# Superstore Report

State

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri

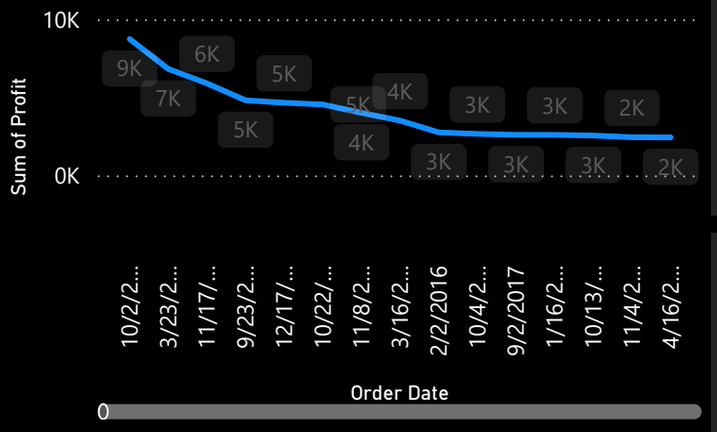
**38K**
Sum of Quantity

**2.30M**
Sum of Sales

**286.40K**
Sum of Profit

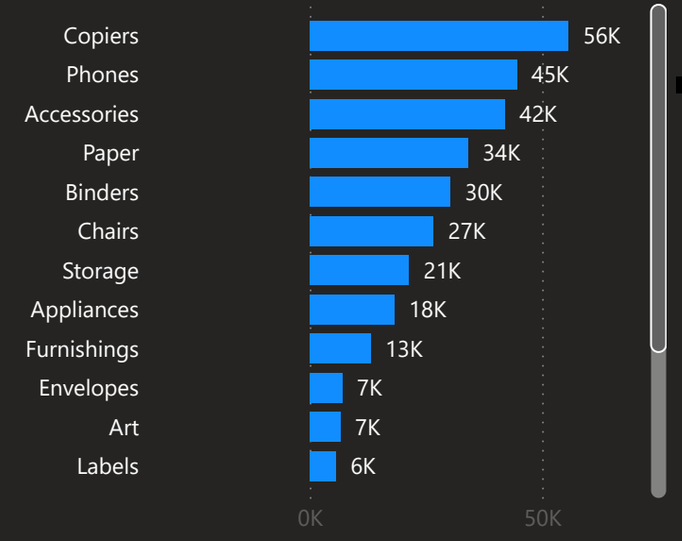
| Sub-Category | Central | East | South | Wes |
|---|---|---|---|---|
| Accessories | 33,956.08 | 45,033.37 | 27,276.75 | 6 |
| Appliances | 23,582.03 | 34,188.47 | 19,525.33 | 3 |
| Art | 5,765.34 | 7,485.76 | 4,655.62 | |
| Binders | 56,923.28 | 53,498.00 | 37,030.34 | 5 |
| Bookcases | 24,157.18 | 43,819.33 | 10,899.36 | 3 |
| Chairs | 85,230.65 | 96,260.68 | 45,176.45 | 1,0 |
| Copiers | 37,259.57 | 53,219.46 | 9,299.76 | 4 |
| Envelopes | 4,636.87 | 4,375.87 | 3,345.56 | |
| Fasteners | 778.03 | 819.72 | 503.32 | |
| Furnishings | 15,254.37 | 29,071.38 | 17,306.68 | 3 |
| Labels | 2,451.47 | 2,602.93 | 2,353.18 | |
| Machines | 26,797.38 | 66,106.17 | 53,890.96 | 4 |
| Paper | 17,491.90 | 20,172.60 | 14,150.98 | 2 |
| **Total** | **5,01,239.89** | **6,78,781.24** | **3,91,721.91** | **7,2** |

