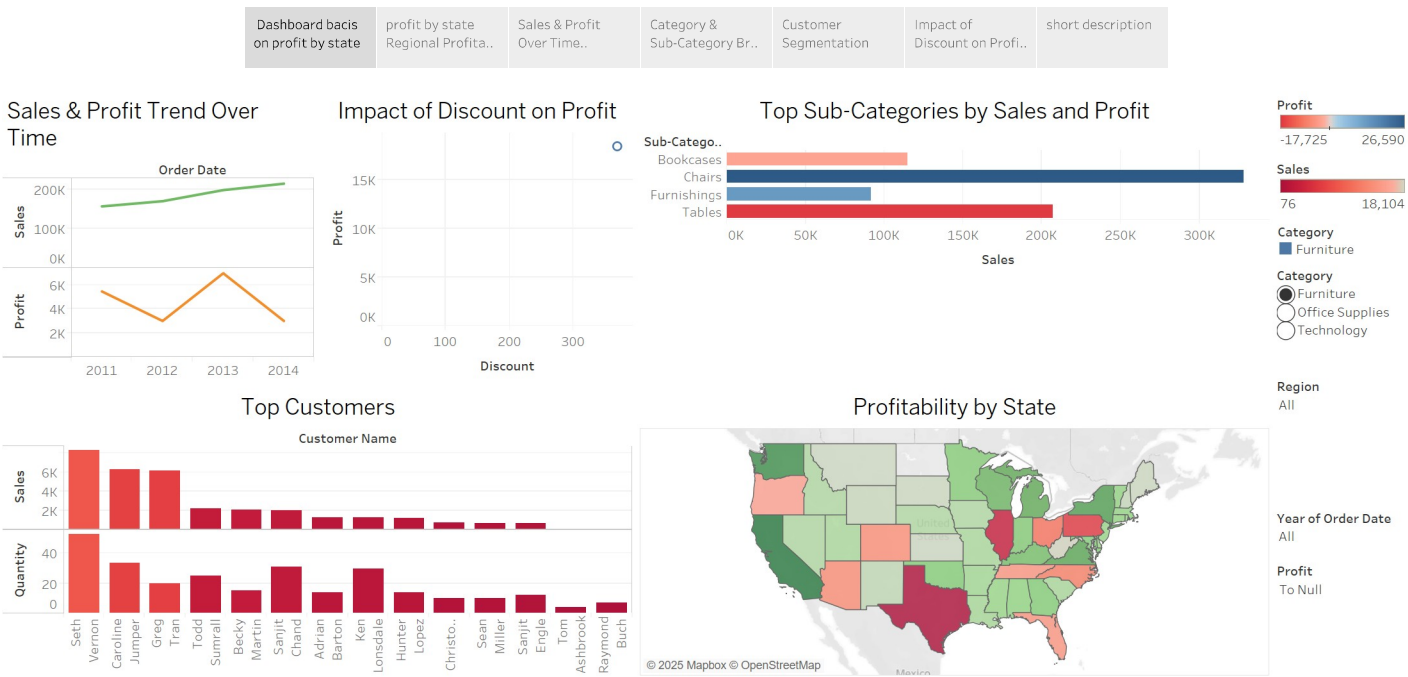
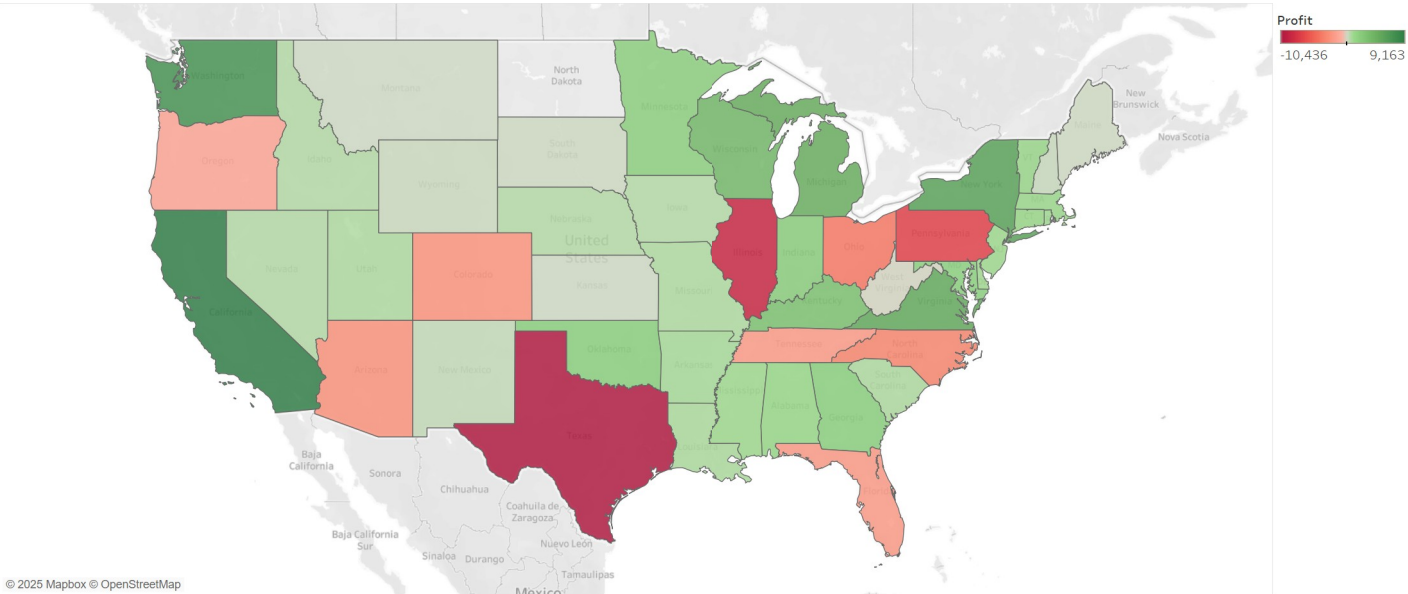


