

Business Performance Dashboard – Superstore Dataset

Total Sales

2.30M

Total Sales

Total Profit

286.40K

Total Profit

Profit Margin %

0.12

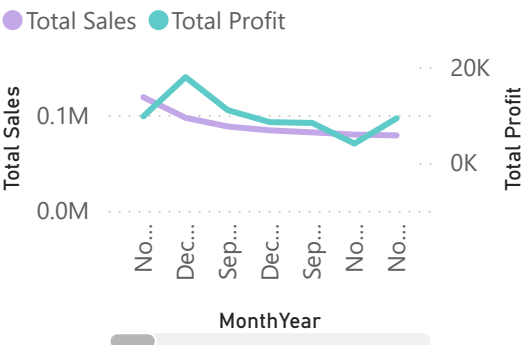
Profit Margin %

MoM Growth %

0.04

MoM Growth %

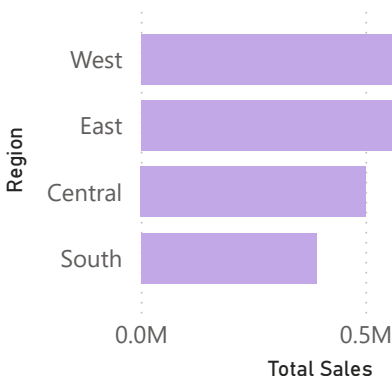
Monthly Revenue & Profit Trend



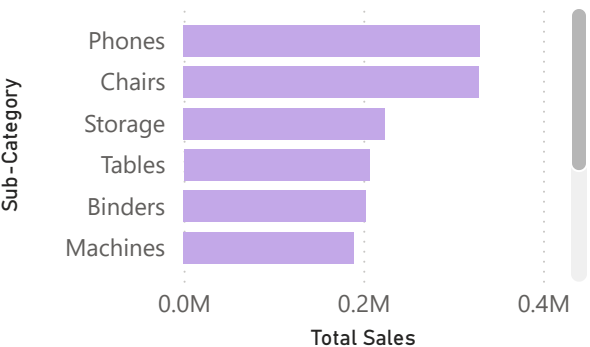
Insights

- Total Sales = \$2.30M**, with **Profit of \$286K** → **Profit Margin ~12.4%**.
- West region** leads in sales and profitability, while **South region** lags.
- Office Supplies** = ~33% of Sales but only 20% of Profit → margin pressure.
- Furniture** category shows lowest margin (under 10%) → review pricing strategy.

Sales by Region



Top 10 Sub-Categories by Sales



Sales Heatmap (Category * Region)

| Category | Central | East | South | West | Total |
|-----------------|-------------|-------------|-------------|-------------|--------------|
| Furniture | 1,63,797.16 | 2,08,291.20 | 1,17,298.68 | 2,52,612.74 | 7,41,999.80 |
| Office Supplies | 1,67,026.42 | 2,05,516.06 | 1,25,651.31 | 2,20,853.25 | 7,19,047.03 |
| Technology | 1,70,416.31 | 2,64,973.98 | 1,48,771.91 | 2,51,991.83 | 8,36,154.03 |
| Total | 5,01,239.89 | 6,78,781.24 | 3,91,721.91 | 7,25,457.82 | 22,97,200.86 |