

# Superstore Profitability Report.

Title

Summary

Sales & Profit Trend

Geographic Analysis

Product Performance

Discount Analysis

# Summary:

**Title:** Driving Profit: An Analysis of Superstore Performance

**Key Metrics (Your KPI Cards):**

- **Total Sales:** [The final sales number from your data]
- **Total Profit:** [The final profit number from your data]
- **Overall Profit Ratio:** [The final profit ratio from your data]

**Key Findings:** Our analysis reveals a critical disconnect between sales volume and profitability. While the company has successfully grown revenue over the past four years, profit remains volatile and has not kept pace.

The root cause is a combination of product and regional performance:

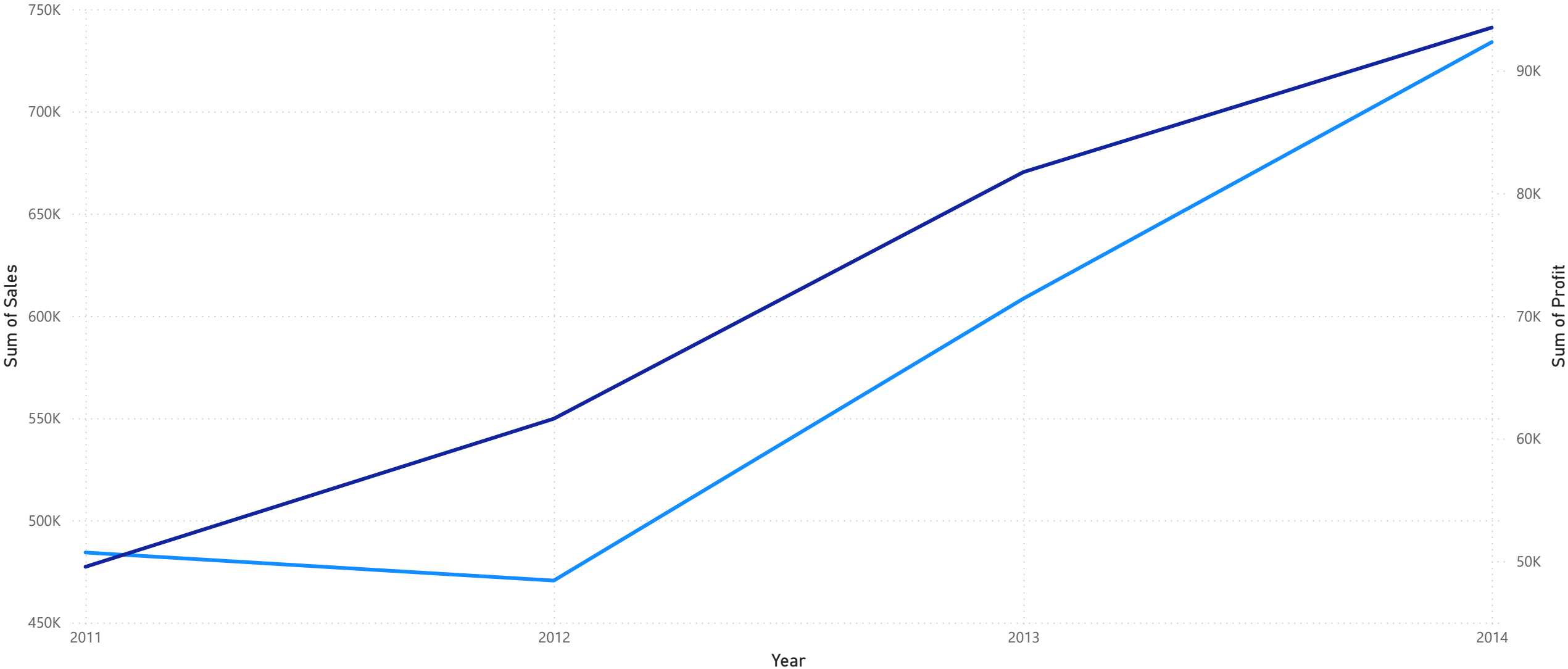
- 1.The Discount Trap:** There is a direct, negative correlation between discounts and profit ratio. Products sold with discounts of 30% or more are almost always unprofitable, regardless of sales volume. The 'Tables' and 'Bookcases' sub-categories are the most significant examples of this trend.
- 2.Regional Profit Drain:** The Central region is our biggest area of concern. Despite strong sales, it consistently underperforms in profit and is home to our least profitable state, Texas. This is largely due to the high-volume sale of unprofitable, heavily discounted products.

