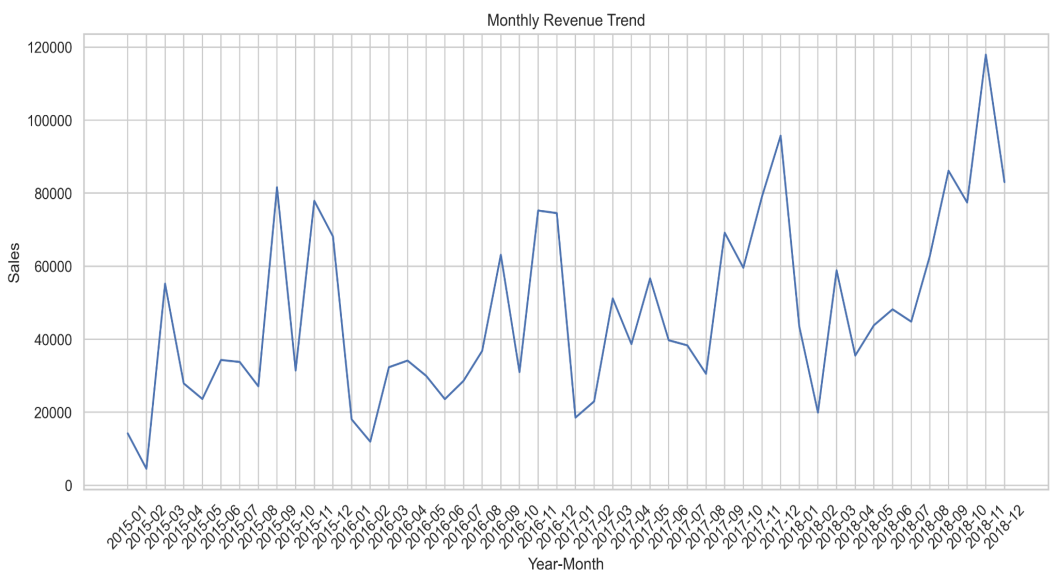# Superstore Sales & Customer Analytics Report

Executive Summary

This report analyzes Superstore sales data to uncover revenue trends, category performance, regional insights, customer segmentation, and predictive modeling outcomes. The objective is to generate actionable business recommendations for revenue growth and customer retention.
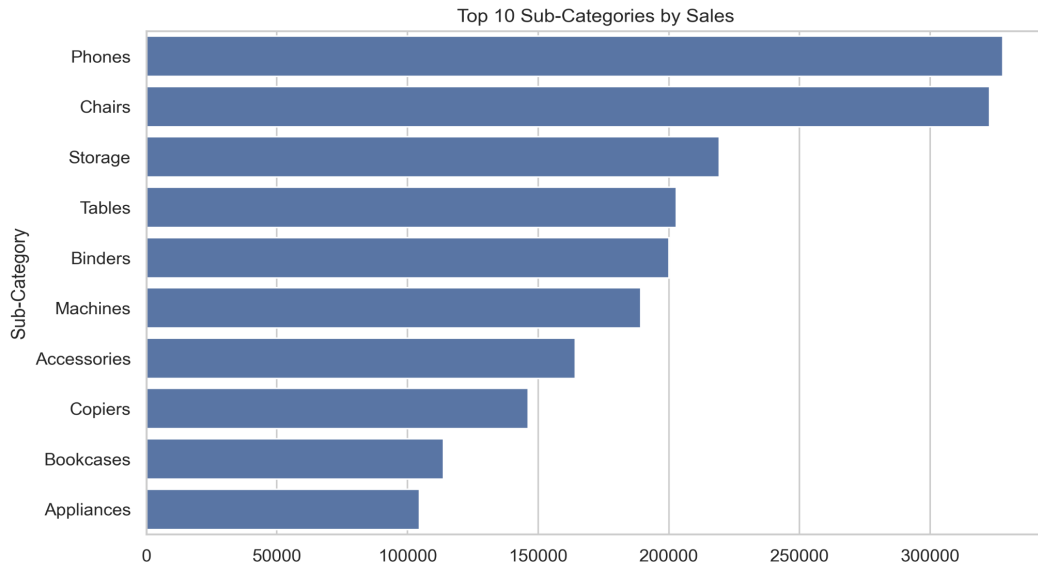
1. Revenue Trend Analysis

Revenue shows strong year-over-year growth with seasonal spikes in Q4. February reflects a noticeable sales dip, suggesting post-holiday slowdown.
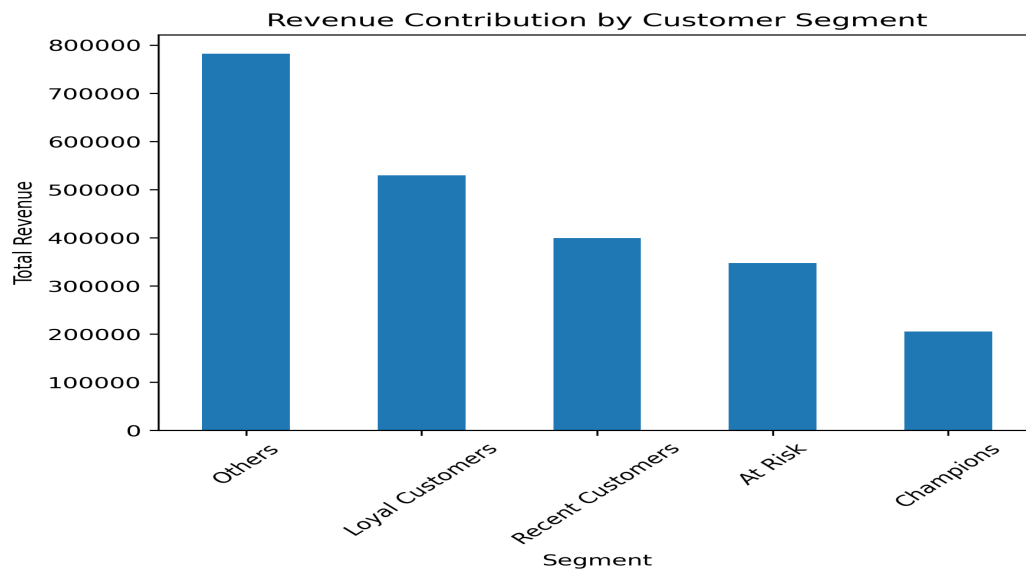

