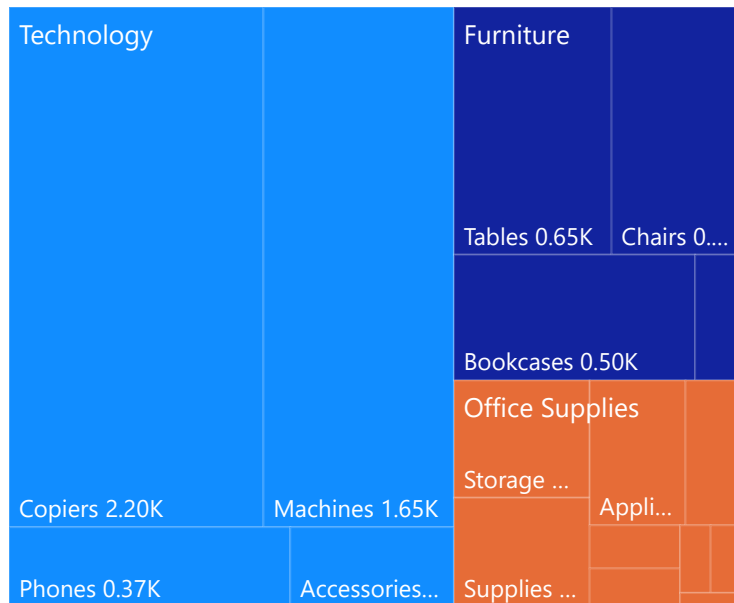


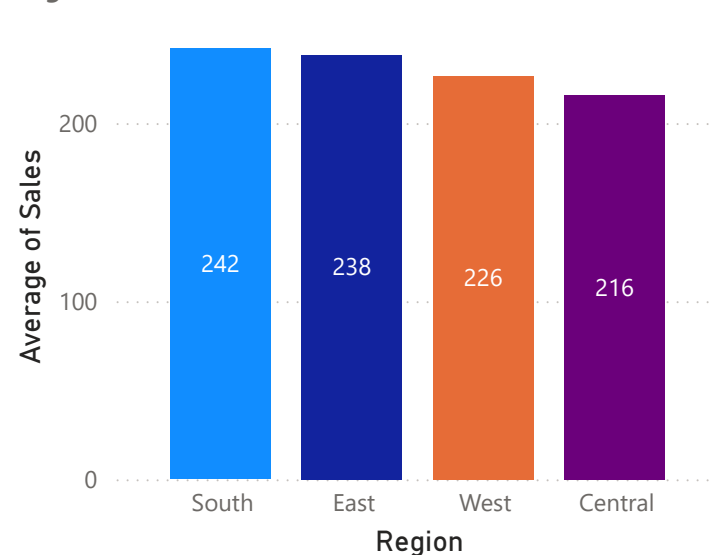
# Superstore Analysis

Average of Sales by Category and Sub-Category



Average of Sales by Region

Region ● South ● East ● West ● Central



28.66

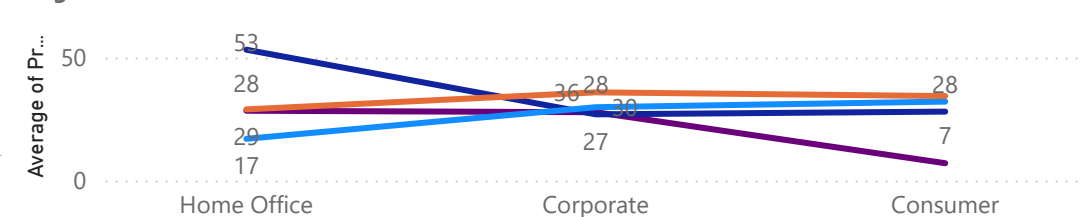
Average of Profit

5825

Count of Sales

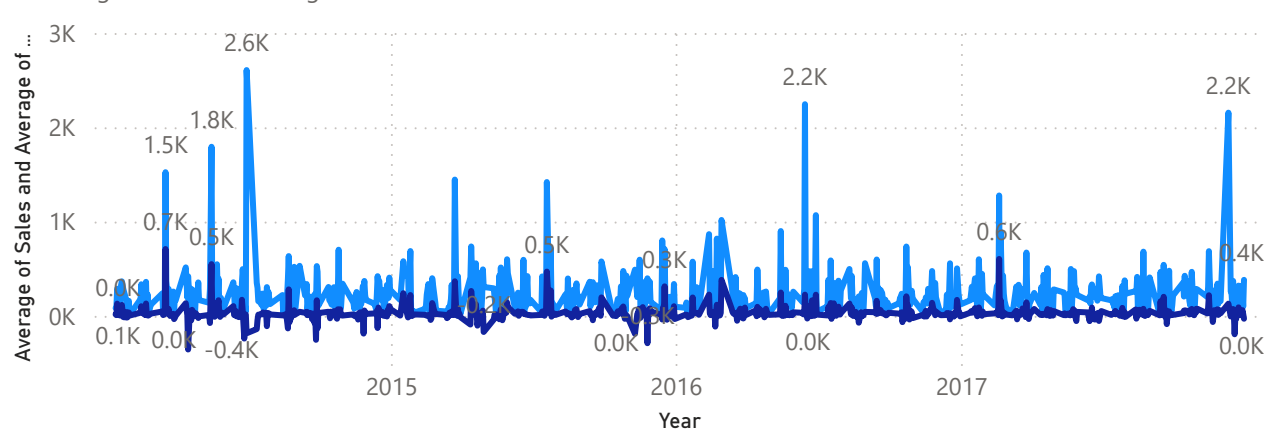
Average of Profit by Segment and Region

Region ● Central ● East ● South ● West



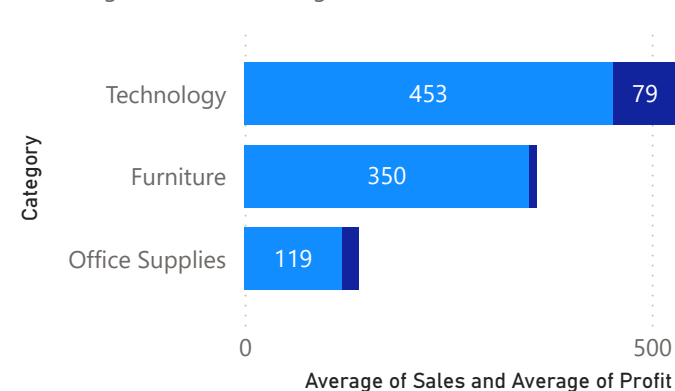
Average of Sales and Average of Profit by Year, Month and Day

● Average of Sales ● Average of Profit



Average of Sales and Average of Profit by Category

● Average of Sales ● Average of Profit



State	Average of Profit
Alabama	94.87
Arizona	-15.30
Arkansas	66.81
California	38.17
Colorado	-35.87
Connecticut	42.82
Delaware	103.93
District of Columbia	105.96
Florida	-8.88
Georgia	88.32
Idaho	39.37



# Key Business Insights

## Region-Wise Sales Performance

- **South leads** with the highest average sales (242), while Central is trailing (216).

## Sales & Profit Trends Over Time

- **2017** shows a steady increase in both average sales and profits compared to 2015 and 2016.

## Average of Sales by Category and Sub-Category

- **Copiers and Machines** in Technology category show **strong average sales**.
- Sub-categories like **Tables and Bookcases** have **lower sales**

## Average of Sales and Average of Profit by Category

- **Technology** stands out with the highest average sales **and** profit — strong product-market fit.
- **Furniture** has decent sales but lower profits — possibly due to high cost or discounting.

## Average Profit by State

- **Low-Profit Zones:** Arizona (-15.3), Colorado (-35.87), Florida (-8.88)
- **High-Profit States:** Delaware (103.93), DC (105.96), Georgia (88.32)

## Average of Profit by Segment and Region

- **Corporate Segment** shows strong profit margins across regions.
- **Consumer Segment** in East and Central shows relatively lower profits