

# Superstore Sales Data Visualization Report

## Introduction:

This report presents a comprehensive analysis of the Superstore sales dataset, covering sales performance, profitability, and key trends from 2014 to 2017. The analysis aims to provide actionable business insights through data visualization and storytelling.

## Key Metrics:

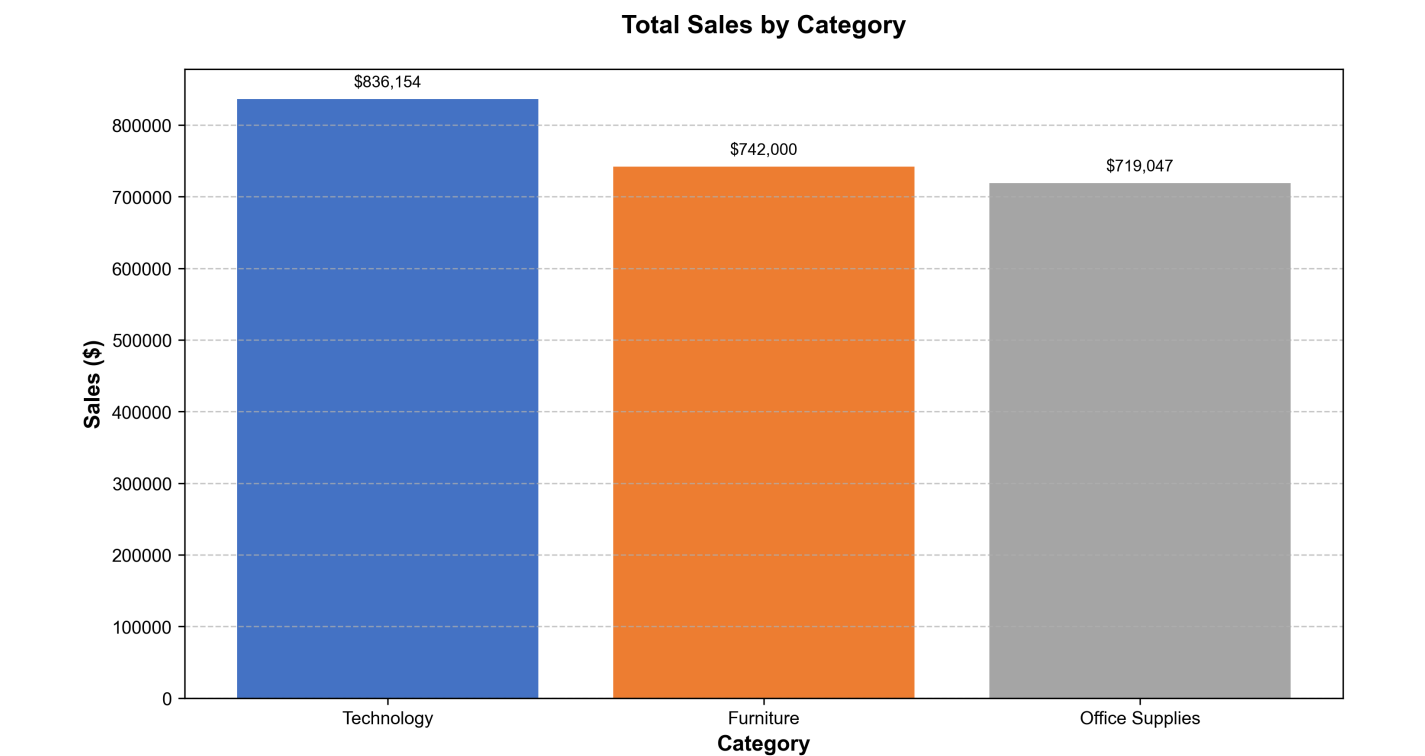
- Total Sales: \$2,297,200.86
- Total Profit: \$286,397.02
- Total Orders: 5,009
- Average Profit Margin: 12.03%
- Average Discount: 15.62%

The dataset includes 9,994 transactions across three product categories: Technology, Furniture, and Office Supplies, distributed across four regions: West, East, Central, and South.

