The first dashboard was a happy prologue, revealing a business with a remarkable profit ratio of 31.3% and total sales of over 2.3 million. It seemed the superstore was flourishing, largely thanks to its Consumer customers, who were its biggest revenue drivers, and the corporate segment, which proved to be incredibly profitable. A special mention went to the Home Office segment, the smallest group but with the highest profit ratio, showing that even small transactions could be highly efficient.But as we turned the page to the second dashboard, the plot thickened. While the West and East regions continued to be heroes, generating the lion's share of sales and profits, a dark cloud loomed over the South. Despite contributing to sales, this region had the lowest profit ratio, acting as a financial drain on the company's overall performance. It was clear that a deep dive was needed to uncover the reasons behind this regional slump.The most dramatic twist in the story came from the product categories themselves. It was here that we found the villains of our tale: Tables and Bookcases. Shockingly, these two product sub-categories were generating a loss, with Tables alone wiping out over 17,000 in profit. They were selling, but at a price that was actually costing the company money. This discovery was a call to action—the superstore needed to investigate these unprofitable products and the underperforming South region to ensure a happy ending to its story.