# Sample Superstore Sales & Profit Dashboard

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**Tools Used**: Microsoft Excel (PivotTables, PivotCharts, Slicers, Dashboard Design)
**Dataset**: Sample Superstore Sales Data (4 years)

## Objective:
To analyze and visualize sales performance across product categories, regions, customer segments, and discount strategies to uncover key business insights.

## Key Business Questions Answered:

1. Which product categories generate the highest sales and profits?
2. How does sales performance vary across U.S. regions and states?
3. Which customer segments contribute most to revenue?
4. What are the monthly and yearly trends in sales and profit?
5. How do discounts affect profitability?

## Key Insights:

- Total sales reached $2.29 million, with $286K in profit.
- The Technology category leads in sales and profit, while Furniture underperforms, especially Tables.
- The West region outperformed others in both profit and sales, followed by the East and South.
- Corporate customers generated the highest revenue among all segments.
- Discounts above 20% significantly reduce profitability over time.
- Sales peaked during Q4 (November/December) in most years, revealing strong seasonal patterns.

## Recommendations:

- Invest more in Technology products and scale back on loss-making sub-categories like Tables.
- Optimize the discount strategy, as higher discounts don't always lead to better profits.
- Target Corporate clients in high-performing regions like the West for maximum rate of return.