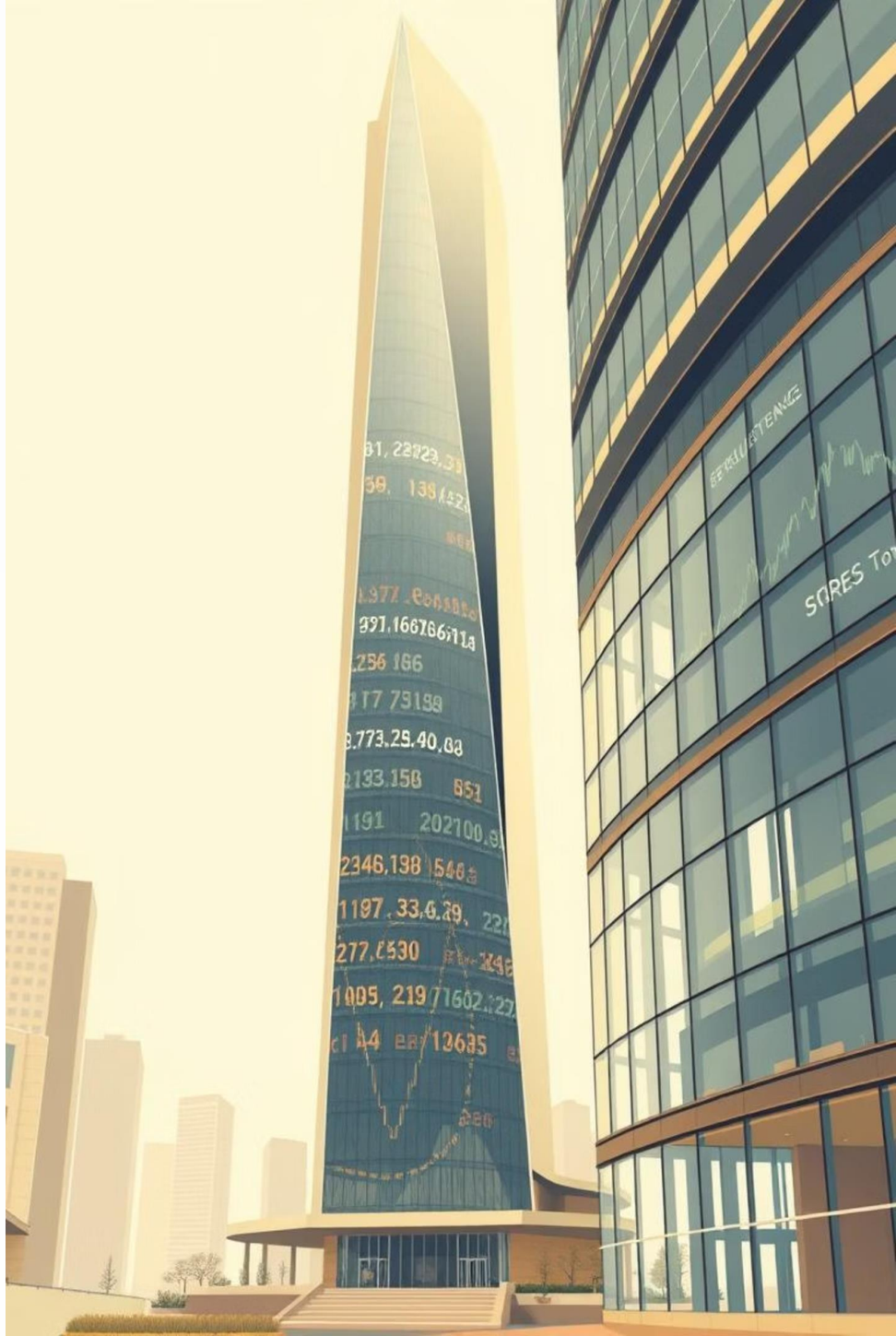
