Sum of Sales by Region
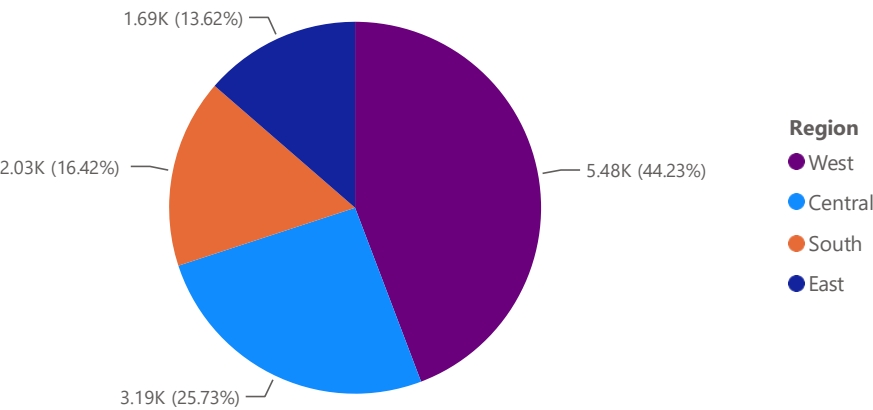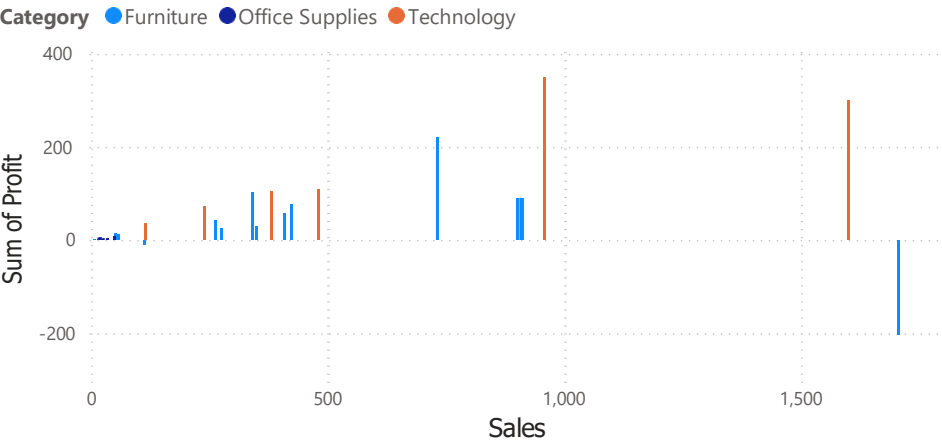

Insight:
The West Region has the highest total sales among all regions, indicating a strong customer base or higher purchasing trends in that area.

The South and East follow closely, while the Central region shows relatively lower sales performance.

