

Sales

\$6,866

Profit

\$1,047

Profit\_Margin

15.2%

## Superstore Overview - Sales, Profit & Margin Analysis

### Sales & Profit Over Time

in USD

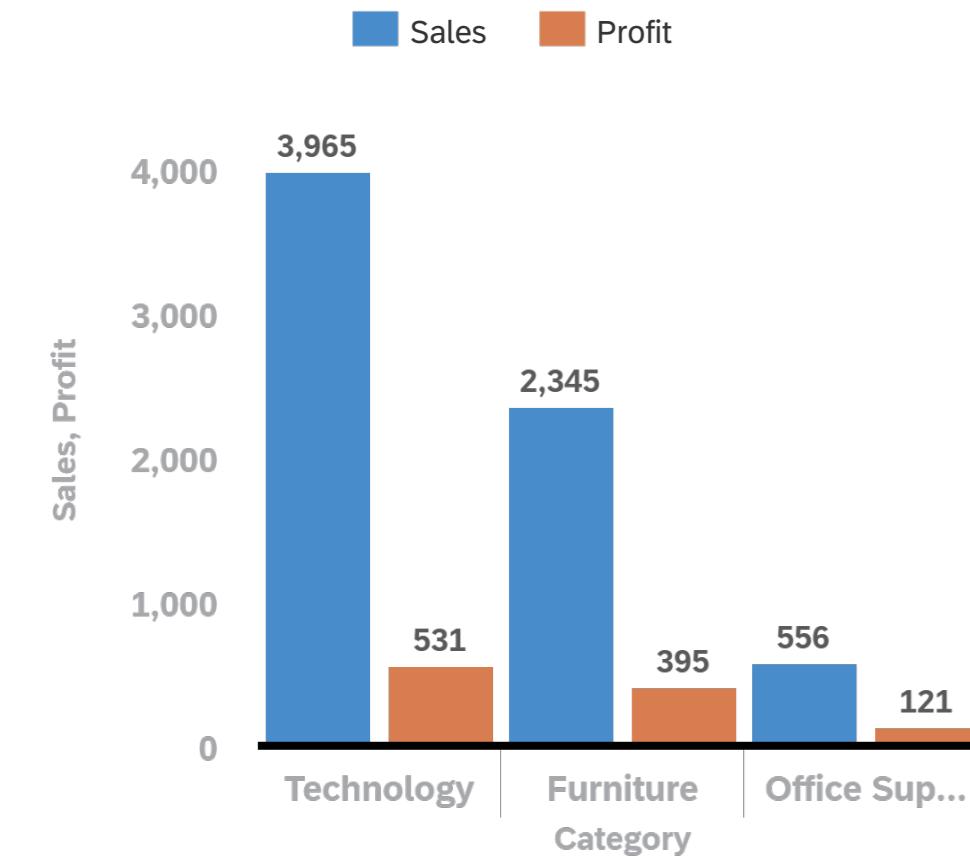
• Profit • Sales

1M 3M 6M YTD 1Y All

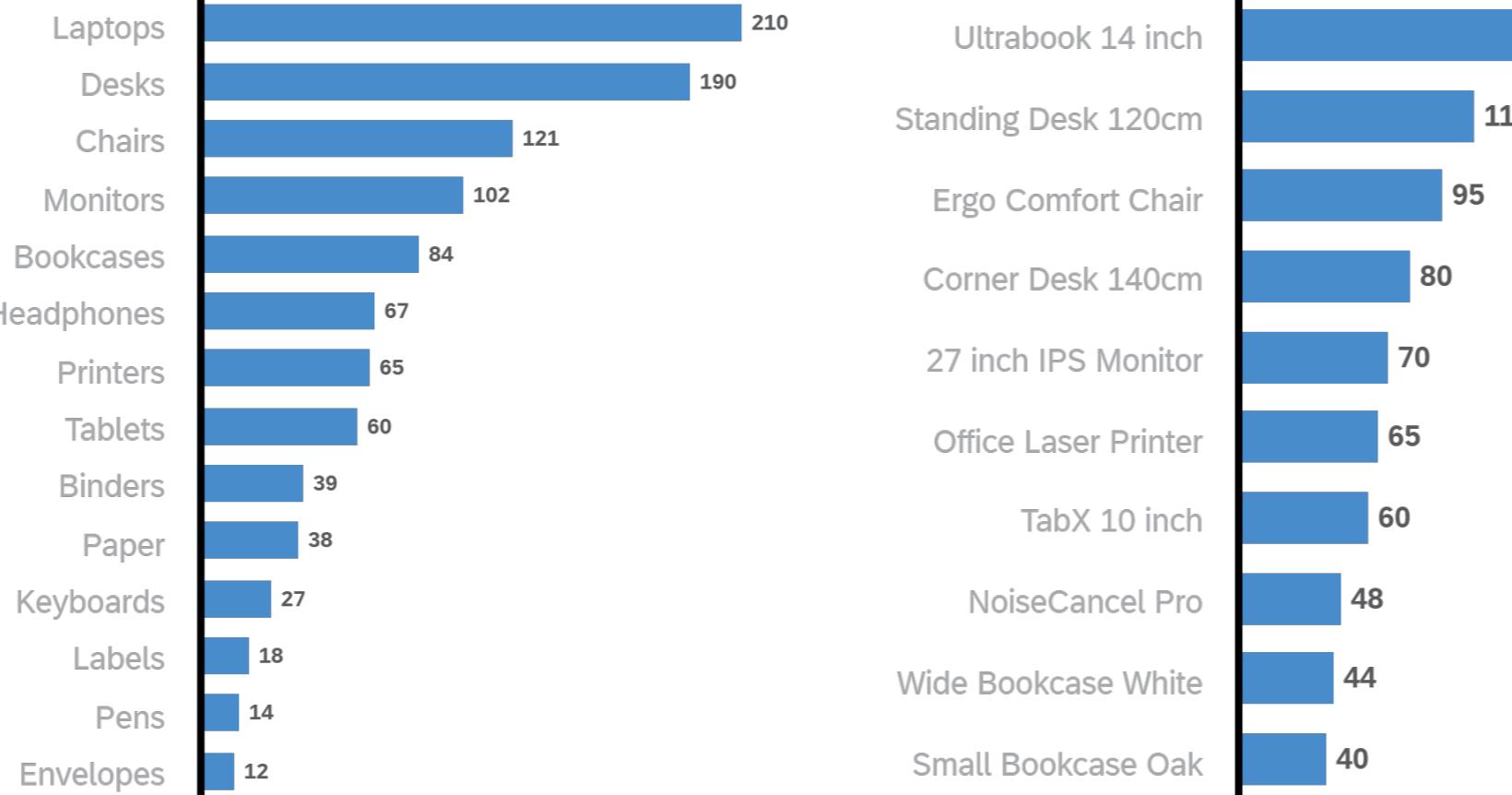


