

Sales

\$6,866

Profit

\$1,047

Profit Margin

15.2%

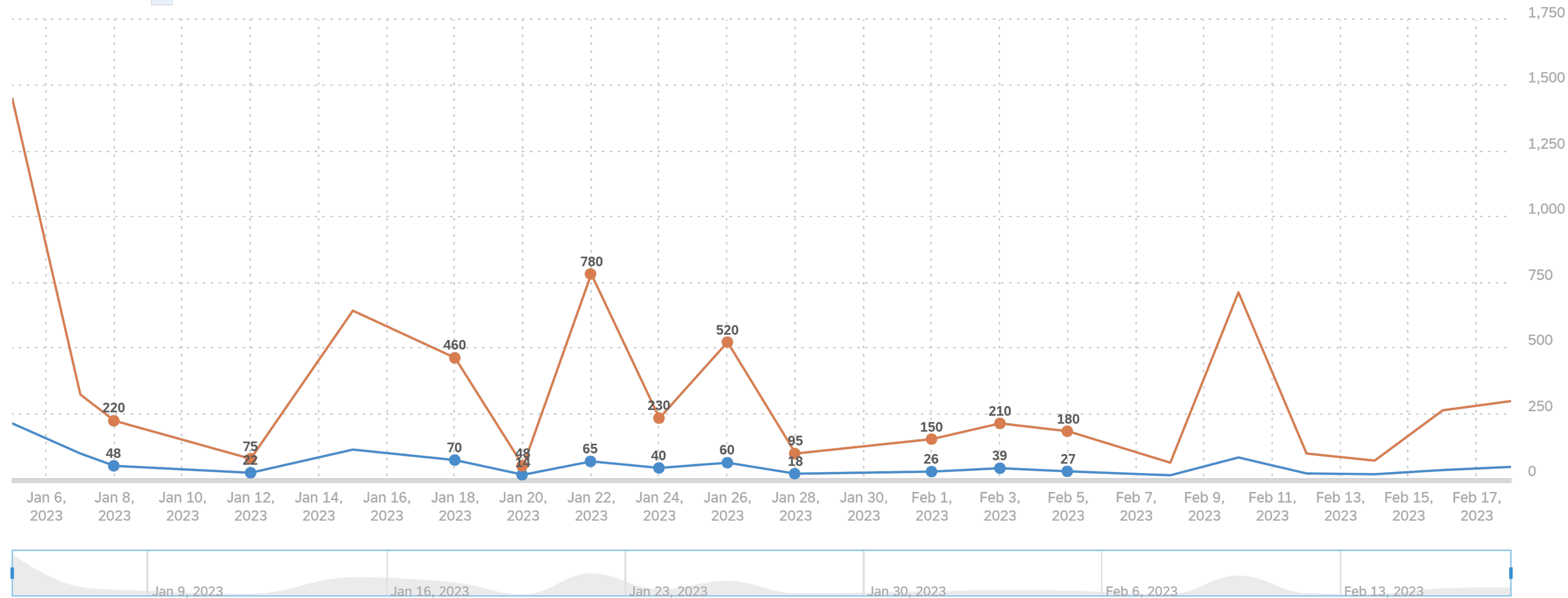
Superstore Overview - Sales, Profit & Margin Analysis

