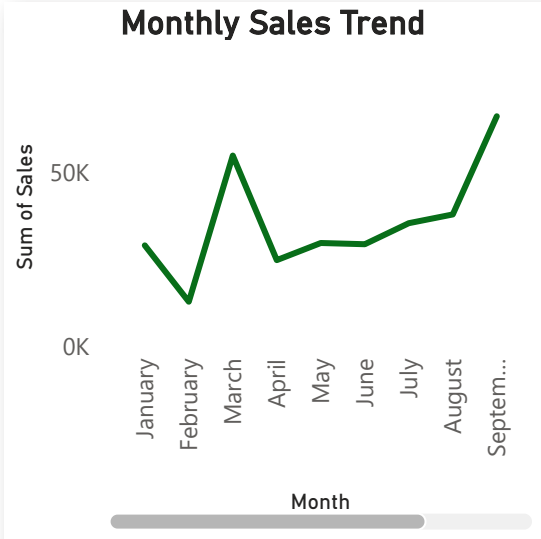
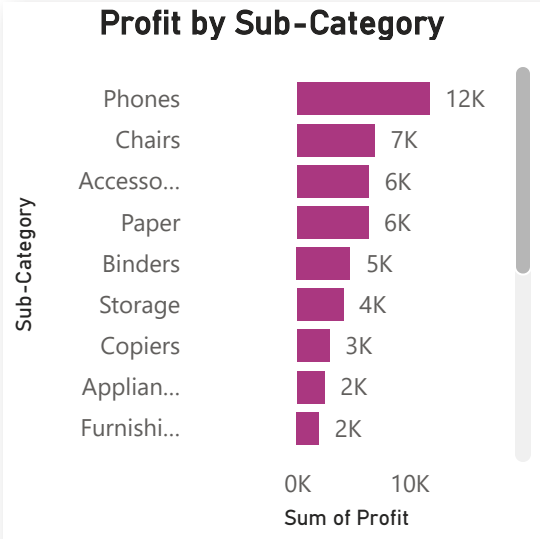
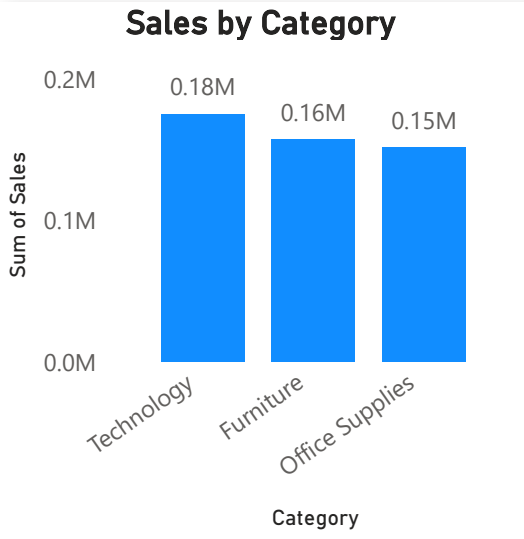
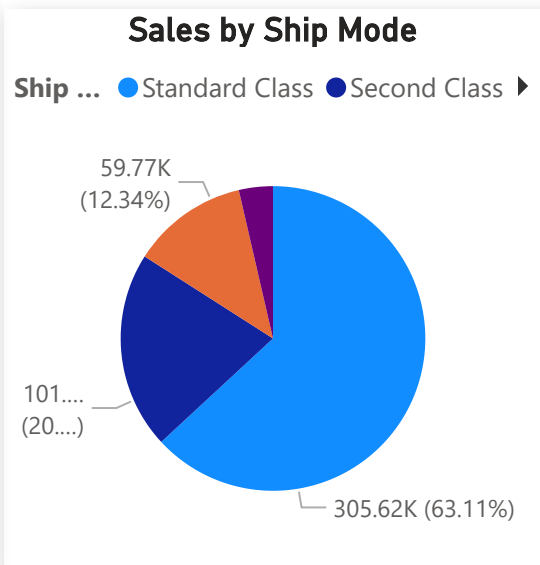
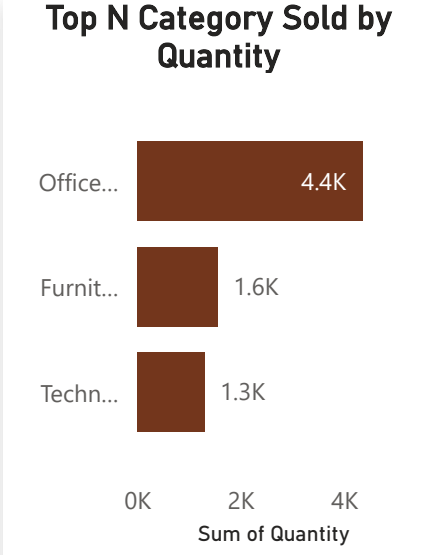
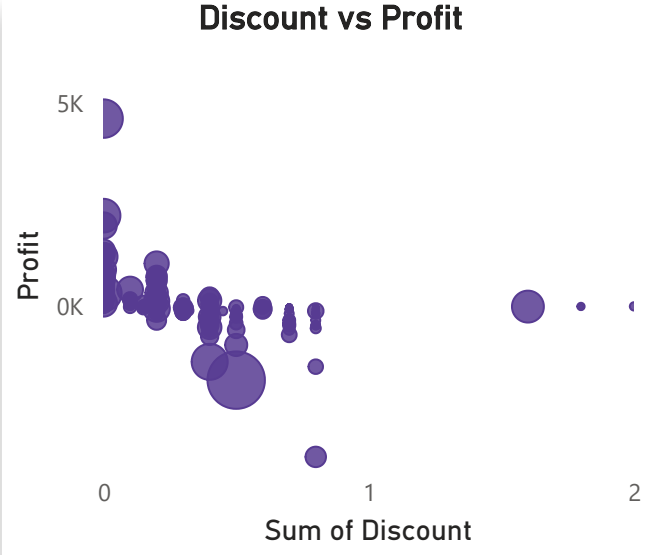
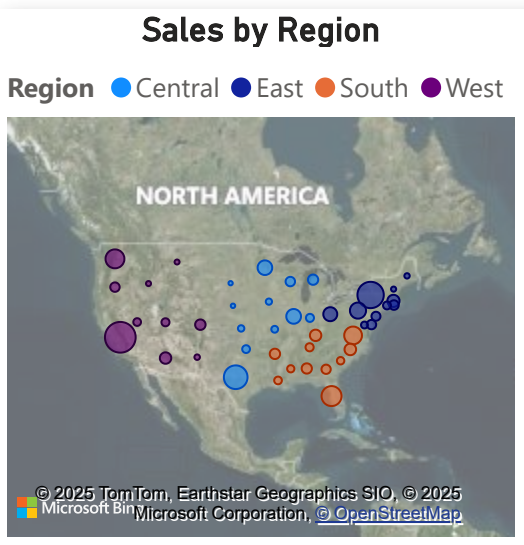