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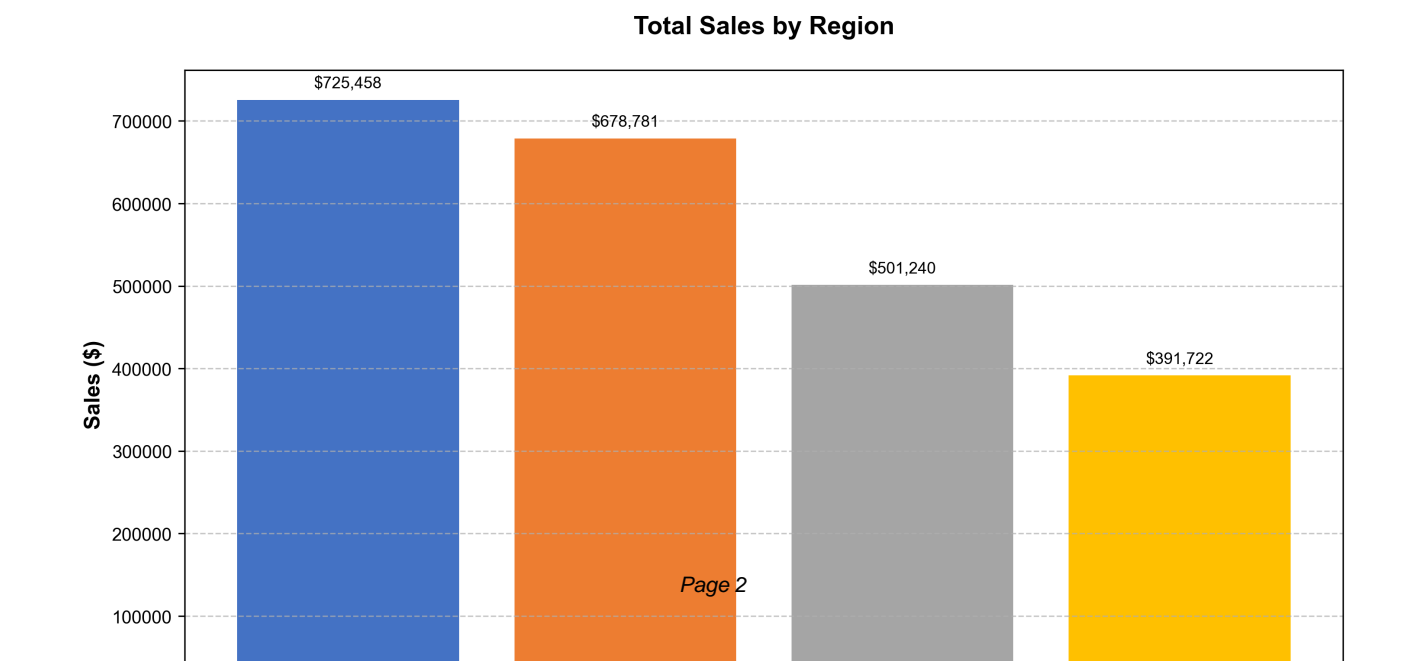
## Sales by Category

Technology leads in sales with \$836,154, followed by Furniture (\$742,000) and Office Supplies (\$719,047). This indicates that investing in technology products could maximize revenue. The chart below visualizes this distribution.



