Summary – Superstore Sales & Profit Dashboard

1. Objective

Analyze Superstore's sales and profit across time, categories, regions, and products to identify actionable insights.

2. Key Insights

• Total Sales: 2.30M; Total Profit: 286.34K – business is profitable overall.

• Technology generates the highest sales; Furniture and Office Supplies follow closely.

• Sales peak from Aug–Dec, with strongest performance in November and December.

• West region leads in overall contribution; Central region underperforms.

• High-profit sub-categories: Copiers, Phones, Accessories, Paper.

• Loss-making sub-categories: Tables, Bookcases, Supplies.

3. Business Recommendations

• Reduce discounts and evaluate pricing on loss-making categories.

• Scale marketing and stocking during high-growth months (Nov–Dec).

• Replicate West region's strategy in East and Central.

• Promote high-performing sub-categories to improve overall margins.

4. Conclusion

The dashboard offers clear insights into sales, profit distribution, and category-level opportunities, helping guide decisions for growth and profitability.