

Superstore Sales Dashboard Report

1. Sales Overview:

- Monthly sales trend shows seasonal peaks.
- Highest sales observed in Q4 due to holiday shopping.

2. Category Performance:

- Technology category generates highest profit.
- Office Supplies have the lowest average profit margin.

3. Region-wise Sales:

- West region is the most profitable.
- South has lower profit margins despite decent sales.

4. Segment Analysis:

- Corporate customers drive higher revenue per order.
- Consumer segment has highest order volume.

5. Discount vs Profit:

- Higher discounts often lead to negative profit.
- Discounts >30% frequently result in losses.

Recommendations:

- Focus marketing on Technology in the West region.
- Limit discounts to protect profit margins.
- Promote high-margin sub-categories like Phones and Accessories.