Visual Storytelling Report
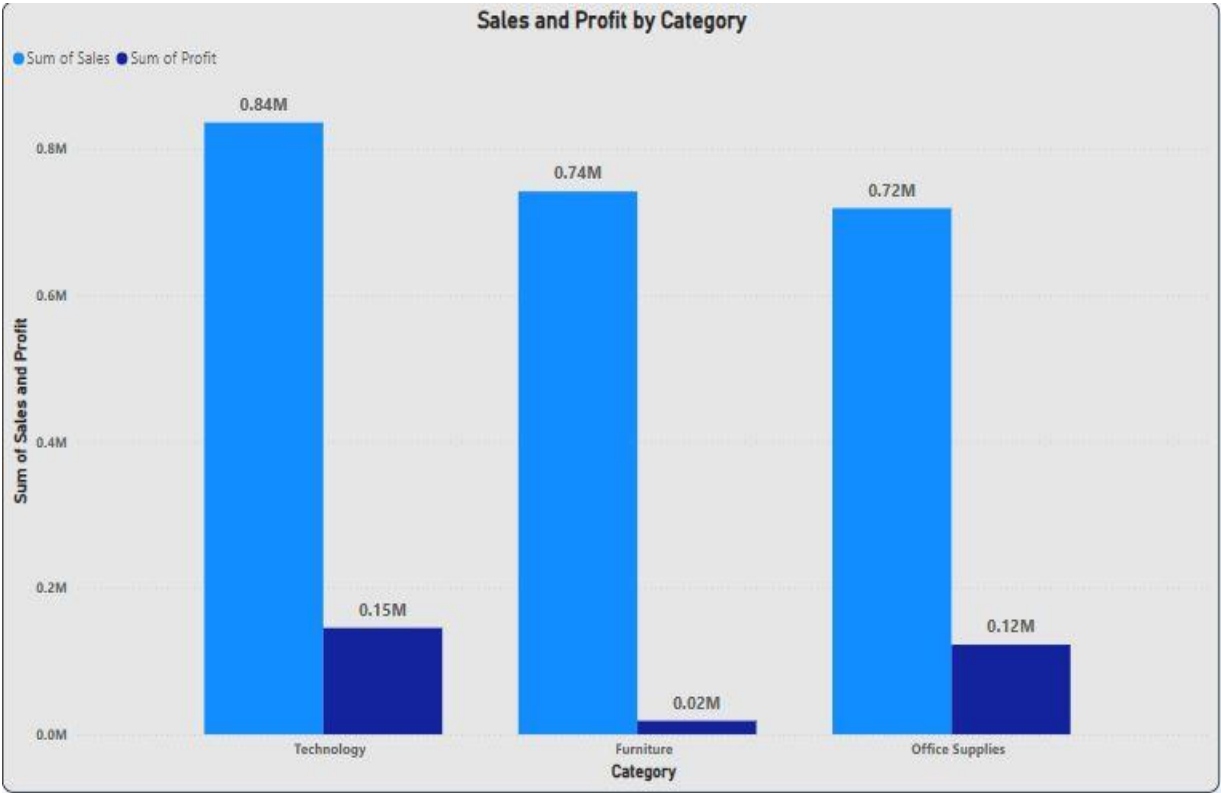
Superstore Sales Data Insights

Dataset Overview :-

- Contains 9,994 rows of U.S. Superstore sales data

- Fields include sales, profit, discounts, category, region, and customer segment

