

Driving Growth and Profitability for Superstore

2.30M

Total Sales

286.40K

Total Profit

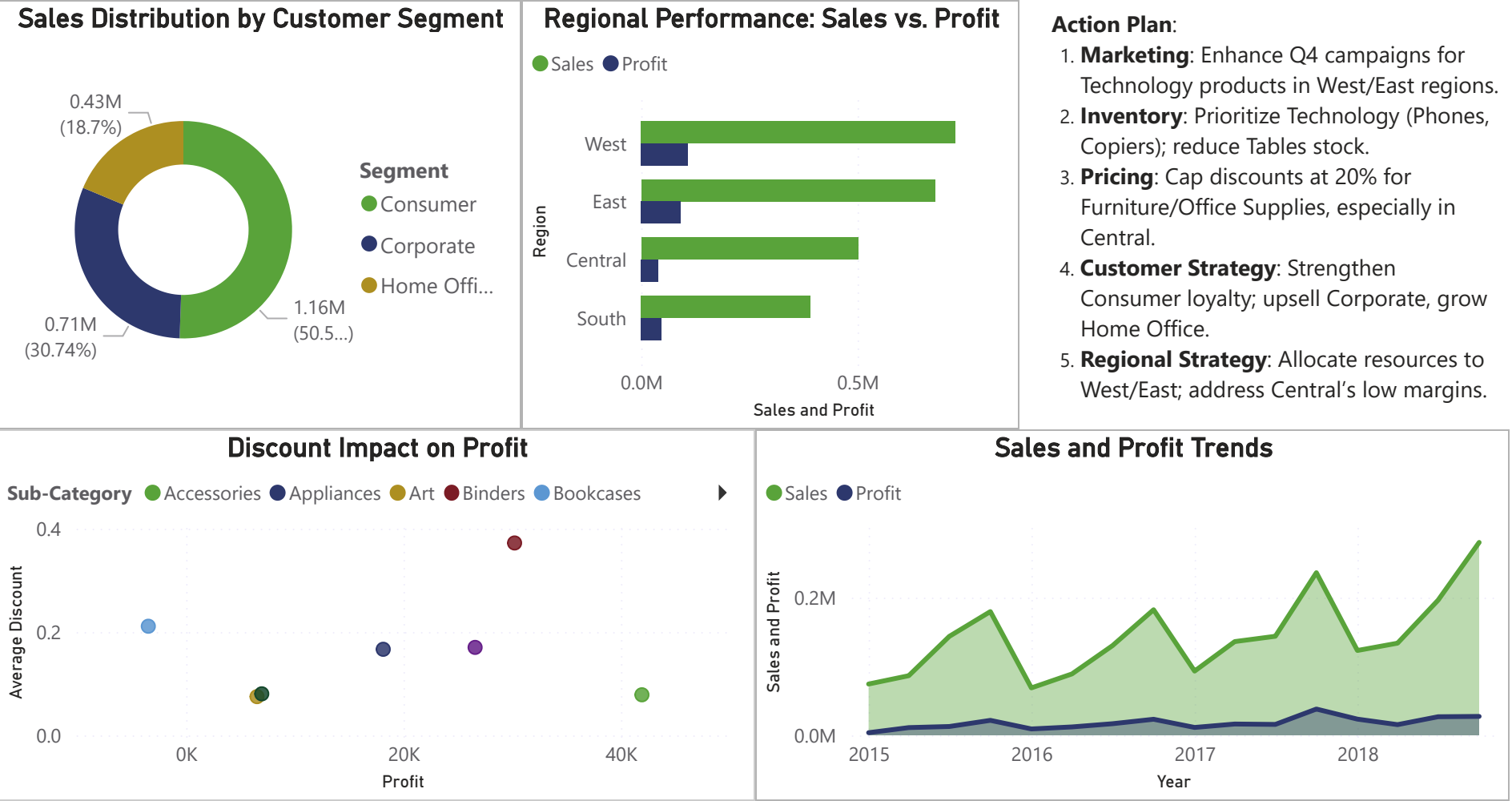
0.16

Average Discount

Total Orders

9983

0.00K19.97K



Visual Insights

- West (~\$700K sales, ~\$100K profit) and East lead; Central lags (~\$500K sales, ~\$30K profit).
- Sales (~\$2.3M) peak in Q4; profit (~\$300K) dips due to discounts.
- Technology drives ~60% of profit , led by Phones/Copiers. Furniture’s Tables and Office Supplies’ Binders show losses.
- Discounts > 30% cause Furniture losses; Technology sustains profits at 10-20%.
- Consumer segment drives ~50% sales , Corporate ~30%, Home Office ~20%.

