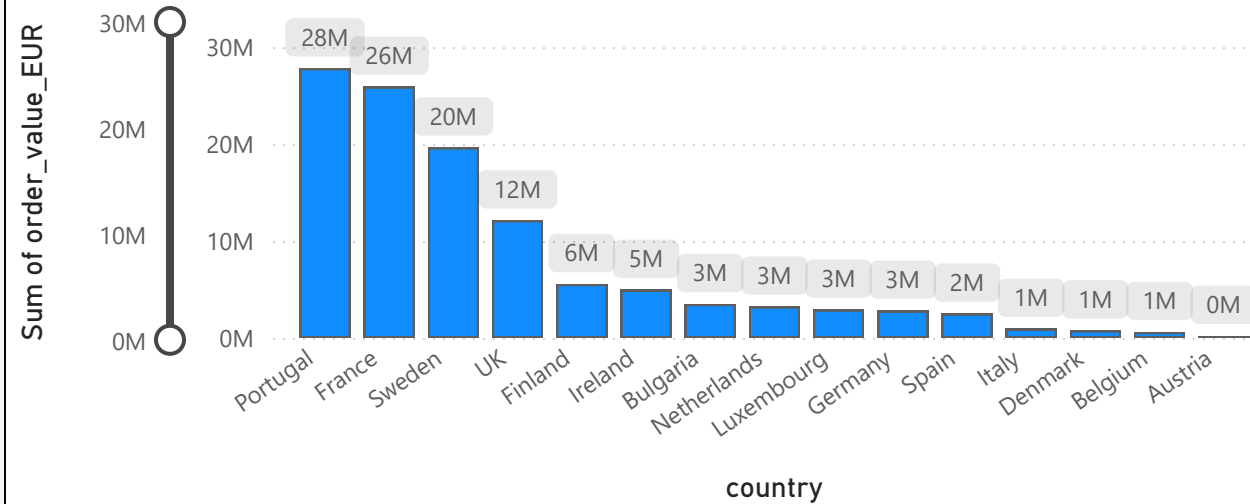


Sales Performance Dashboard

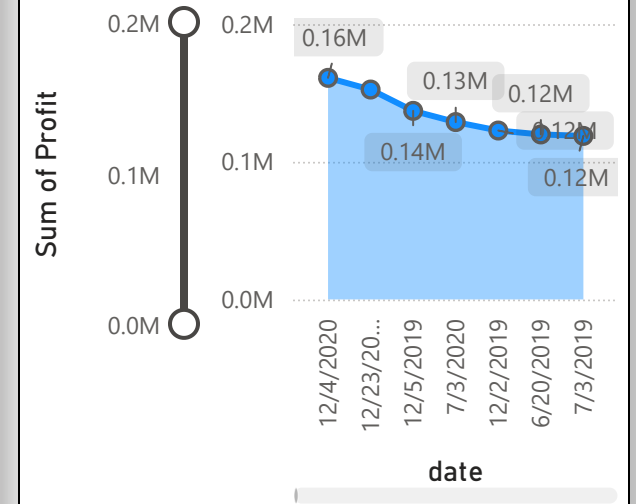
113.36M

Sum of order_value_EUR

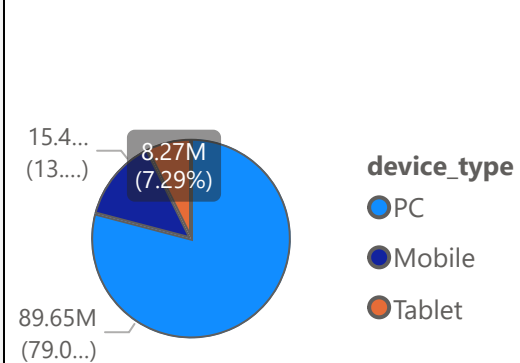
Sum of order_value_EUR by country



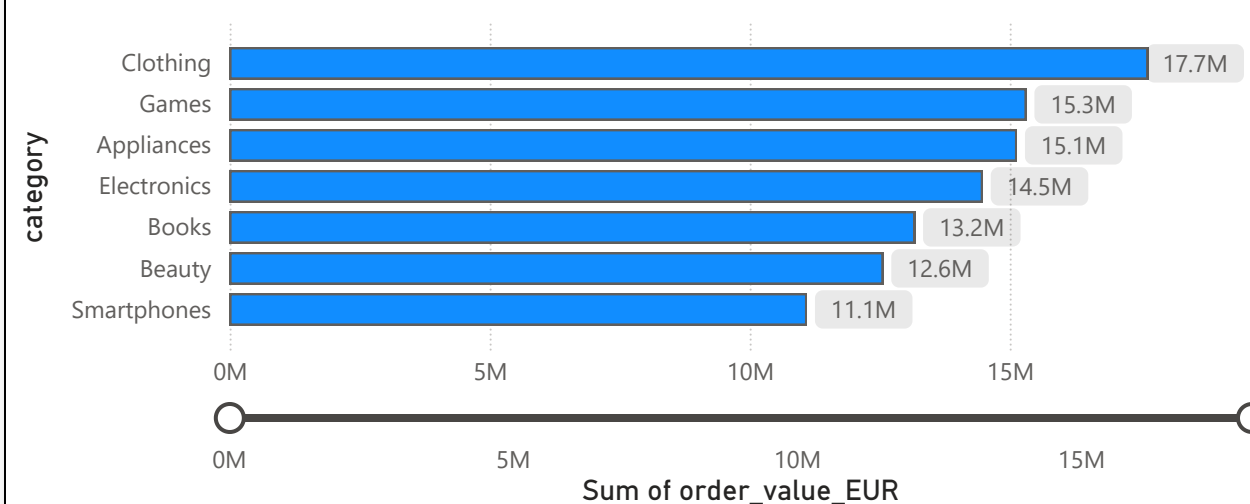
Sum of Profit by date



Sum of order_value_EUR by device_type



Sum of order_value_EUR by category



- *Technology category contributes the highest sales.*
- *West region generates maximum revenue.*
- *Profit shows an overall increasing trend over time.*
- *Consumer segment contributes the largest share of sales.*

Superstore Sales Executive Summary

Total Revenue

113.36M

Sum of order_value_EUR

Total Profit

18.99M

Sum of Profit

• **Top Performing Country : Portugal**

• **PC contributes the highest revenue share**

Recommendations

- **Expand operations in high-performing countries.**
 - **Focus marketing campaigns on PC segment.**
- **Develop strategies to improve underperforming regions.**
 - **Monitor profit margins for sustainable growth.**