

Superstore Data 2014 - 2017 Dashboard

Business Questions & Answers (Based on Dashboard)

Q1. How are we doing overall?

- **KPI Cards** →
 - Total Sales = **2.30M**
 - Total Profit = **286.40K**
 - Orders = **5009**
 - Avg Order Value = **458.61**
 - Profit Margin = **12.47%**

The company is profitable with a decent 12% margin, but profit growth is not keeping up with sales growth.

Q2. How are sales and profit trending over time?

- **Line Chart (Sales & Profit by Quarter)** →
 - Sales trend is rising overall (especially post-2016).
 - Profit also increases but shows **more volatility** than sales.

Insight: Sales are consistently growing, but profit stability is weaker. Suggests cost/discount pressures.

Q3. Which categories drive sales and profit?

- **Bar Chart (Sales by Category)** →
 - Technology = highest sales.
 - Furniture = strong but slightly lower.
 - Office Supplies = competitive.

Insight: Technology dominates in revenue, but needs margin analysis (may have lower profitability compared to sales share).

Q4. Which sub-categories are most important?

- **Treemap (Sales by Sub-Category)** →
 - Phones, Chairs, and Storage lead sales.
 - Some sub-categories (e.g., Tables, Binders) contribute but margins are questionable.

Action: Focus marketing & inventory on high-performing sub-categories, review costs on low-margin ones.

Q5. Where are we performing geographically?

- **Map (State & Sales)** →
 - Sales spread across U.S. states.

Q6. Are discounts hurting profitability?

- **Profit Margin by Discount Chart** →
 - Profit margin declines as discount increases.
 - Orders with >20% discount show negative or near-zero margins.

Insight: Discounts above 20% severely erode profitability.

Recommendation: Cap discounts at ≤20%, introduce smarter promotions.

Q7. Which products are problematic?

- **Product Table (with Profit Margin)** →
 - Example: Some products (e.g., Eureka Disposable Bags) show **negative profit margin (-2.75)** despite sales.
 - Many products are profitable but at very low margins (25%–40%).

Action: Flag loss-making SKUs for pricing review, supplier renegotiation, or discontinuation.

Final Recommendations (based on Q&A)

1. **Discount Policy** → Restrict high discounts; redesign promotional strategy.
2. **Product Review** → Focus on top-selling but loss-making products; renegotiate supplier pricing or phase them out.
3. **Category Strategy** → Keep pushing Technology for growth, but improve Furniture & Office Supplies margins.
4. **Regional Deep Dive** → Rebuild map visualization with profit coloring to identify weak states.
5. **Profit Growth Focus** → Implement cost control and margin improvement to match sales growth with profit growth.