Superstore Sales and Profit Dashboard



Year

2014



Superstore Data Insights

1. Sales by Category

Insight- Technology consistently has the highest sales every year. Office Supplies has the lowest sales from 2014–2016, while in 2017, Furniture has the lowest sales.

2. Profit by Sub-Category

Insight- Phones, Copiers and Accessories are the most profitable sub-categories across 2014–2017. Furnishings and Appliances show losses in most years, indicating low demand or heavy discounting. Profit performance is consistent year-over-year.

3. Monthly Sales Trend

Insight- Each year shows sales peaks in November–December and slow periods in Jan–Mar. 2017 shows the highest monthly totals, while 2014 shows the lowest. Seasonal trends are consistent across all years.

4. Sales by Region

Insight- West region has the highest sales every year. East, Central, and South regions consistently perform lower, with minor fluctuations. West drives most revenue across all years.

5. Discount vs Profit (Scatter Plot)

Insight- Across 2014–2017, higher discounts correlate with lower profit. Some high-discount transactions result in losses. 2016 shows slightly better profitability even with moderate discounts, while 2014 had more low-profit transactions..

6. Sales by Ship Mode

Insight- Standard Class accounts for the majority of sales every year. Same Day and First Class follow in lower proportions. Shipping preferences are stable across 2014–2017, with Standard Class dominating.

7. Top N Categories by Quantity Sold

Insight- Top-selling categories by quantity Office Supplies is the highest in each year. Technology is the lowest in most years.