**Actionable Recommendation:** We recommend a two-pronged approach to improve profitability. First, implement a strategic review of our discount policy, establishing stricter limits for historically unprofitable products. Second, conduct a targeted operational review of the Central region to address the specific product mix and pricing strategies that are leading to significant losses.

Title	Summary	Sales & Profit Trend	Geographic Analysis	Product Performance	Discount Analysis
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Sum of Sales and Sum of Profit by Year

● Sum of Sales ● Sum of Profit



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Geographic Analysis

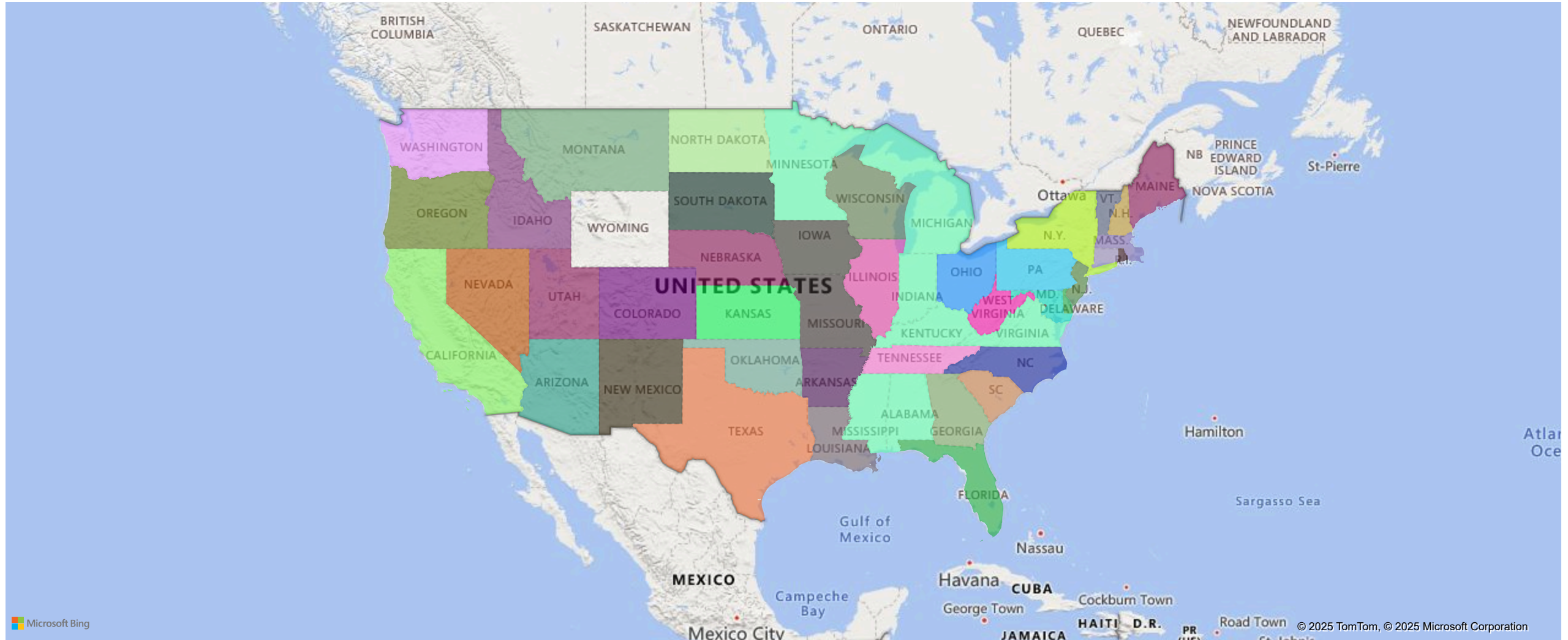
Product Performance

Discount Analysis

This map shows that while the West coast is highly profitable, the Central region, particularly Texas, is underperforming.

