**REPORT SHEET**

**Executive Summary:**

* The Global Superstore data shows total sales of ₹12.6 million, with profits at ₹1.47 million giving an overall profit margin of 11.6%.
* While revenue has been growing steadily year over year, profitability is being held back by certain product categories and heavy discounting.
* Technology and Office Supplies are the most profitable categories, but Furniture — especially Tables tells a different story: strong sales, but weak margins. It’s clear that not all high-selling items are helping the bottom line.
* The Consumer segment makes up more than half of total revenue, which underlines the value of building and maintaining customer loyalty.
* Regionally, the West brings in the most sales, but the East is more profitable, suggesting there may be operational practices worth sharing across regions.
* Looking closer, a small group of top customers accounts for a large share of revenue. At the product level, some popular items are actually cutting into profits.
* When it comes to shipping, Standard is by far the most common, but Same Day and Second Class tend to be more profitable.
* Discounting is another area of concern. Any discount above 20% almost always leads to a loss and the higher the discount, the worse the hit to profit.
* Finally, Q4 shows strong seasonal spikes in demand, making it a prime window for smarter marketing and inventory planning.

**Business Question and Answers (Facts From Pivot Table and Charts):**

1. **What is the total sales and profit across all regions?**

Total Sales = ₹12,624,502 ; Total Profit = ₹1,467,457 ; Profit Margin = 11.6%.

1. **Which categories and sub-categories are most profitable?**

Technology leads with the highest profit margin (~16%), followed by Office Supplies (~13%). Furniture lags with ~4% margin. Sub-category “Tables” shows high sales but very low profit margin (sometimes negative).

1. **Which customer segments contribute most to revenue and profit?**

The consumer segment contributes ~51% of sales and ~50% of profit. Corporate ~30%, Home Office ~19%. Consumers are the biggest revenue drivers.

1. **Which region has the highest sales & profit margin?**

The West region contributes the highest sales (~₹4.3M). The East region leads with a higher profit margin (~13%). The South region lags in both sales and profitability.

1. **Which states or cities have high sales but low profitability?**

California generates the highest sales (~₹450K) but only moderate margins. Texas and Illinois show high sales but weak or negative profits in sub-categories like Furniture.

1. **Who are the top 10 customers by sales?**

Top 10 customers contribute ~15% of total revenue. Example: Sean Miller, Tamara Chand, and William Brown are among the top contributors.

1. **Which products generate high revenue but low margins?**

Popular products like "Canon ImageCLASS Printers" and "Hon Tables" have high sales but very low or negative margins.

1. **How do shipping modes impact sales & profit?**

Standard Class drives ~60% of all orders, but Second Class and Same Day deliver higher margins. Same Day has smaller sales volume but better profitability per order.

1. **What is the effect of discounts on profitability?**

Profitability declines sharply after 20% discounts. Orders with 40–50% discount almost always produce negative profits.

1. **How have sales & profits changed over time?**

Sales are trending upward year-over-year. Q4 shows seasonal spikes, especially around November/December. Profit margins, however, remain flat or slightly declining.