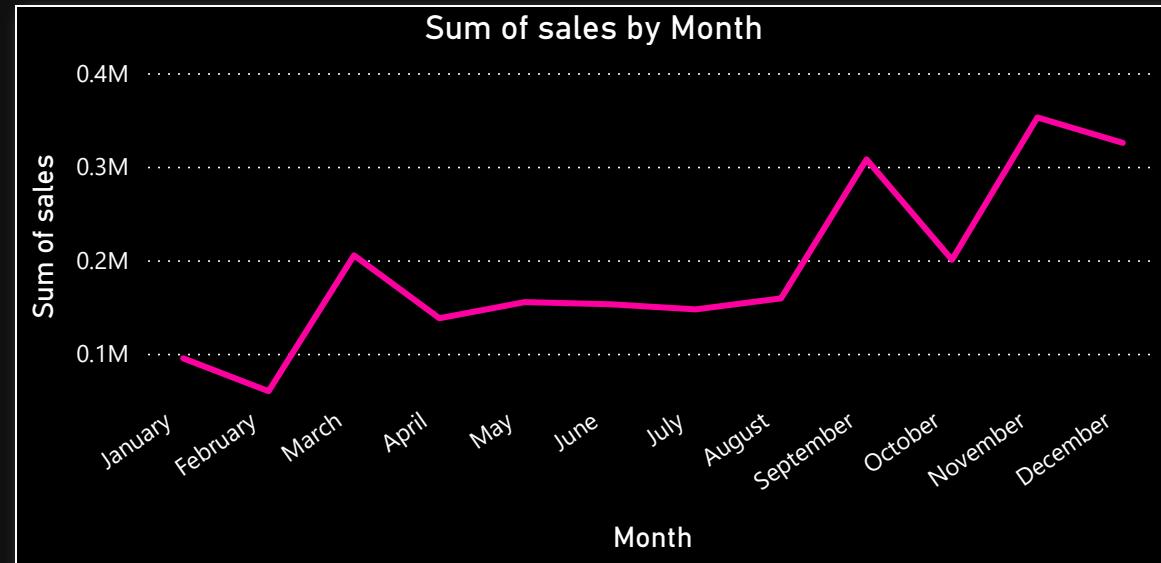


"Data Visualization & Storytelling - Superstore Analysis"

Monthly Sales Trend



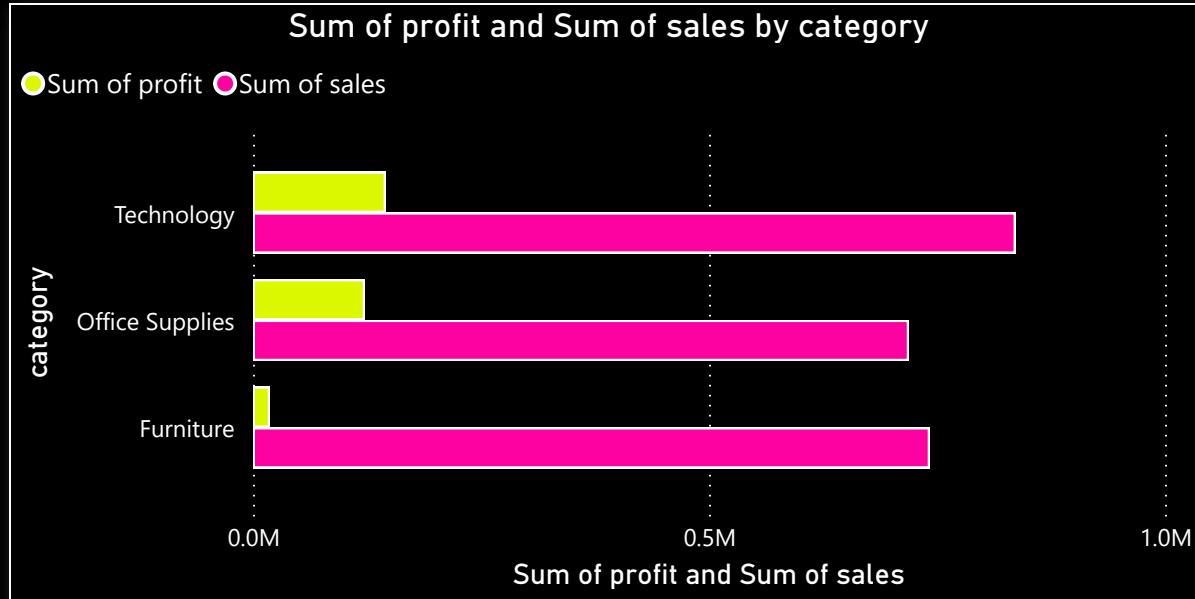
Insights :

Sales peak during November-December , showing strong holidays shopping behavior.

