



# Superstore Data Analysis & Recommendations

# Overview of sales and profit distribution across segments, sub-categories, and regions.

## Superstore Sales & Profit Dashboard

Sum of Sales

345.39

Average of Sales

115.13

Region

- ☐ Central
- ☐ South
- ☐ West

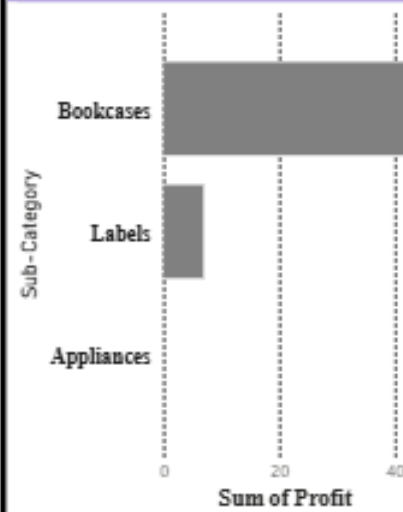
Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Sum of Sales by Segment



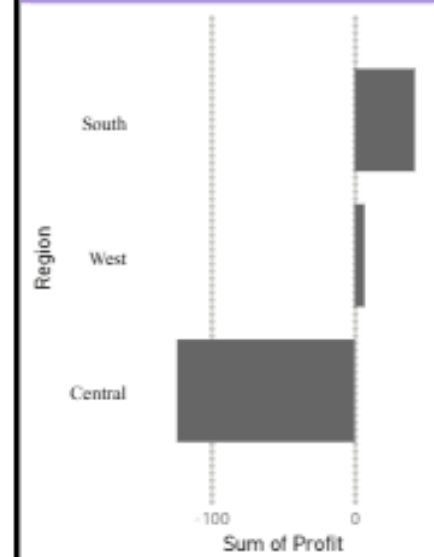
Sum of Profit by Sub-Category



Sum of Sales by Region



Sum of Profit by Region

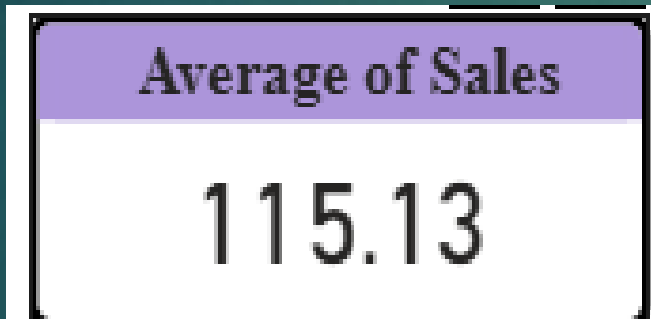


# Sum of Sales & Average of Sales



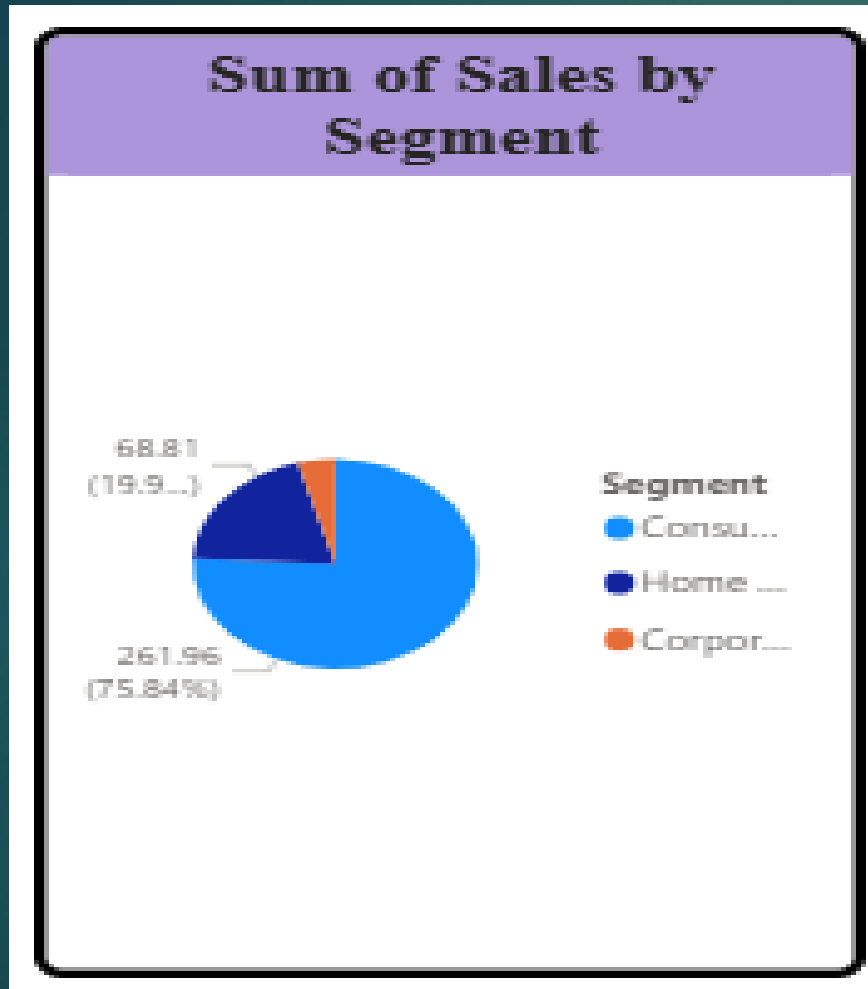
**Chart type:** KPI cards

**Sum of Sales:** 345.39 (total sales generated).



**Average of Sales:** 115.13 (average per transaction).

# Sales Distribution by Segment



**Chart:** Pie

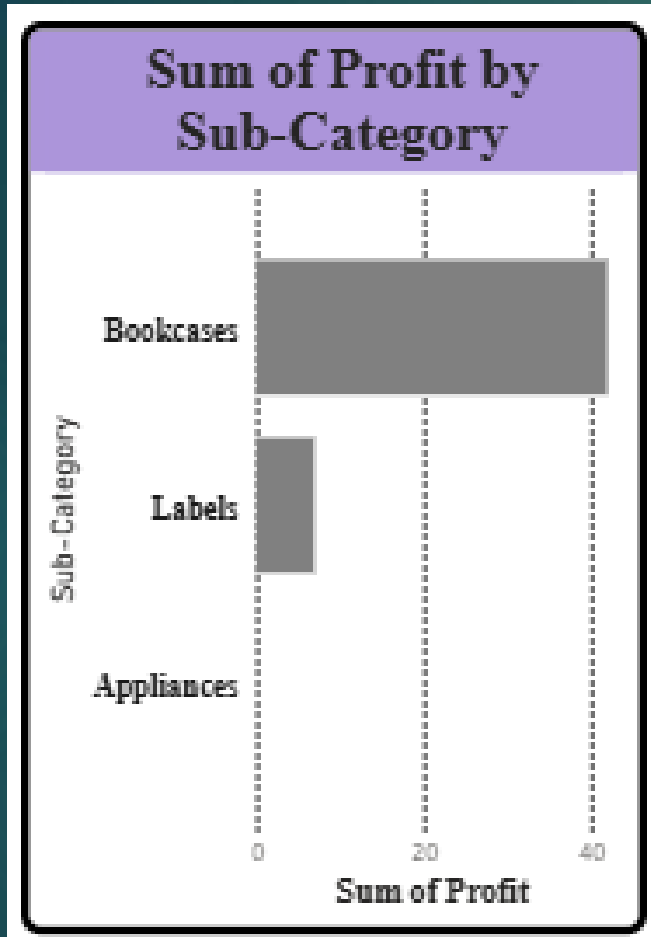
**Consumer:** 261.96 (75.84% of total sales).

**Home Office:** 68.81 (19.9%).

**Corporate:** Smallest share.

**Insight:** Consumer segment is the primary revenue driver.

