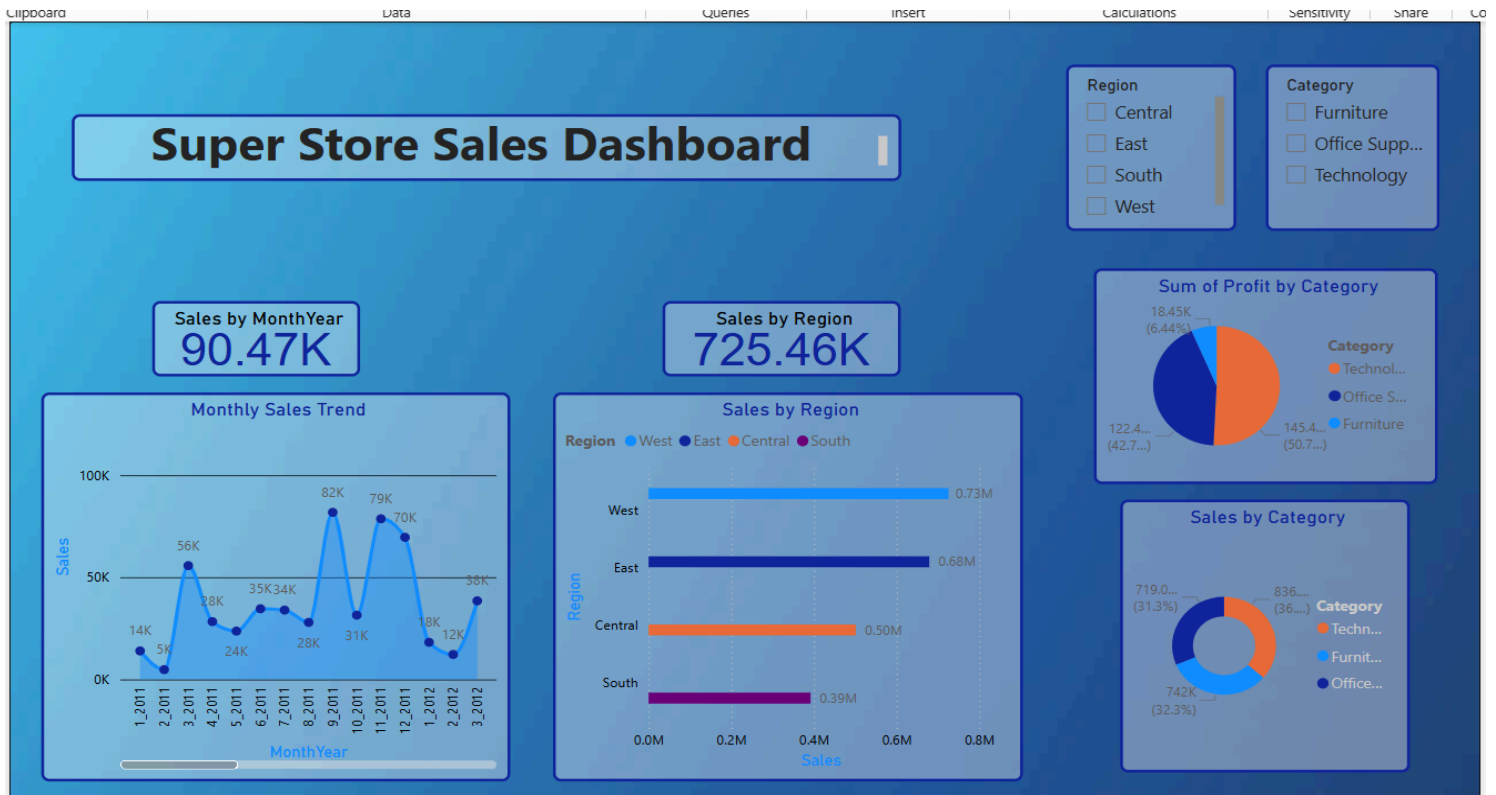


INSIGHTS ON SUPERSTORE SALES



1. West Region Leads in Sales:

The West region recorded the highest sales with approximately \$730K, followed by the East at \$680K, indicating stronger market performance in those areas.

2. Technology Has Highest Category Sales:

The Technology category led in total sales with \$836K (36.5%), followed by Furniture and Office Supplies, suggesting greater customer demand or higher pricing in tech products.

3. Profitability Varies by Category:

Despite Technology having the highest sales, Furniture contributed the most to profit with \$145.4K (50.7%), showing that it might have better margins than Technology and Office Supplies.

4. Monthly Sales Show Seasonality:

There are noticeable sales spikes in 10/2011 and 11/2011 (over \$79K and \$82K respectively), suggesting seasonal trends or promotions during those months