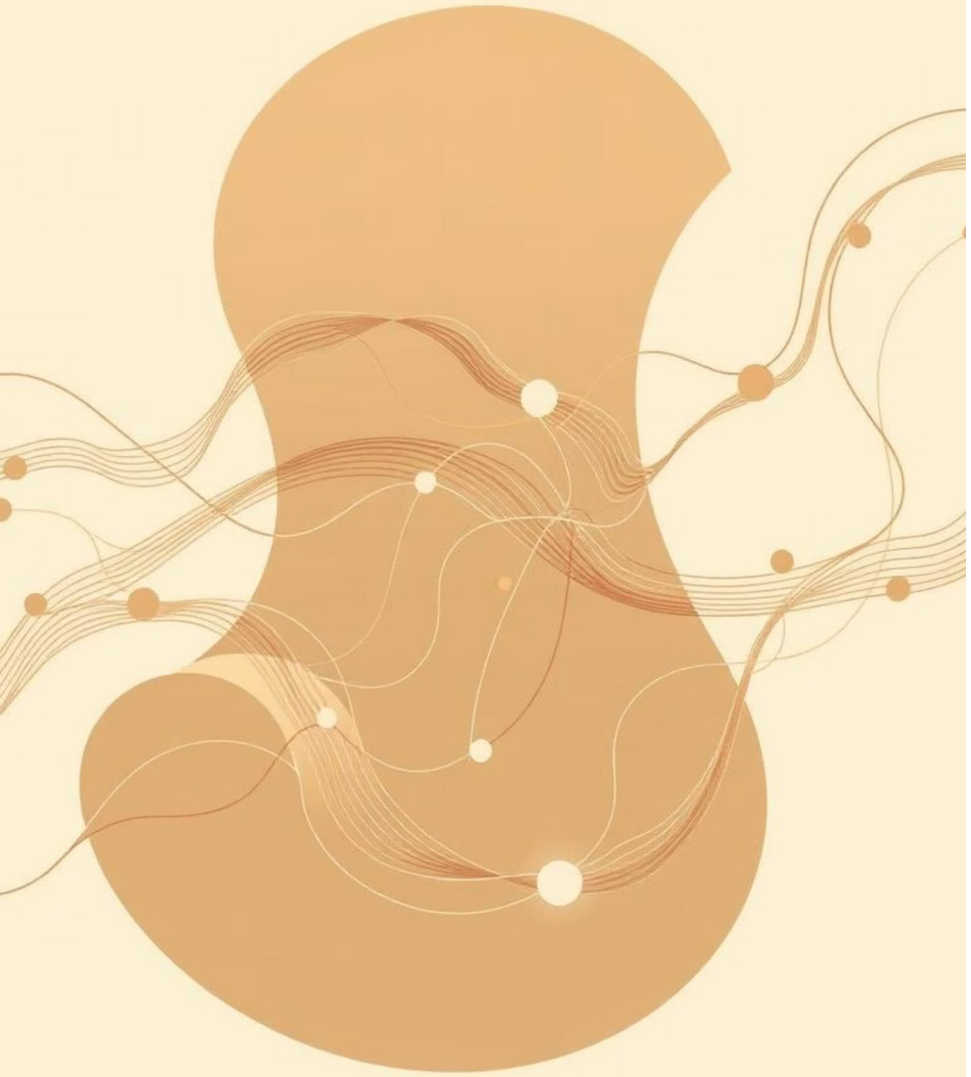
Superstore Sales Performance

