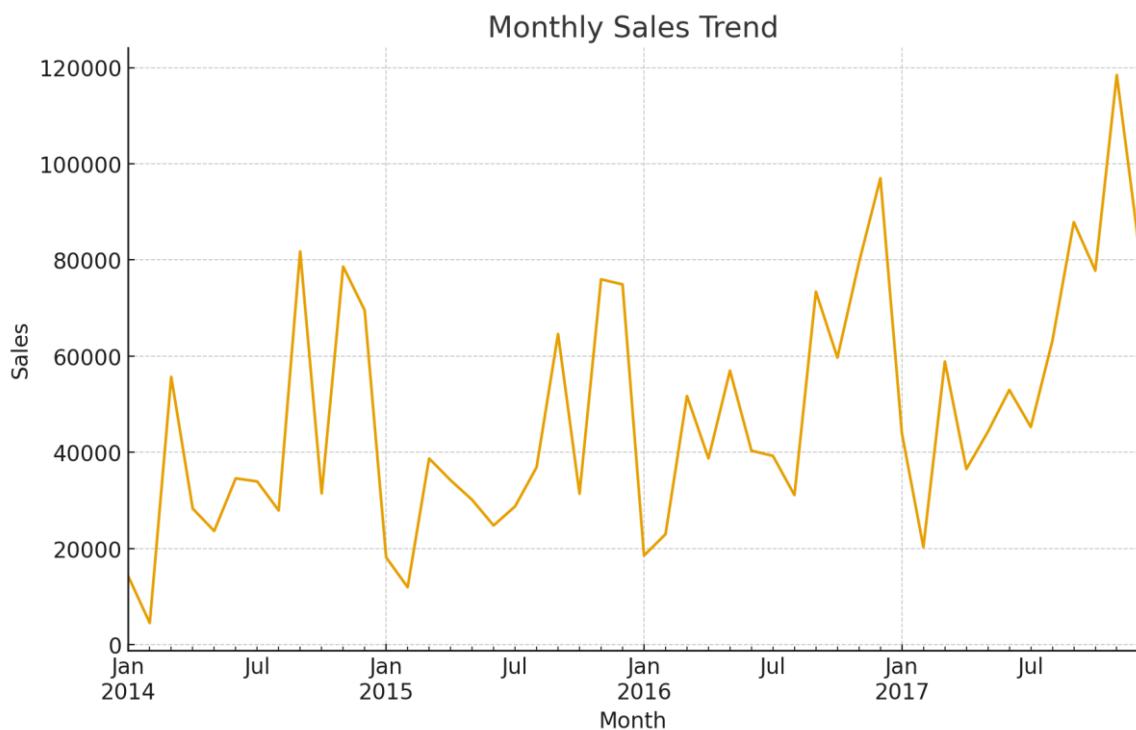


Superstore Sales & Profit Analysis

1. Monthly Sales Trend

Chart Type: Line Chart

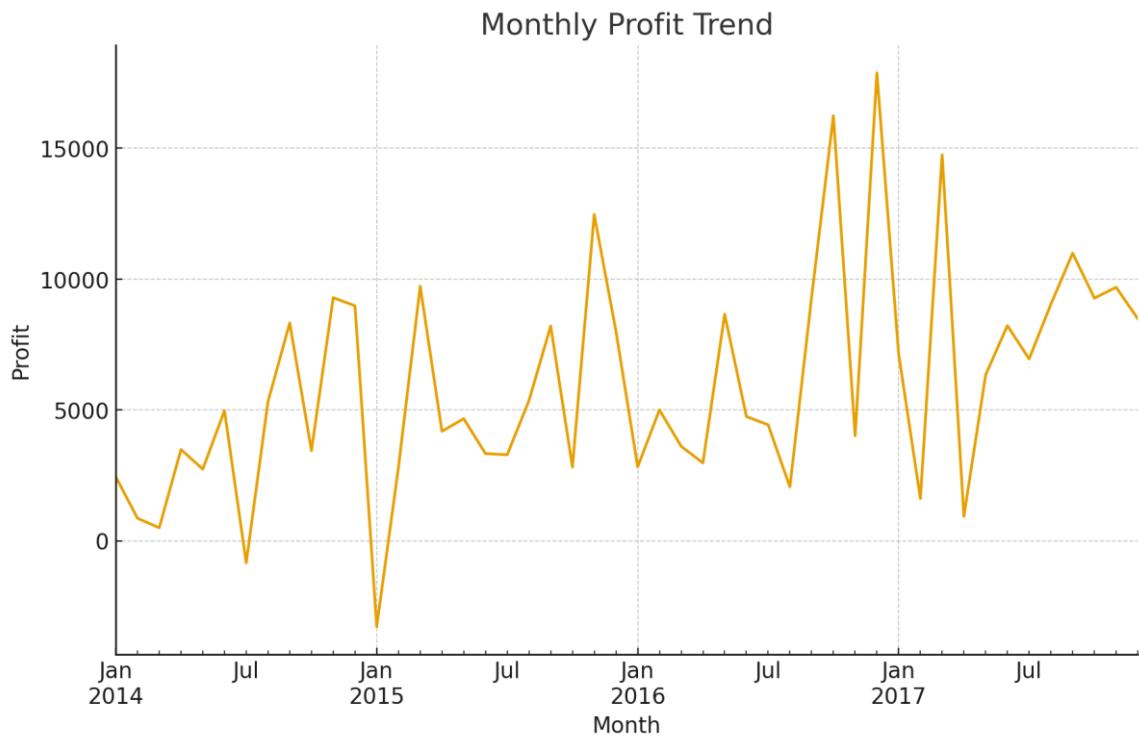
This line chart shows how sales fluctuate month over month. Peaks indicate seasonal spikes, often during promotional or holiday periods, while dips suggest low-demand phases.



