# Superstore Sales and Profit Analysis

Executive Summary

This report analyzes Superstore's sales and profit performance from 2015 to 2018, focusing on trends, regional performance, product categories, customer segments, and the impact of discounts and returns.

- **Sales Growth**: Sales grew steadily from 2015 to 2018, with a notable increase in 2018.
- **Regional Leader**: The West region leads in both sales and profit, followed by the East.
- **Category Insights**: Technology products generate the highest sales, particularly phones and accessories.
- **Discount Impact**: High discounts (>50%) often lead to negative profit margins.
- **Return Impact**: Returned orders account for approximately 0.00 in sales and 0.00 in profit, indicating a need for improved quality control.
- **Interesting Fact**: The Consumer segment drives over 50% of total sales, but Corporate and Home Office segments have higher profit margins per order.
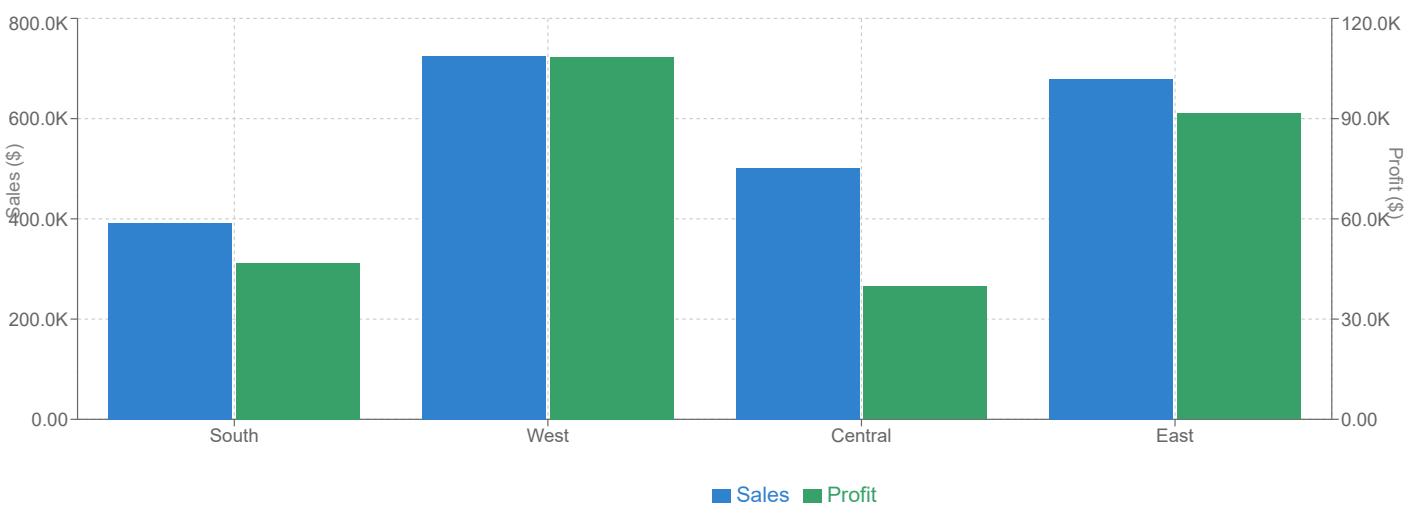
Sales and Profit Trends (2015-2018)