## State and Profit

**Profit** ●-6599.978 ●-3839.9... ●-3701.8... ●-3399.98 ●-2929.4... ●-2639.9... ●-2287.782 ●-1862.3... ●-1850.9... ●-1811.0... ●-1665.0... ●-1480.0... ●-1359.992 ●-1306.5... ●-1237.8... ●-1181.2...



Title

## Summary

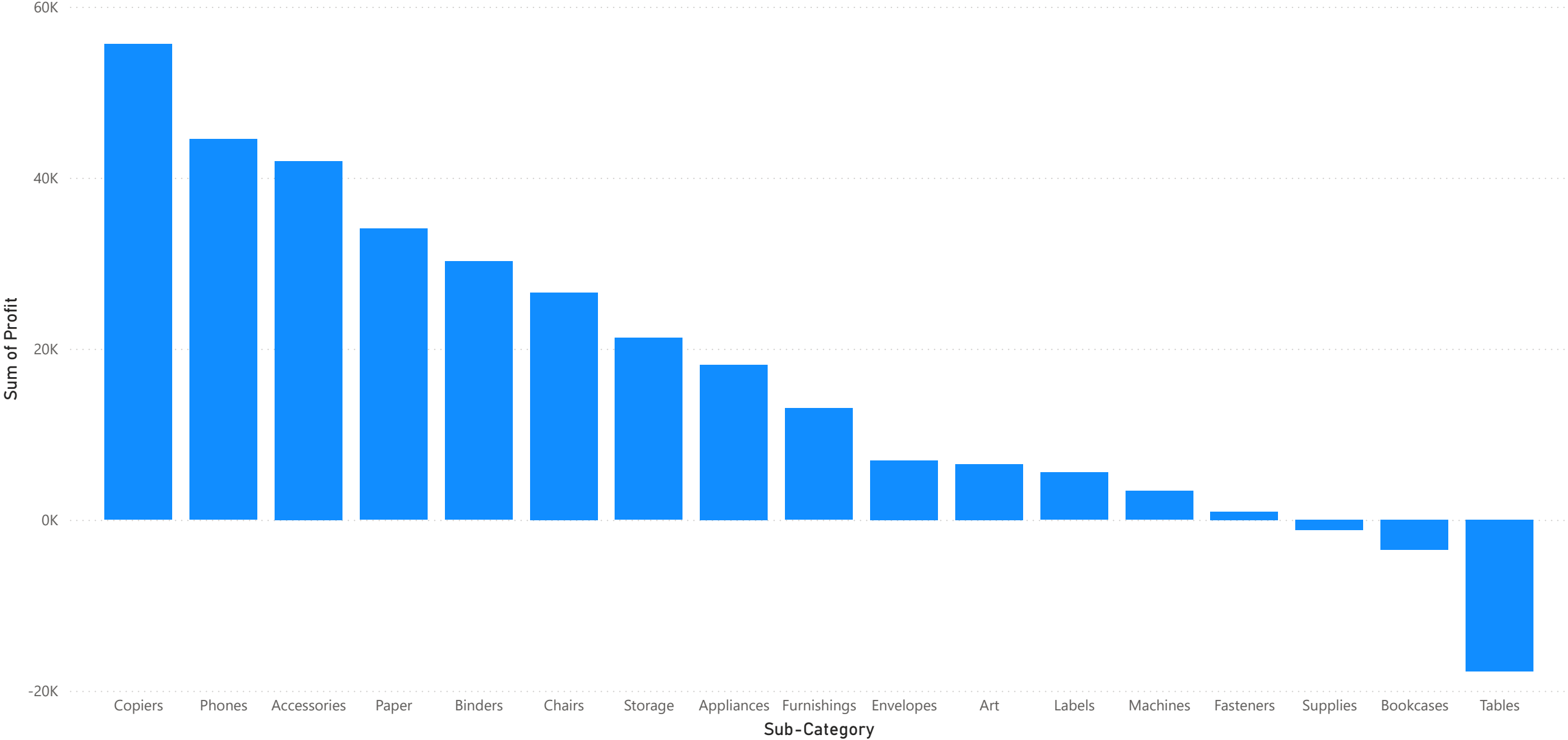
### Sales & Profit Trend

## Geographic Analysis

## Product Performance

## Discount Analysis

Sum of Profit by Sub-Category