Business Implication :

Plan inventory and marketing campaigns early in October.

Sales & Profit By Category



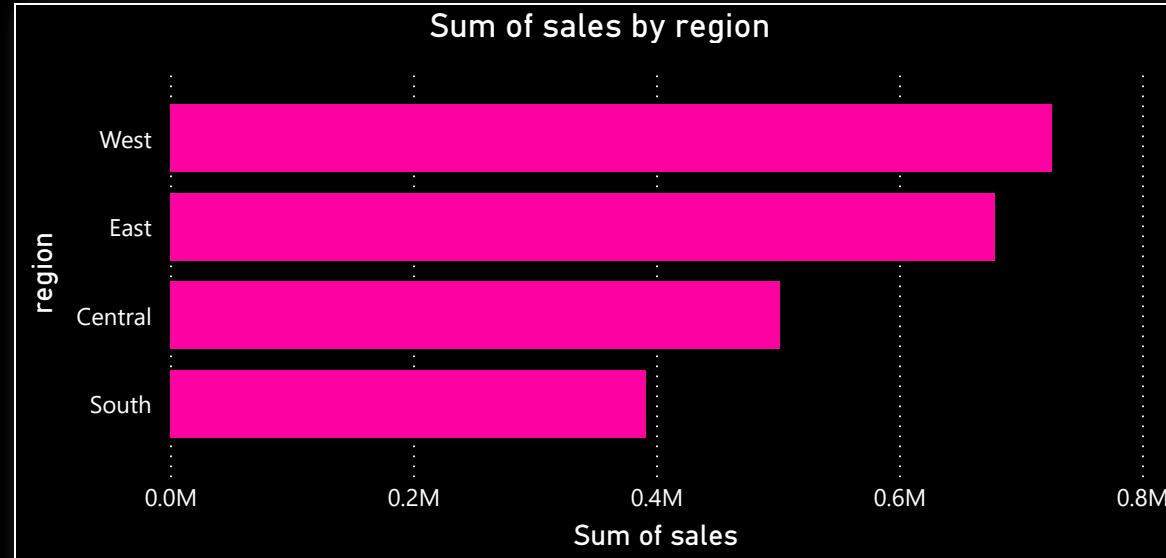
Insights :

Technology generates high sales and strong profits, while Furniture shows good sales but lower profitability. Office Supplies maintain steady sales with moderate but consistent profit margins.

Business Implications :

Invest more in Technology to drive growth and review pricing or shipping strategies for Furniture to improve margins. Promote bundled or volume-based offers in Office Supplies to enhance overall profitability.

Region-wise Sales



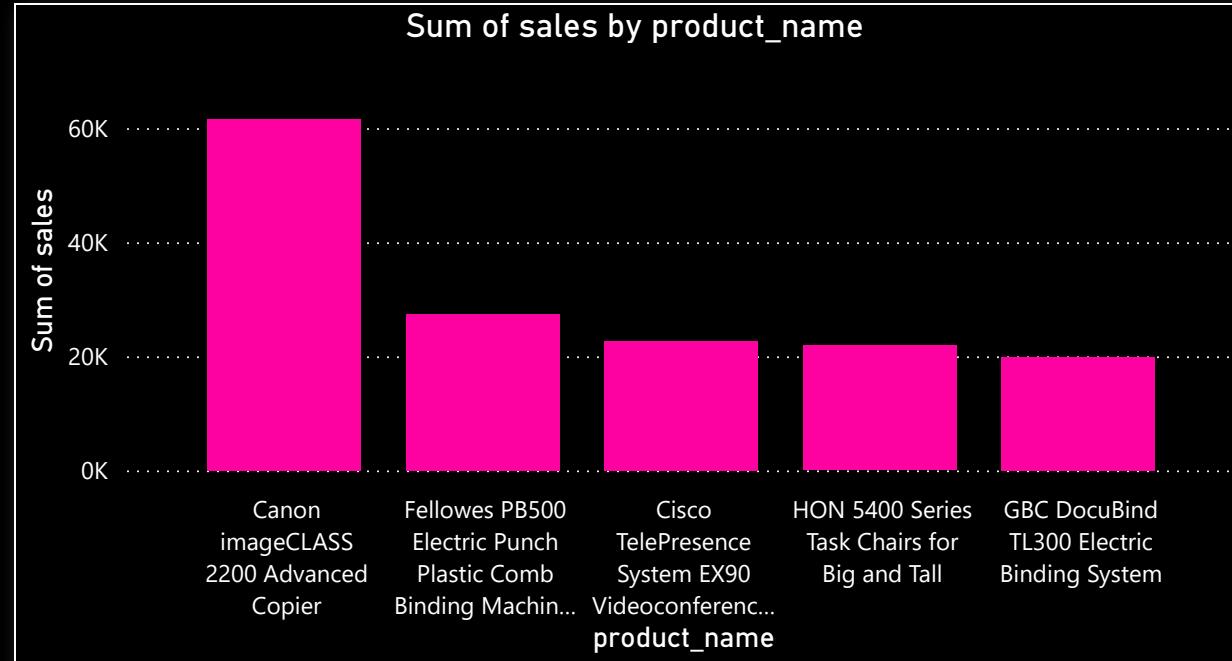
Insights :