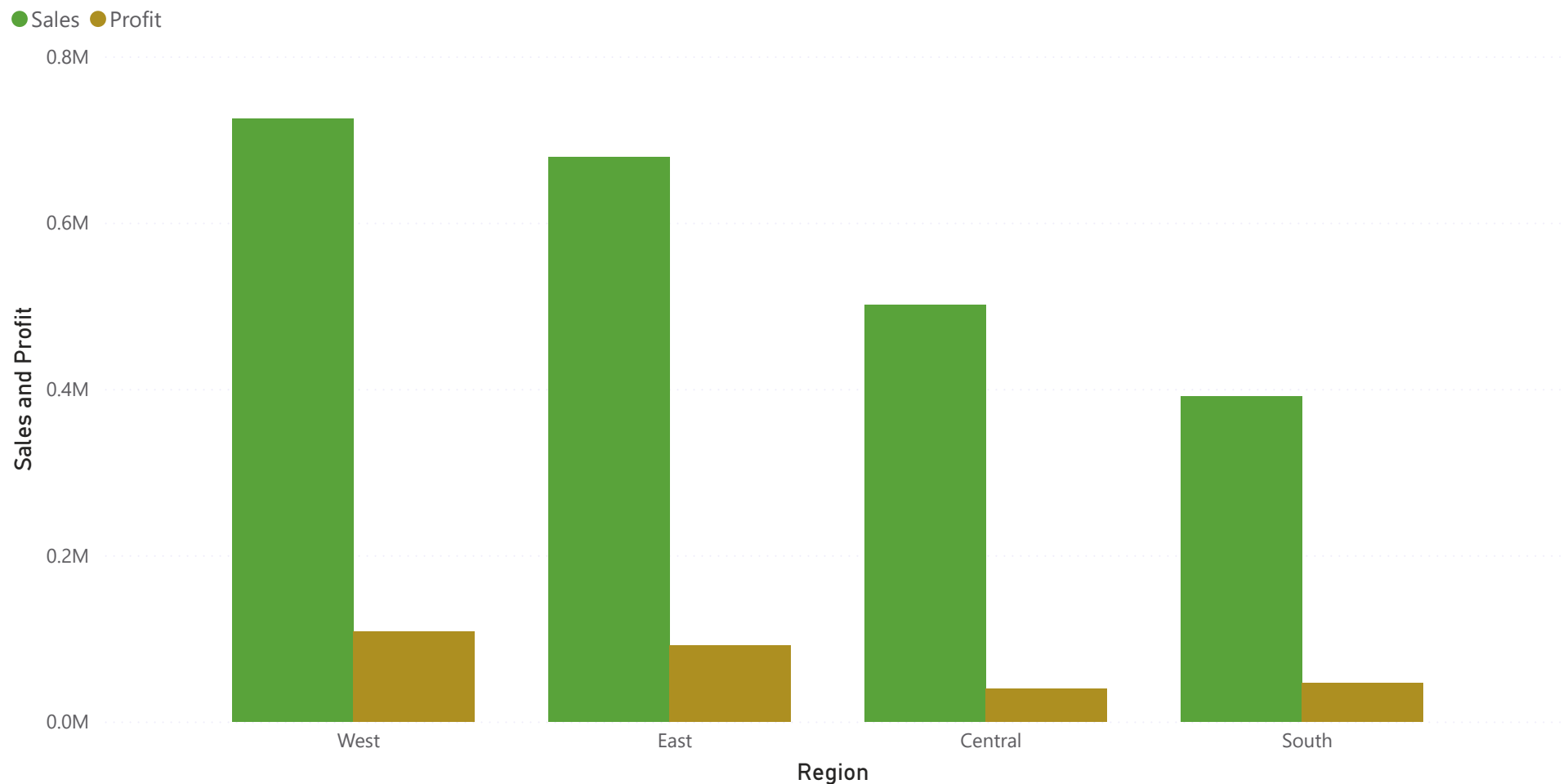
Data Source: Superstore.csv

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Regional Performance: Sales vs. Profit