## Sales by Region

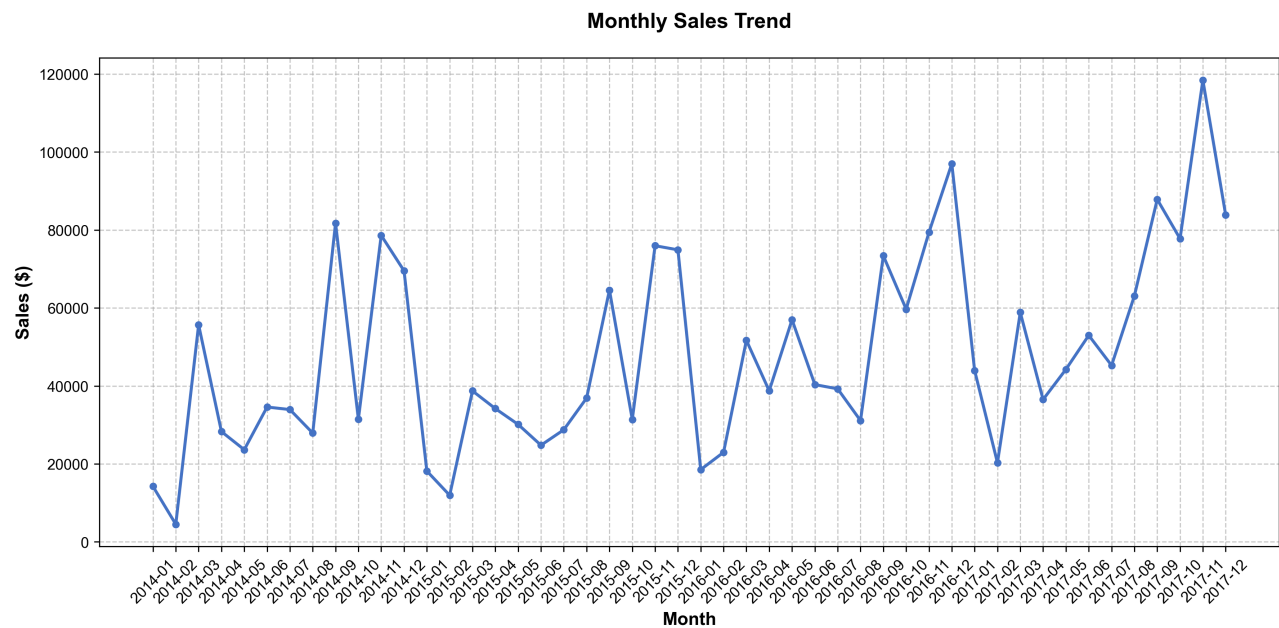
The West region generates the highest sales (\$725,458), followed by East (\$678,781), Central (\$501,240), and South (\$391,722). Regional performance suggests focusing marketing efforts in the West and East for better returns.



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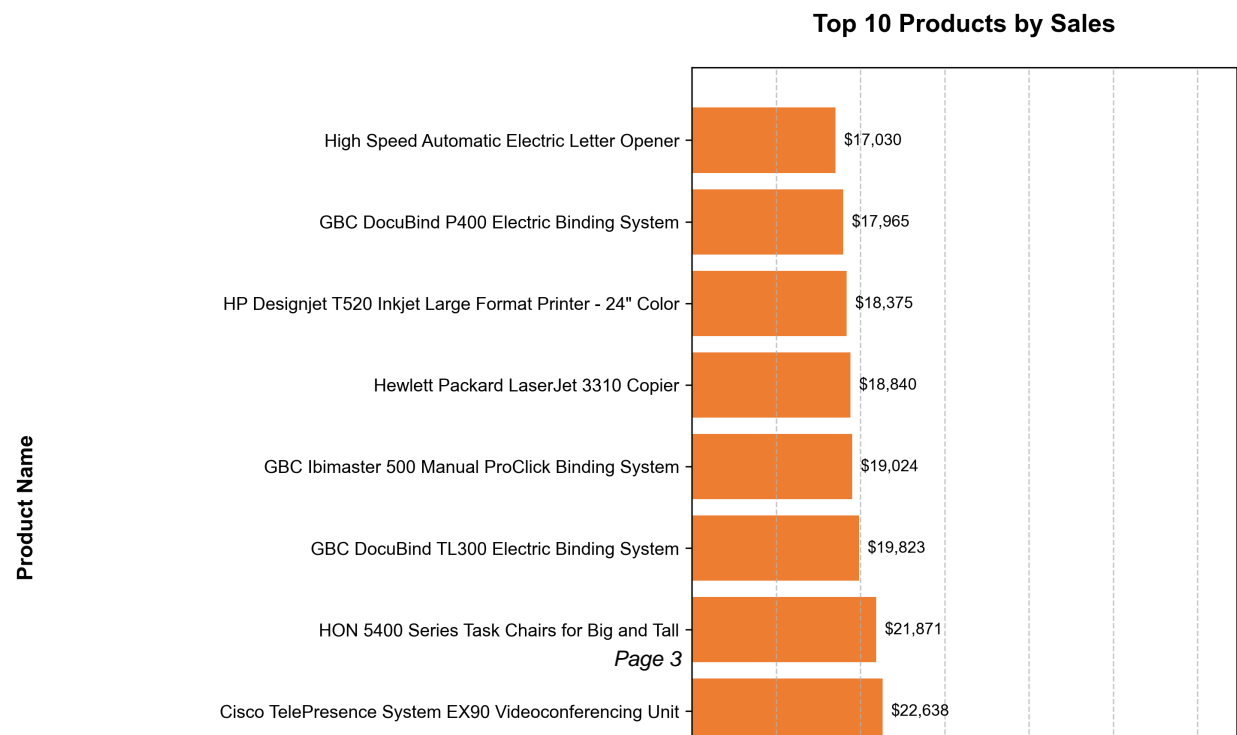
## Monthly Sales Trend