Title

Summary

Sales & Profit Trend

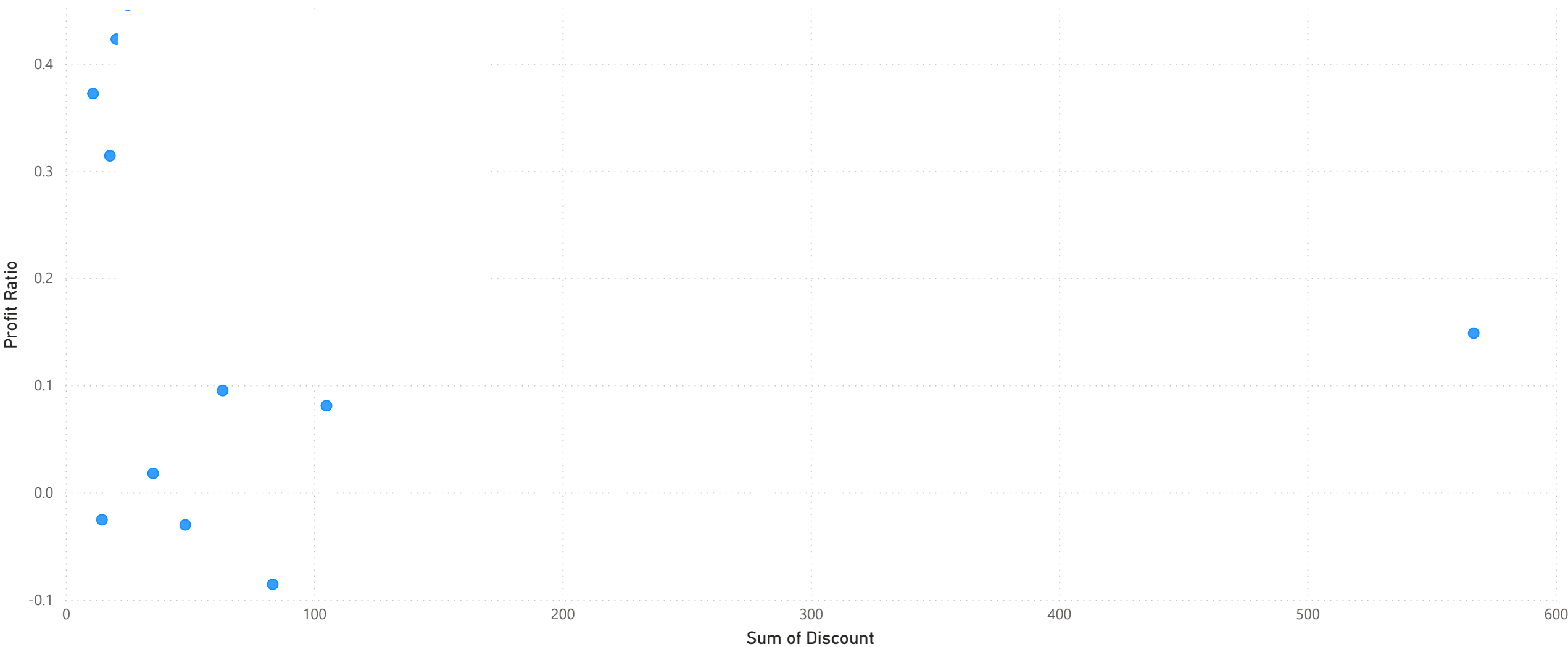
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This chart demonstrates a clear link between higher discounts and lower profitability.

Sum of Discount and Profit Ratio by Sub-Category



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