“Where Profit Hides: Unlocking Growth in Superstore” sales



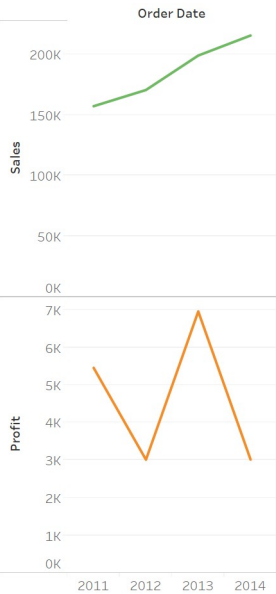
“Where Profit Hides: Unlocking Growth in Superstore” sales

Dashboard basis on profit by state	profit by state Regional Profita..	Sales & Profit Over Time..	Category & Sub-Category Br..	Customer Segmentation	Impact of Discount on Profi..	short description
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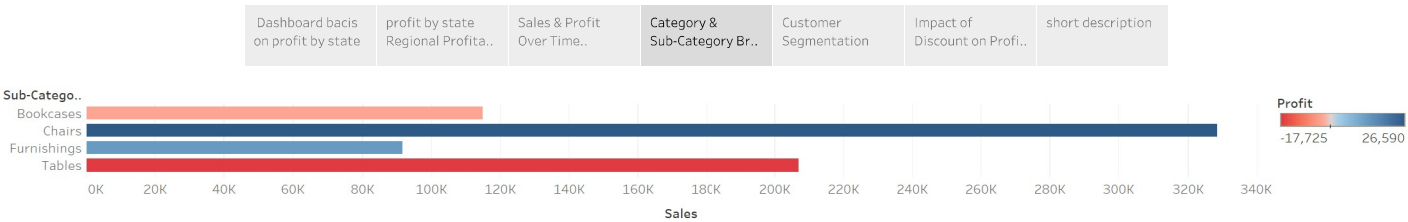


“Where Profit Hides: Unlocking Growth in Superstore” sales

Dashboard basis on profit by state	profit by state Regional Profita..	Sales & Profit Over Time..	Category & Sub-Category Br..	Customer Segmentation	Impact of Discount on Profi..	short description
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“Where Profit Hides: Unlocking Growth in Superstore” sales



Sub-Catego..

