

## ✔ Storytelling Slide: Key Business Insights

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### ◆ 1. Sales & Profit Trends

- 📈 Sales show an **upward trend**, with noticeable peaks in **November and December**, likely due to holiday demand.
  - 💰 Profit margins **vary by category**, highlighting areas for pricing or cost adjustments.
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### ◆ 2. Category & Segment Performance

- 💻 **Technology** is the best-performing category in terms of sales.
  - 🪑 **Furniture** contributes good sales but has **lower profit margins**.
  - 👤 **Corporate segment** leads in revenue, while **Home Office** has a more stable profit margin.
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### ◆ 3. Regional & State Insights

- 🌐 **West** region is the most profitable and highest in sales.
  - ⚠️ **Central region** has several states with **negative profit**, requiring operational review.
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### ◆ 4. Customer Insights

- 📊 Top 10 customers (e.g., **Sean Miller, Chad Fernandez**) are major revenue contributors.
  - 🔍 Some high-sales customers yield **low profit margins**, which may signal discount misuse or service inefficiencies.
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### ◆ 5. Shipping & Order Behavior

- 🚚 **Standard Class** is the most used shipping mode.
  - 📦 **Same Day** shipping is underused, possibly due to higher costs or limited availability.
  - 📊 More orders ≠ more profit — optimization is key.
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## 🧠 Recommendations

- Focus on improving **Furniture** profitability.
- Investigate losses in **Central region states**.
- Retain and reward **high-value customers**.

- Evaluate if **shipping cost vs. delivery speed** aligns with customer value.
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## Conclusion

This Power BI dashboard provides a holistic view of Superstore's sales and profitability. It enables data-driven decisions for **marketing, customer strategy, pricing, and regional operations**.