

Sales

\$6,866

Profit

\$1,047

Profit_Margin

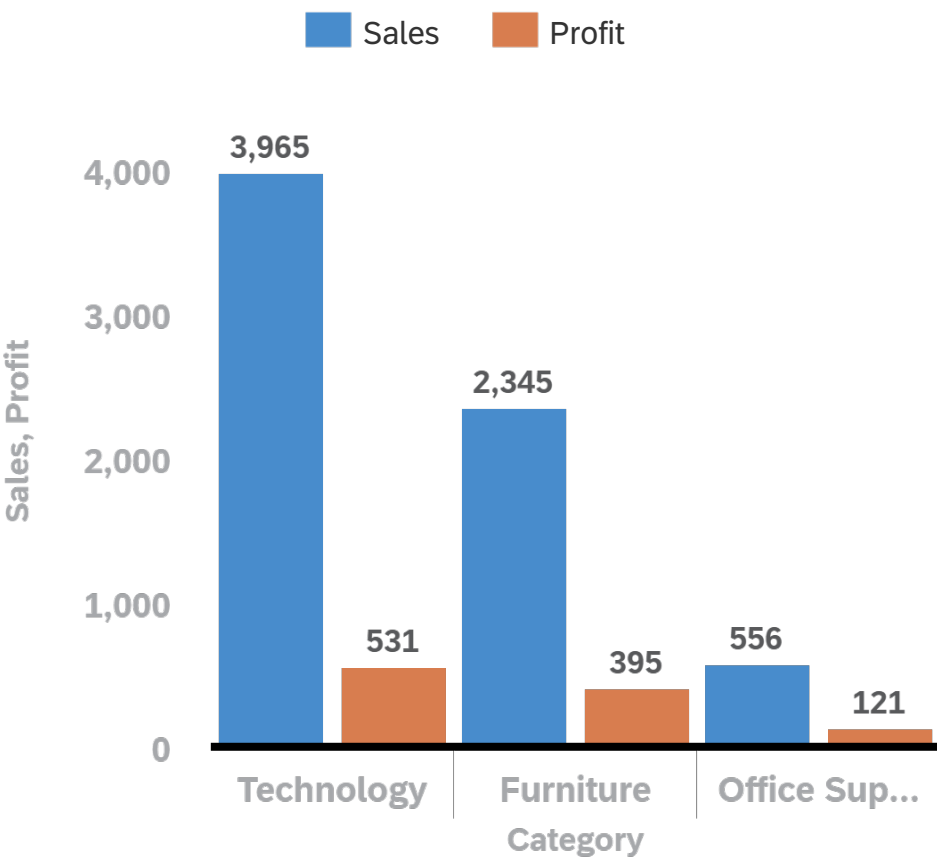
15.2%

Superstore Overview -
Sales, Profit & Margin
Analysis