2. Monthly Profit Trend

Chart Type: Line Chart

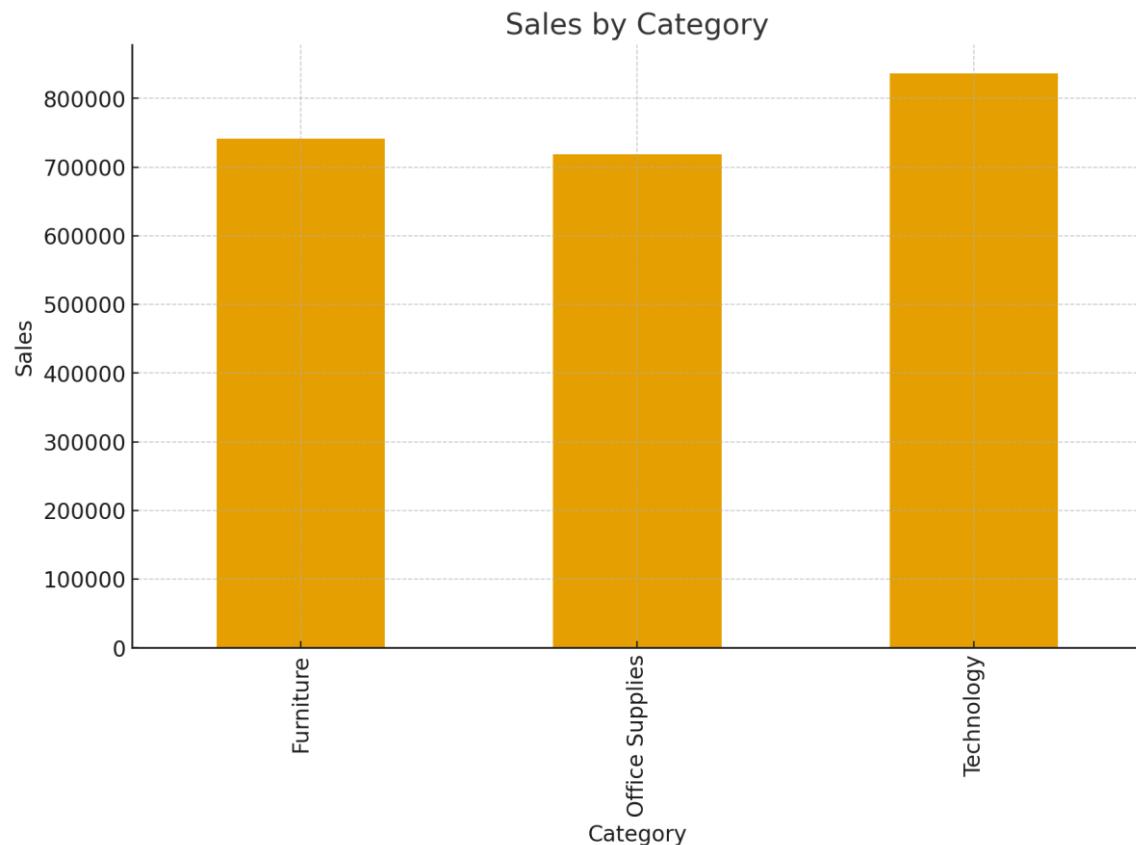
This chart reflects how profit trends align or differ from sales. Even during high sales months, profit may dip due to discounts, shipping costs, or product returns.