# Category Performance Overview

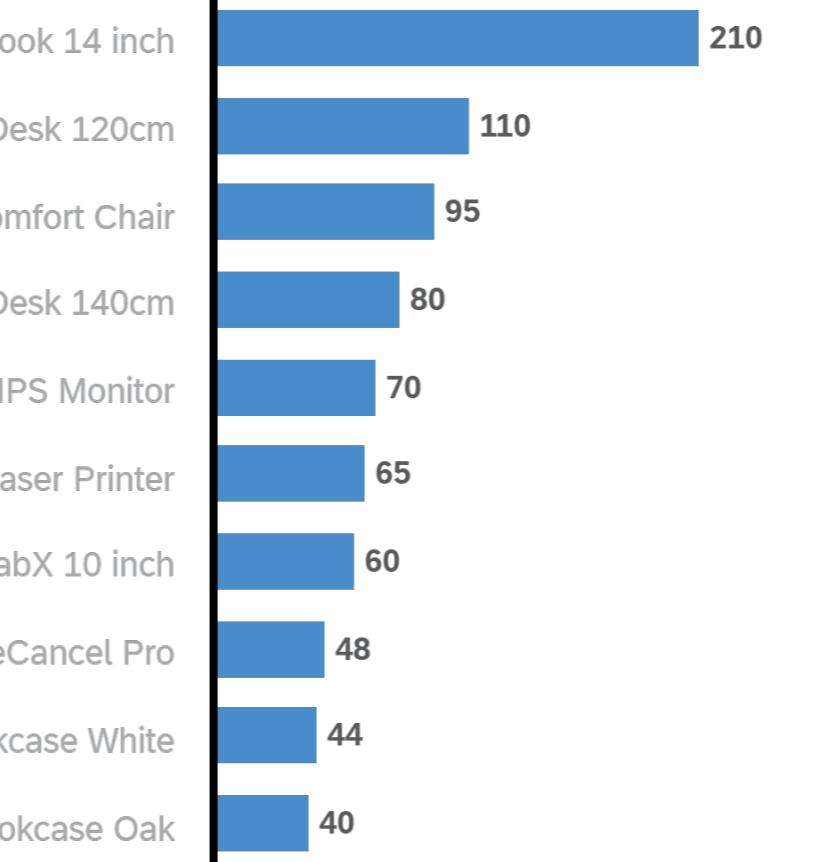
## Sales & Profit by Category



## Profit by Sub-Category



## Top 10 Products by Profit



# Regional Performance Overview

Performance metrics and trends for the selected Region.

