

Superstore Sales Performance Summary

A concise overview of sales, profit, and customer insights across regions and categories

Total Sales

3M

Total Profit

789K

Total Quantity

34K

Total Customers

795

Sales & Profit Overview



Month	Sales (K)	Profit (K)
Jan	150	250
Feb	190	250
Mar	185	250
Apr	210	250
May	240	250
Jun	280	250
Jul	210	250
Aug	250	250
Sep	260	250
Oct	230	250
Nov	250	250
Dec	220	250

- Sales peaked in June (280K) and September (260K), with a mid-year dip in July
- Consistent profit observed across months, but discount levels impact profitability

Regional & Segment Insights



Region	Sales (K)	Profit (K)
North America	1500	450
South America	500	150
Europe	1000	300
Africa	200	60
Asia	800	240
Australia	100	30

- Western and Central regions dominate in sales and profits.
- Consumer segment (51%) is the primary buyer group
- Maintain customer satisfaction through Standard shipping reliability

Category Performance

Category	Sales (K)	Profit (K)
Technology	1200	360
Furniture	800	240
Office Supplies	400	120

Overall Recommendations

- Increase focus on Technology and Consumer segments
- Reduce discounts to protect profits