3. Sales by Category

 *Chart Type: Bar Chart*

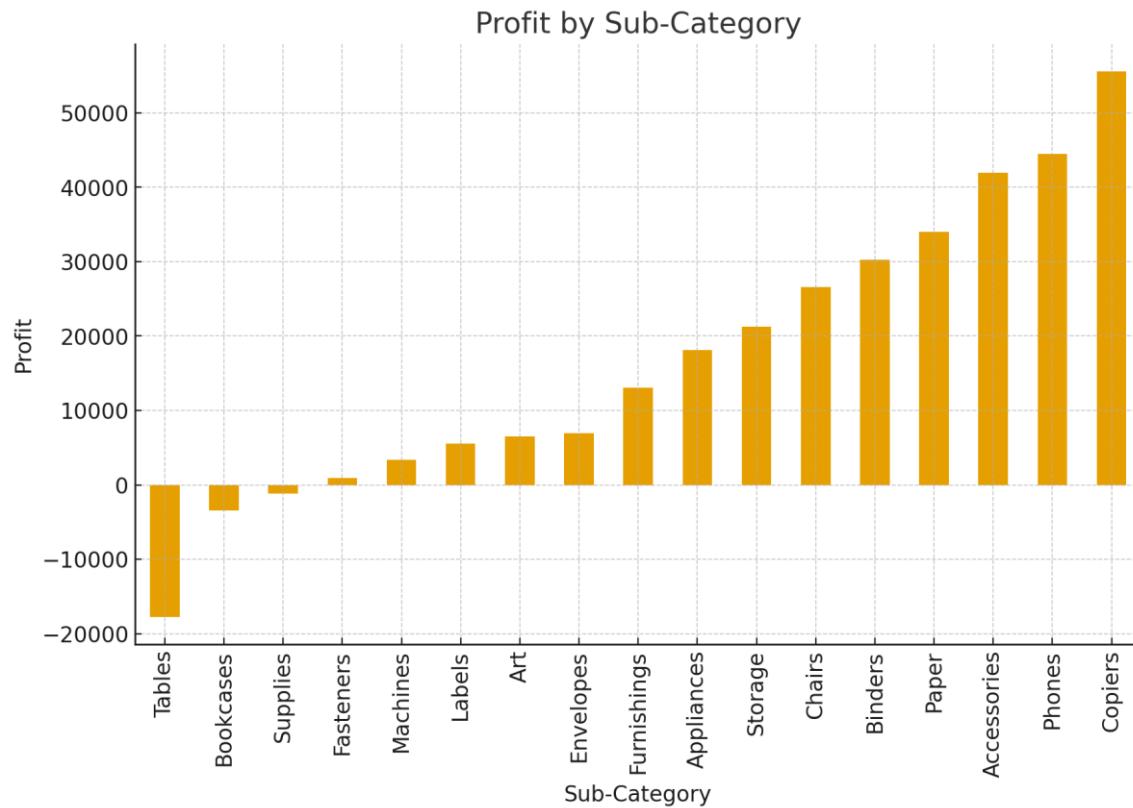
This bar chart clearly shows which product categories contribute most to revenue. Technology often leads due to higher-priced items, while Office Supplies may lag with lower ticket sizes.



4. Profit by Sub-Category

Chart Type: Bar Chart

This chart helps identify which product sub-categories drive profit. Products with high sales but low profit margins are easily spotted, guiding pricing and inventory decisions.