Sales

\$6,866

Profit

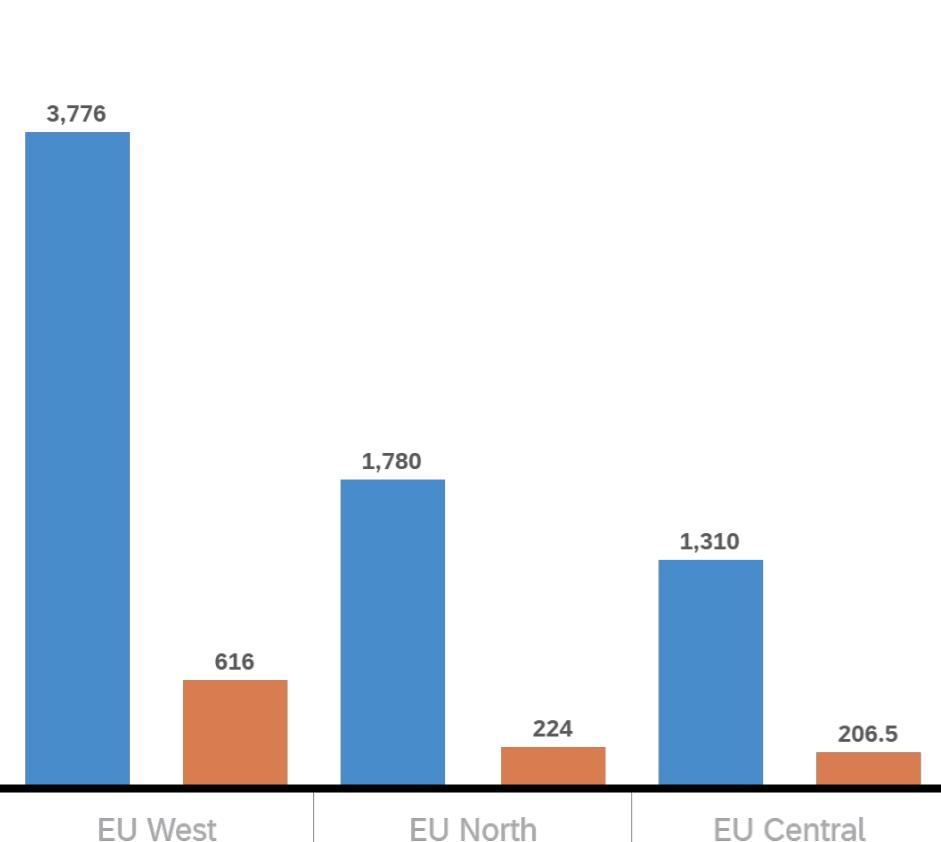
\$1,047

Profit Margin

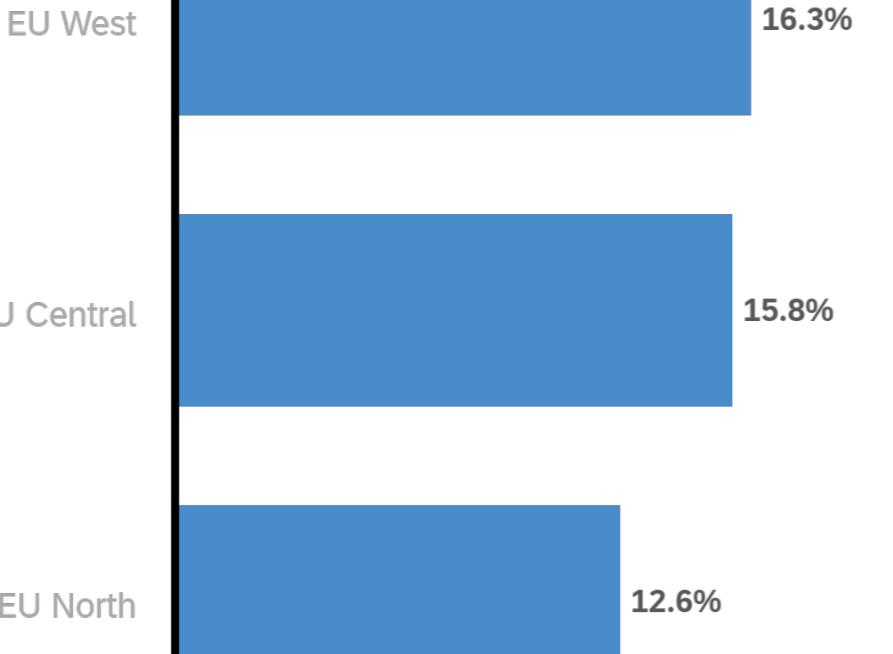
15.2%

## Sales & Profit by Region

Sales      Profit