Sales & Profit Over Time

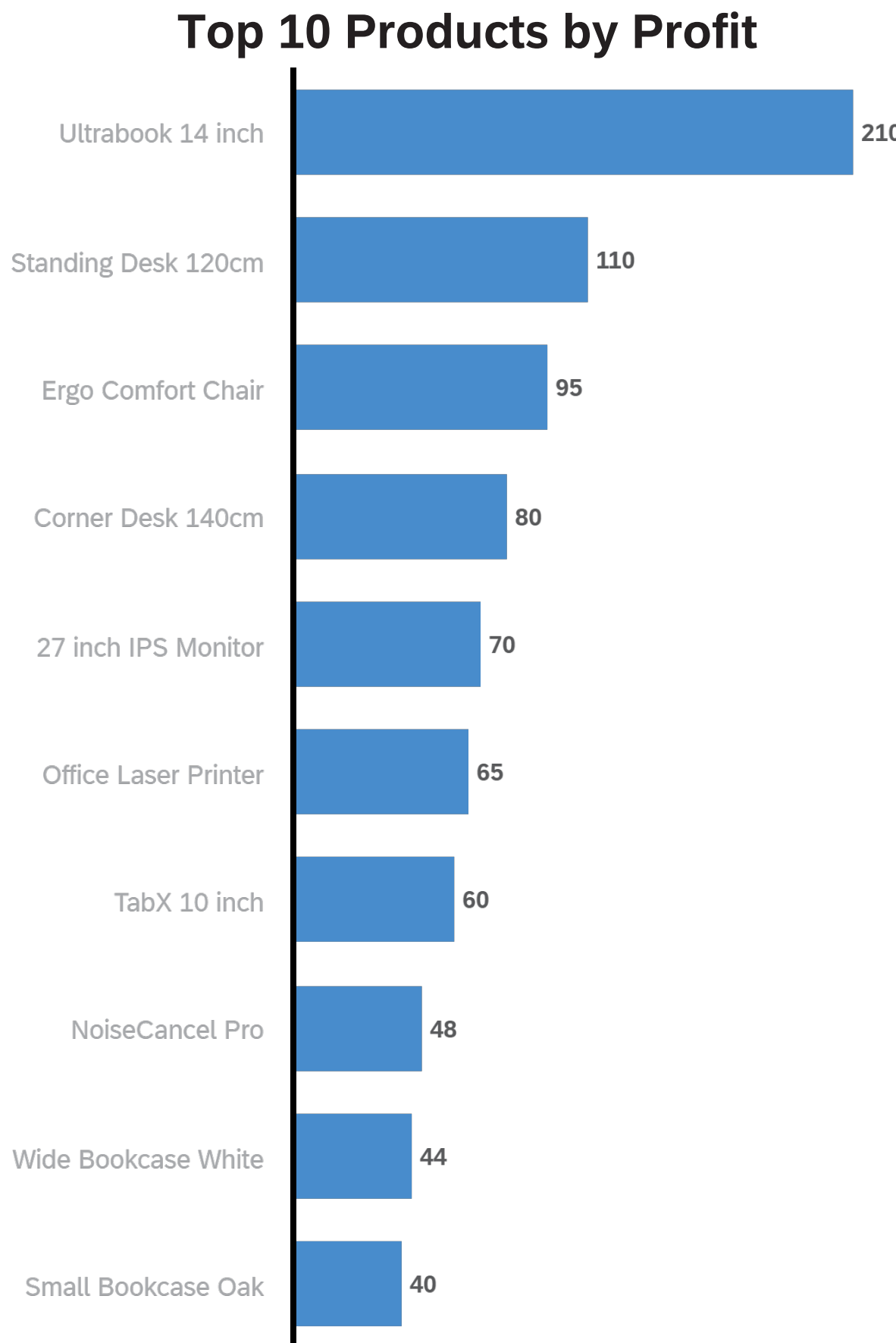
