

# 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.