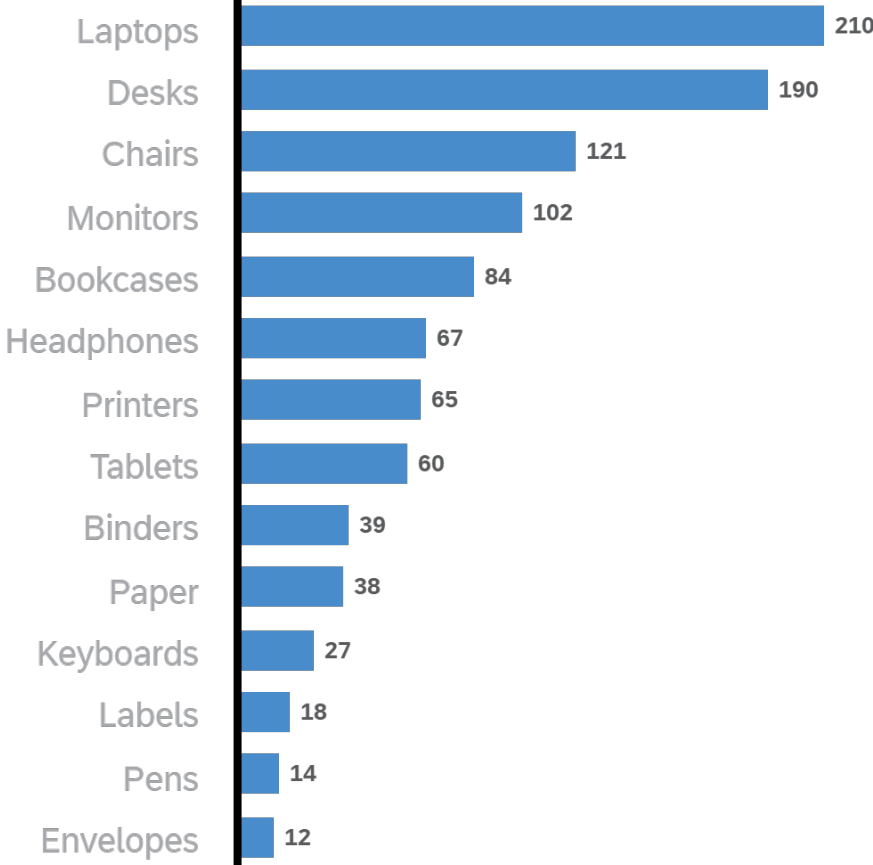


Category Performance Overview

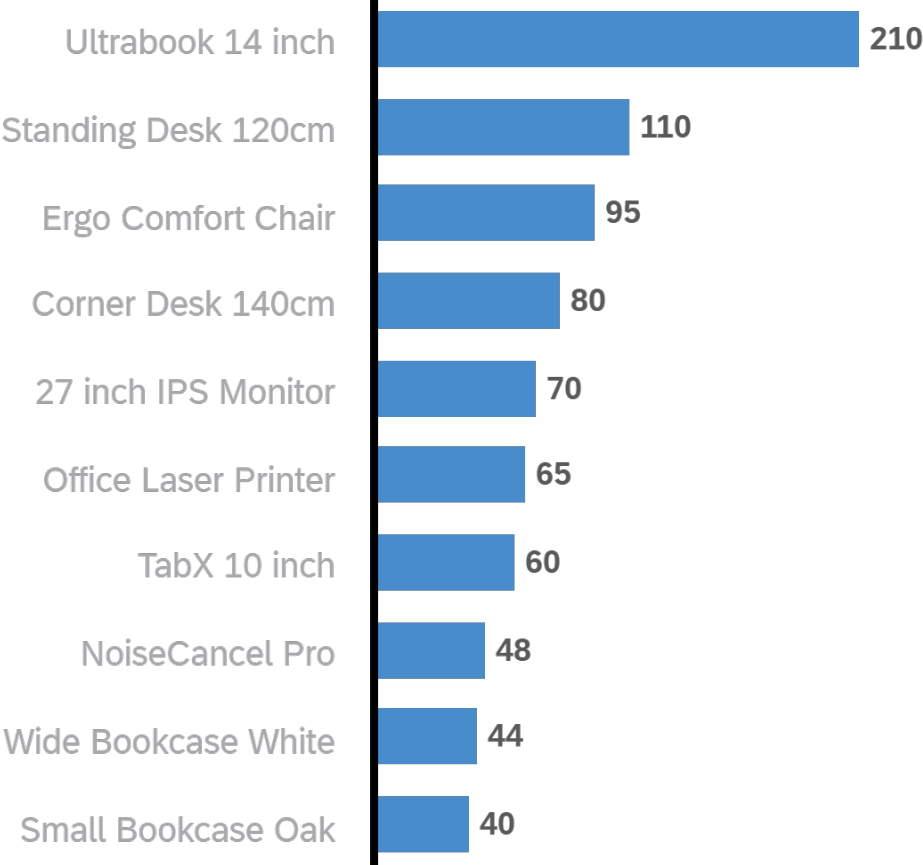
Sales & Profit by Category



Profit by Sub-Category