Bookcases

Chairs

Furnishings

Tables

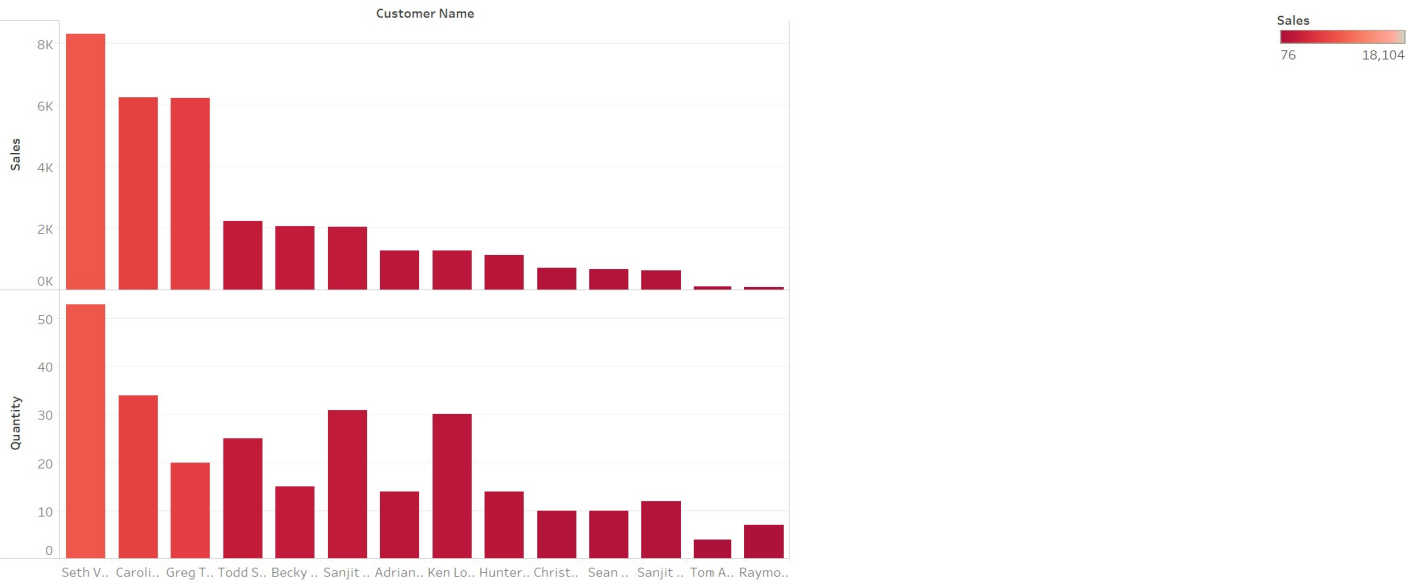
0K 20K 40K 60K 80K 100K 120K 140K 160K 180K 200K 220K 240K 260K 280K 300K 320K 340K

Sales



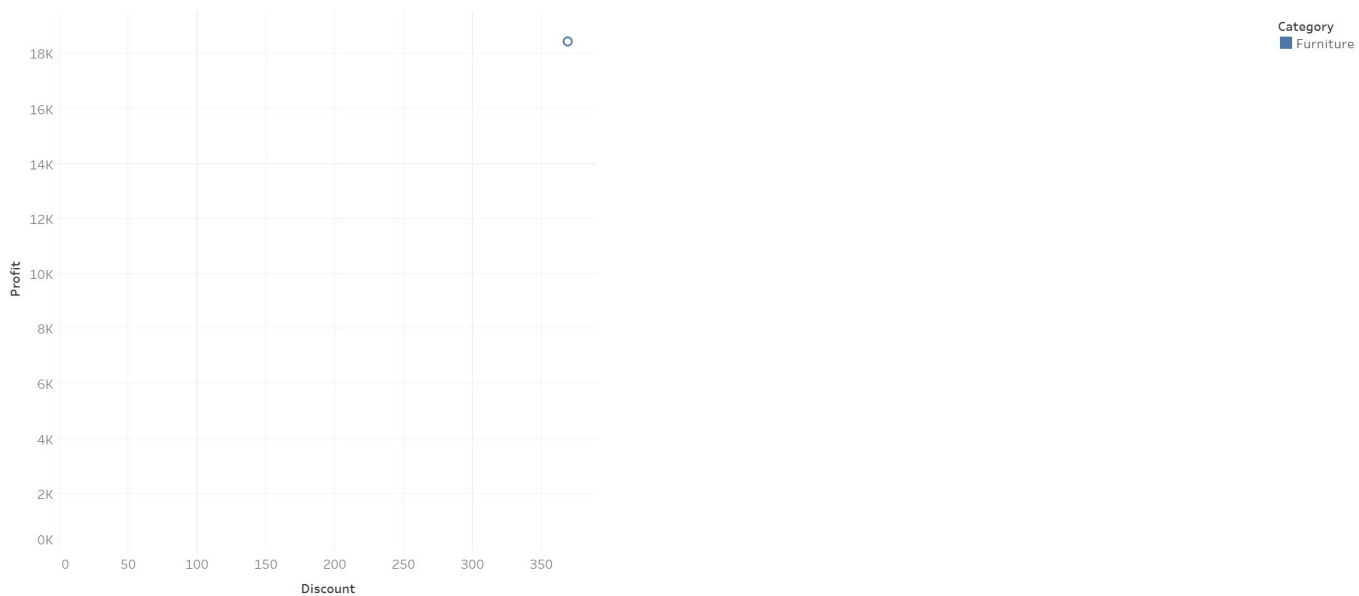
“Where Profit Hides: Unlocking Growth in Superstore” sales

Dashboard basis on profit by state	profit by state Regional Profita..	Sales & Profit Over Time..	Category & Sub-Category Br..	Customer Segmentation	Impact of Discount on Profi..	short description
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"Where Profit Hides: Unlocking Growth in Superstore" sales

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Title: *"Where Profit Hides: Unlocking Growth in Superstore"*

Intro: KPIs show strong overall growth, but hidden loss pockets exist.

Conflict: Office Supplies sees high sales but declining profits.

Investigation: States like Texas and Illinois underperform due to discounts.

Resolution: Focus on Tech in West, cut deep discounts in Office Supplies.

Conclusion: Adjust strategy by region and product segment.