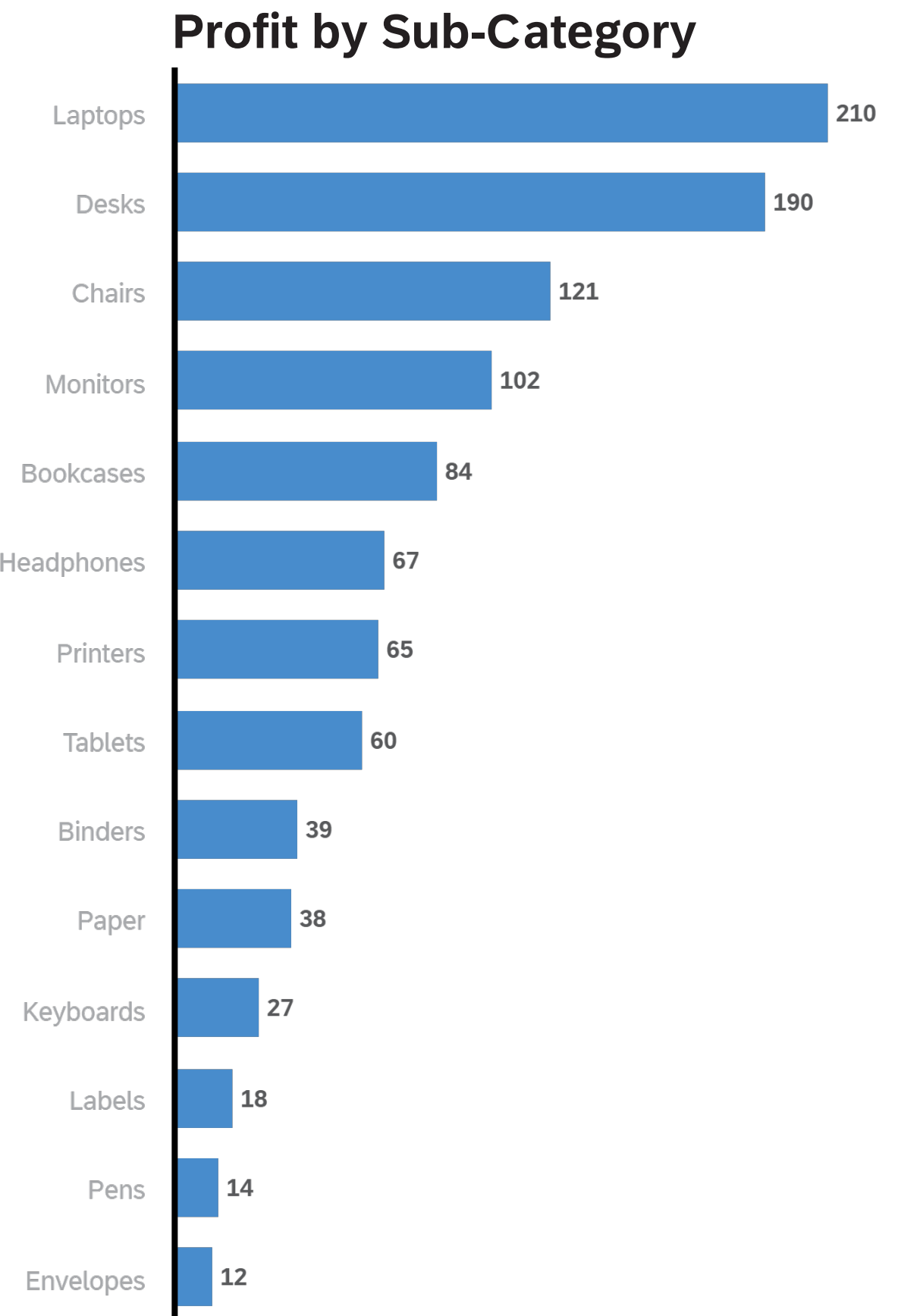
