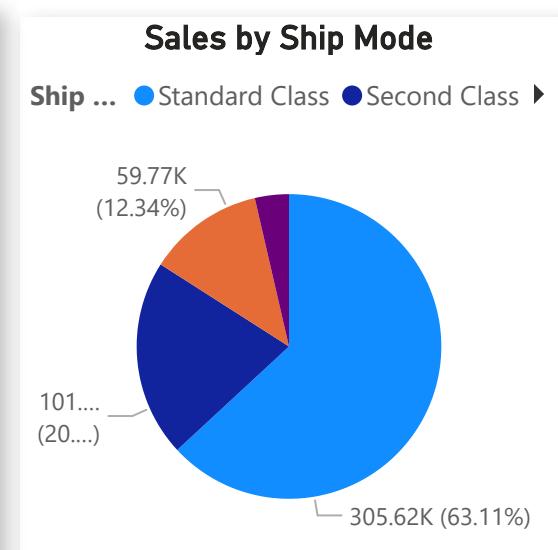
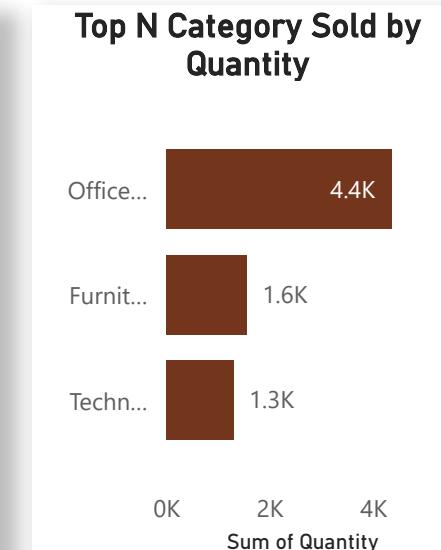
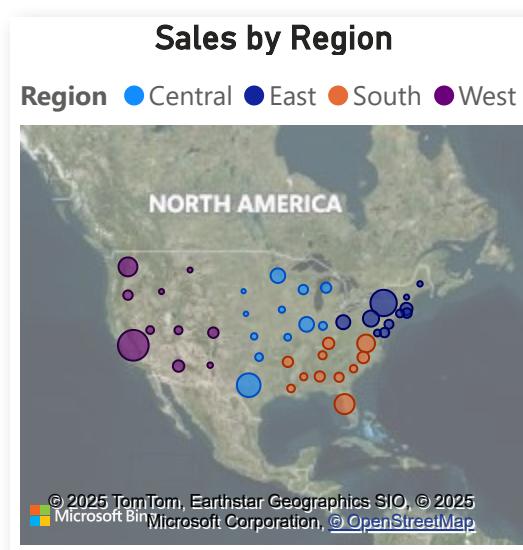
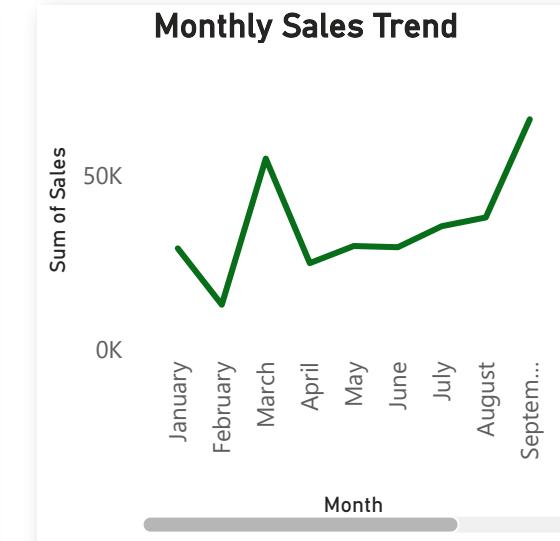
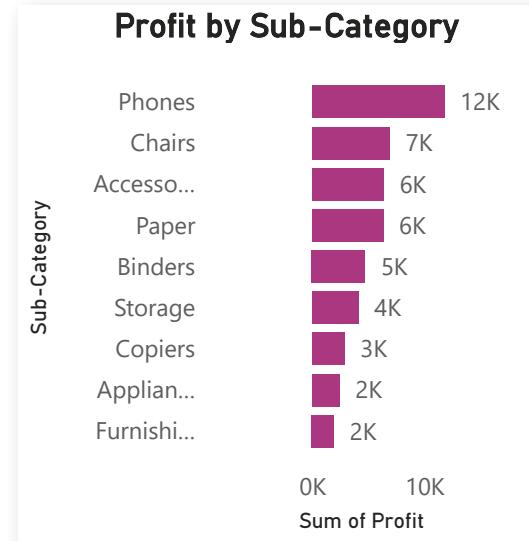
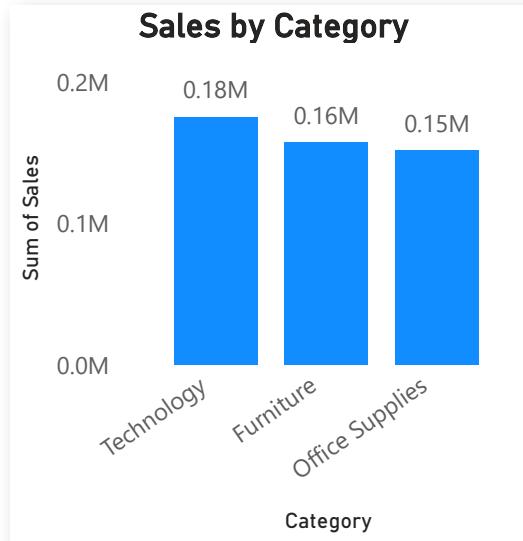


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# Superstore Sales and Profit Dashboard



# 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.