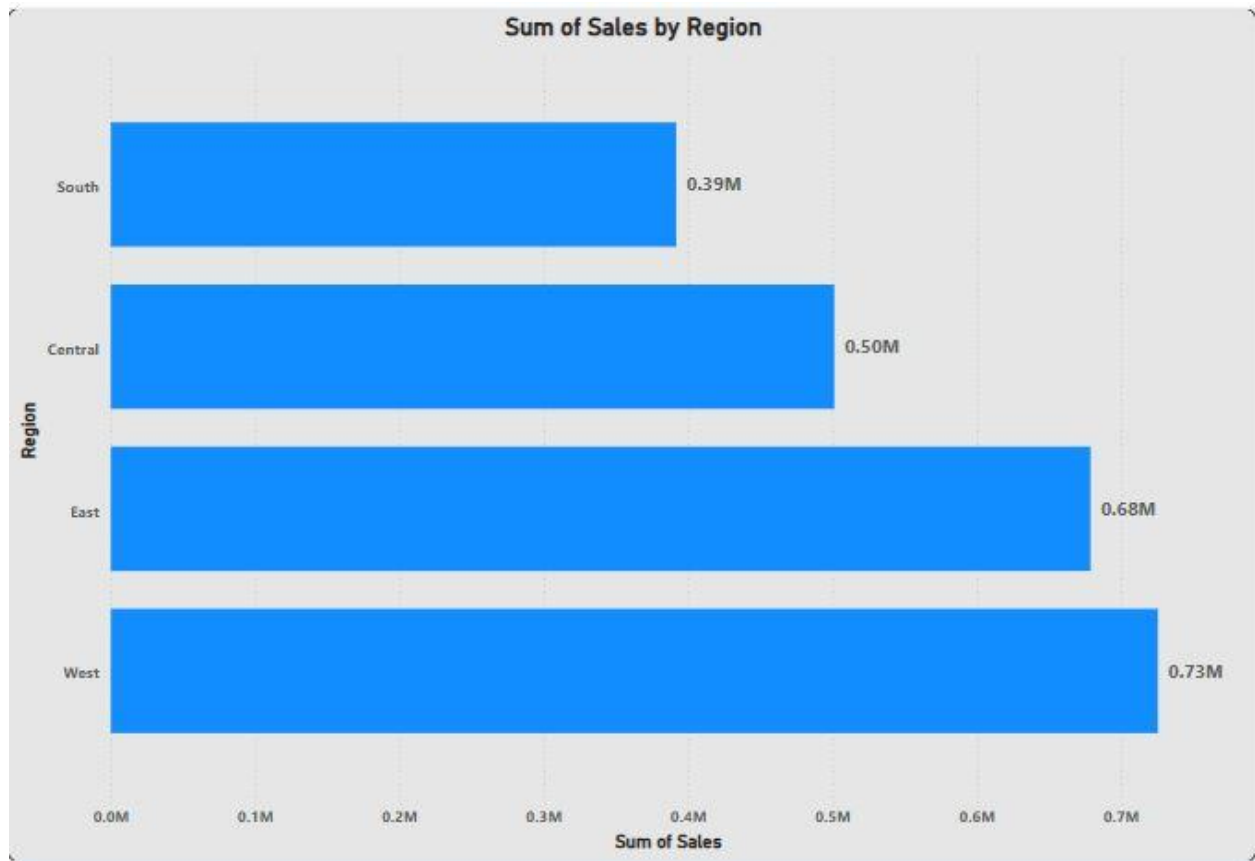- Covers multiple years and shipping modes

