



Super Store Sales Dashboard

Sales

2M

Quantity

38K

Profit

286K

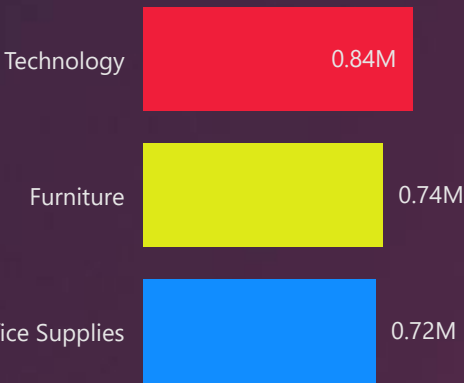
Central

East

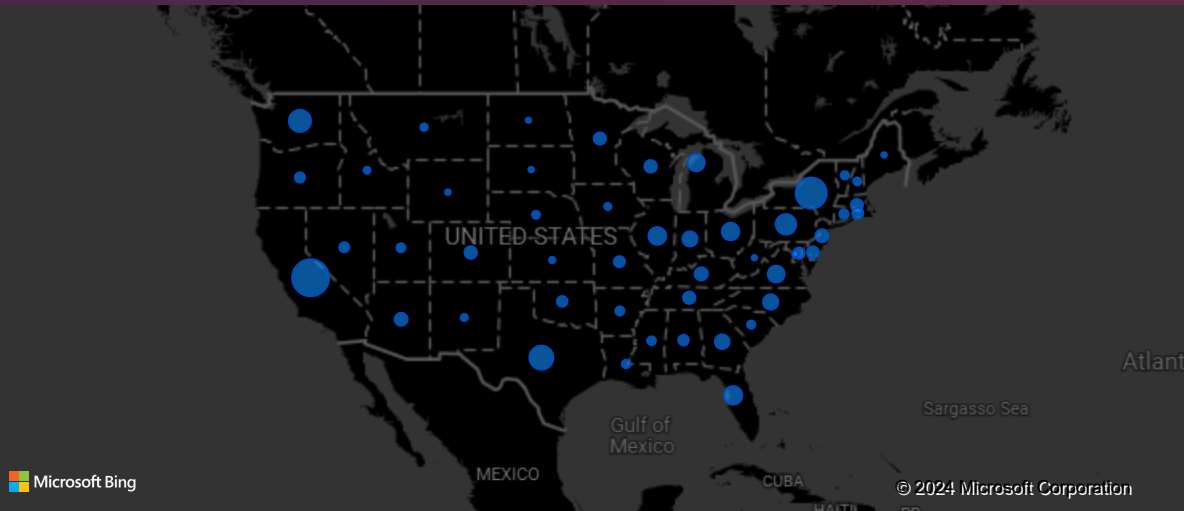
South

West

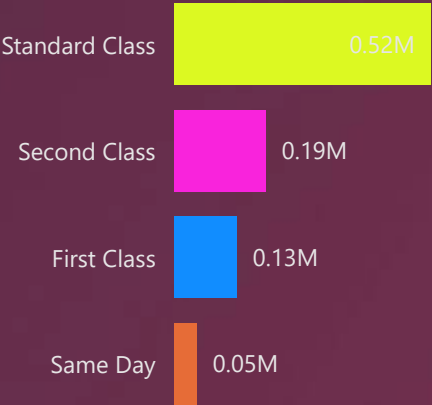
Sales by Category



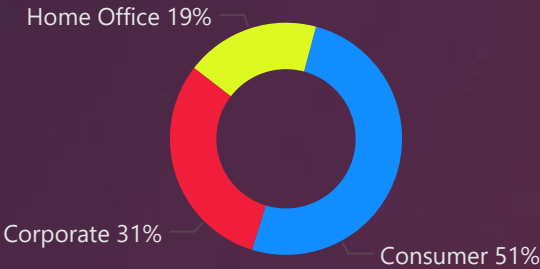
Sum of Sales and Sum of Profit by State



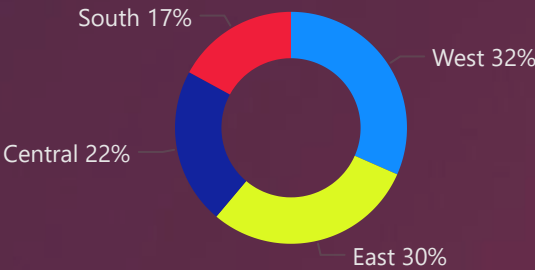
Sales by Ship Mode



Sum of Sales by Segment



Sum of Sales by Region



Sales by Sub-Category



REPORT INSIGHTS

Weak Areas:

- **Central Region:** Lowest profit despite moderate sales.
- **Office Supplies:** High sales but lower profit margins.
- **Discounting:** High discounts are eroding overall profits.
- **Furniture Category:** Lower profitability compared to other categories.

Profit Insights:

- **Technology Products:** Highest profit margins.
- **West Region:** Leading in both sales and profit.
- **Discount Impact:** Negative correlation between discount levels and profit margins.

Recommendations:

- **Central Region:** Focus on reducing operational costs and improving marketing strategies.
- **Discount Strategies:** Optimize discounts to maintain profitability.
- **Product Mix:** Increase promotion of high-margin Technology products; consider cost reduction in Furniture.