

Sales Data Storyboard - Superstore Analysis

Executive Summary

This report analyzes Superstore sales data to uncover business insights. It focuses on regions, categories, discounting effects, and customer performance. The goal is to highlight areas of high profitability and address where losses occur.

1. Sales by Region

Used a map visual to show state-wise sales. West and East regions dominate in terms of sales volume. However, some high-sales states show low profits.

2. Profit Trends Over Time

Line chart used to show monthly trends. Observed seasonal spikes during Q4 of each year. Profitability fluctuates more than sales, indicating inconsistent margins.

3. Sub-Category Analysis

Scatter plot comparing Sales vs Profit by sub-category. Technology items like 'Machines' and 'Copiers' show high sales but often lower profits due to discounting or returns.

4. Discount vs Profit

Line chart showing negative correlation between discount and profit. Higher discounts consistently result in decreased profit margins.

5. Top 10 Customers & Products

Bar charts display the top 10 customers and products based on sales. Useful for loyalty campaigns and focusing on profitable products.

Conclusion & Recommendations

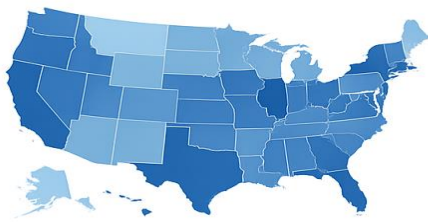
- Reduce discounting for Technology category to improve margins.

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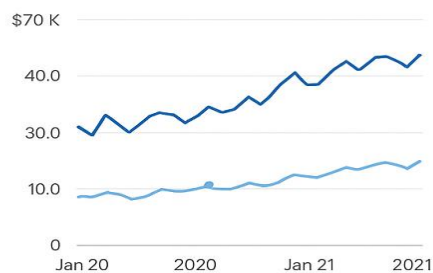
- Focus on expanding high-profit regions like Central.
- Monitor underperforming sub-categories despite high sales.
- Introduce customer segmentation for more targeted campaigns.

Sales Performance Analysis

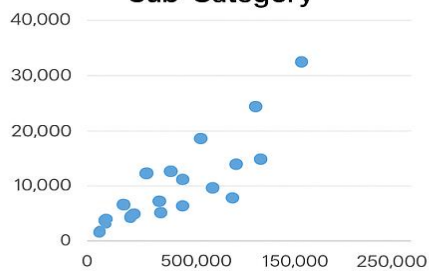
Sales by Region



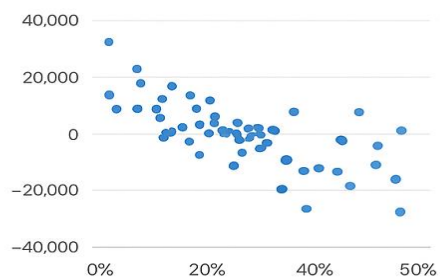
Monthly Sales & Profit



Profit vs. Sales by Sub-Category



Discount vs. Profit



- The West region generates the most sales
- Office Supplies is the least profitable category
- Higher discounts lead to lower profitability