

# Global Superstore Sales & Profit 2011- 2014

**Total Sales**  
₹ 12,642,501.91

**Total Profit**  
₹ 1,467,457.29  
Positive Profit

**Profit Margin**  
11.6%  
Warning Zone

**Avg Discount**  
14.3%  
Moderate

## Region

Africa

Canada

Caribbean

Central

## Category

Furniture

Office Supplies

Technology

## Segment

Consumer

Corporate

Home Office

## Order Date (Year)

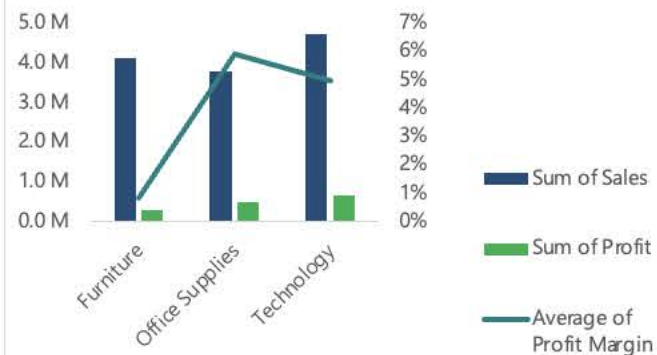
2011

2012

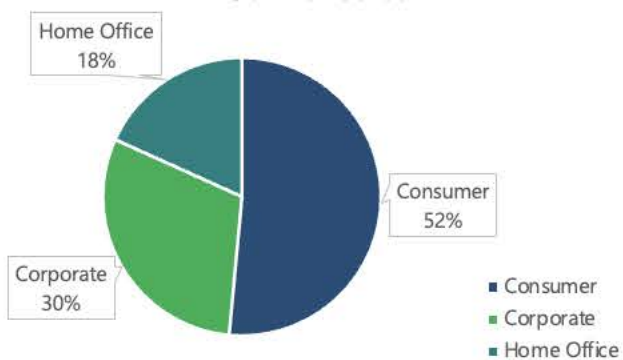
2013

2014

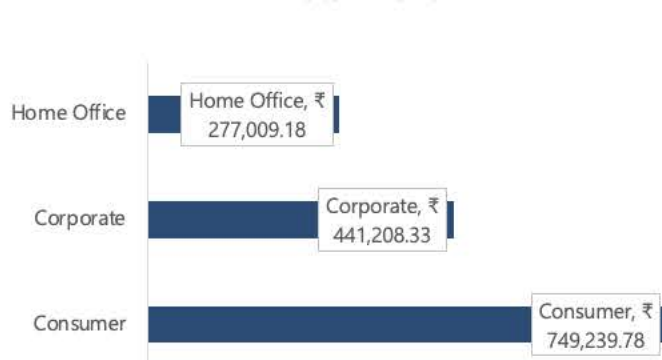
Most Profitable Categories