## Sum of Profit by Order Date

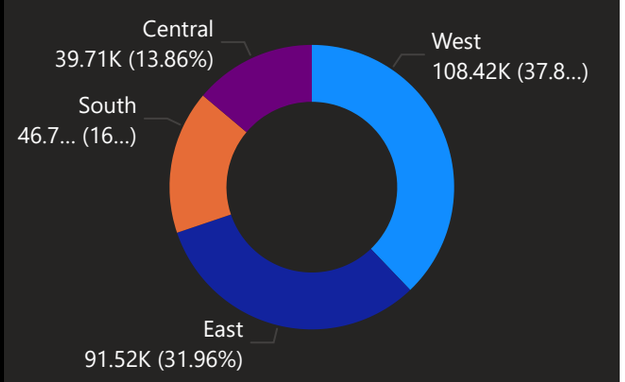



## Sum of Profit by Sub-Category

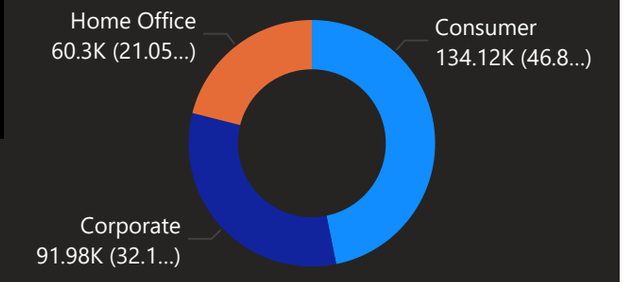
Sum of Profit by Sub-Category



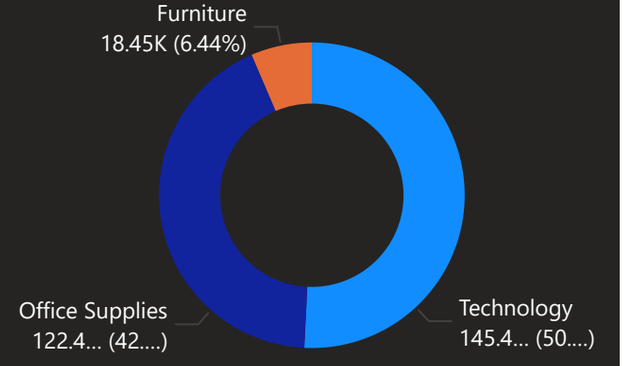

## Sum of Profit by Region




## Sum of Profit by Segment

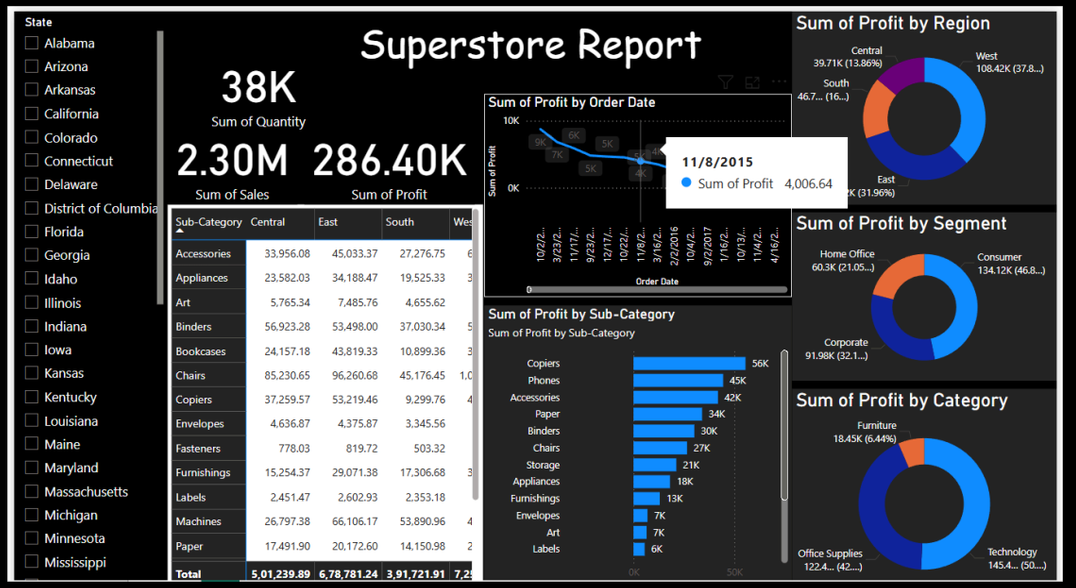



## Sum of Profit by Category



# 📊 BUSINESS SUMMARY

- The West region generates the highest profit (~38% of total).
- Technology is the most profitable category.
- Sub-categories like Copiers and Phones drive high profits.
- Tables and Supplies are underperforming.
- Consumer segment is the most profitable customer group

## 💡 RECOMMENDED ACTIONS

- Focus marketing on Tech and West
- Investigate loss areas (e.g., Tables)
- Expand Consumer-targeted campaigns