

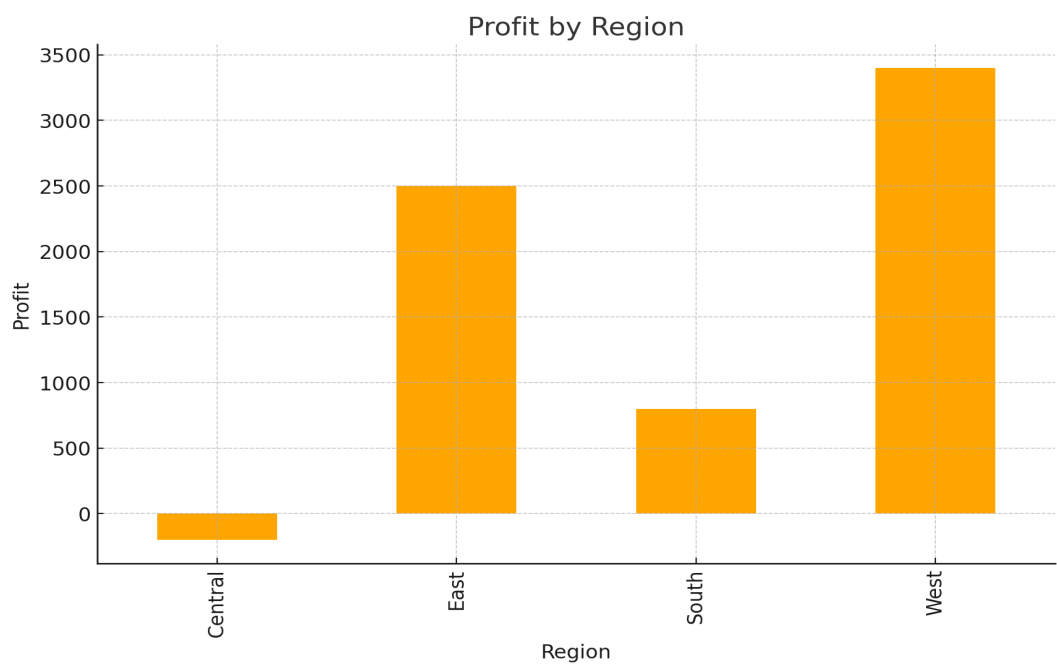
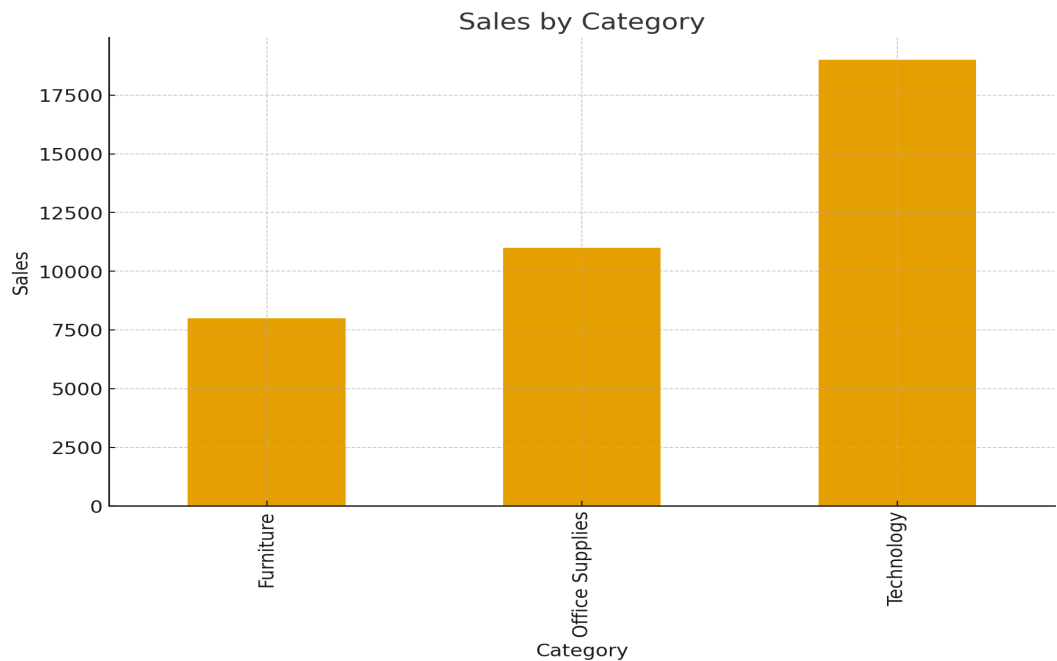
# ■ Superstore Sales Insights Summary

## Overall Performance

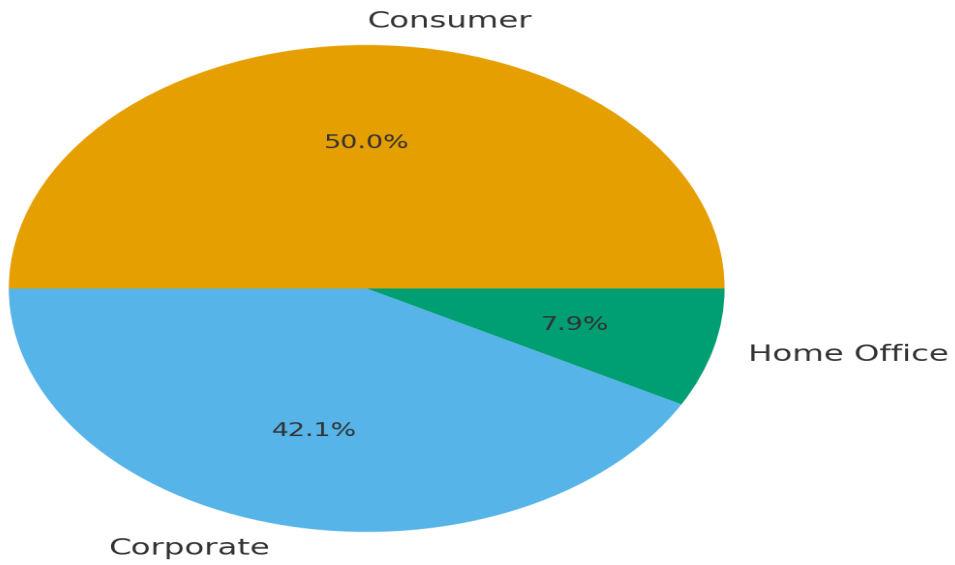
- Total Sales and Profit calculated.
- Profit margins vary widely across categories.

## Key Insights

1. Furniture drives high sales but low profit.
2. Technology is most profitable.
3. West region contributes maximum profit.
4. Consumer segment has the largest share.
5. High discounts → negative profit trends.



Sales Share by Segment



Profit Margin % Distribution

