Discount Outliers

Summary

**Preswald Project** 

# **Superstore Sales Dashboard**

A self-service retail analytics app for exploring product performance, sales trends, and discount risks.

ightharpoonup Total Orders: 4042 ightharpoonup Total Sales: 887,917 ightharpoonup Total Profit: 108,803 ightharpoonup Avg Margin: 12.1%

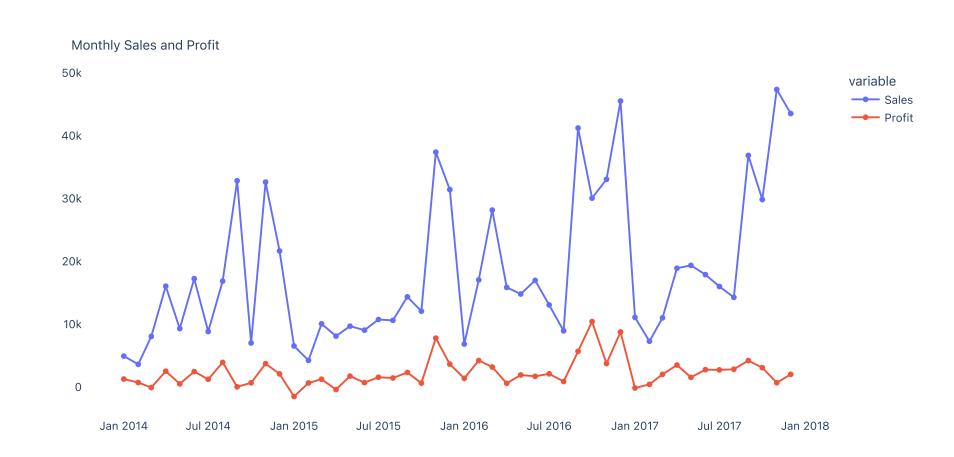
### Sample Records

Here's a quick snapshot of 10 rows queried directly using SQL.

Product Name	Category	∇   Sales	<b>▽</b> Profit
Bush Somerset Collection Bookcase	Furniture	261.96	41.9136
Hon Deluxe Fabric Upholstered St	Furniture	731.94	219.582
Self-Adhesive Address Labels for	Office Supplies	14.62	6.8714
Bretford CR4500 Series Slim Rect	Furniture	957.5775	-383.031
Eldon Fold 'N Roll Cart System	Office Supplies	22.368	2.5164
Eldon Expressions Wood and Plast	Furniture	48.86	14.1694
Newell 322	Office Supplies	7.28	1.9656
Mitel 5320 IP Phone VoIP phone	Technology	907.152	90.7152
DXL Angle-View Binders with Lock	Office Supplies	18.504	5.7825
Belkin F5C206VTEL 6 Outlet Surge	Office Supplies	114.9	34.47
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#### Monthly Sales & Profit Over Time

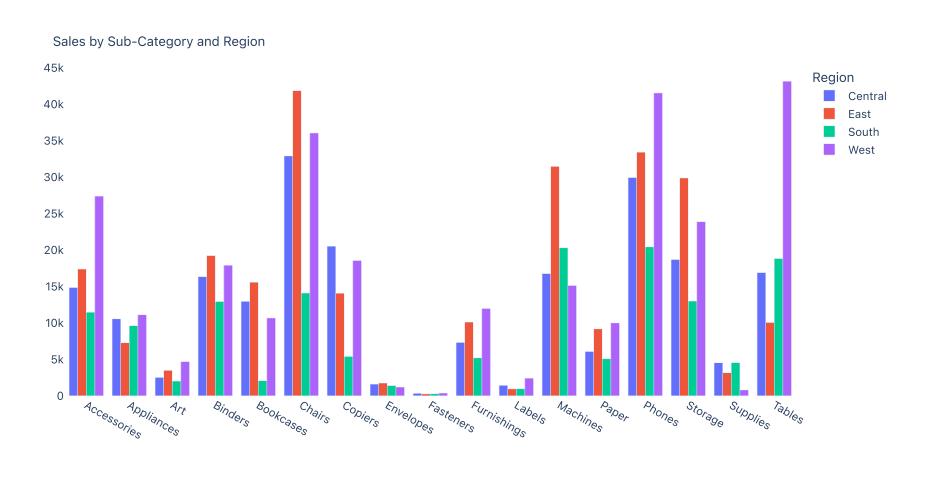
This chart shows how sales and profit have evolved across months. Notice seasonal spikes and profit dips.



Sales show a consistent upward trend, especially post-2016. However, profit remains relatively flat, suggesting increasing costs or discounting issues.

## **Regional Sales by Sub-Category**

Sales performance varies widely by region and product type. Phones, Chairs, and Binders dominate across all.

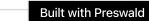


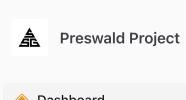
The West region dominates in almost every sub-category. Binders, Phones, and Chairs are top sellers across all regions.

# **Y** Most Profitable Products

These are the top-performing products in terms of raw profit.

Product Name	Sales	7	Profit	7	Discount	7	Profit Margin (%)
Canon imageCLASS 2200	17499.95		8399.976		0		48
Zebra ZM400 Thermal La	6965.700000000001		3343.536		0		48
Hewlett Packard LaserJet	8159.8640000000005		3167.9472		0.60000000000000001		38.8
HP Designjet T520 Inkjet	8749.95		2799.984		0		32
Ativa V4110MDD Micro-C	4899.93		2400.9657		0		49
Honeywell Enviracaire Por	6914.95		2281.9335		0		33
Canon PC1060 Personal L	6719.904		2267.9676		0.60000000000000001		33.8
Canon imageCLASS MF74	3991.98		1995.99		0		50
Ibico Ibimaster 300 Manu	5593.448		1950.347		0.60000000000000001		34.9
Sharp AL-1530CS Digital	5199.896000000001		1884.9623000000001		0.60000000000000001		36.2





A Dashboard

Superstore Sales Dashb...

