

# Superstore Sales Analysis Report

## 1. Executive Summary

This report analyzes Superstore's sales performance across product categories, customer segments, regions, and time. The goal is to identify profitable areas, underperforming segments, and key business opportunities.

## 2. Key KPIs (From Dashboard)

- Total Sales: \$1.36M
- Top Category: Technology
- Highest Sales Region: West
- Most Common Ship Mode: Standard Class (59%)
- Least Profit Category: Furniture

## 3. Visual Insights & Analysis

Sales by Category: Technology leads with the highest sales and profit. Furniture shows lower profitability.

Profit by Category: Profit closely follows sales trend. Technology is efficient.

Sales by Region: West leads in sales; South underperforms.

Sales Over Time: Fluctuations visible - seasonal trend analysis possible.

Sales and Profit by Sub-Category: Copiers and Phones strong; Bookcases and Binders show negative profit.

Sales by Segment: Consumer dominates; Home Office has growth potential.

Sales by City: NY, LA, Seattle top-performing.

Sales by Ship Mode: Standard Class dominates; First Class and Same Day underutilized.

## 4. Recommendations

1. Target Furniture for cost or margin optimization
2. Explore promotional opportunities in the South region
3. Boost marketing in Home Office segment
4. Investigate why high-discount sub-categories show lower profit
5. Analyze delivery methods to optimize shipping cost vs customer preference

## 5. Dashboard Design Strengths

- Clean and minimal color usage - easy on the eyes
- Right chart types: bar for comparison, map for geo insights, pie for proportions
- Logical layout: KPIs -> Category -> Region -> Segment -> Sub-Category -> Shipping

### **Storytelling Takeaway**

*"While Technology and the West region drive the bulk of revenue, areas like Furniture and the South region need strategic attention to improve profitability. Targeted actions by segment and sub-category can lead to better business outcomes."*