Summary of Key Insights :-

- Technology category is most profitable

- Western and Eastern regions dominate sales

- High discounts often lead to negative profit

- Top products mostly in Technology and Office Supplies
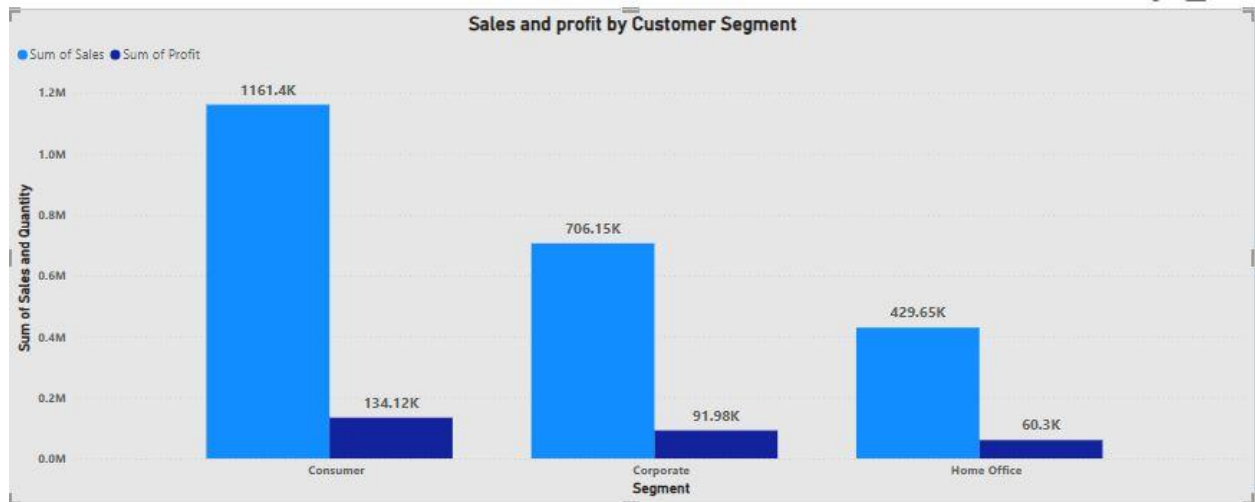
- Furniture category requires margin review
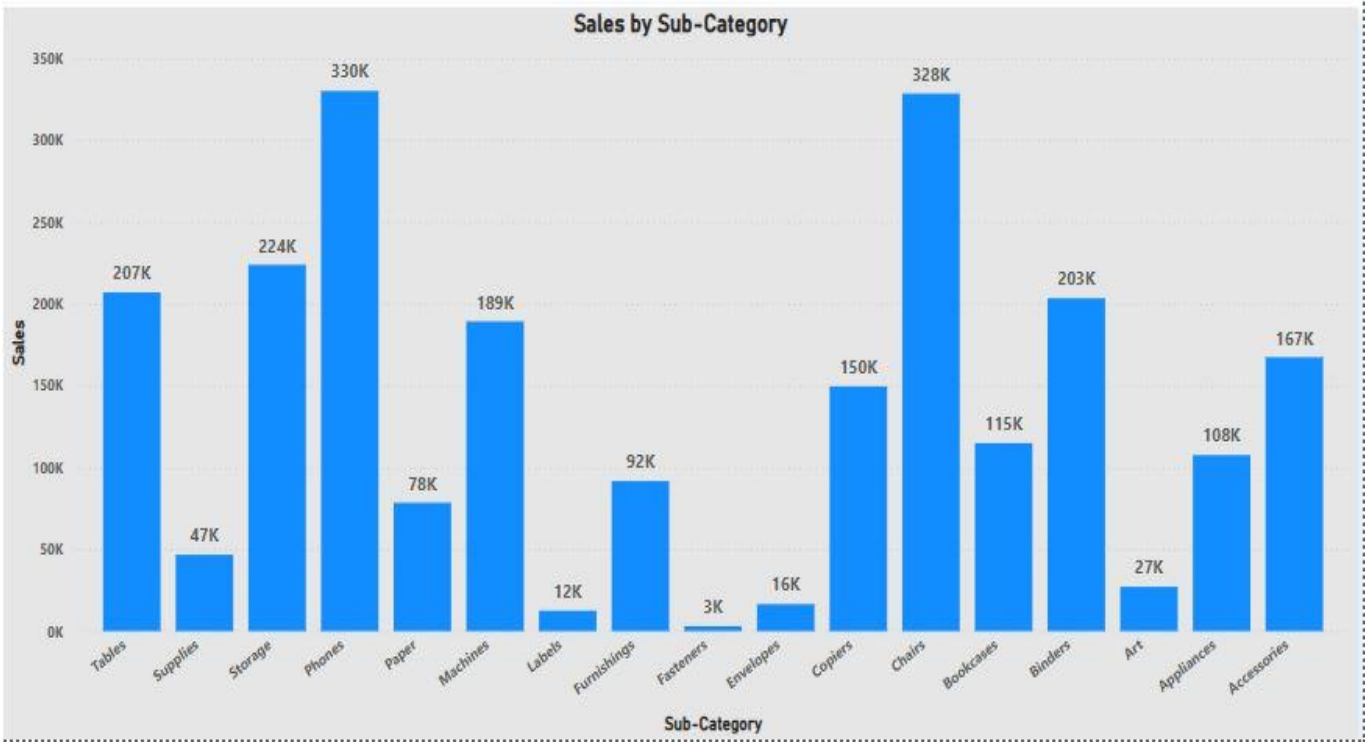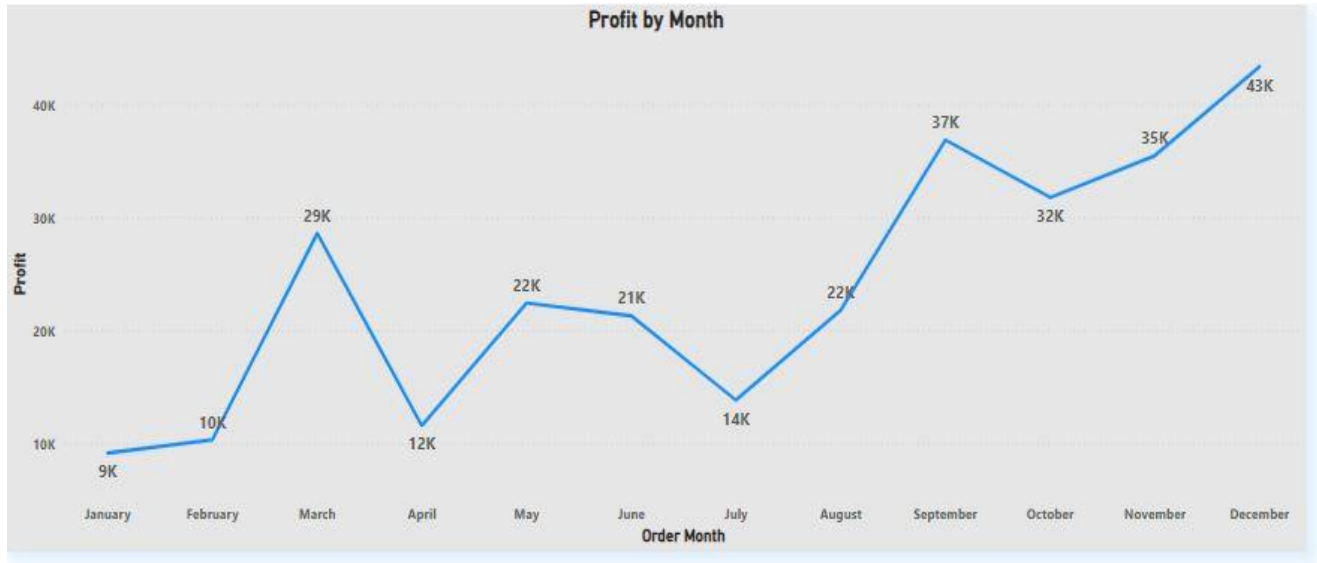
Sales and Profit by Category