Sum of Profit by Sales and Category

Insight:
- **Technology** category leads in **both Sales and Profit**, showing it's a high-performing segment.
- **Office Supplies** has moderate sales but relatively lower profits, indicating possible thin margins.
- **Furniture** shows **good sales** but **lower profit margins**, suggesting high costs or discounts in this category.
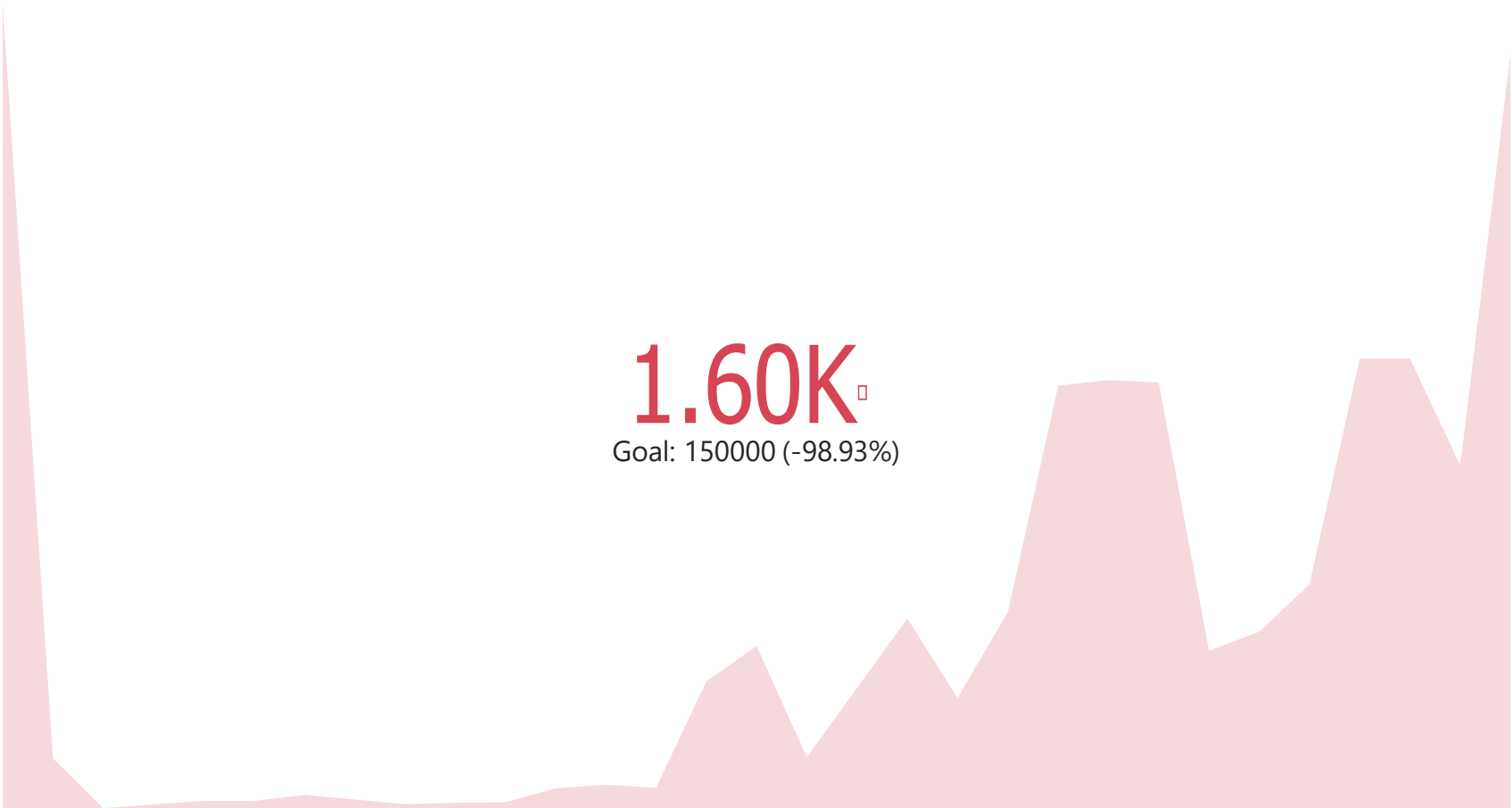
Sum of Sales by Category
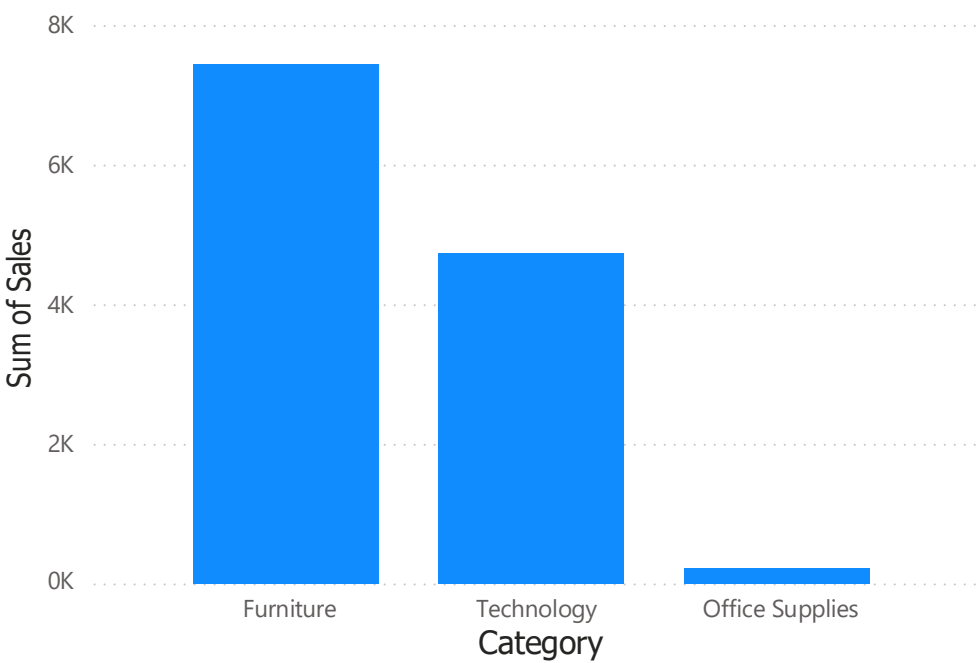
Insights:

Technology stands out as the most profitable and highest-selling category, driven by high-demand items like phones and accessories —making it a key area for strategic investment and expansion.