Sales show an overall upward trend from 2014 to 2017, with peaks in certain months. This seasonal pattern can inform inventory and staffing decisions. The line chart illustrates the monthly sales progression.



## Top 10 Products by Sales

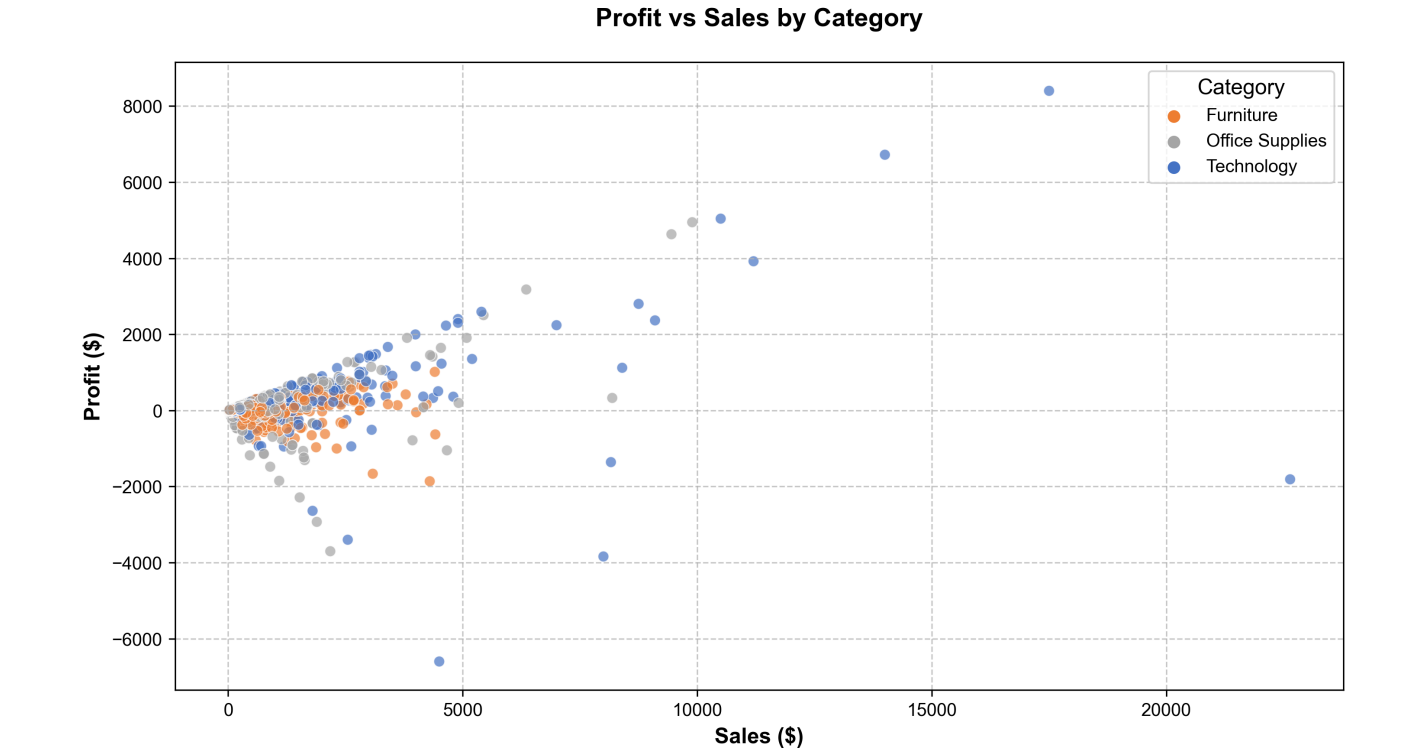
The top-selling products are high-value items like copiers and printers. Promoting these products or similar high-margin items can boost sales. The horizontal bar chart highlights the top performers.