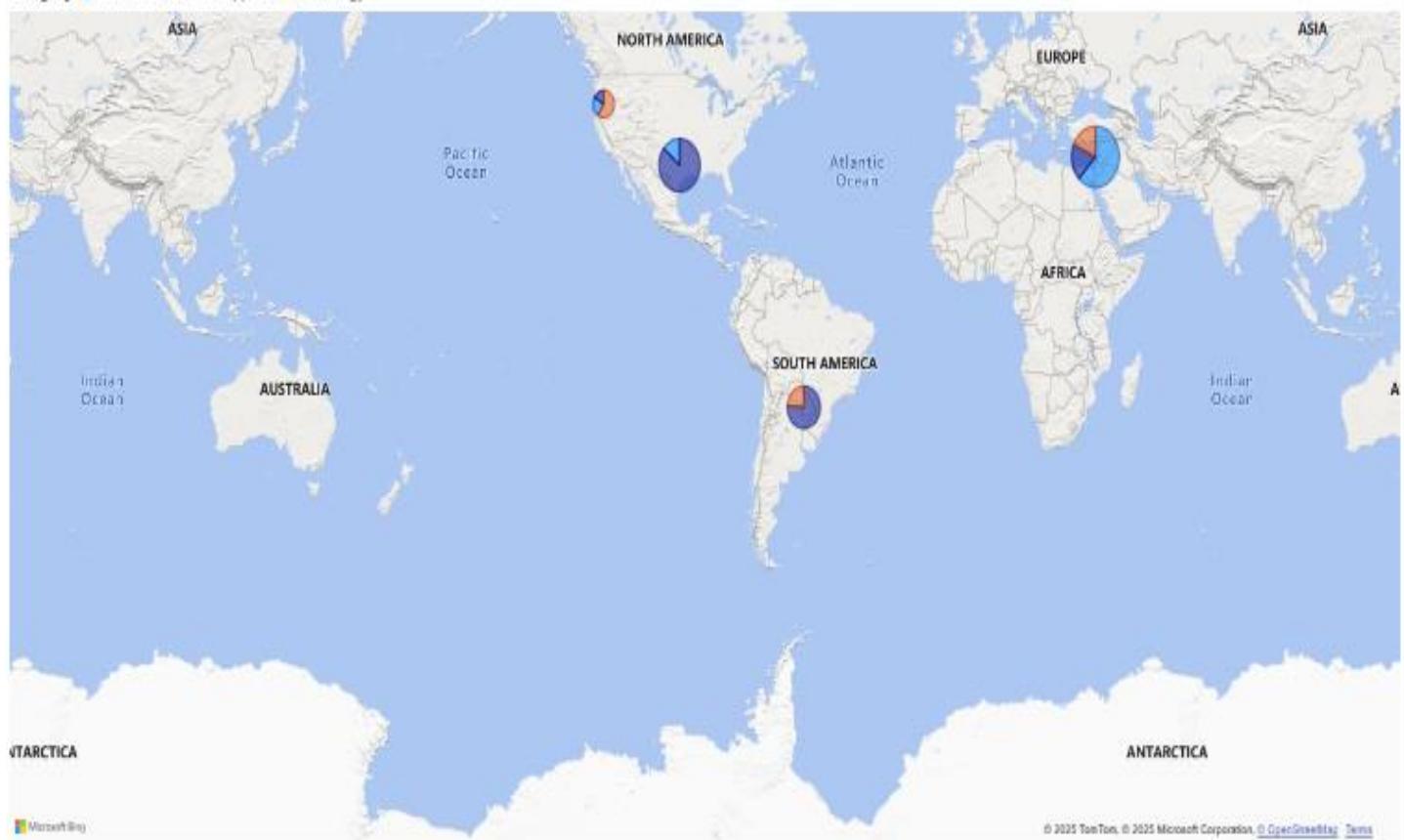
5. Regional Sales

Chart Type: Map Chart

This visual highlights how sales are distributed geographically, indicating strong regions to invest in and weaker regions that require attention or strategy changes.