This line chart shows the annual sales and profit trends, highlighting steady growth with some profit fluctuations.
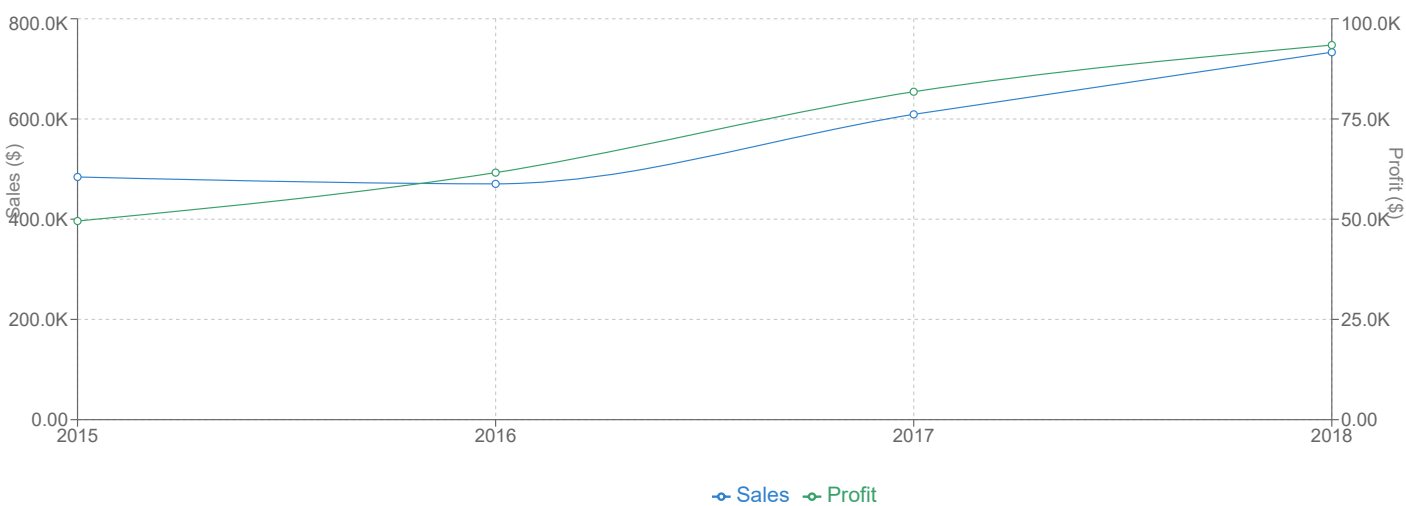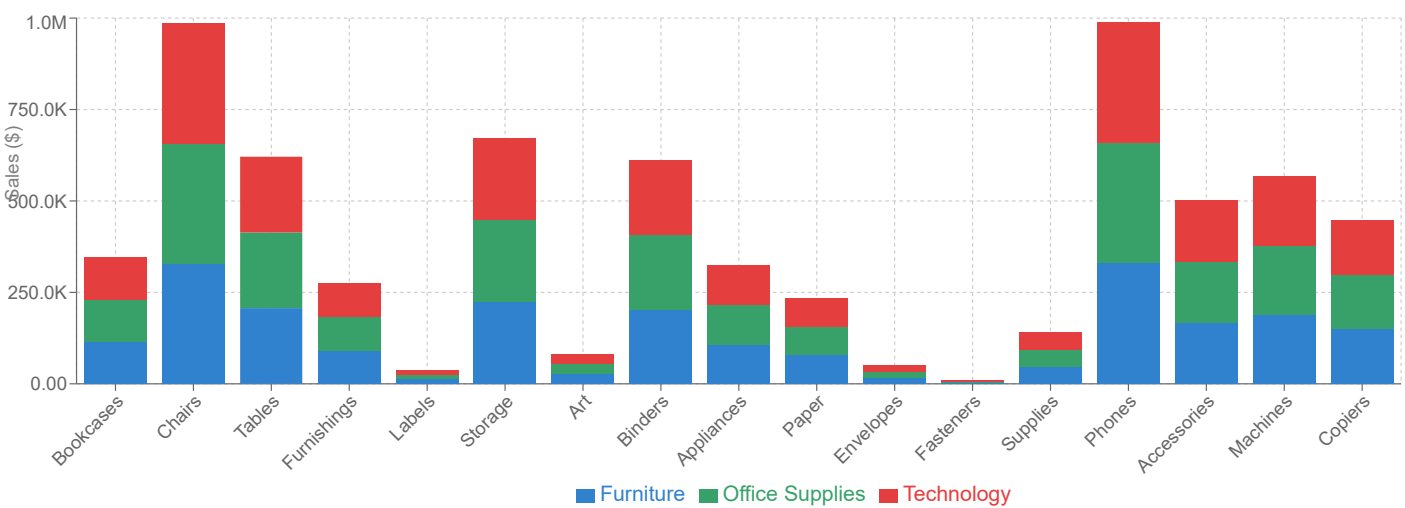

Sales and Profit by Region

This bar chart compares sales and profit across regions, with the West region leading in both metrics.

Sales by Category and Sub-Category

This stacked bar chart shows sales distribution across categories, with Technology leading due to high sales in Phones and Accessories.


Legend: Furniture, Office Supplies, Technology

Y-axis: Sales ($), X-axis categories: Bookcases, Chairs, Tables, Furnishings, Labels, Storage, Art, Binders, Appliances, Paper, Envelopes, Fasteners, Supplies, Phones, Accessories, Machines, Copiers

Discount vs. Profit

This scatter plot illustrates the relationship between discounts and profit, showing that high discounts often lead to losses.