Top 10 Products by Profit



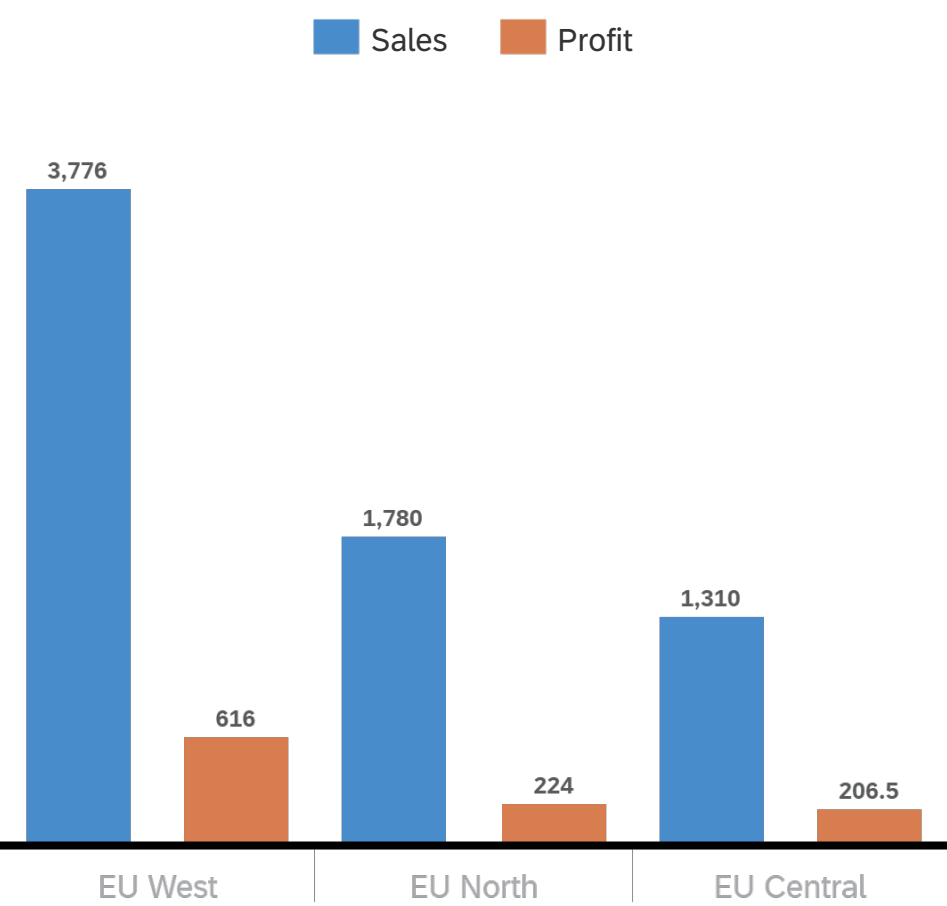
Regional Performance Overview

Performance metrics and trends for the selected Region.