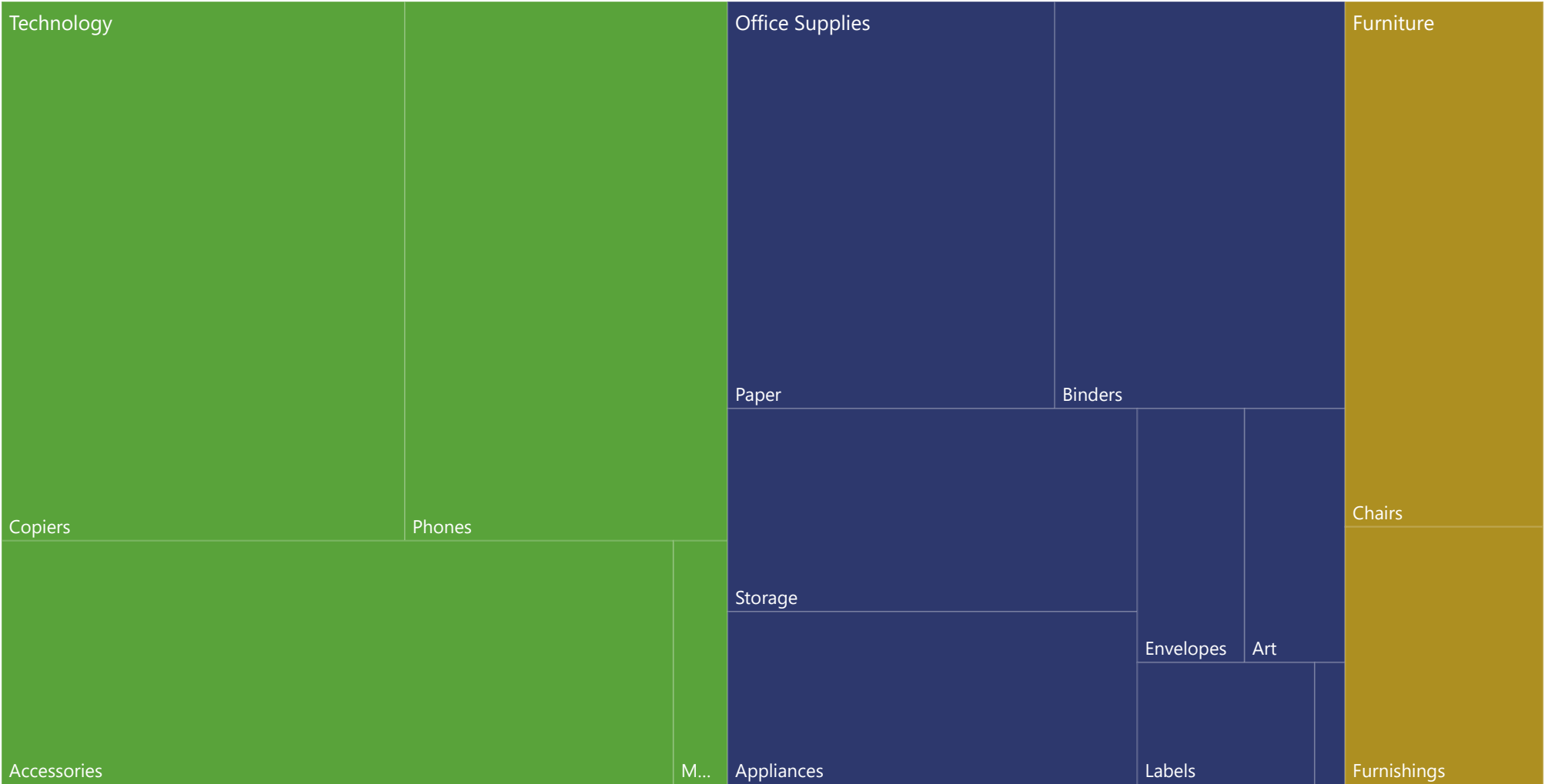
Which regions drive revenue and profitability?



- **Context:** This chart evaluates regional performance to identify high-performing markets and areas needing improvement, guiding resource allocation and strategic focus.
- **Key Takeaway:** The West region likely generates the highest sales and profit. Focus marketing efforts here and investigate underperforming regions like South.
- **Business Insight:** Allocate resources to high-performing regions and analyze operational inefficiencies in low-profit areas.