X-axis: Discount (%)
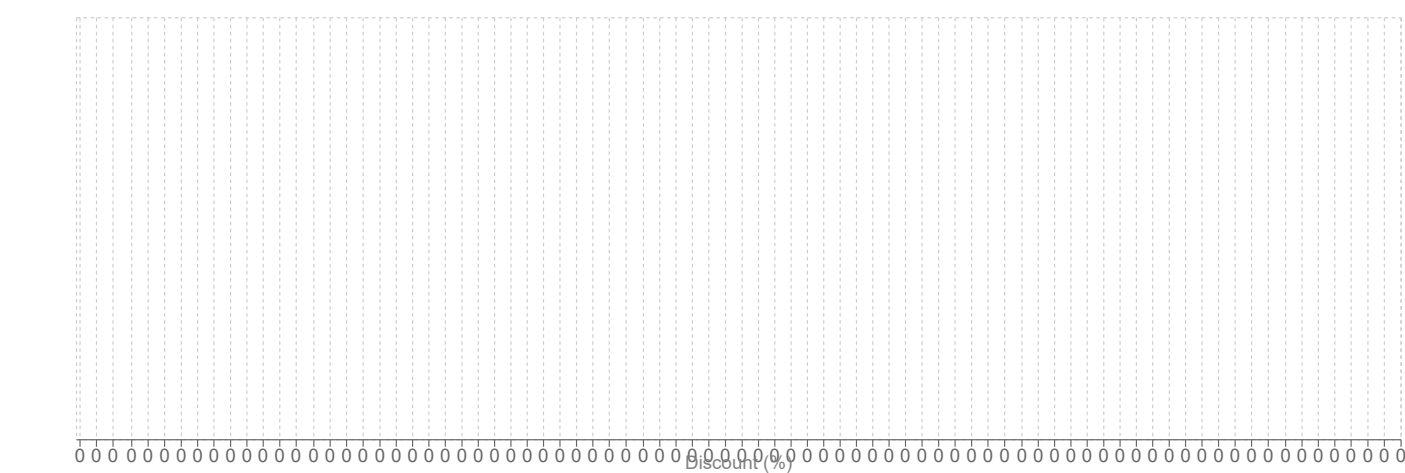
Sales by Customer Segment

This pie chart shows the distribution of sales across customer segments, with Consumers contributing the most.

Consumer (50.6%)

Home Office (18.7%)

Corporate (30.7%)

■ Consumer ■ Corporate ■ Home Office
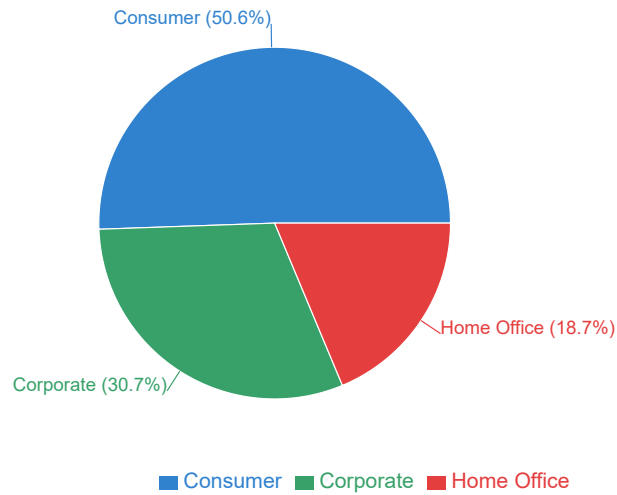
Top 5 Orders by Sales

This table highlights the top 5 orders by sales, including their return status to assess the impact of returns.

Order ID	Product	Sales ($)	Profit ($)	Returned
CA-2015-145317	Cisco TelePresence System EX90 Videoconferencing Unit	22.6K	-1.8K	No
CA-2017-118689	Canon imageCLASS 2200 Advanced Copier	17.5K	8.4K	No
CA-2018-140151	Canon imageCLASS 2200 Advanced Copier	14.0K	6.7K	No
CA-2018-127180	Canon imageCLASS 2200 Advanced Copier	11.2K	3.9K	No
CA-2018-166709	Canon imageCLASS 2200 Advanced Copier	10.5K	5.0K	No

Conclusion

The Superstore dataset reveals strong sales growth, particularly in the West region and Technology category. However, high discounts and returns are negatively impacting profitability. To improve performance, the business should:

- Optimize discount strategies to avoid losses, especially in the Central region.
- Focus on high-margin products like Technology and Office Supplies.
- Investigate and reduce return rates to minimize revenue and profit leakage.
- Target Corporate and Home Office segments for higher profitability.