Furniture, while contributing solid sales, suffers from lower profit margins, likely due to high costs or discounting, suggesting a need to review pricing and cost strategies.

Office Supplies show consistent sales but modest profits, indicating potential for improvement through bundling, volume sales, or focusing on fast-moving items. These insights highlight where the business should optimize costs and where to double down for growth.

Sum of Sales and Target by Profit

1.60K
Goal: 150000 (-98.93%)
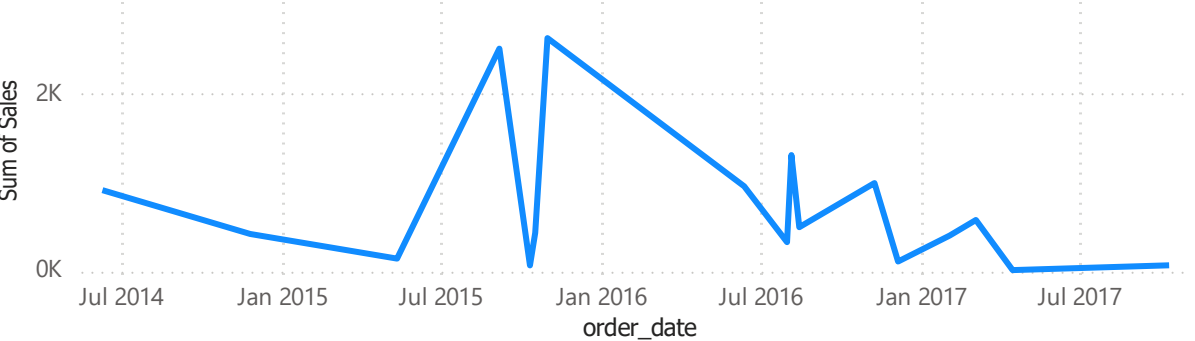
Executive Summary (KPI Cards)

Total Sales: $1.60k
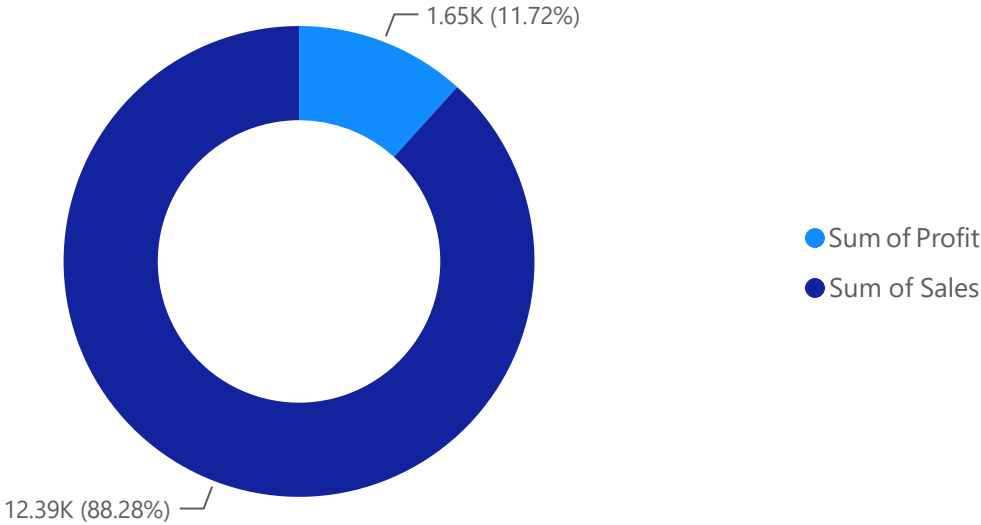
Total Profit: (e.g., $250)

Total Orders: 30

Avg. Profit per Order: (e.g., $8.33)

Sum of Sales by order_date

Sum of Profit and Sum of Sales

1.65K (11.72%)

12.39K (88.28%)

- Sum of Profit
- Sum of Sales

Sum of Sales by Sub-Category

Sum of Sales by Category

Sum of Sales by Region

1.69K (13.62%)

2.03K (16.42%)

5.48K (44.23%)

