Insights – Sample Superstore Power BI Report

Insight 1

The Technology category generates the highest total sales among all product categories. This indicates a stronger customer preference for technology-related products, which typically have higher prices and better revenue contribution. Compared to Furniture and Office Supplies, Technology shows greater sales performance, suggesting it should be a key focus area for business growth and marketing strategies.

Insight 2

The West region shows higher order activity compared to other regions such as Central, East, and South. This suggests that the West region is the most active and profitable market for the business. Focusing sales efforts, inventory availability, and customer engagement strategies in this region could further improve overall business performance.