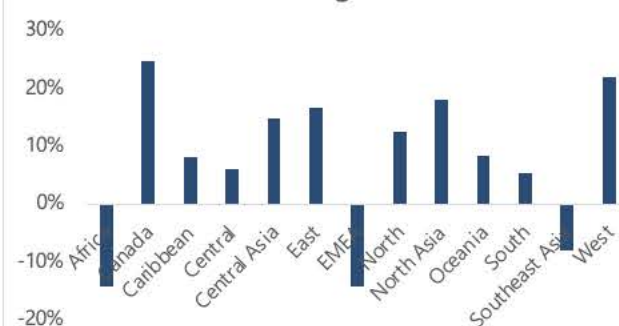
Sum of Sales



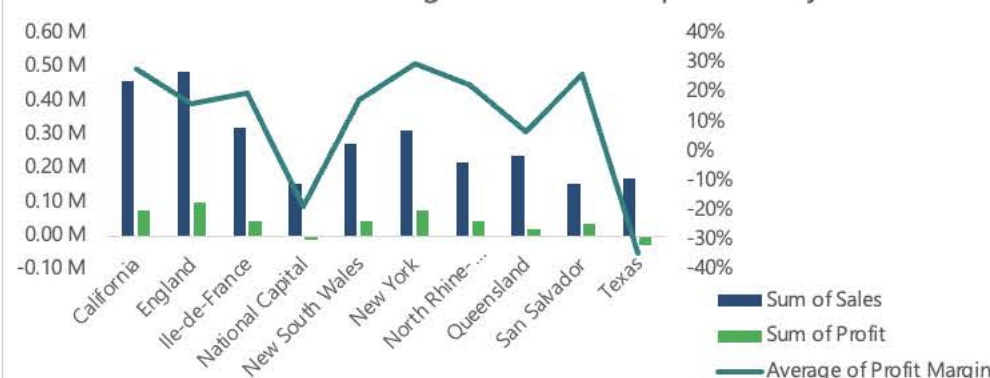
Total Profit



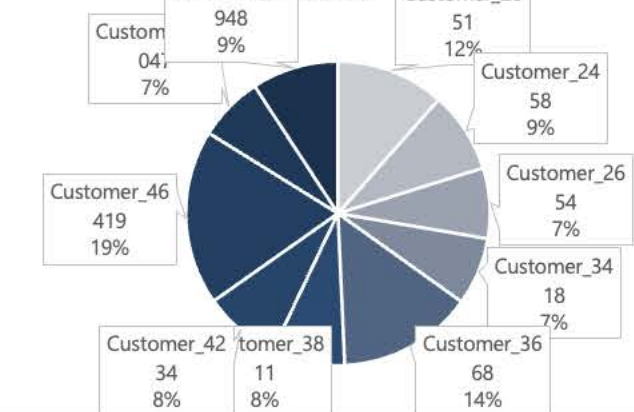
Regional Performance- Avg Profit Margin



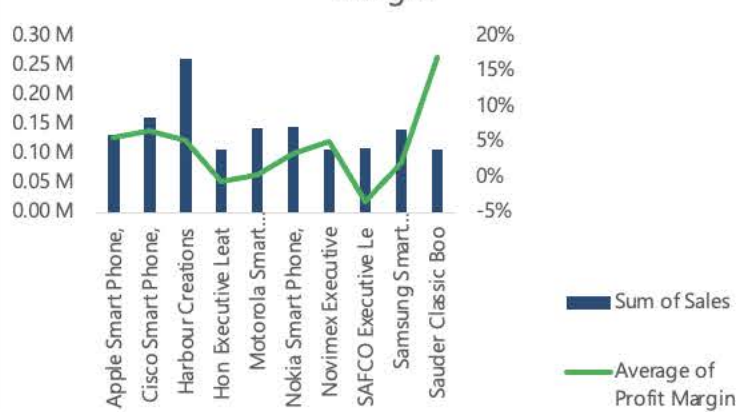
States with high sales but low profitability



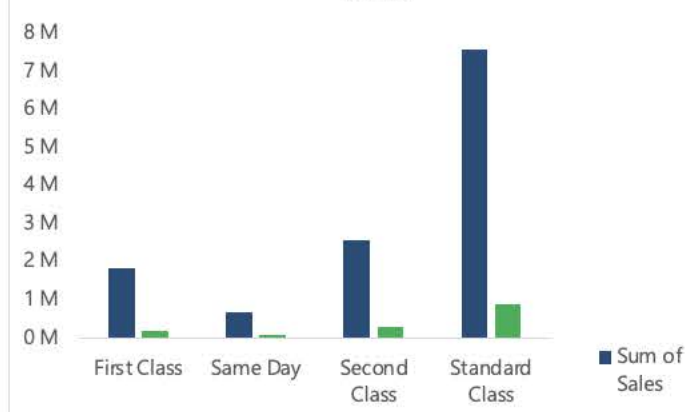
Top 10 Customers Contributuion to sales



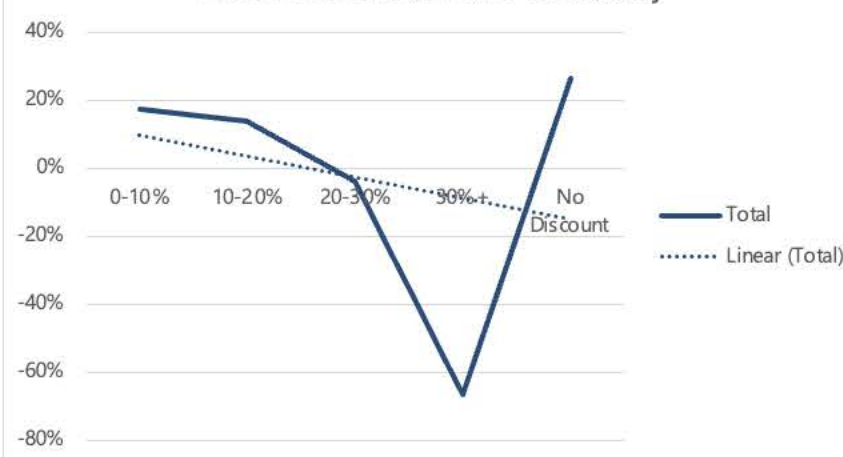
Product With High Sales but Low Profit Margin



Shipping Mode Impact on Sales and Profit



Effect of Discount on Profitability



Sum of Sales