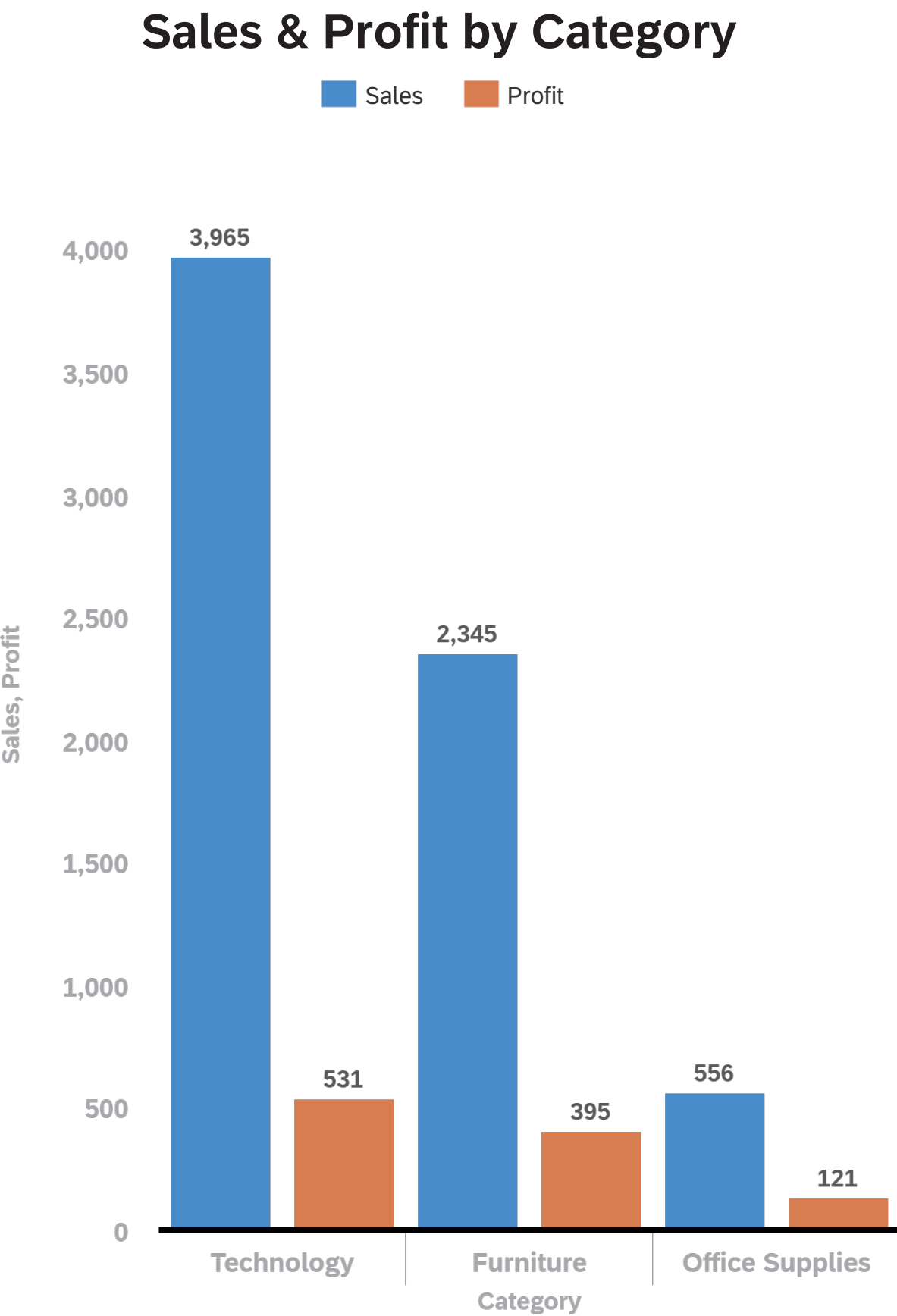
in USD

