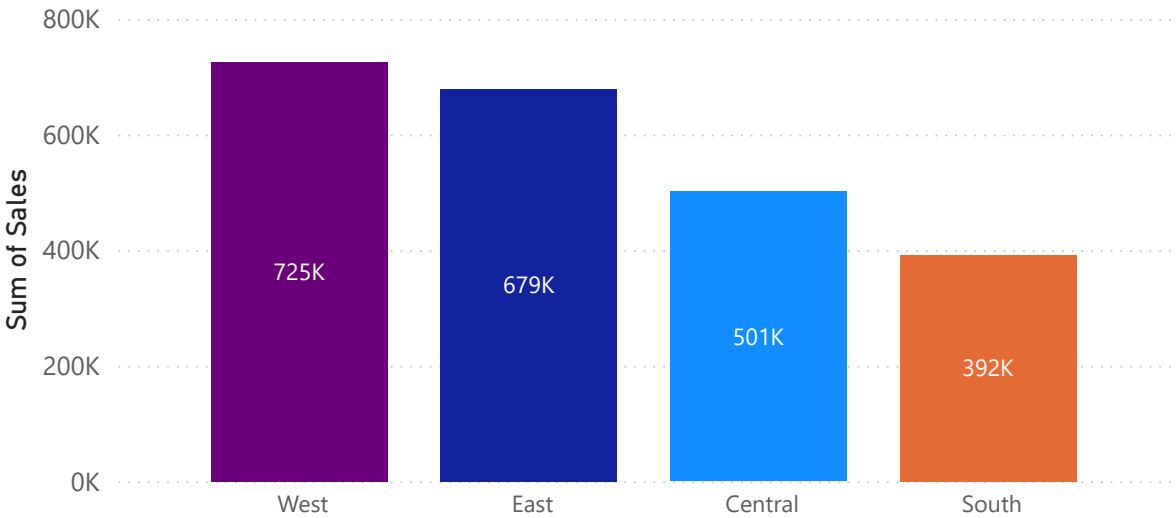


# Superstore Dataset Analysis Report

Quick measure

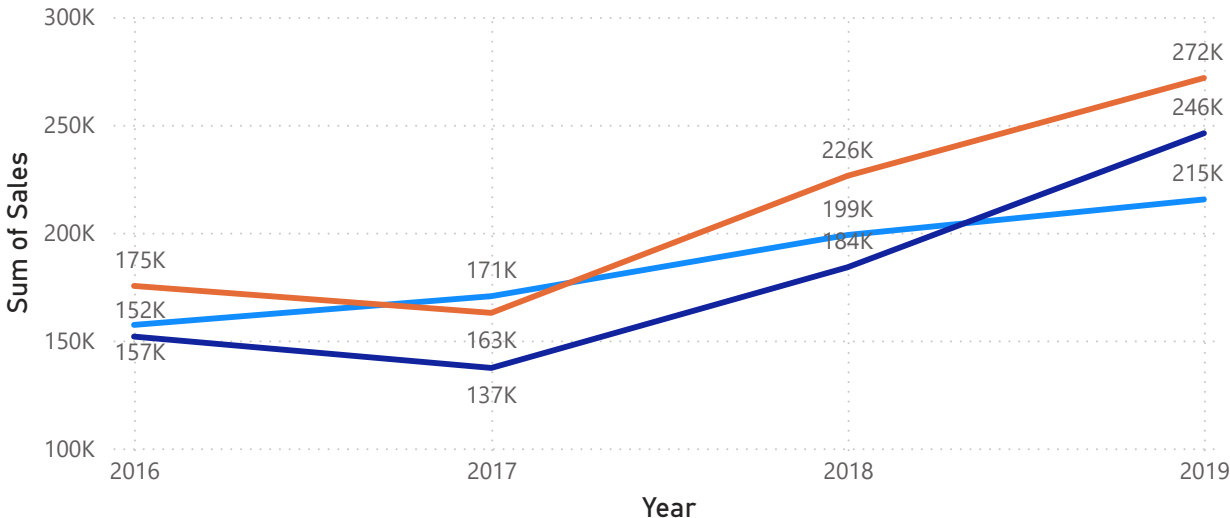
Sum of Sales by Region

Region West East Central South



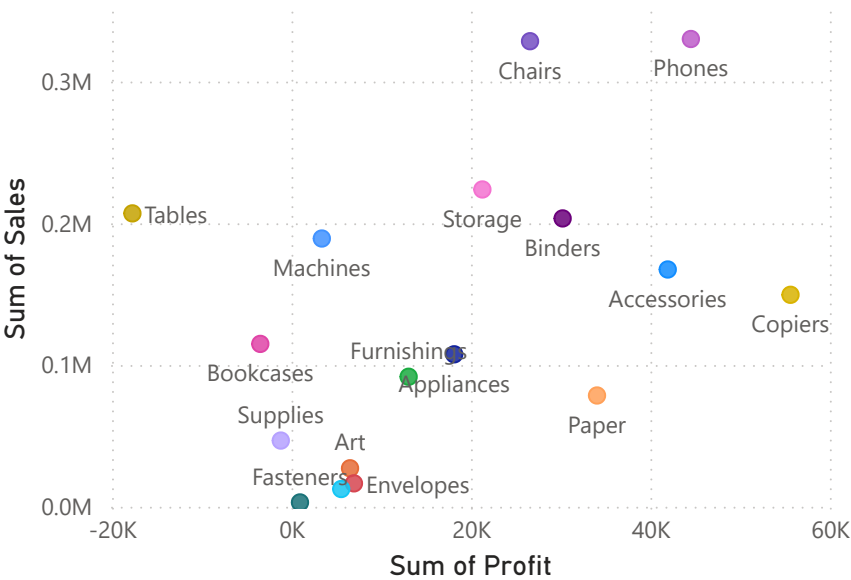
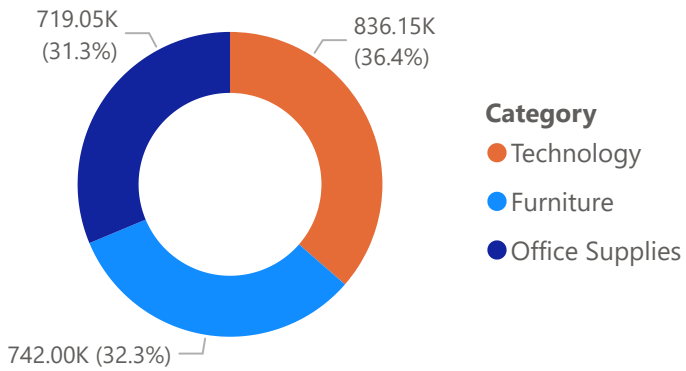
Sum of Sales by Year and Category

Category Furniture Office Supplies Technology



Sum of Sales by Category

Sum of Profit and Sum of Sales by Sub-Category



## Key Insights:

- Regional Sales:** The **West** region leads in total sales (725K), followed closely by the **East**, while the **South** trails significantly (392K).
- Sales Over Time:** All categories show a positive sales trend from 2016 to 2019, with **Technology** showing the sharpest rise.
- Category-wise Sales Distribution:**
  - Technology** accounts for the highest sales (36.4%),
  - Followed by **Office Supplies** (32.3%) and **Furniture** (31.3%).
- Sub-category Performance:**
  - Chairs** and **Phones** are top performers in both sales and profit.
  - Some categories like **Tables** and **Bookcases** show low or even negative profit margins despite decent sales.