Sales and Profit by Category

● Sum of Sales ● Sum of Profit

Category	Sum of Sales	Sum of Profit
Technology	0.84M	0.15M
Furniture	0.74M	0.02M
Office Supplies	0.72M	0.12M

Sales by Region

Sales and Profit by Customer Segment

Sales by Sub-Category

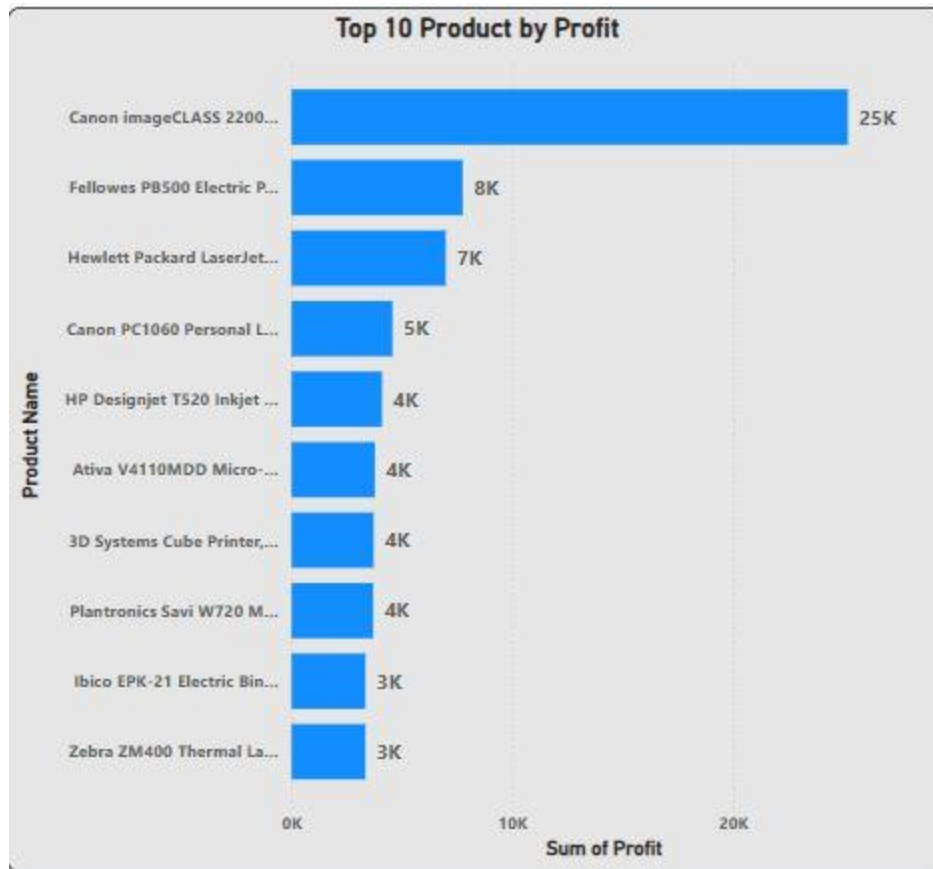# Profit by Month

Profit by Month

Top 10 Product by Profit

Strategic Recommendations :-

- Boost focus on high-margin products (Technology)

- Investigate losses in Furniture sales

- Refine discount strategy, avoid >20% unless needed

- Expand into underperforming Central & Southern regions

- Prioritize top-performing SKUs in marketing campaigns