A Presentation of Sales & Profit Insights

Driving strategic decisions through data-driven analysis of sales and profitability across key segments and geographies.





At-a-Glance Performance Overview

A snapshot of the core operational scale and profitability metrics derived from the complete dataset.

9,994

Total Transactions

Volume of individual sales orders processed.

$2.3M

Total Sales Revenue

Gross revenue generated across all regions.

$286K

Net Total Profit

Overall profit margin achieved.

37,873

Quantities Sold

Total units shipped and delivered.

Comprehensive Dataset Structure

The analysis is built on a multi-year dataset providing rich context across various dimensions of our business operations.

Scope and Scale

Contains 9,994 transaction rows and 21 detailed columns of multi-year order data.

Product Diversity

Covers sales across **3 distinct Product Categories** (Technology, Furniture, Office Supplies).

Market Segmentation

Analyzed across **3 customer Segments** (Consumer, Corporate, Home Office).

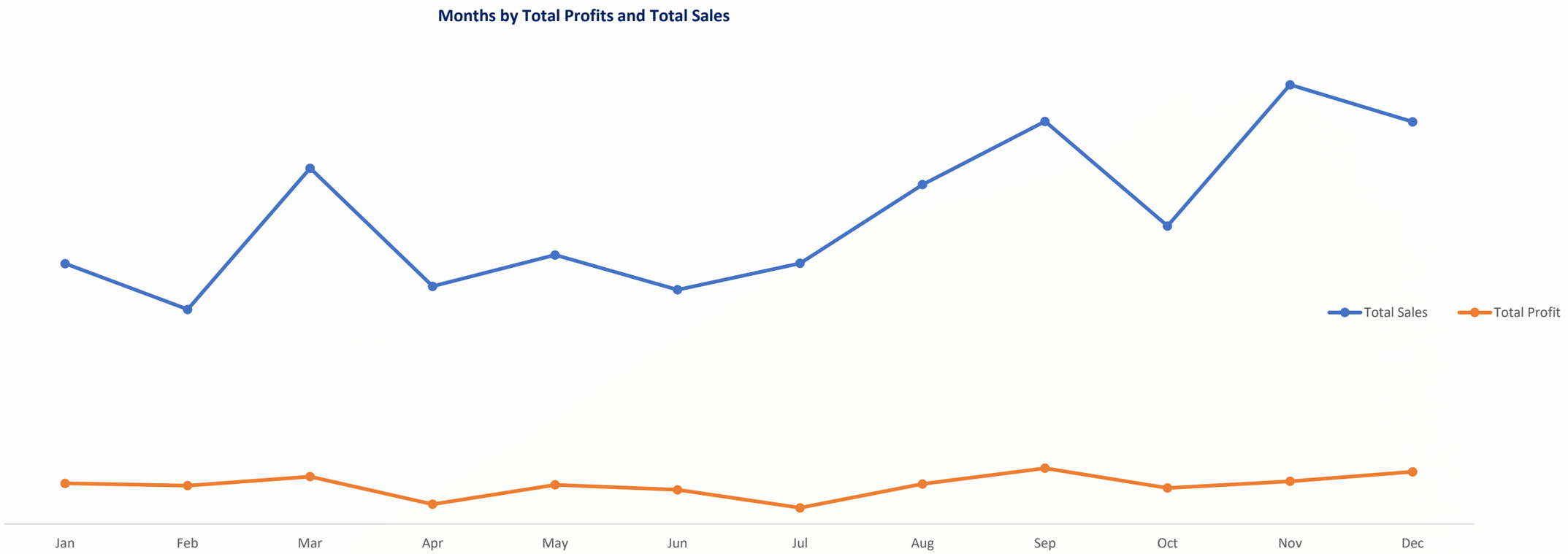
Geographic Reach

Data spans **4 major Regions** and 49 states, detailing geographical performance variance.

> The dataset includes critical fields such as sales, profit, discount rates, ship mode, and extensive customer details.

Visualizing Multi-Year Performance

Monthly Sales and Profit Trend Analysis



The monthly trend analysis shows clear seasonality, with sales and profit peaking significantly in the final quarter, particularly in November and December. This trend highlights the importance of holiday-driven strategies.

Profitability by Customer Segment

Consumer

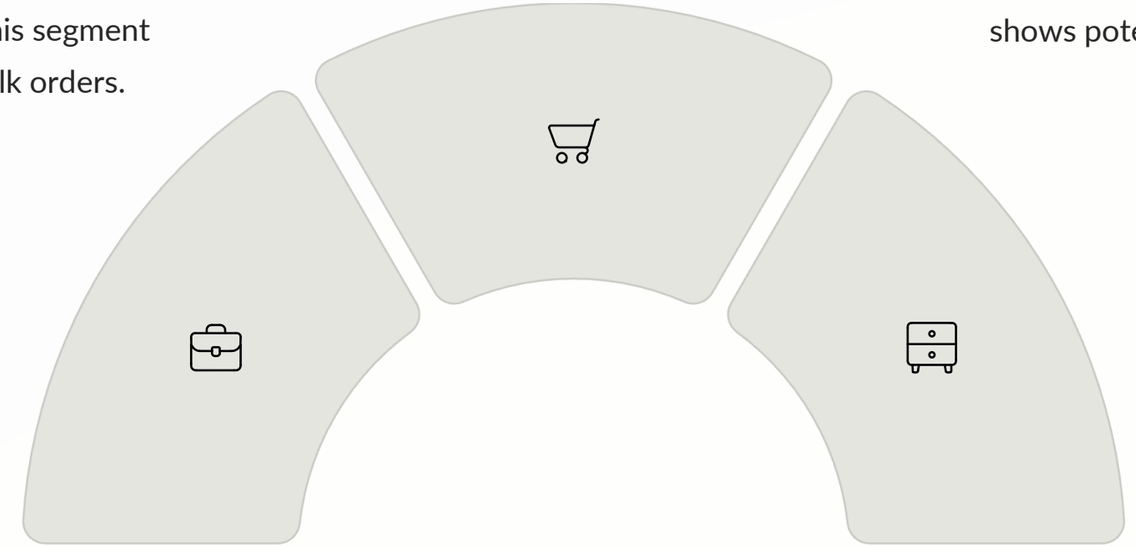
Significant volume results in **46.83%** of total profit. Focus remains on retention and conversion rate optimization.

Corporate

Highest profit contribution at **32.12%**. This segment benefits from larger, less discounted bulk orders.

Home Office

Contributes **21.05%** of the total profit. This segment shows potential for growth with targeted work-from-home product offerings.