Sales are highest in the West region, driven largely by strong demand for Technology and Furniture products. The Central region shows moderate sales but suffers from low profitability due to heavy discounting.

Business Implications :

Focus on sustaining growth in the West and improving pricing strategies in the Central region to boost margins. Targeted marketing in the East and South can unlock additional revenue opportunities.

Top 5 Products



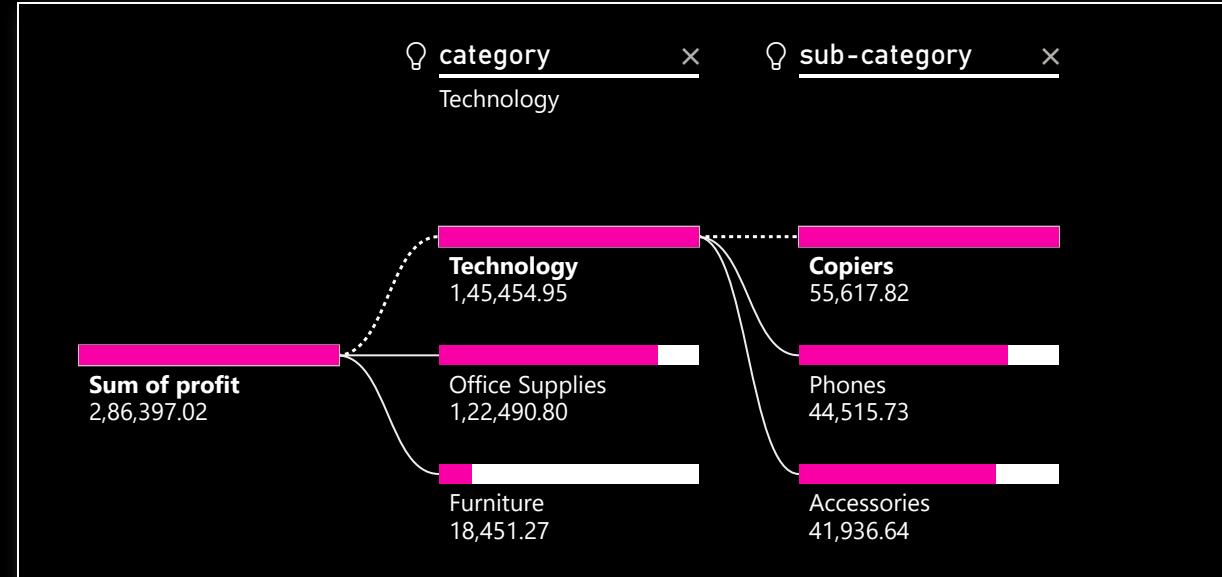
Insights :

The top 5 products contribute a major share of total revenue and show strong, consistent yearly demand. Most of these products belong to office equipment, indicating a clear preference for high-value technical items.

Business Implications :

Focus on maintaining high inventory levels and strengthening supplier deals for these fast-moving, high-revenue items. Target corporate and institutional customers with bundles or bulk-purchase offers to maximize profit.

Profit By Category & Sub-Category



Insights :

Profit is heavily concentrated in the **Technology** and **Office Supplies** categories, while several **Furniture subcategories** show low or negative profit.

High-profit subcategories like **Phones**, **Accessories**, and **Copiers** consistently outperform others across regions.

Business Implications (2 lines)

Increase investment, promotions, and stocking for **high-profit tech subcategories** to maximize returns.

Review pricing, discount policies, and cost structures for **low-profit furniture subcategories** to reduce losses.