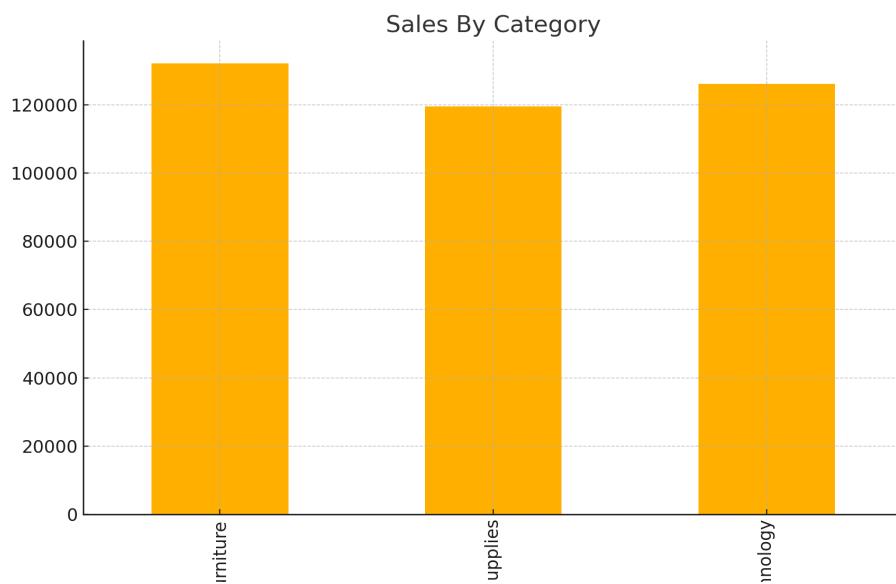


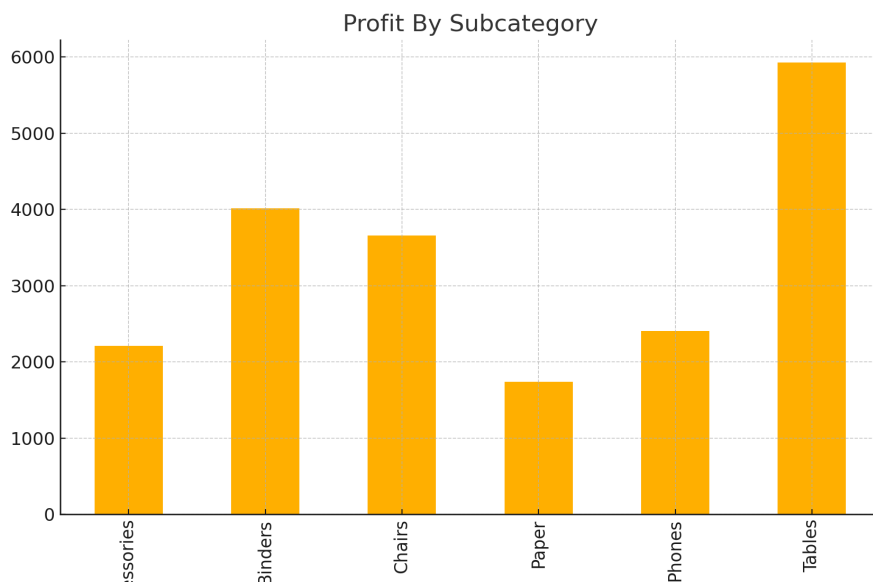
Superstore Sales Analysis – Storytelling Dashboard

Prepared by: Badam Sri Vidya
Task 2 – Elevate Internship

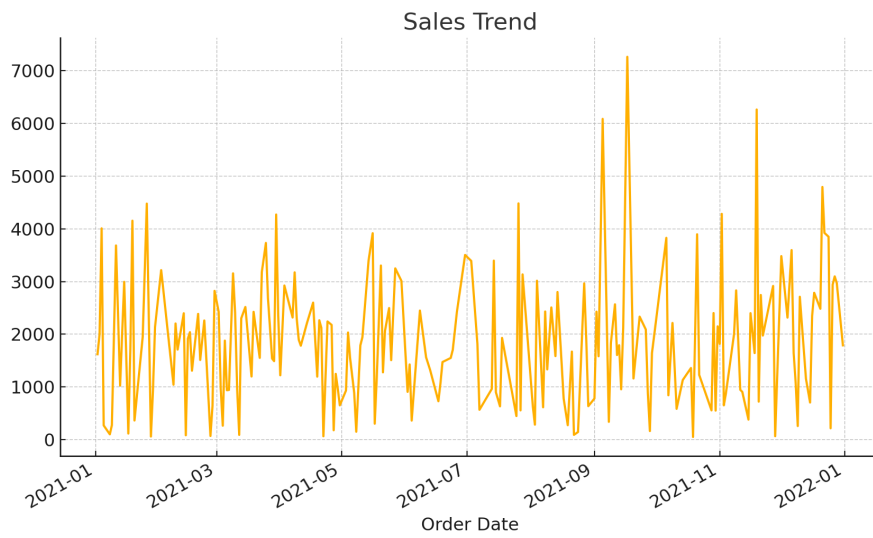
This report provides insights into sales, profit, regions, and shipping trends using Superstore dataset visualizations.



