Superstore Sales Dashboard

Insights Summary (Jan–Apr 2023)

1. West region recorded the highest total sales during this period, especially in March.

2. Technology category dominated in revenue contribution, followed by Furniture.

3. The month of April 2023 saw a notable sales peak—potentially linked to seasonal promotions.

4. Negative profits were observed in some Office Supplies orders, indicating discount-heavy sales or operational inefficiencies.