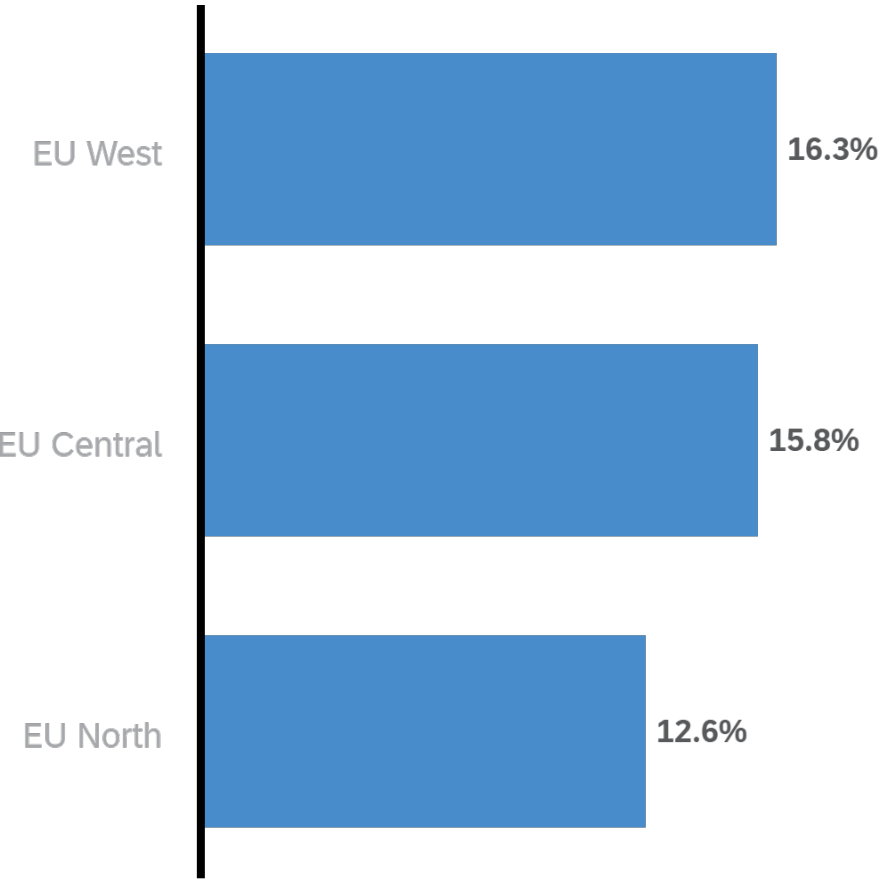
Sales	Profit	Profit Margin
\$6,866	\$1,047	15.2%

Sales & Profit by Region

Sales Profit

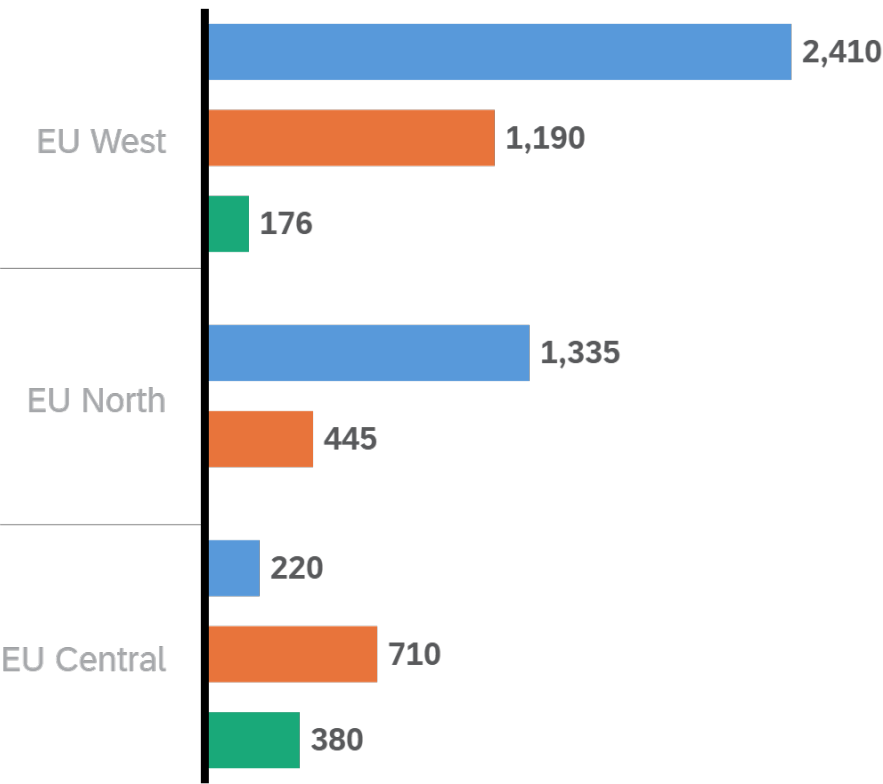


Profit Margin by Region



Category Performance by Region

Technology Furniture Office Supplies



Customer Performance Overview

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

- ### 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.

