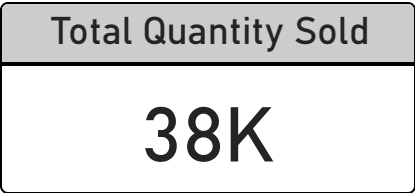
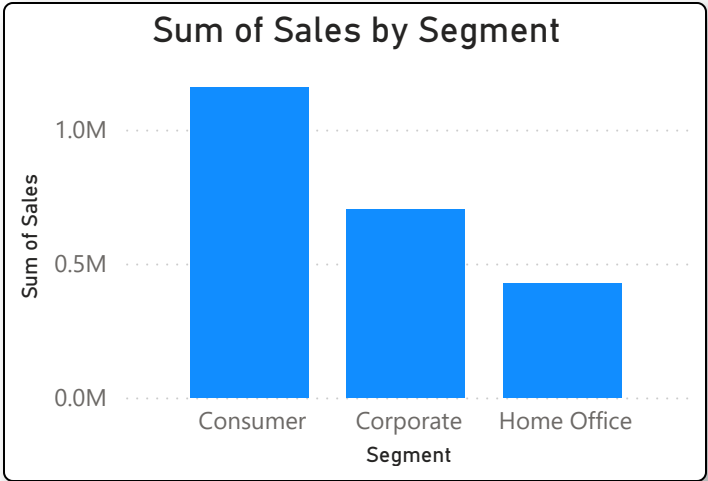
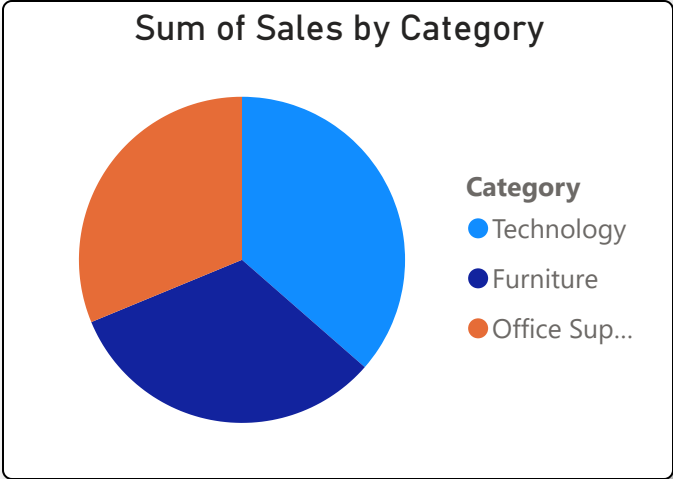
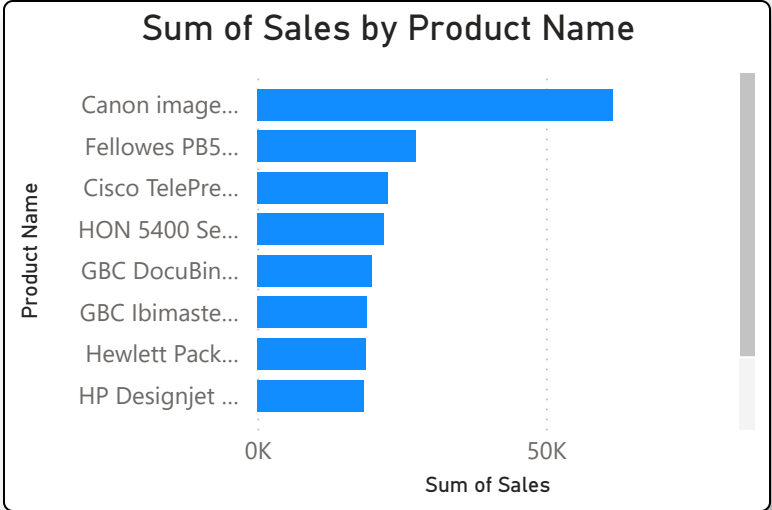
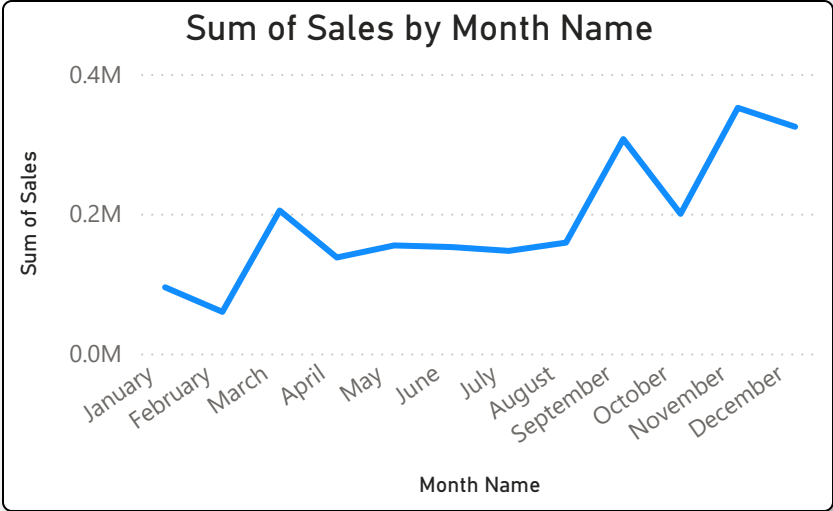
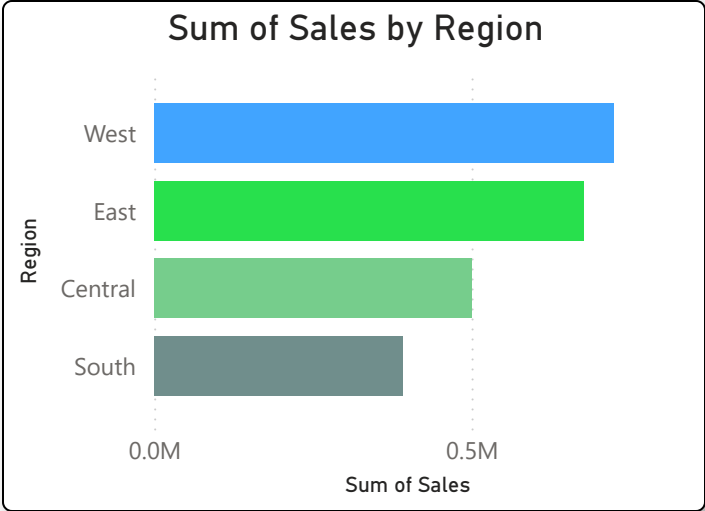


# Superstore Sales Analysis Dashboard



Select Region	Select Year	Select Month	Select Category
<input type="checkbox"/> Central	<input type="checkbox"/> 2014	<input type="checkbox"/> January	<input type="checkbox"/> Furniture
<input type="checkbox"/> East	<input type="checkbox"/> 2015	<input type="checkbox"/> February	<input type="checkbox"/> Office Suppli...





# Superstore Sales - Business Insight

## .Key Findings :

- 1) West Region generated the highest total sales ( \$0.72M ) and contributed 32% of total sales with the highest profit margin.
- 2) Sales peak in November - December indicating strong seasonal trends.
- 3) Higher Discount (>40%) results in negative profit value (Discounting hurts margins).
- 4) Technology Category drove the most number of profit (high margin products).

## .Recommendations :

- 1) Limit or restructure discounts specially in Office Supply and Furniture Category, since these leads to negative profits.
- 2) Increase Marketing Campaigns during November - December, when sales peak due to the holiday season.
- 3) Allocate more Sales resources and promotions in the the Central Region, which lags behind the East and West in both Profit and Sales.
- 4) Focus on marketing, inventory and new product launches in Technology Category, as it delivers the highest profit margin and consistent growth.