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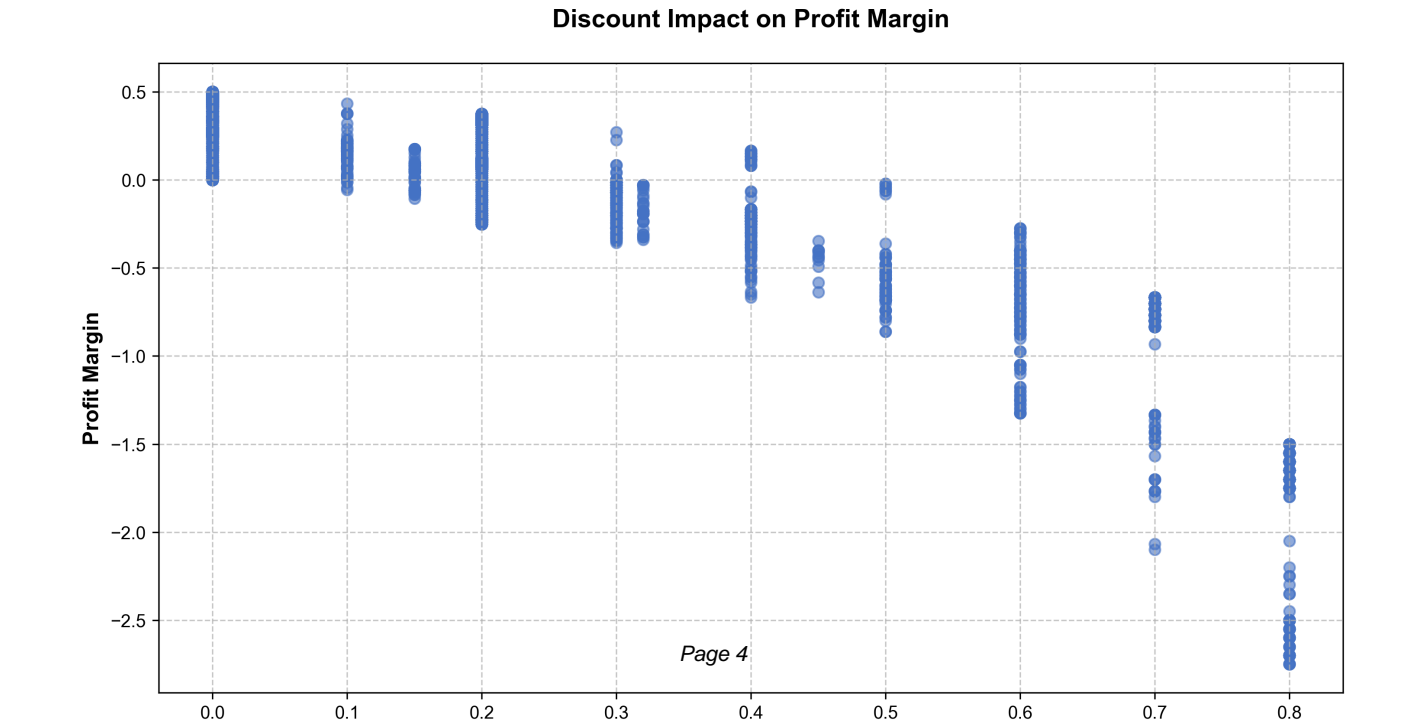
## Profit vs Sales Analysis

The scatter plot shows the relationship between sales and profit across categories. Technology products generally show higher profits for given sales levels. Some transactions show negative profits, possibly due to high discounts.



## Discount Impact on Profit Margin

Higher discounts correlate with lower or negative profit margins. Businesses should monitor discount strategies to ensure profitability. The scatter plot demonstrates this relationship.



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## Conclusion and Recommendations

Key takeaways:

1. Focus on Technology category for revenue growth.
2. Strengthen presence in West and East regions.
3. Analyze seasonal trends for better planning.
4. Be cautious with discounts to maintain profitability.
5. Promote top-selling products.

This analysis provides a foundation for data-driven decision making. Regular monitoring of these metrics will help in optimizing business performance.