3.19K (25.73%)
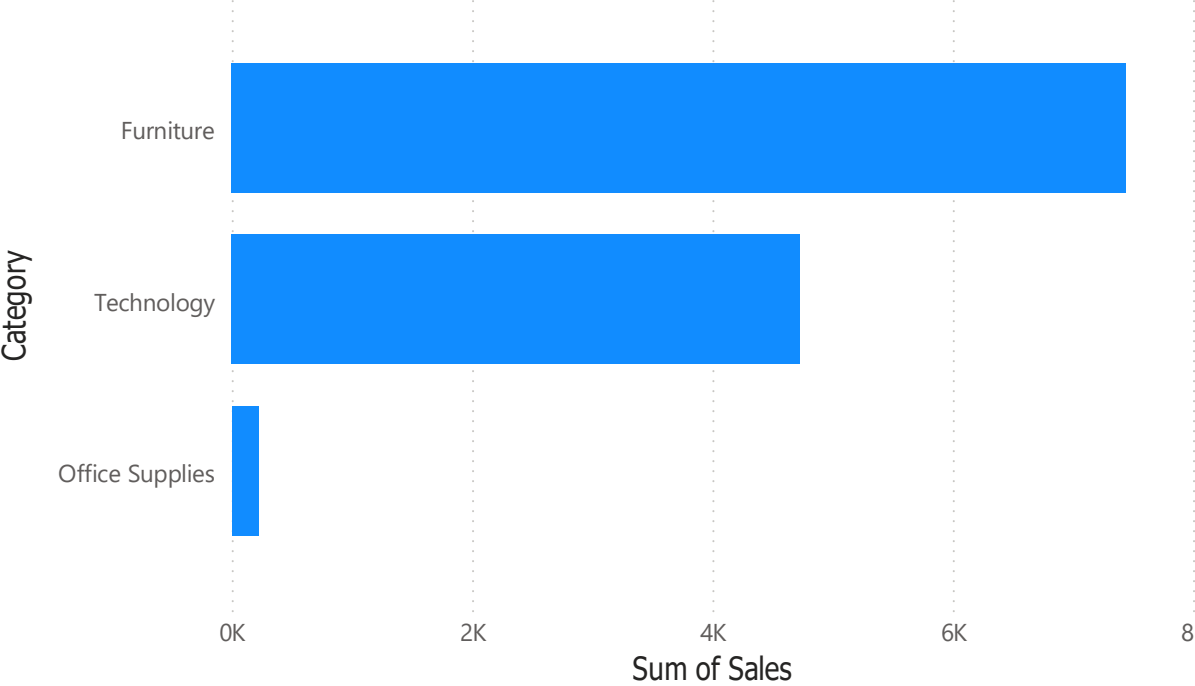
Region
- West
- Central
- South
- East
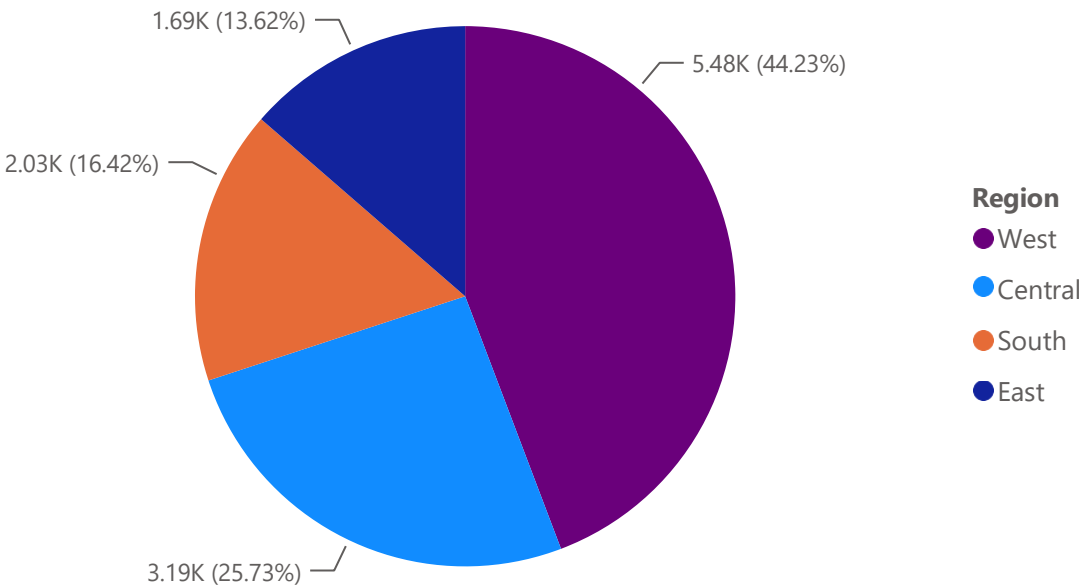
Superstore Sales & Profit –Storyboard

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1. Introduction

Objective:
To explore and analyze sales and profit data from the Superstore dataset to discover patterns, identify top-performing categories and regions, and provide data-driven recommendations for business growth.