# Profit by Sub-Category



**Chart:** Bar Chart

**Bookcases:** Highest profit contribution.

**Labels:** Moderate profit.

**Appliances:** Lowest/negative profit.

**Insight:** Focus on Bookcases for growth, evaluate losses in Appliances.

# Sales by Region



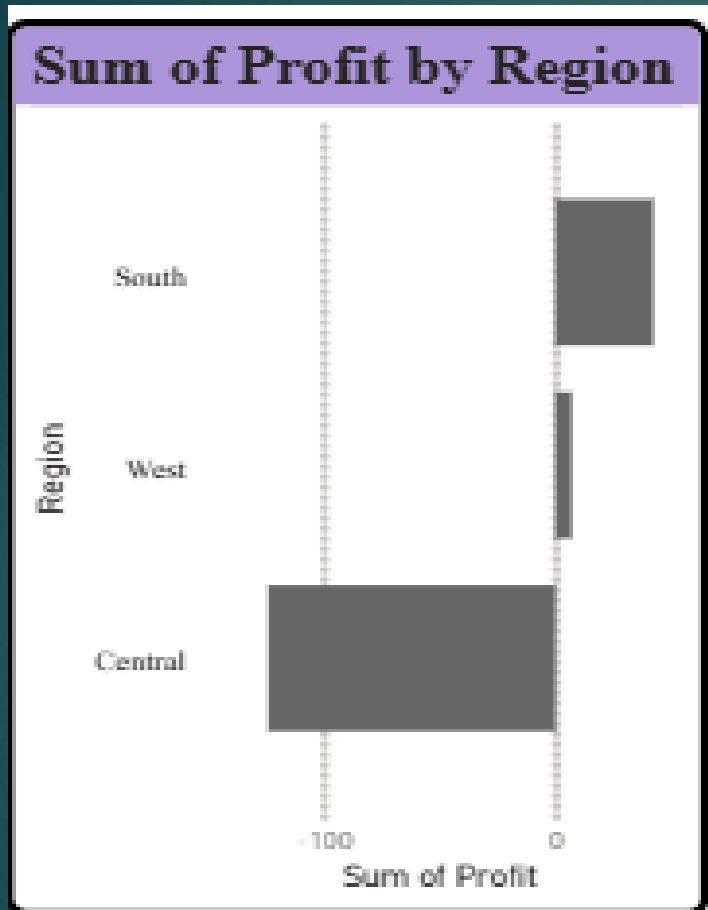
**Chart:** Map

Sales are spread across **Central, South, and West** regions.

Helps visualize regional performance geographically.

**Insight:** Identify high-performing vs low-performing regions.

# Profit by Region



**Chart:** Bar Chart

**South:** Positive profit.

**West:** Small profit.

**Central:** Losses (negative profit).

**Insight:** Central region requires strategy correction to reduce losses.

# Conclusion & Recommendations



The Consumer segment drives most sales, while Bookcases are the most profitable sub-category. The Central region faces major losses, so the focus should be on boosting Consumer and Bookcase sales, fixing Appliance losses, and improving Central region performance.