Understanding segment profitability is crucial for resource allocation. While Consumer delivers the highest profit percentage, tailored strategies are needed to unlock further potential in the Corporate and Home Office segments.

Product Category Performance

Category by Sales and Profit Contributions

Technology

Sales: $836K (Highest)

Profit: $145K

High-ticket items drive revenue, but margin scrutiny is required due to high competitive discounts.

Office Supplies

Sales: $719K

Profit: $122K (Strong Margin)

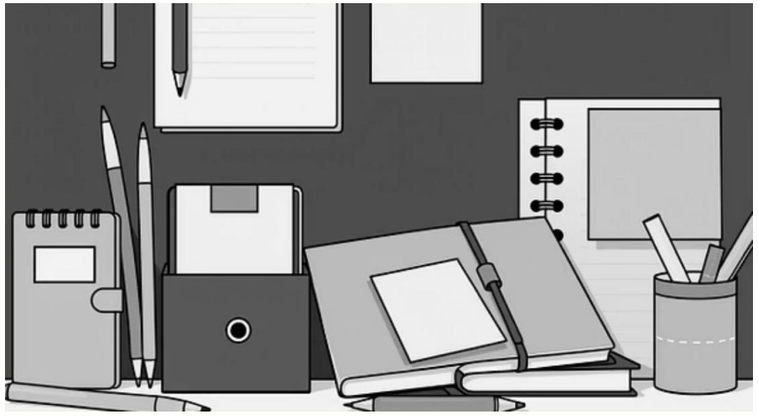
Consistent volume and lower cost of goods contribute to a robust profit margin, making it a reliable performer.

Furniture

Sales: $742K

Profit: $18K (Lowest)

High revenue but critically low profitability. We must address factors like shipping costs and discount strategy for this category.



High-Value Customer Analysis

Top 10 Customers by Total Sales Value

Identifying and prioritizing our most valuable customers is key to fostering long-term relationships and maximizing lifetime value. These accounts represent significant investment potential.

Sean Miller	$25,043
Tamara Chan	$19,052
Raymond Buch	$15,117
Tom Ashbrook	$14,596
Adrian Barton	$14,474
Ken Lonsdale	$14,175
Sanjit Chand	$14,142
Hunter Lopez	$12,873
Sanjit Engle	$12,209
Christopher Conant	$12,129

The top 10 customers collectively account for over 5% of our total sales revenue, emphasizing the need for dedicated account management.

Geographic Profitability Mapping

Region by Profit Contribution

West

$108K Profit

The strongest performing region in terms of absolute profit. Focus on maintenance and strategic expansion.

East

$91K Profit

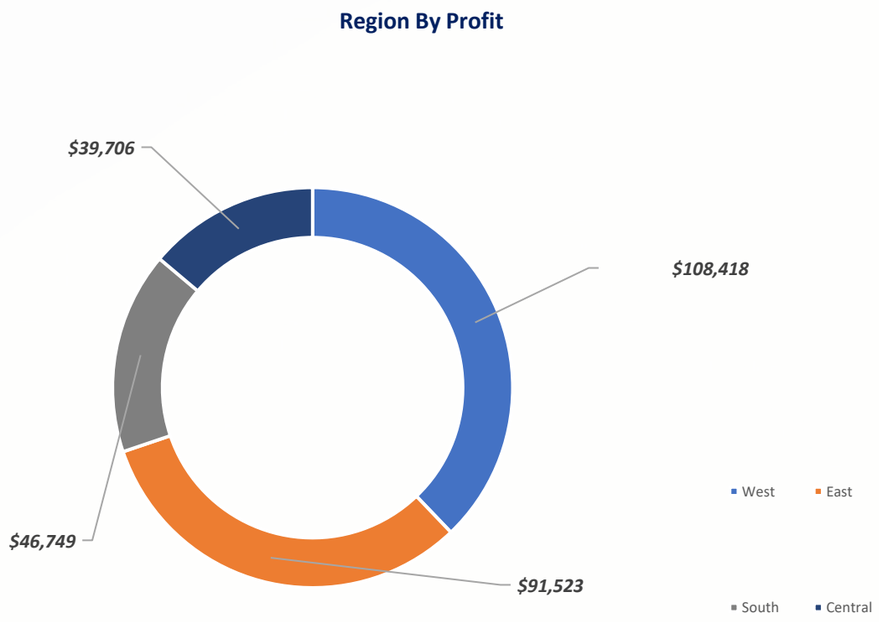
A high-volume market with solid profitability. Opportunities exist for margin improvement initiatives.

Central

$40K Profit

The lowest profitability. Requires immediate deep-dive analysis into discount rates and operational costs.

South

$47K Profit

Modest profit contribution. Potential for growth by replicating successful West/East region strategies.