

SUPERSTORE PROFITABILITY OPTIMIZATION DASHBOARD

\$2.297.201

Total Sales

\$286.397

Total Profit

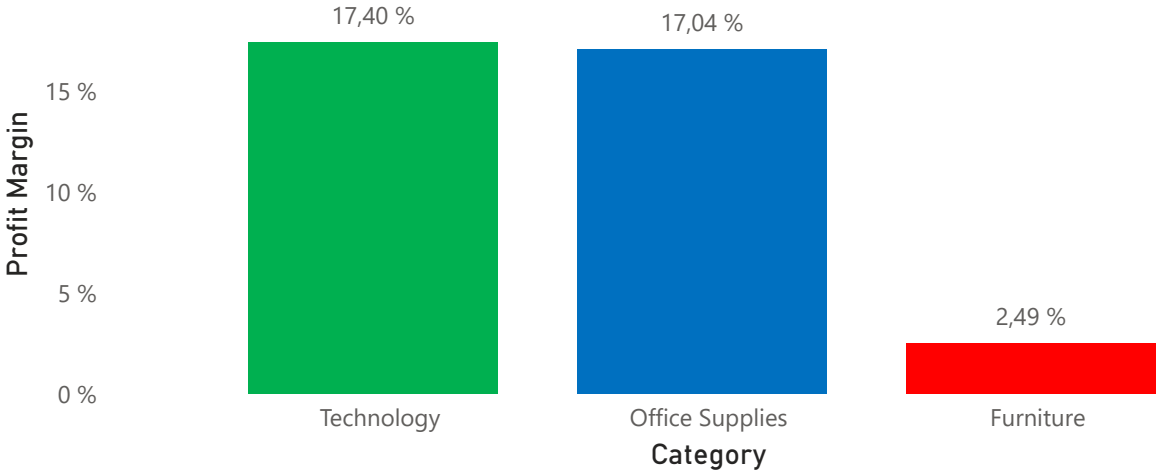
12,47 %

Profit Margin

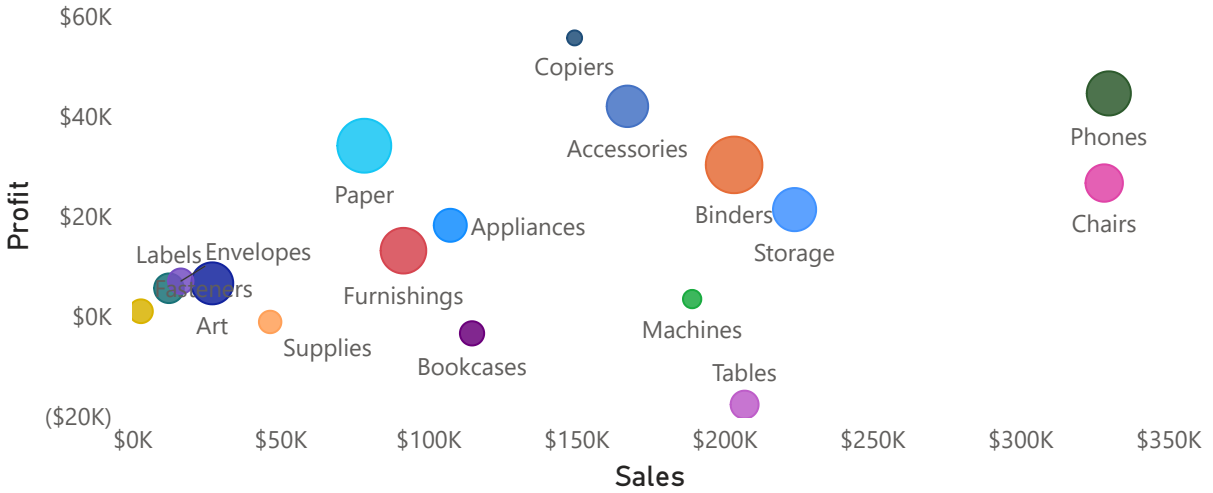
9994

Total Orders

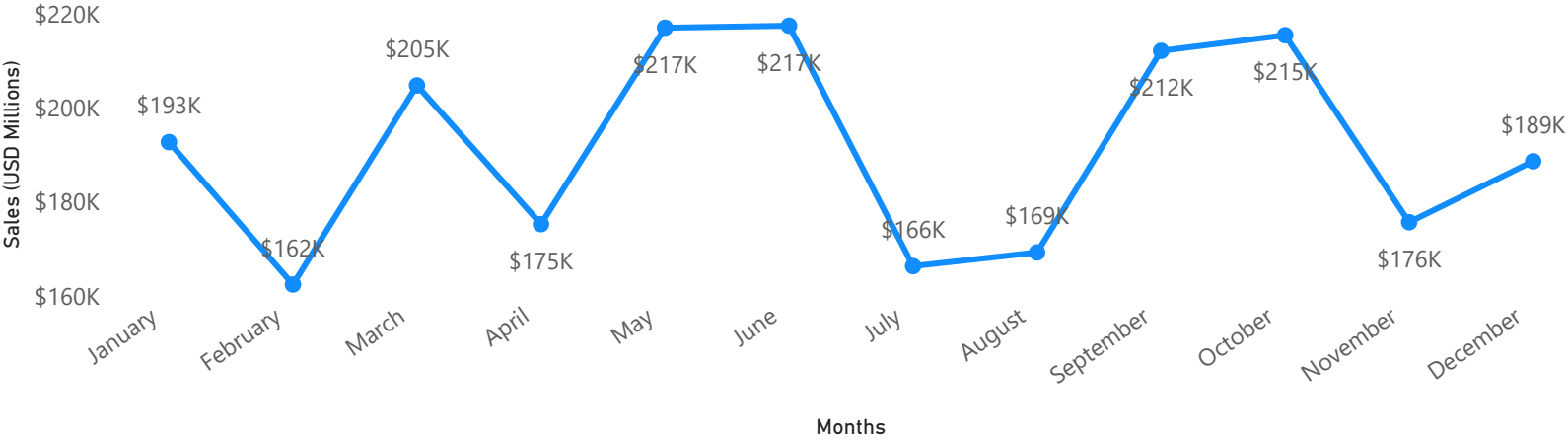
Profitability Gap by Category



Star Performers Analysis



Monthly Sales Trend



Regional Performance Matrix

Region	Sales	Profit	Profit Margin	Orders
West	\$725.458	\$108.418	14,94 %	3203
East	\$678.781	\$91.523	13,48 %	2848
South	\$391.722	\$46.749	11,93 %	1620
Central	\$501.240	\$39.706	7,92 %	2323
Total	\$2.297.201	\$286.397	12,47 %	9994