Sum of Sales by Region and Category

Category ● Furniture ● Office Supplies ● Technology



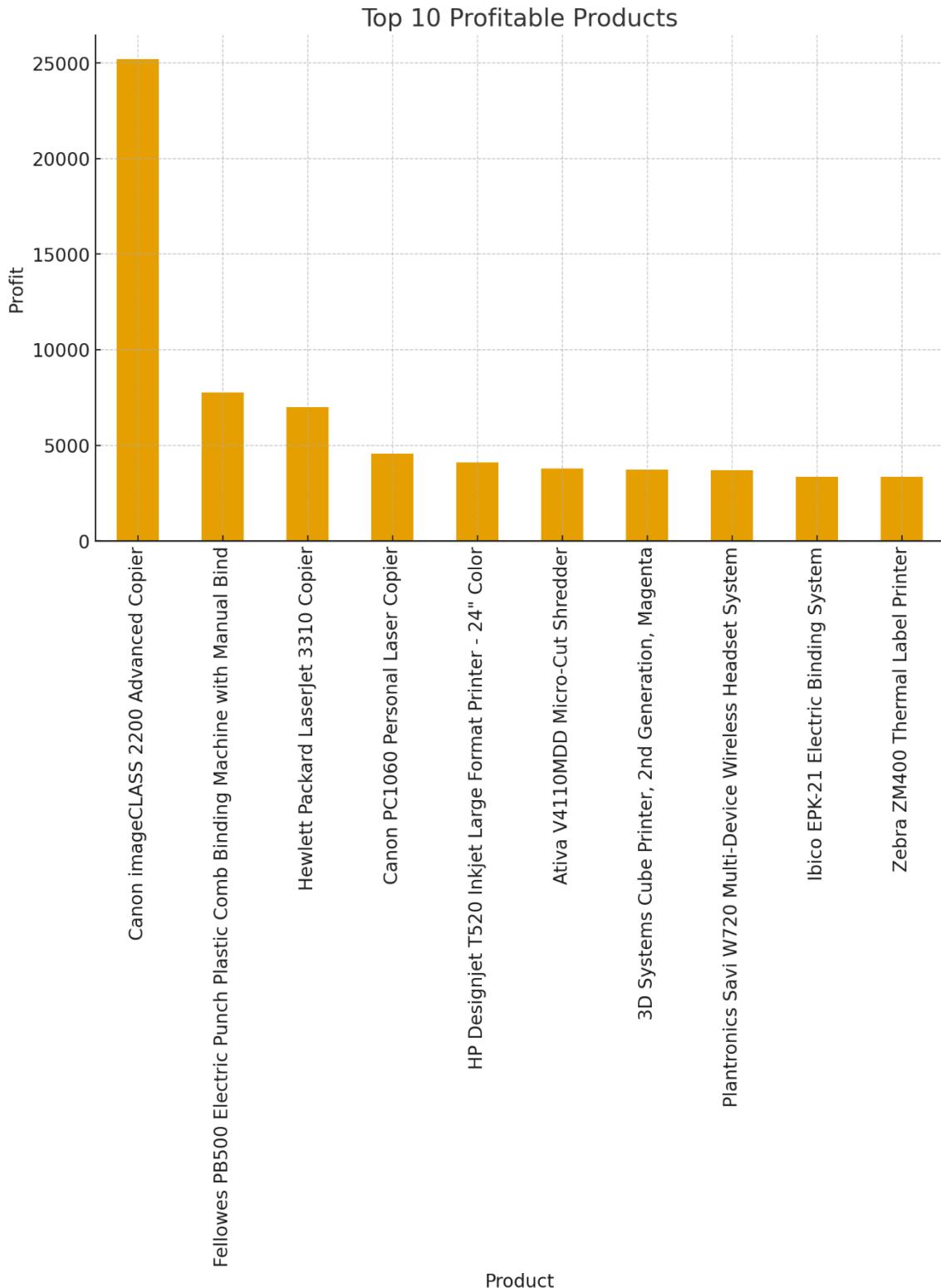
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6.Top 10 Profitable Products

Chart Type: Bar Chart

A bar chart that ranks the highest profit-generating products. This helps identify which SKUs should be promoted, bundled, or stocked more aggressively.



7. Bottom 10 Loss-Making Products

⚠ *Chart Type: Bar Chart*

This chart reveals products that consistently lose money. It supports decisions on discontinuing, renegotiating suppliers, or adjusting pricing strategies.