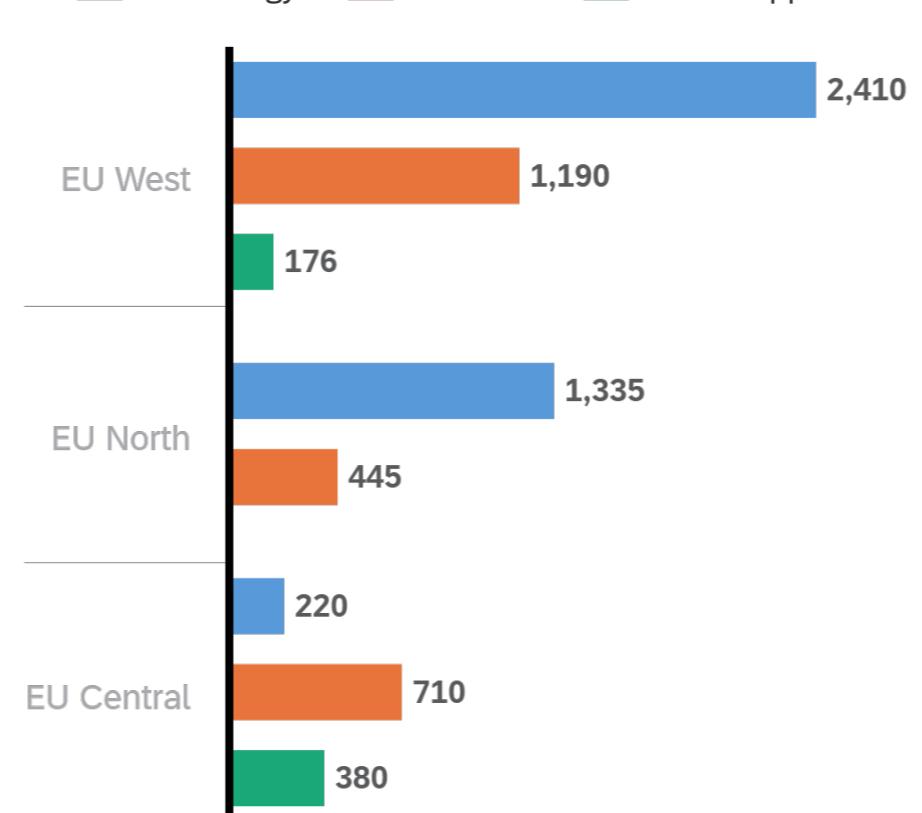


## Profit Margin by Region



## Category Performance by Region

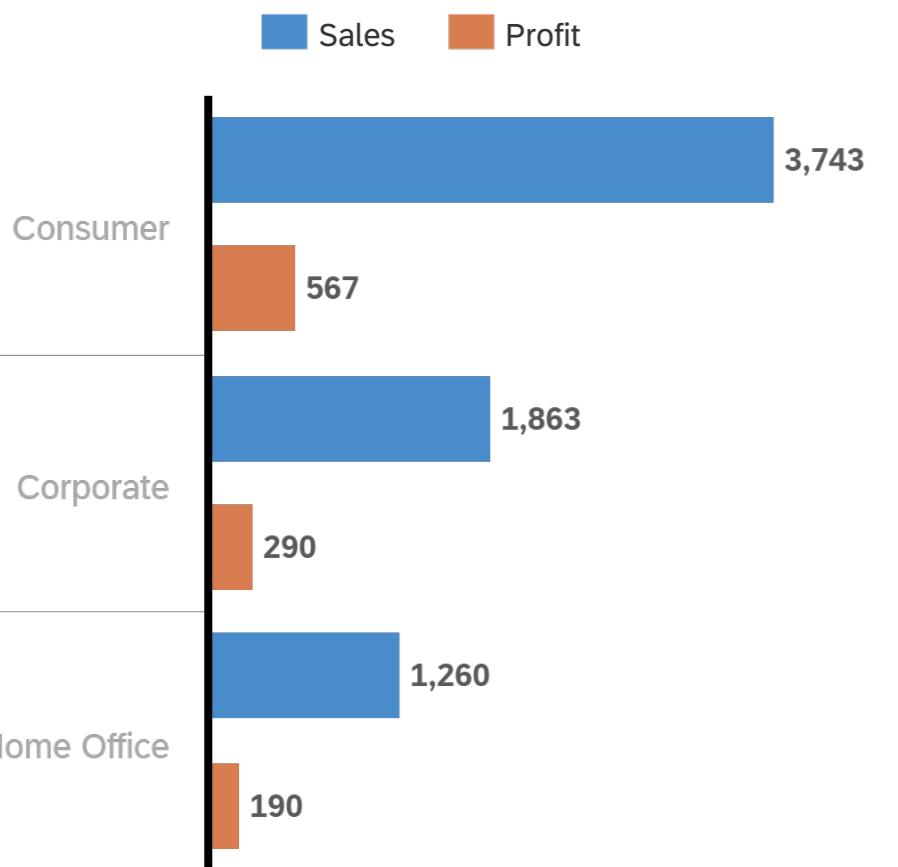
Technology      Furniture      Office Supplies



