# Superstore Sales — Executive Summary

## Snapshot (Top-line KPIs)

| Total Sales | 286.40K |
|---|---|
| Total Profit | 1.56K (small relative to sales) |
| Total Quantity Sold | 2.30M |
| Total Discount Given | 38K |
| Profitability by Order | 80% Profit, 20% Loss |

## Distribution & Trends

- Sales by Segment: Consumer 51%, Corporate 31%, Home Office 19%
- Top Categories: Technology, Furniture, Office Supplies
- Sales over Time: Trend 2015–2017 (detect seasonality/growth)
- Top Customers: Rob Lucas (1.3K), Lena Hernandez (0.2K), Matthew Grinstein (0.1K)
- Regional filter: Central, East, South, West

## Key Insights

- Consumer segment is the primary revenue driver (51%).
- Profit appears limited vs sales — margin pressure likely.
- High discounts (38K) vs low profit — discounting may erode margins.
- Top categories drive most sales; optimize inventory and pricing.
- Revenue broadly distributed; consider loyalty programs.

## Recommended Next Steps / Actions

- Drill into margin per category & sub-category.
- Analyze discount effectiveness and reduce blanket discounting.
- Tailor segment-level strategies (Consumer vs Corporate).
- Targeted campaigns for top customers to increase repeat purchases.
- Region + Time analysis to detect underperformance.

*Data source: Superstore sales dashboard*