Profit Contribution by Product Category and Sub-Category

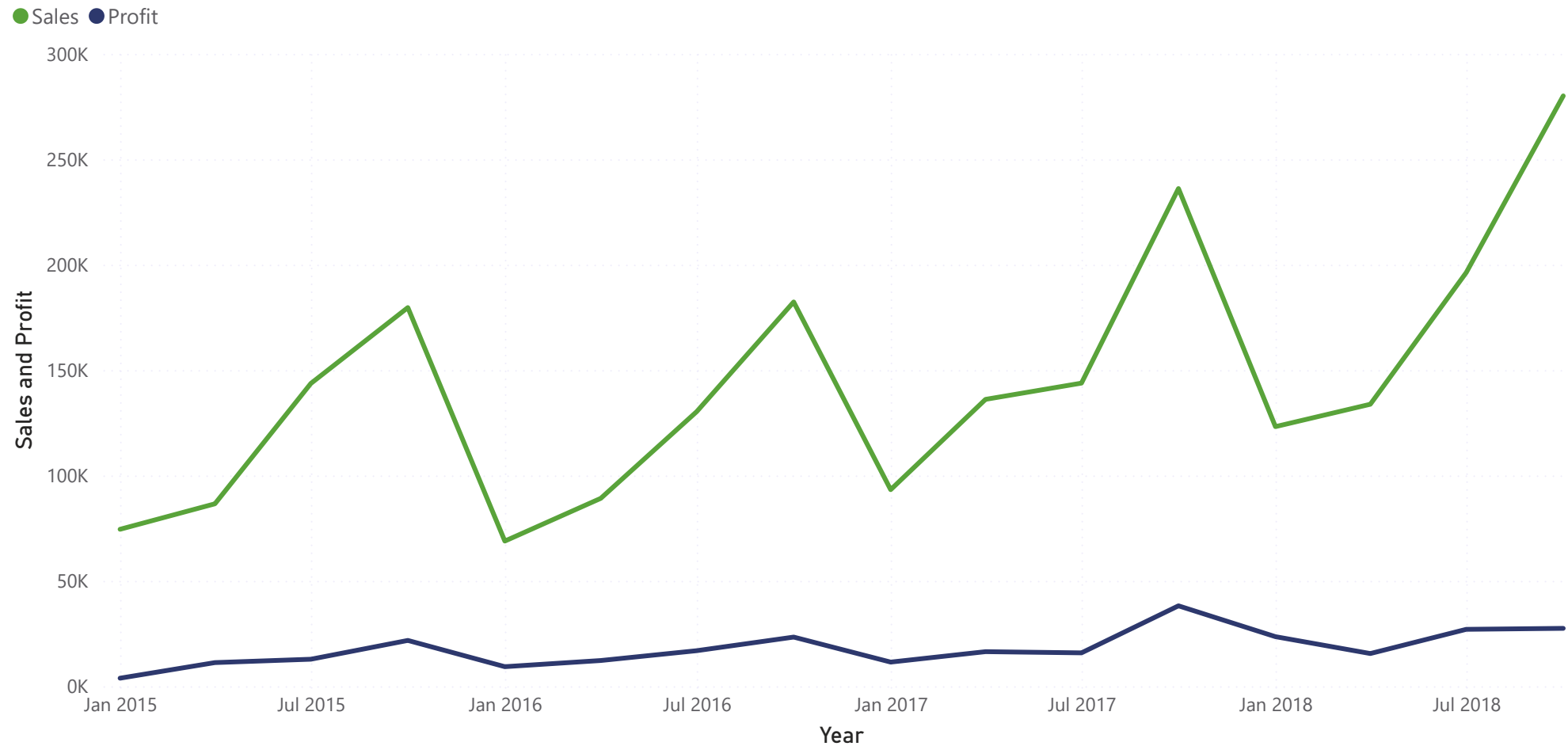
Which products drive the most profit?



- **Context:** This treemap visualizes the relative profit contribution of each category and sub-category, making it easy to spot which products drive profitability and which underperform, with a focus on actionable insights.
- **Key Takeaway:** Technology (e.g., Phones) often yields high profits (e.g., ~\$145K from 2017–2019), while Furniture may underperform due to high costs or discounts.
- **Business Insight:** Prioritize stocking high-margin products like Phones and reduce focus on low-margin sub-categories like Chairs.