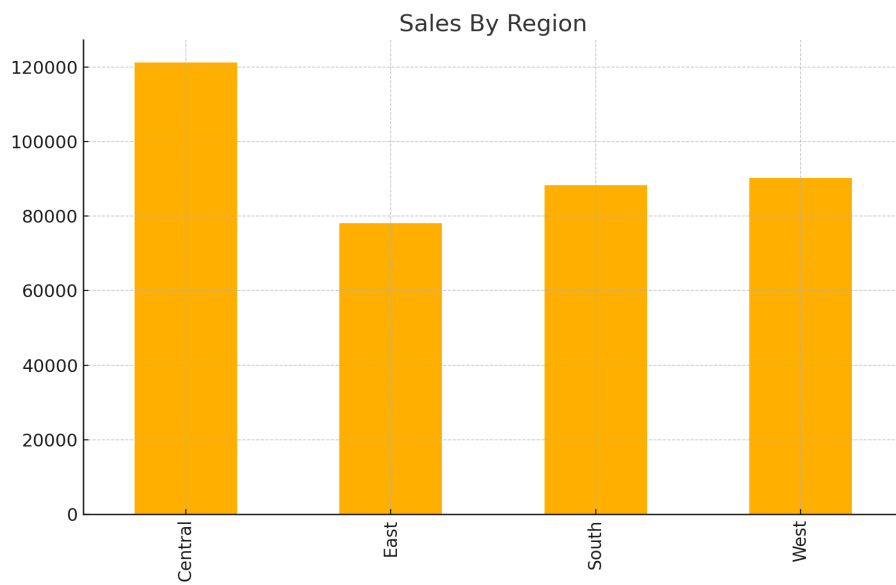
Sales by Category – Technology leads in total sales.



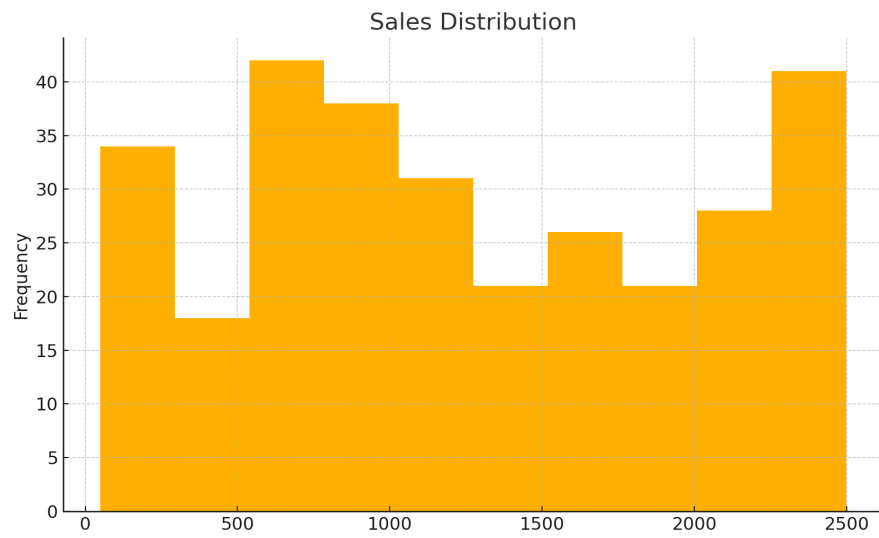
Profit by Sub-Category – Phones and Chairs show strongest profit.



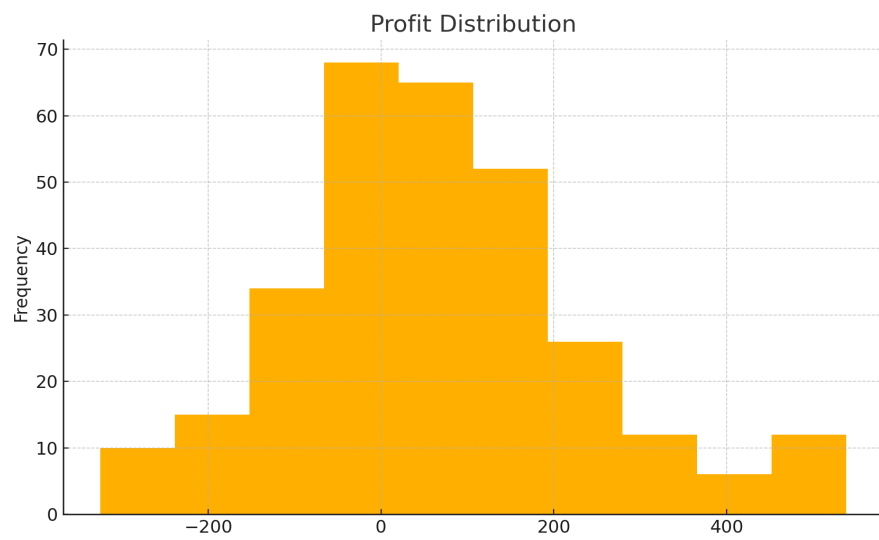
Sales Trend Over Time – Noticeable peaks in mid-year.



Sales by Region – East & West perform the best.



Sales Distribution – Majority sales occur at mid-high ranges.



Profit Distribution – Negative profits indicate discount issues.



Final Recommendations

- Reduce discounts on low-profit subcategories.
- Improve pricing strategy for loss-making items.
- Expand marketing in East & West regions.
- Optimize Standard Class shipping to reduce costs.
- Implement category-specific promotional plans.