✅ Insights from Superstore Sales and Performance Dashboard (Excel Project)

Summary: "Analyzed 9,994 orders across 4 years, delivering 15 actionable insights from Superstore data."

🟢 Easy Level Insights

1. **Total Sales and Profit**:
The business generated **$2.3 million+ in total revenue** with a net **profit of approximately $286K**, indicating a **profit margin of ~12%**.

2. **Sales by Region**:
The **West region leads** in total sales, followed by **East** and **Central,** while the **South region** records the lowest sales performance.

3. **Profit by Category**:
Technology is the most profitable category, contributing over **50% of total profit**, while **Furniture** shows the lowest margin.

4. **Highest Sales Sub-Category**:
Phones emerged as the highest-selling sub-category, accounting for a significant portion of the **Technology** category's revenue.

5. **Orders by Region**:
The **West and East regions** recorded the most orders, each contributing roughly **30%** of total orders, while the **South** had the fewest.

🟡 Moderate Level Insights

6. **Sales Trend by Month-Year**:
Sales show a **steady upward trend** over the years with visible peaks in **November and December**, indicating strong **Q4 performance**.

7. **Average Delivery Time by Ship Mode**:
Standard Class has the slowest delivery (avg. 5–6 days), while **First Class** and **Same Day** (0) shipments are fastest (avg. 1–2 days).

8. **Most Profitable Segment**:
Consumer segment leads in profit, contributing over **45%** of total profit, while **Home Office** shows the lowest profitability.

9. **Top 5 States by Sales**:
California, New York, Texas, Washington, and Pennsylvania are the top-performing states by sales volume.

10. **Profit Margin by Category**:
Technology has the highest profit margin (~20%), while **Office Supplies** and **Furniture** lag behind with margins below 10%.

🔴 Hard Level Insights

11. **Delivery Speed vs Profitability**:
There is a **moderate correlation** showing that **faster delivery methods (Same Day)** are linked with **lower profit margins**, likely due to higher shipping costs.

12. **High Sales but Low Profit Sub-Category**:
Tables generate high sales but show a **negative profit margin**, suggesting high costs or discounting issues.

13. **Slowest Delivery but High Sales Region**:
The **South region** has the **longest average delivery time**, yet shows **moderately high sales**, indicating customer tolerance for slower shipping.

14. **Profit Variation by Ship Mode & Category**:
Technology with Standard Class shipping yields the highest profit; **Furniture with First & Second Class** shows lowest profitability.

15. **Sales Drops Despite High Quantity**:
In **October and February**, sales value dropped despite a rise in quantity sold, indicating a **drop-in unit price or heavy discounting**.