## Customer Performance Overview

Customer Count    Customer Sales    Customer Profit  
**20**                **\$6,866**            **\$1,047**

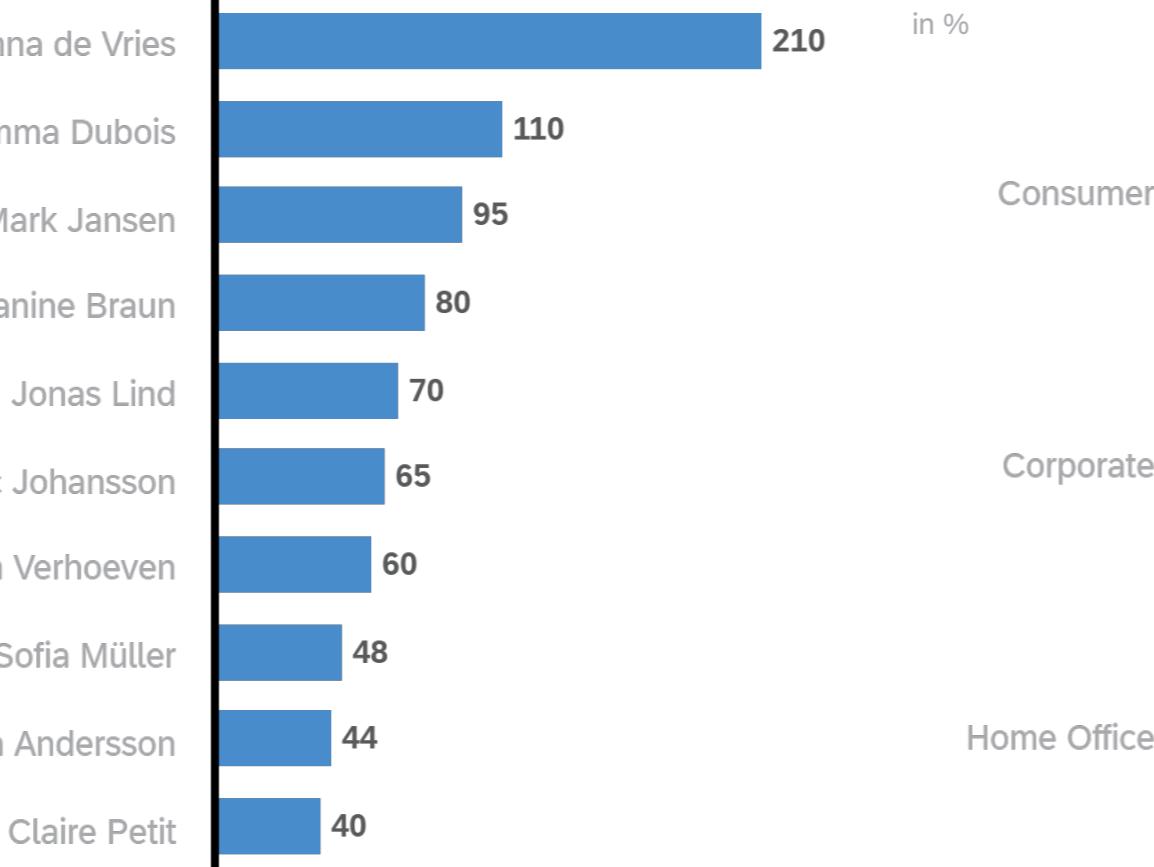
### Sales & Profit by Customer Segment



### 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.

### Top 10 Customers by Profit



### Profit Margin per Segment