Profit Sales

1M 3M 6M YTD 1Y All



Category Performance Overview



Regional Performance Overview

Performance metrics and trends for the selected
Region

Sales

\$6,866

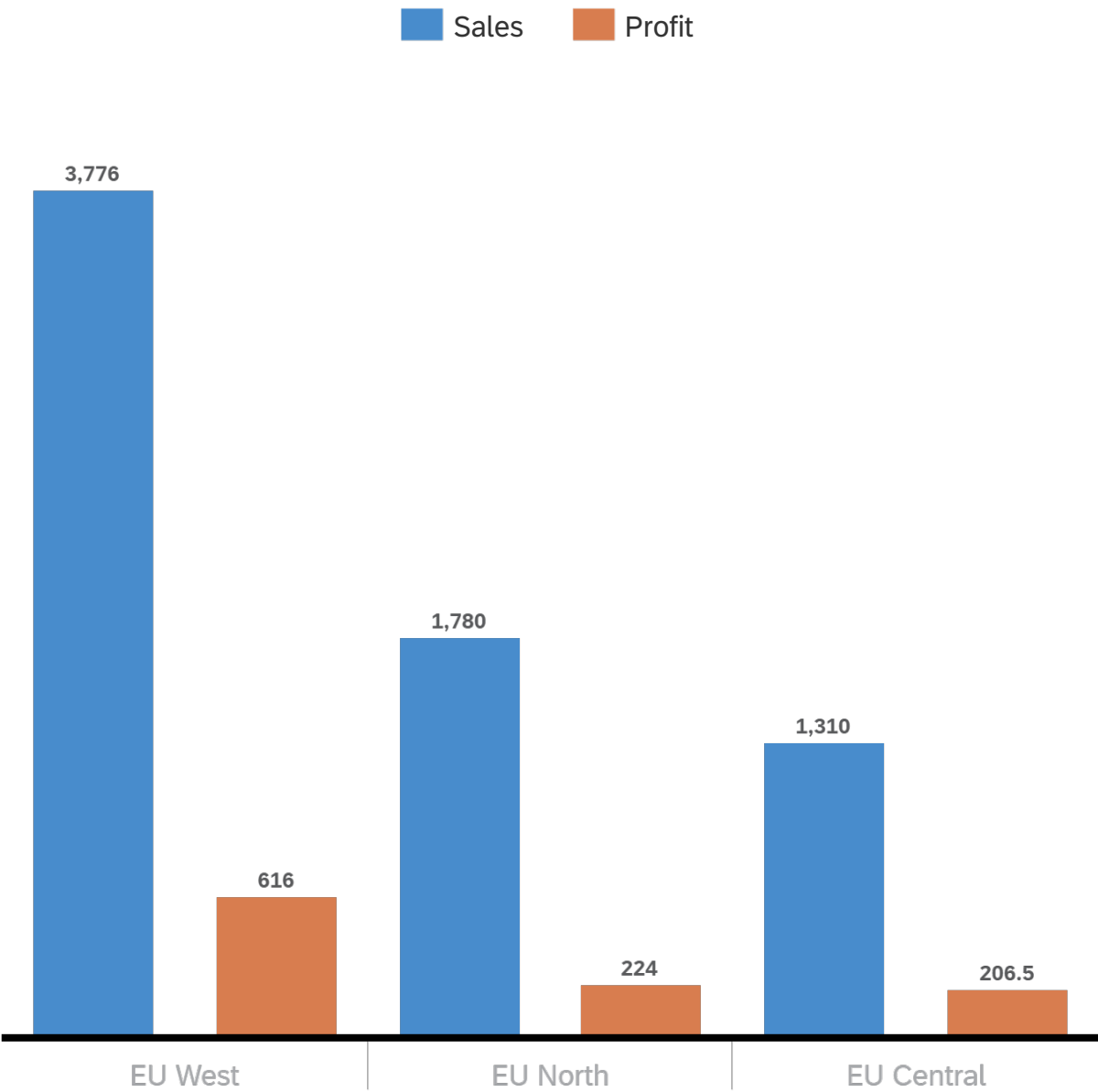
Profit

\$1,047

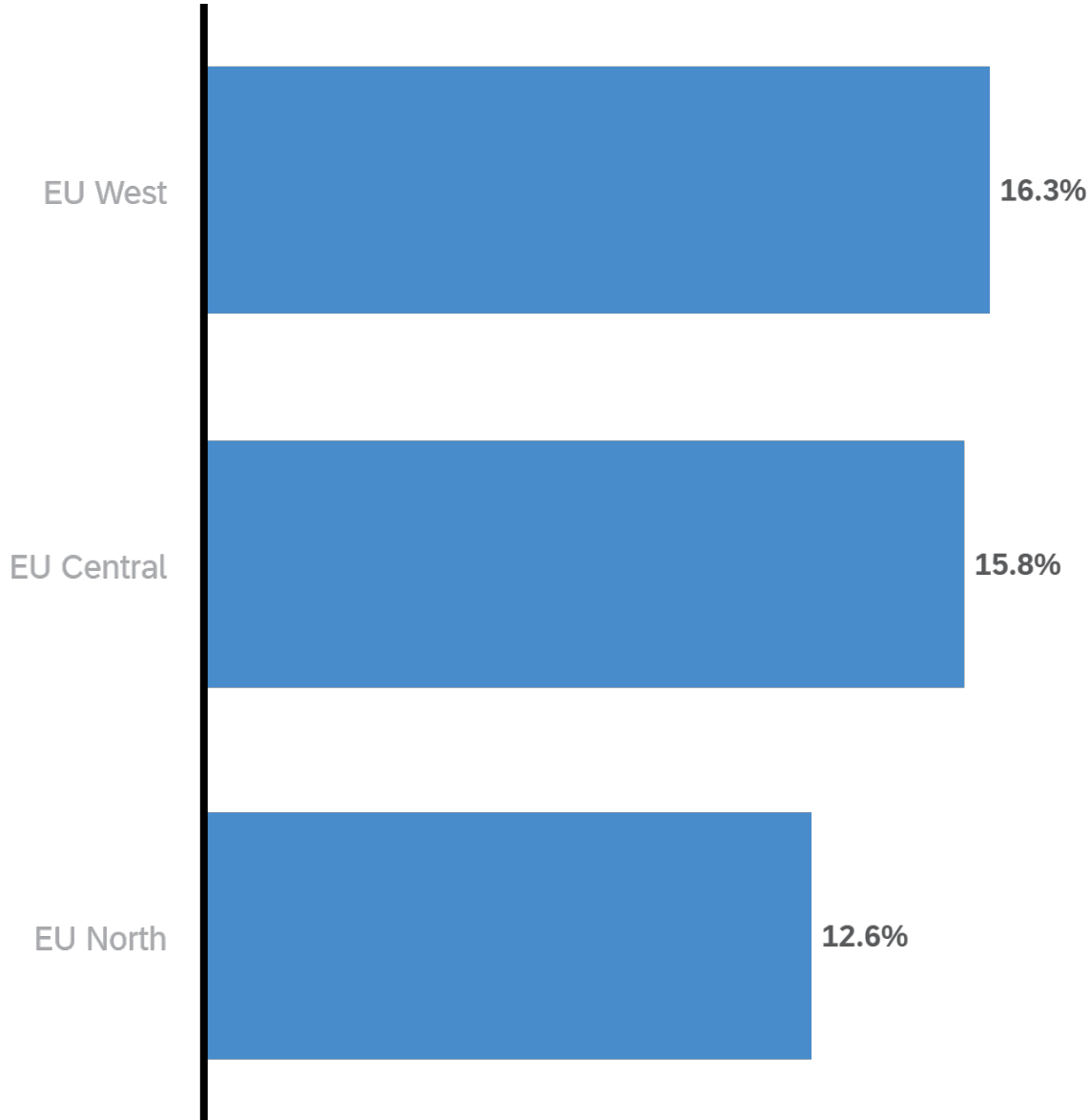
Profit Margin

15.2%

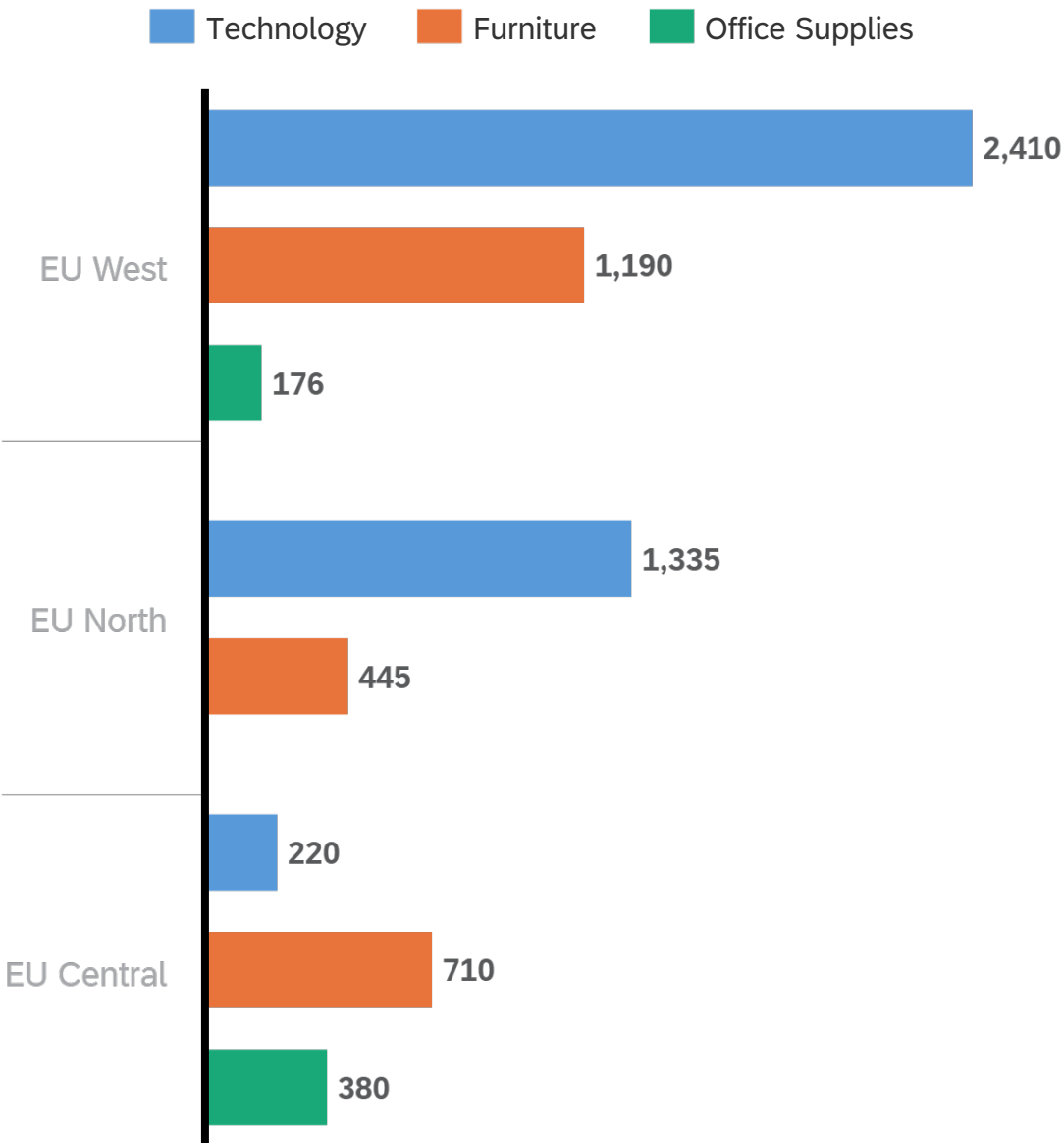
Sales & Profit by Region