2. Sales by Category

Technology is the highest revenue-generating category, followed by Furniture and Office Supplies. Technology should remain the primary focus for marketing investment.
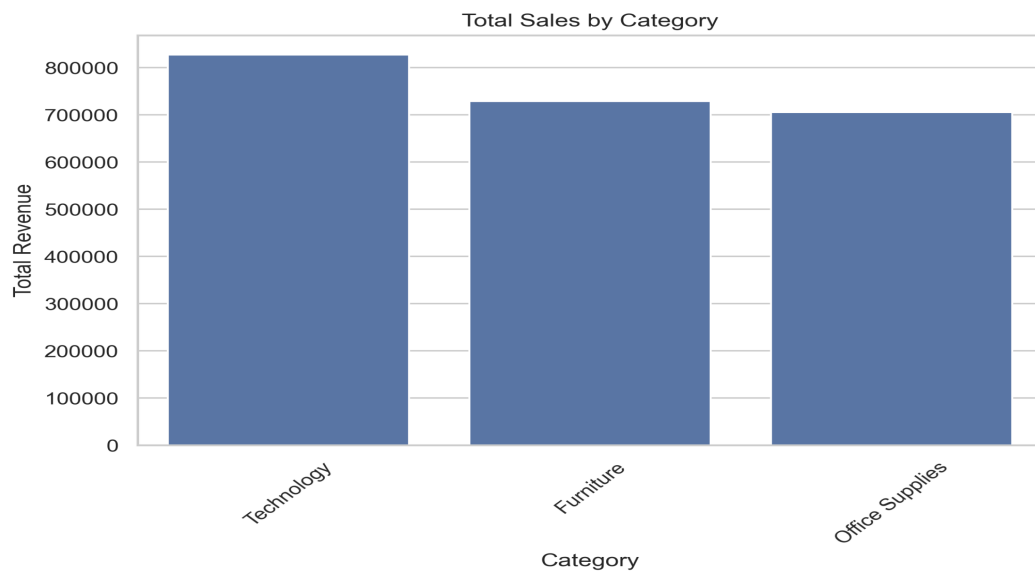
Top 10 Sub-Categories by Sales

3. Regional Performance

West region leads total revenue, while South region underperforms. Strategic marketing investment in South may improve performance.

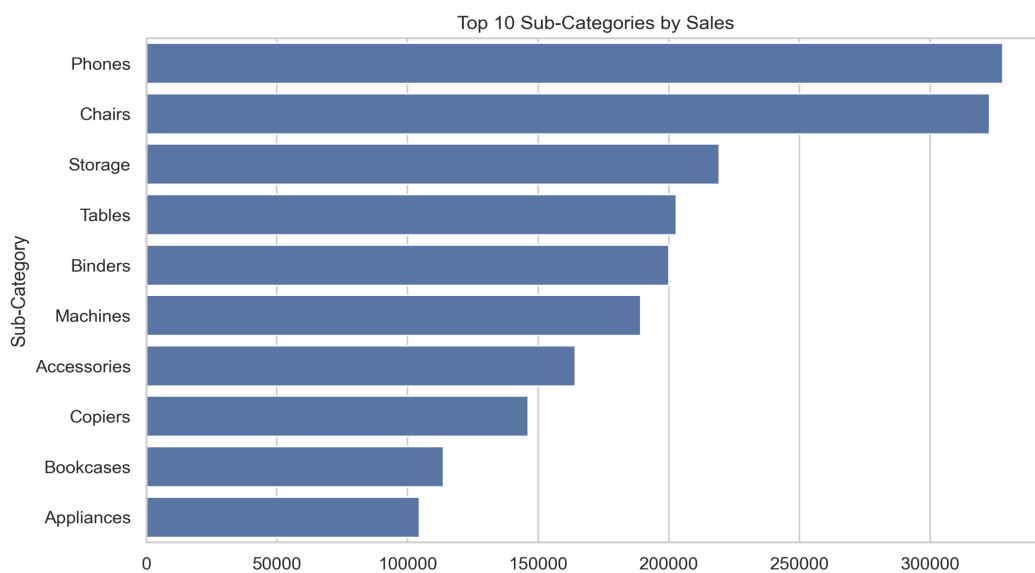Revenue Contribution by Customer Segment

4. Customer Segmentation (RFM)

RFM segmentation identifies Champions, Loyal Customers, At Risk, and other customer groups. Champions and Loyal Customers contribute the majority of revenue.

Total Sales by Category

5. Predictive Model Performance

The predictive model achieved 96% accuracy with balanced precision and recall, making it suitable for churn prediction and targeted marketing campaigns.

Top 10 Sub-Categories by Sales

Final Business Recommendations

- Increase investment in Technology category.

- Plan inventory and campaigns before Q4 peak season.
- Run retention campaigns for At Risk customers.
- Launch reactivation strategy for Hibernating customers.
- Upsell premium offers to Champions and Loyal Customers.