Sales and Profit Trends

How do sales and profits evolve over time?

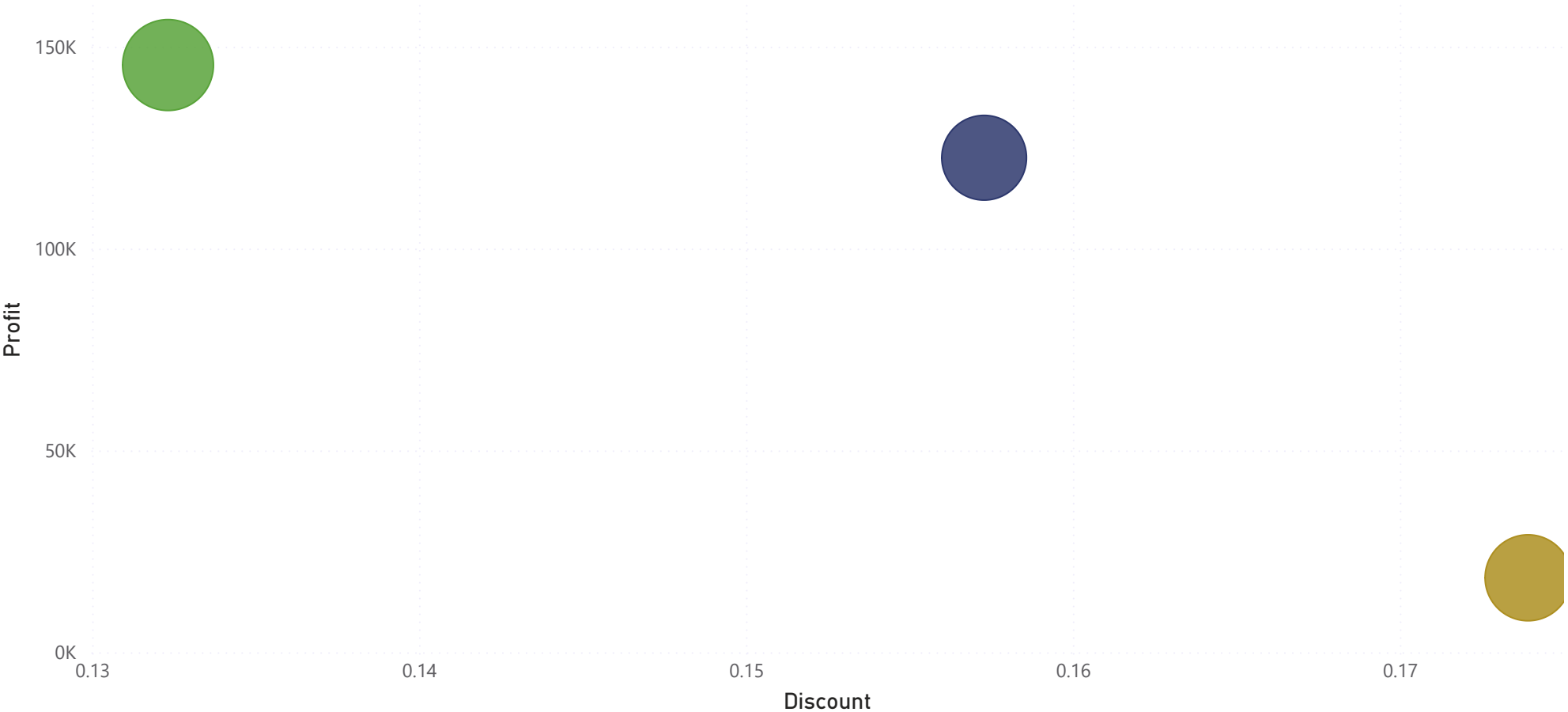


- **Context:** This chart tracks Sales and Profit from 2014-2018, highlighting growth patterns, seasonal peaks, and profitability gaps to guide strategic planning.
- **Key Takeaway:** Sales and profits may peak in Q4 each year due to holiday seasons, with potential dips in Q1.
- **Business Insight:** Plan inventory and promotions for Q4 to capitalize on demand, and address Q1 slumps with targeted campaigns.

Discount Impact on Profit by Product Category

Do discounts drive profitability or erode margins?