Profit Margin by Region



Category Performance by Region



Customer Performance Overview

Customer Count

20

Customer Sales

\$6,866

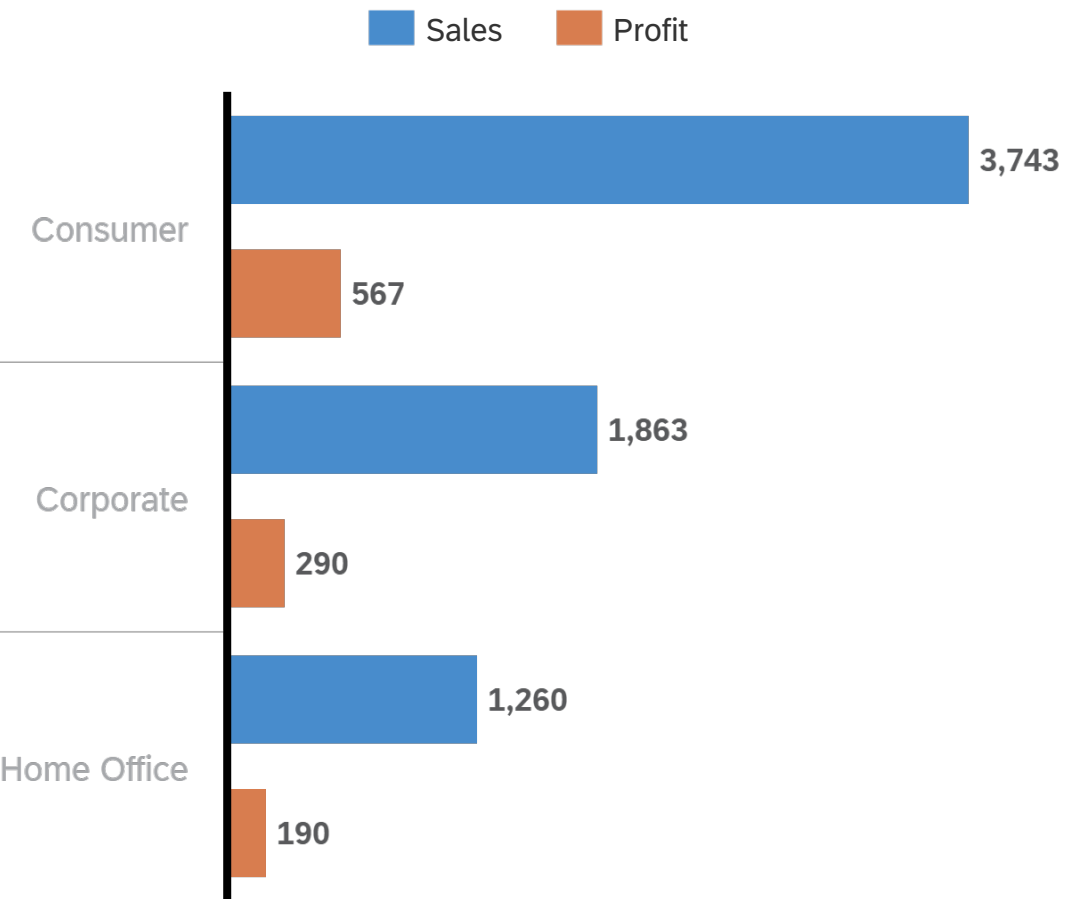
Customer Profit

\$1,047

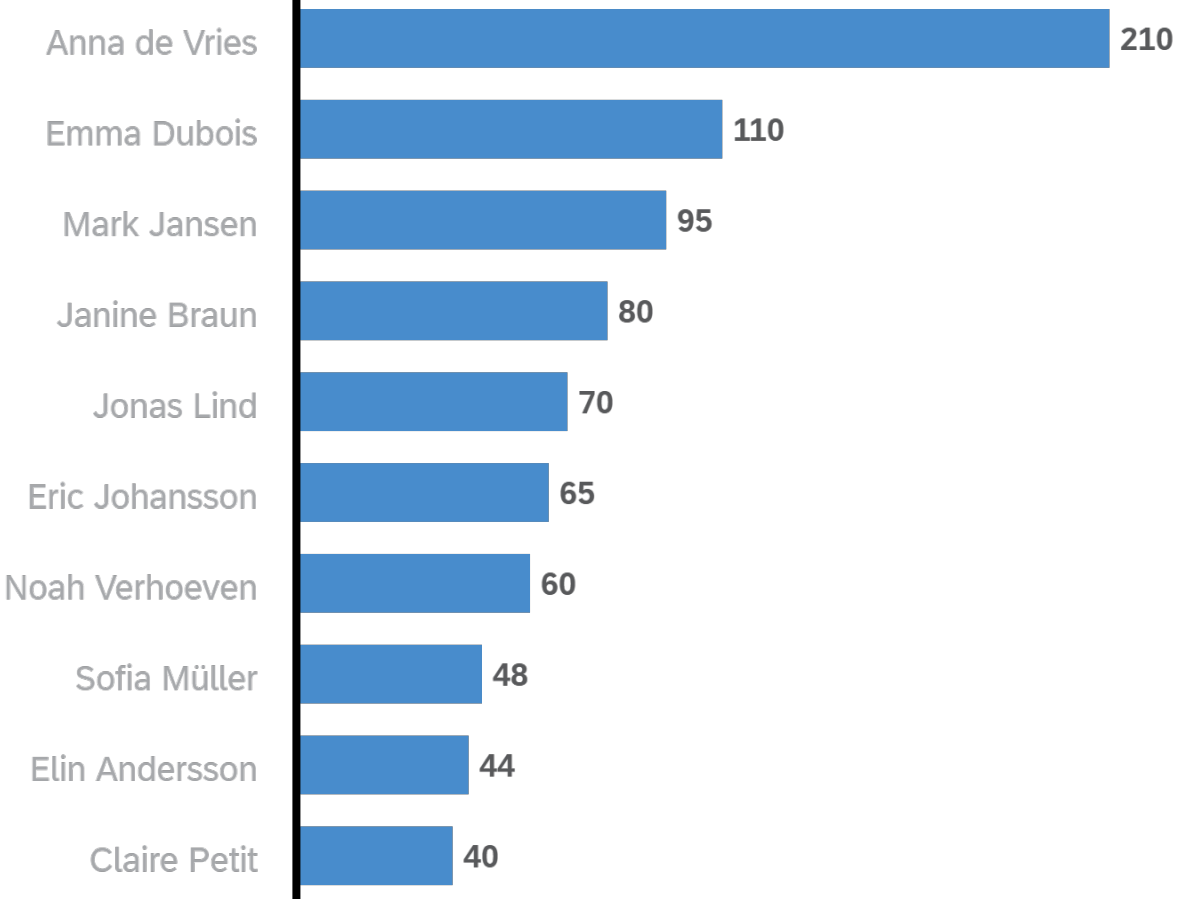
Key Customer Insights

- Top customers contribute disproportionately to total profit, with the leading customers showing significantly higher profit than the rest.
- Customer performance varies clearly across segments: Corporate and Consumer segments deliver stronger sales and profit contribution, while Home Office customers contribute less but consistently.
- Profit margin differs by segment, with some segments demonstrating higher efficiency even when sales volumes are lower.
- The Top 10 Customers chart highlights concentration risk, showing that a small number of customers drive a large share of profitability.
- When applying region or category filters, customer ranking and segment contribution shift, indicating specific regional or category dependencies.

Sales & Profit by Customer Segment



Top 10 Customers by Profit



Profit_Margin per Segment

