

RETAIL SALES PERFORMANCE REPORT

Superstore Dataset - Full Analysis

Report Generated: February 21, 2026

Prepared by: Your Name | Data Analyst

Dataset: Sample Superstore Sales Data (2014-2017)

Contents of This Report

1. Executive Summary - One Page Business Overview
2. KPI Summary - Key Numbers at a Glance
3. Sales Performance - Yearly and Monthly Trends
4. Profitability Analysis - Category and Region Breakdown
5. Discount Impact Analysis - How Discounts Affect Profit
6. Key Findings and Business Recommendations

Retail Sales Performance Report - Superstore Analysis

Section 2 - KPI Summary

Total Revenue

\$2,297,201

Total Profit

\$286,397

Profit Margin

12.5%

Total Orders

5,009

Total Customers

793

Avg Order Value

\$459

Key Highlights

- Best Performing Region: West with \$108,418 profit
- Best Performing Category: Technology generates highest profit
- Loss-Making Orders: 1,871 orders (18.7%) are unprofitable
- Average Shipping Time: 4.0 days across all orders
- Year-over-Year Growth: +20.4% sales growth in most recent year

Section 2 - Sales Performance Overview



Chart Insight:

- Sales have grown consistently year over year
- Order volume increase confirms genuine business growth

Section 3 - Category Performance Analysis

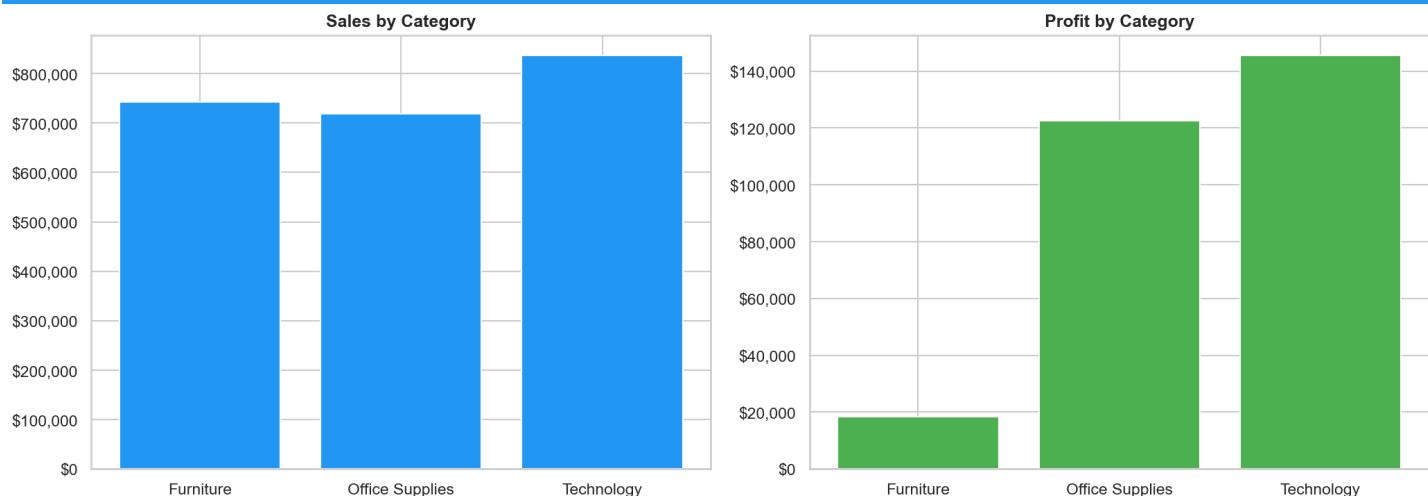


Chart Insight:

- Technology generates the highest profit margin
- Furniture shows high sales but low profit - needs pricing review

Section 3 - Regional Performance Breakdown

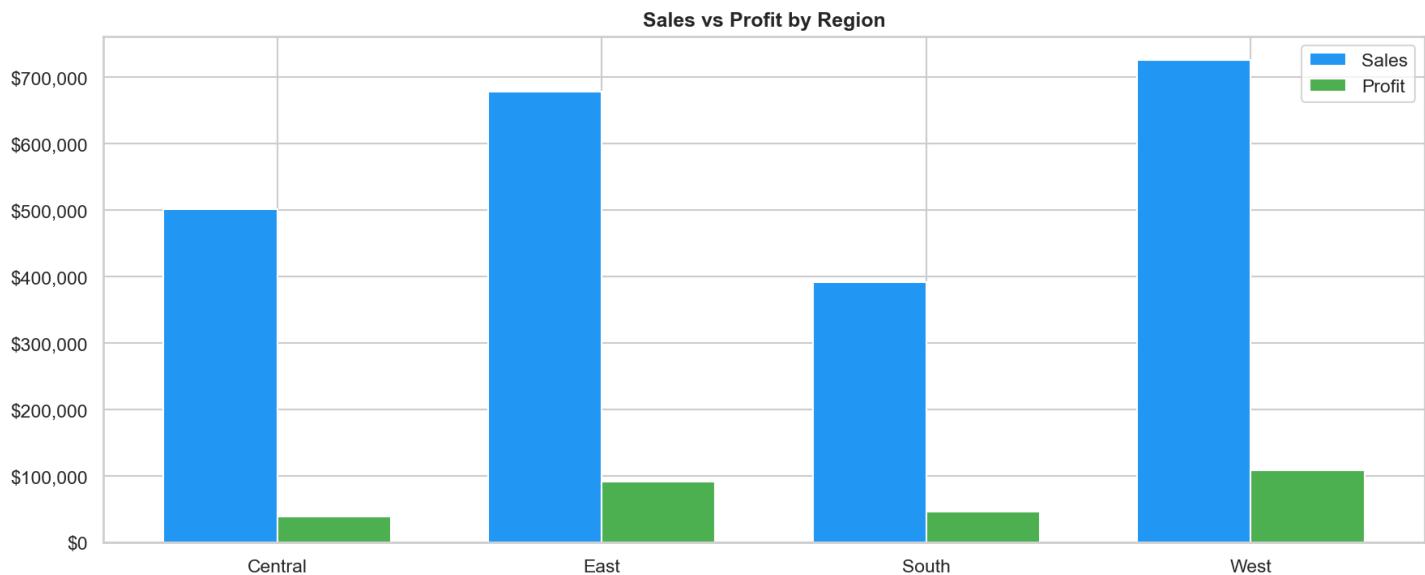


Chart Insight:

- West is the strongest region by profit
- Central needs immediate strategic attention

Section 4 - Discount Impact Analysis



Chart Insight:

- Heavy discounting results in negative average profit
- Recommend capping maximum discount at 20%

Section 6 - Key Findings and Recommendations

Critical Problems Found

- High discounts (41%+) are generating negative average profit - orders are losing money
- Furniture has significant sales volume but the lowest profit margin of all categories
- 18.7% of all orders are currently unprofitable

Strengths to Build On

- Technology category has the highest profit margins - strong growth opportunity
- Consumer segment drives the highest revenue - ideal for loyalty programs
- Q4 is consistently the strongest quarter - perfect timing for major promotions

Action Recommendations

1. Cap maximum discount at 20% - data shows anything above this destroys profitability
2. Shift marketing budget toward Technology products - highest return per sales dollar
3. Investigate Furniture pricing - high sales but low profit signals a cost or pricing issue
4. Increase inventory and promotions in Q4 - peak season across all categories every year
5. Launch a customer loyalty program targeting the Consumer segment for maximum revenue impact