

Professional Business Analytics Report

Executive Summary

The Global Superstore dataset analysis reveals strong overall performance with total sales of 12642501.91 and total profit of 1467457.29 across 25728 orders and 17415 customers.

Key Performance Indicators (KPIs)

Metric	Value
Total Sales	12642501.91
Total Profit	1467457.29
Total Orders	25728
Total Customers	17415

Top Regions by Sales

Region	Sales
Western Europe	1731929.67
Central America	1223100.63
Oceania	1100184.61
Southeastern Asia	884423.17
Southern Asia	866572.68

Category-wise Profit Analysis

Category	Profit
Technology	663778.73
Office Supplies	518595.83
Furniture	285082.73

Segment Performance Insights

Consumer: Profit = 749239.78

Corporate: Profit = 441208.33

Home Office: Profit = 277009.18

Business Recommendations

1. Focus on high-performing regions to maximize revenue growth.
2. Improve pricing or cost control in low-profit segments.
3. Invest more in categories with consistent profitability.
4. Review discount strategy to reduce losses.