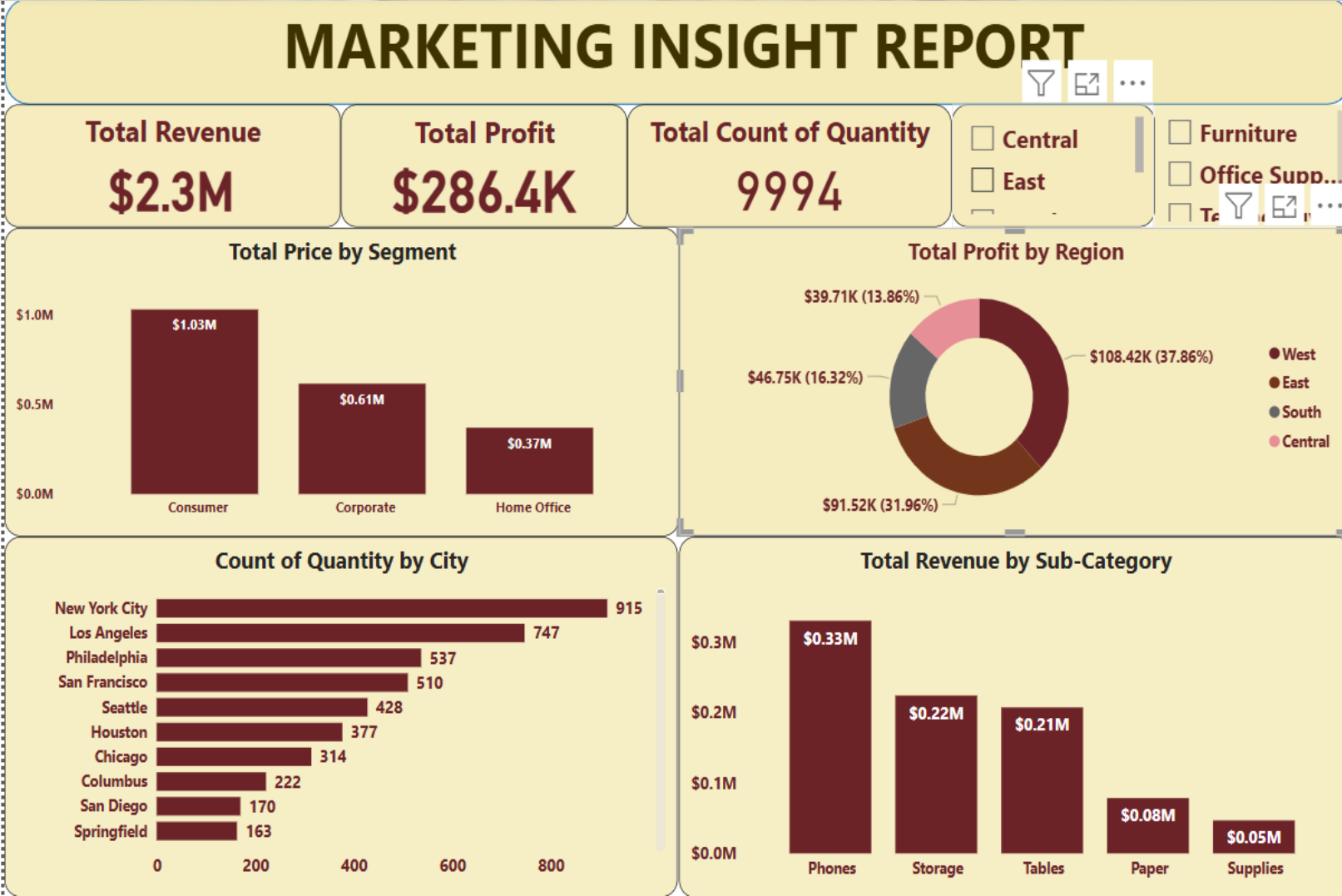
# INTRODUCTION

This report presents key insights into sales performance, customer trends, and product profitability. The analysis is based on the Superstore, covering revenue, profit, quantity sold, and regional variations.





# DASHBOARD OVERVIEW



# OBSERVATION

The highest selling product is phones with a revenue (\$0.33M), followed by Storage (\$0.22M) and Tables (\$0.21M). The Office Supplies category contributes significantly to sales but has lower profit margins, because high sales do not always determine high profits, as seen in discounted sub-categories like Paper and Supplies.

Technology and Furniture lead sales, while Office Supplies have high quantity but lower revenue.



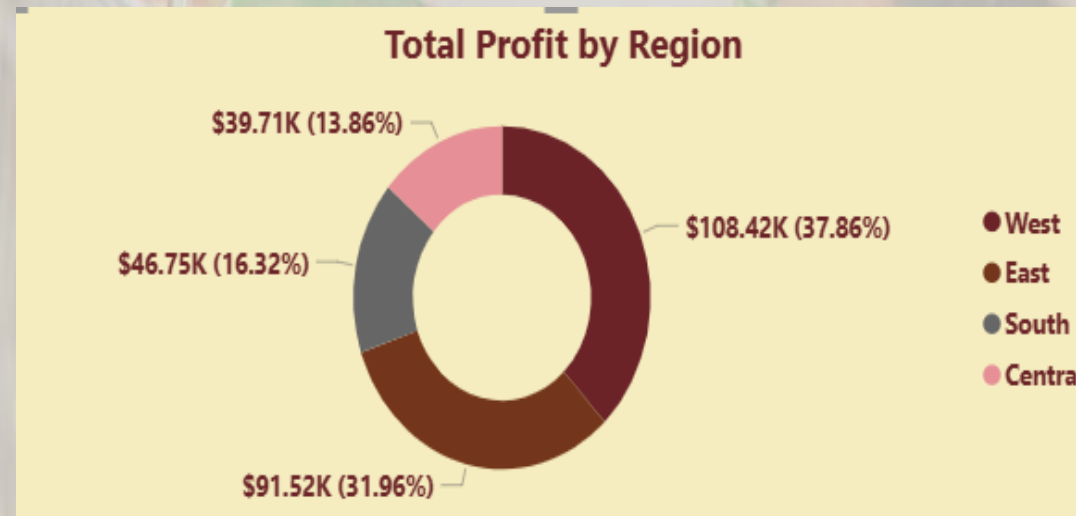
# USER TREND INSIGHT

The Consumer segment is the highest contributor to revenue (\$1.03M), followed by Corporate (\$0.61M) and Home Office (\$0.37M). New York City has the highest sales (915 units), followed by Los Angeles (747 units) and Philadelphia (537 units). The West region leads in profitability (37.86% of total profit), indicating a strong customer base with premium product purchases



# TRAFFIC SOURCES

The Sample Superstore dataset sales are regionally concentrated, with West, East, and South being key markets. Customers in high-revenue cities prefer technology and furniture products, while office supplies have broader demand across regions. Discounts negatively impact profitability in some cases, such as Tables, which show high discounts (45%) and losses (-\$383K)



# RECOMMENDATION

Increase marketing efforts in the West region to further drive profitability, optimize pricing and discount strategies to prevent losses in heavily discounted products and expand high-revenue categories.

# CONCLUSION

The Consumer segment leads in revenue (\$1.03M), with the West region being the most profitable (37.86%). Phones, Storage, and Tables generate high sales, but large discounts reduce profitability. For further analysis, optimize discounts, analyze regional expansion, study customer behavior, refine product portfolio, and improve profitability.

