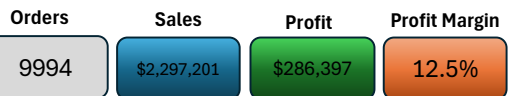
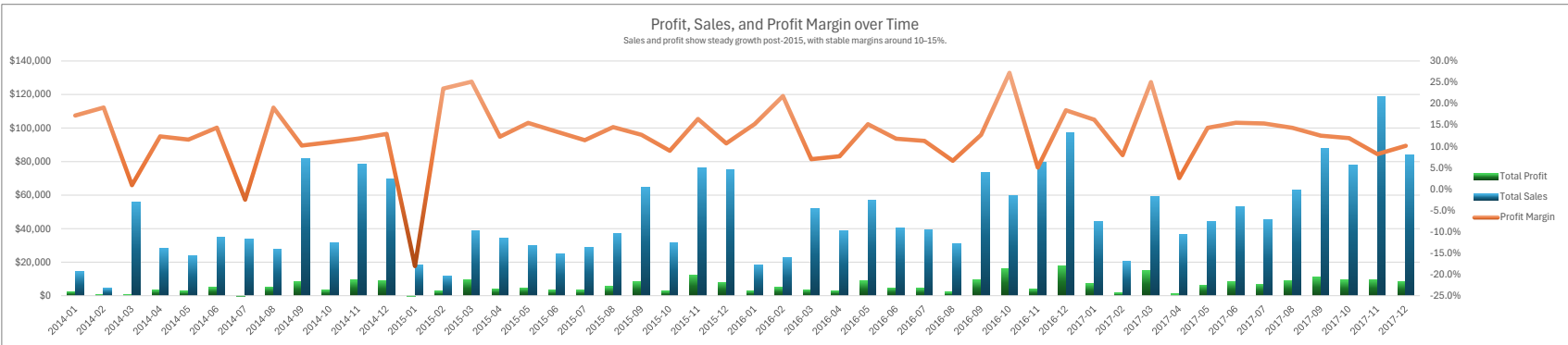
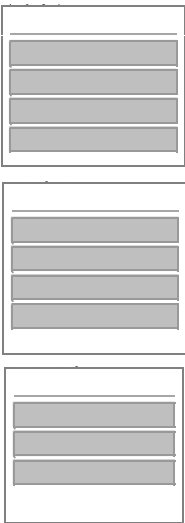
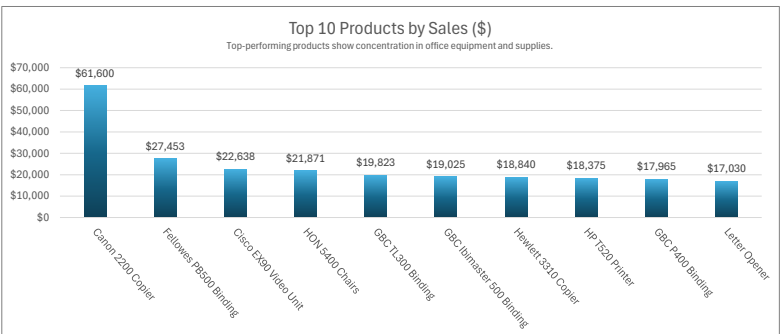
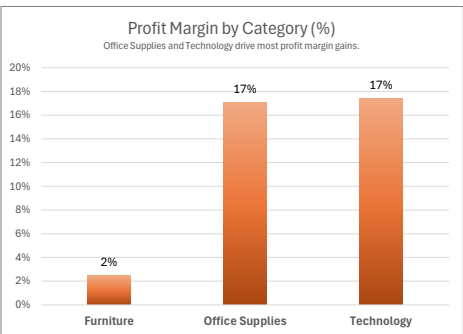
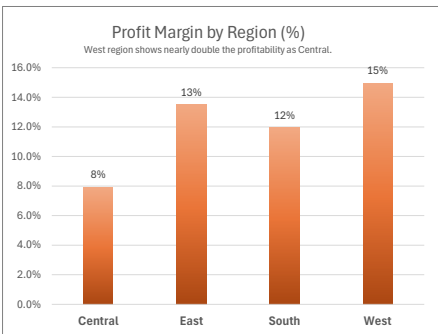


Superstore Portfolio Dashboard



Performance overview by region, category, and product trends (2014–2017)



Key Insights

Overall Performance: Nearly **10K orders** generated **\$2.3M in sales** and **\$286K in profit**, maintaining a healthy **average profit margin of 12.5%**.

Regional Trends: The **West region** achieved the highest profitability (~15%), while the **Central region** trailed (~8%), indicating room for margin optimization.

Category Performance: **Office Supplies** and **Technology** lead with ~17% margins, whereas **Furniture** lags behind at only 2%, suggesting inefficiencies or higher costs in that category.

Product Concentration: Top-selling products are dominated by **office equipment and supplies** (binders, machines), indicating a narrow product revenue base.

Time Trends: Profit margins have stabilized since 2015, with clear **seasonal peaks in sales volume** and consistent margin performance around 10–15%.

Key Takeaways

Improve Central Region Margins: Review pricing strategy, logistics, or discounts to boost profitability in underperforming regions.

Optimize Furniture Category: Evaluate pricing, supplier costs, or delivery expenses to raise Furniture margins closer to category averages.

Leverage Technology & Office Supplies: Focus marketing and sales efforts on high-margin categories to maximize ROI.

Diversify Product Mix: Reduce dependency on a small set of top products by expanding offerings within profitable segments.

Plan Around Seasonality: Use historical trends to forecast peak demand periods and align inventory and staffing for higher efficiency.