⬚ 2. Executive Summary (KPI Cards)

-

Total Sales: $1.60k

 Total Profit: (e.g., $250)

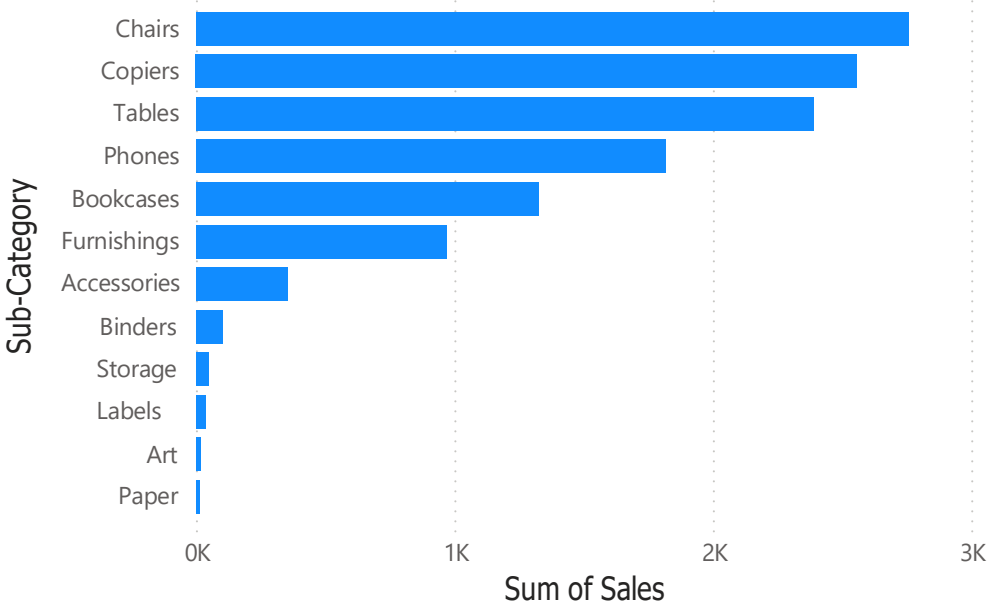**Total Orders**: 30

Avg. Profit per Order: (e.g., $8.33)

-

These KPIs offer a quick overview of the business's performance over the sampled data.

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3. Sales Performance by Region

Visualization: Clustered Bar Chart
Insight:
The **West region** leads in total sales, suggesting strong customer engagement and market presence. The **Central region** lags behind, presenting an opportunity for focused marketing or sales strategy improvements.

⬚ 4. Sales and Profit by Category

Visualization: Combo Chart (Sales = Bars, Profit = Line)
Insight:

Technology shows the highest sales and profit — a highly profitable segment.

Furniture has moderate sales but lower profit, likely due to high costs or frequent discounts.

Office Supplies show stable sales but generate modest profits, indicating thinner margins.

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5. Top 5 Performing Sub-Categories

Visualization: Sorted Bar Chart
Insight:
The top sub-categories include **Phones, Chairs, Binders**, etc., which contribute significantly to overall sales. These should be prioritized for promotions and inventory management.

⬚ 6. Sales vs Profit – Profitability Spread

Visualization: Scatter Plot
Insight:
This visual shows which sub-categories drive high sales **and** high profit. For example, **Phones** stand out as both high-revenue and high-margin, while some items may show good sales but low profitability.

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7. Key Business Insights

The **Technology** category is the best performer in both sales and profit.

Furniture needs profit margin improvements despite strong revenue

Office Supplies have growth potential through bundling or volume-driven sales tactics.

The **West region** is the top market; **Central** may need strategic attention.

⬚ 8. Recommendations

Double down on Technology products with high returns.
Optimize pricing or sourcing for Furniture to improve profitability.
Bundle Office Supplies or offer promotions to increase their profit contribution.

Boost marketing in the Central region to increase reach and revenue