Sample Records

🌃 Regional Sales by Su...

Monthly Sales & Prof...

Most Profitable Prod...

▼ Worst Performing Pr... Product Performanc...

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The top 10 products account for a significant share of total profit, and most come from Technology. These are likely 'cash cow' SKUs worth reinforcing.

### **▼** Worst Performing Products

These products are losing money despite sales. Many are high-discount or oversupplied items.

Product Name	7	Sales	7	Profit	Discount	→ Profit Margin (%)
Cubify CubeX 3D Printer	T	7999.98		-3839.9904	0.5	-48
Ibico EPK-21 Electric Bin	di	1889.99		-2929.4845	0.8	-155
GBC Ibimaster 500 Man	ıa	4718.076		-2511.2340000000004	2.4	-53.2
BoxOffice By Design Red	:t	1706.25		-1148.4375	1.45	-67.3
Chromcraft Bull-Nose W	0	3636.468		-1101.96	0.60000000000000001	-30.3
Hoover Upright Vacuum	•••	1621.368		-1050.9939	1	-64.8
Cisco 9971 IP Video Pho	n	1188		-950.4	0.7	-80
Zebra GK420t Direct Th	er	703.71		-938.28	0.7	-133.3
Bush Advantage Collecti	0	2205.892		-924.7778	1.25	-41.9
3.6 Cubic Foot Counter I	4	1944.492		-813.1511999999999	1.6	-41.8

← High-volume losses on items like printers and binding machines suggest pricing mismatches or poor product-market fit.

#### **©** Product Performance by Category

Each dot represents a sold item. Sales vs Profit across categories helps identify pricing/value gaps.

Loading visualization...

#### **A** Discount Outliers

These high-discount items are at risk of margin erosion. Consider reviewing pricing or bundling strategies.

Premier Elliptical Ring Bin       286.135999999999999999999999999999999999999	Product Name	7	Sales	7	Profit	7	Discount	$\nabla$	Profit Margin (%)
Avery Self-Adhesive Phot 43.584 -9.5339999999999999999999999999999999999	Premier Elliptical Ring B	in	286.13599999999997		-283.70079999999996		5.1		-99.1
Storex Dura Pro Binders       198.99       54.945       3       27.6         Heavy-Duty E-Z-D Binders       128.738       7.30969999999999       2.9       5.7         GBC Standard Therm-A-B       323.9600000000000       14.45360000000000       2.7       4.5         Presstex Flexible Ring Bin       59.15       9.1       2.6       15.4         Zipper Ring Binder Pockets       45.24       11.8248       2.6       26.1         Wilson Jones Century Pla       340.62800000000004       -0.623100000000000       2.59999999999999       -0.2	Wilson Jones Leather-Li	ike	133.569000000000002		-9.864899999999999		3.4		-7.4
Heavy-Duty E-Z-D Binders       128.738       7.30969999999999       2.9       5.7         GBC Standard Therm-A-B       323.96000000000004       14.453600000000002       2.7       4.5         Presstex Flexible Ring Bin       59.15       9.1       2.6       15.4         Zipper Ring Binder Pockets       45.24       11.8248       2.6       26.1         Wilson Jones Century Pla       340.62800000000004       -0.623100000000000       2.59999999999999999       -0.2	Avery Self-Adhesive Pho	ot	43.584		-9.533999999999999		3.099999999999996		-21.9
GBC Standard Therm-A-B 323.9600000000004 14.45360000000002 2.7 4.5  Presstex Flexible Ring Bin 59.15 9.1 2.6 15.4  Zipper Ring Binder Pockets 45.24 11.8248 2.6 26.1  Wilson Jones Century Pla 340.6280000000004 -0.623100000000009 2.599999999999999 -0.2	Storex Dura Pro Binders		198.99		54.945		3		27.6
Presstex Flexible Ring Bin       59.15       9.1       2.6       15.4         Zipper Ring Binder Pockets       45.24       11.8248       2.6       26.1         Wilson Jones Century Pla       340.6280000000004       -0.623100000000009       2.599999999999999       -0.2	Heavy-Duty E-Z-D Bind	ers	128.738		7.309699999999999		2.9		5.7
Zipper Ring Binder Pockets       45.24       11.8248       2.6       26.1         Wilson Jones Century Pla       340.6280000000004       -0.623100000000009       2.5999999999999999       -0.2	GBC Standard Therm-A	-B	323.96000000000004		14.453600000000002		2.7		4.5
Wilson Jones Century Pla 340.6280000000004 -0.623100000000009 2.59999999999999 -0.2	Presstex Flexible Ring B	in	59.15		9.1		2.6		15.4
	Zipper Ring Binder Pock	ets	45.24		11.8248		2.6		26.1
	Wilson Jones Century P	la	340.62800000000004		-0.6231000000000009		2.599999999999996		-0.2
Pressboard Hanging Data 48.708 -17.8104 2.5999999999999 -36.6	Pressboard Hanging Da	ta	48.708		-17.8104		2.599999999999996		-36.6
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tems with large discounts and negative margins (e.g., Premier Elliptical and Avery Self-Adhesive) need pricing review or bundling strategies.

# **⊀** Summary

In summary, strong sales growth is offset by decreasing profit. Category-level winners are clear, but discounts may be eroding long-term margin health. This dashboard surfaces your top-selling items, high-risk losses, and where sales concentrate across time and region. Consider doubling down on high-profit categories and auditing discount-heavy SKUs.