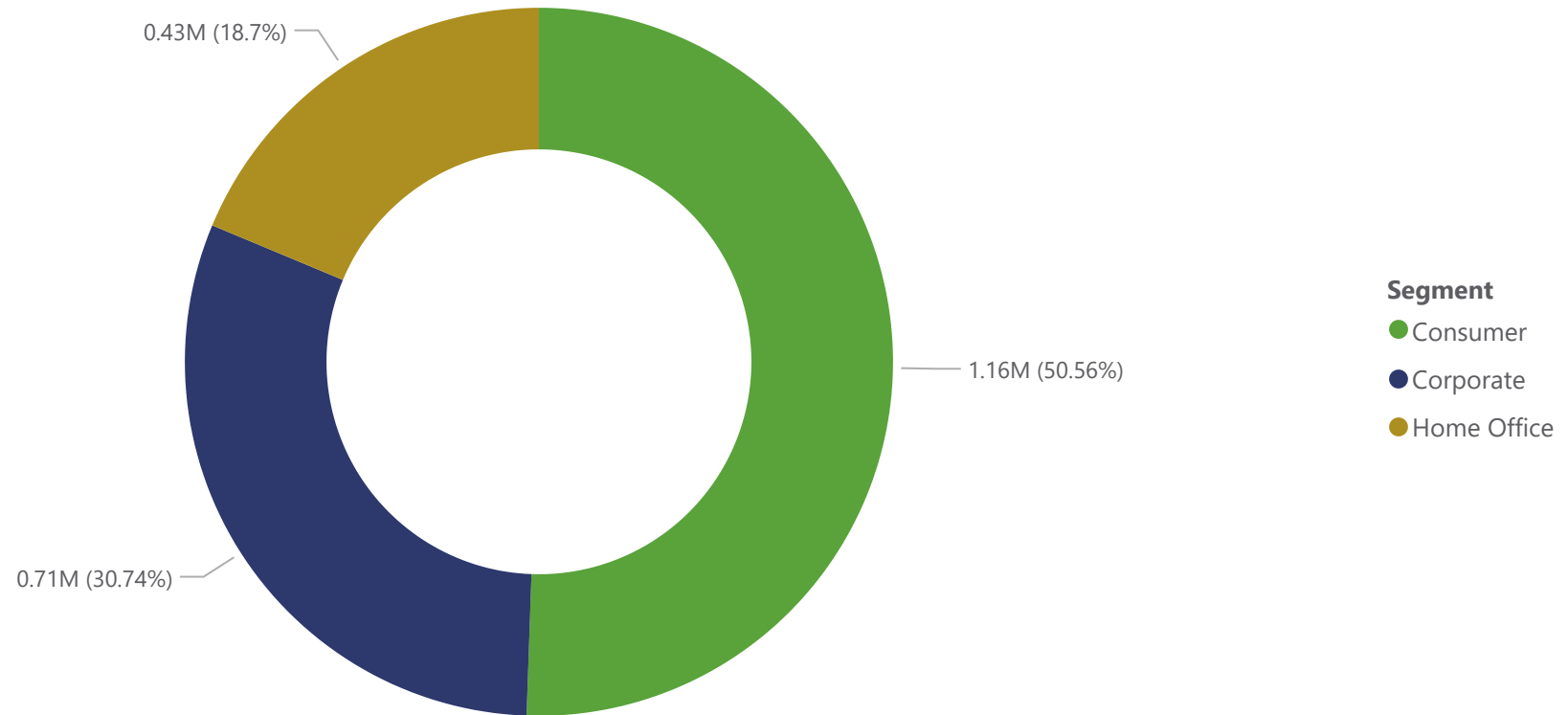
Category Furniture Office Supplies Technology



- **Context:** This chart examines how discounts impact profitability for each product category, identifying whether high discounts lead to losses and which categories are most affected.
- **Key Takeaway:** High discounts (e.g., > 30%) often correlate with negative profits, especially in Furniture, while low discounts in Technology maintain high margins.
- **Business Insight:** Reduce aggressive discounting in low-margin categories and test moderate discounts in high-performing categories.

Sales Distribution by Customer Segment

Which customer segments drive revenue



- **Context:** This chart illustrates which customer segments drive the most sales, helping stakeholders prioritize marketing and customer retention strategies.
- **Key Takeaway:** Consumers likely contribute the most to sales, followed by Corporate and Home Office.
- **Business Insight:** Target loyalty programs and promotions toward Consumers to boost retention and sales.