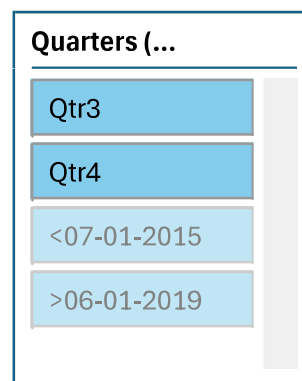
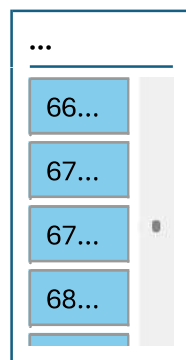
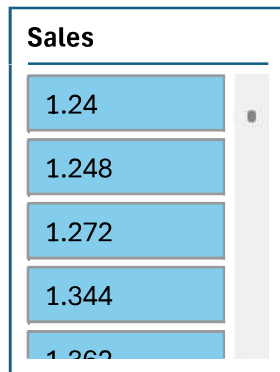


# SuperstoreSales

Row Labels	Sum of Sales	Sum of Row ID	Sum of Postal Code
2018	722052.0192	16313767	183213700
2017	600192.55	12254092	138178437
2016	459436.0054	9948341	108836271
2015	479856.2081	9508700	110842145
Grand Total	2261536.783	48024900	541070553



## Year-wise Performance

**2018 is the best-performing year, contributing ~32% of total sales,** indicating a strong upward trend compared to previous years.  
(722,052 / 2,261,536)

**2016 shows the weakest performance,** contributing only ~20% of total sales, suggesting slower business momentum during that period.

Row Labels	Sum of Sales
Office Supplies	0.444
Grand Total	0.444

Segment
Consumer
Corporate
Home Office

Sales
1.964
1.98
1.984
1.988
1.996
2.025
2.032
2.04

**Category-wise Contribution**

**Technology is the highest revenue-generating category, contributing ~36.6% of total sales,** making it the primary business driver.

**Furniture and Office Supplies contribute almost equally (~32% and ~31%),** indicating a well-diversified revenue mix with no heavy dependence on a single category.

Row Labels	Max of Sales
<b>Central</b>	<b>17499.95</b>
Consumer	9892.74
Corporate	17499.95
Home Office	3812.97
<b>East</b>	<b>11199.968</b>
Consumer	10499.97
Corporate	9099.93
Home Office	11199.968
<b>South</b>	<b>22638.48</b>
Consumer	8749.95
Corporate	7999.98
Home Office	22638.48
<b>West</b>	<b>13999.96</b>
Consumer	13999.96
Corporate	5083.96
Home Office	4535.976
<b>Grand Total</b>	<b>22638.48</b>

Region
Central
East
South
West

Sales
0.444
0.556
0.836
0.852
0.876
0.898
0.984
0.99

**Region & Segment Performance (Max Sales View)**  
**The South region records the highest single transaction value (22,638),**  
indicating strong high-ticket purchases compared to other regions.  
**Home Office segment in the South region drives the highest peak sales,**  
suggesting strong demand for premium or bulk purchases in this segment.