Sales Storytelling Report
Large Synthetic Sales Dataset

Dataset: large_sales_dataset.csv
Generated: 2025-11-14 12:42 UTC

Objective: Use data visualizations to tell a compelling story about sales performance, profitability, and recommendations to improve business outcomes.

Contents:
- Executive summary
- Sales & profit trends
- Category and region performance
- Top products and recommendations
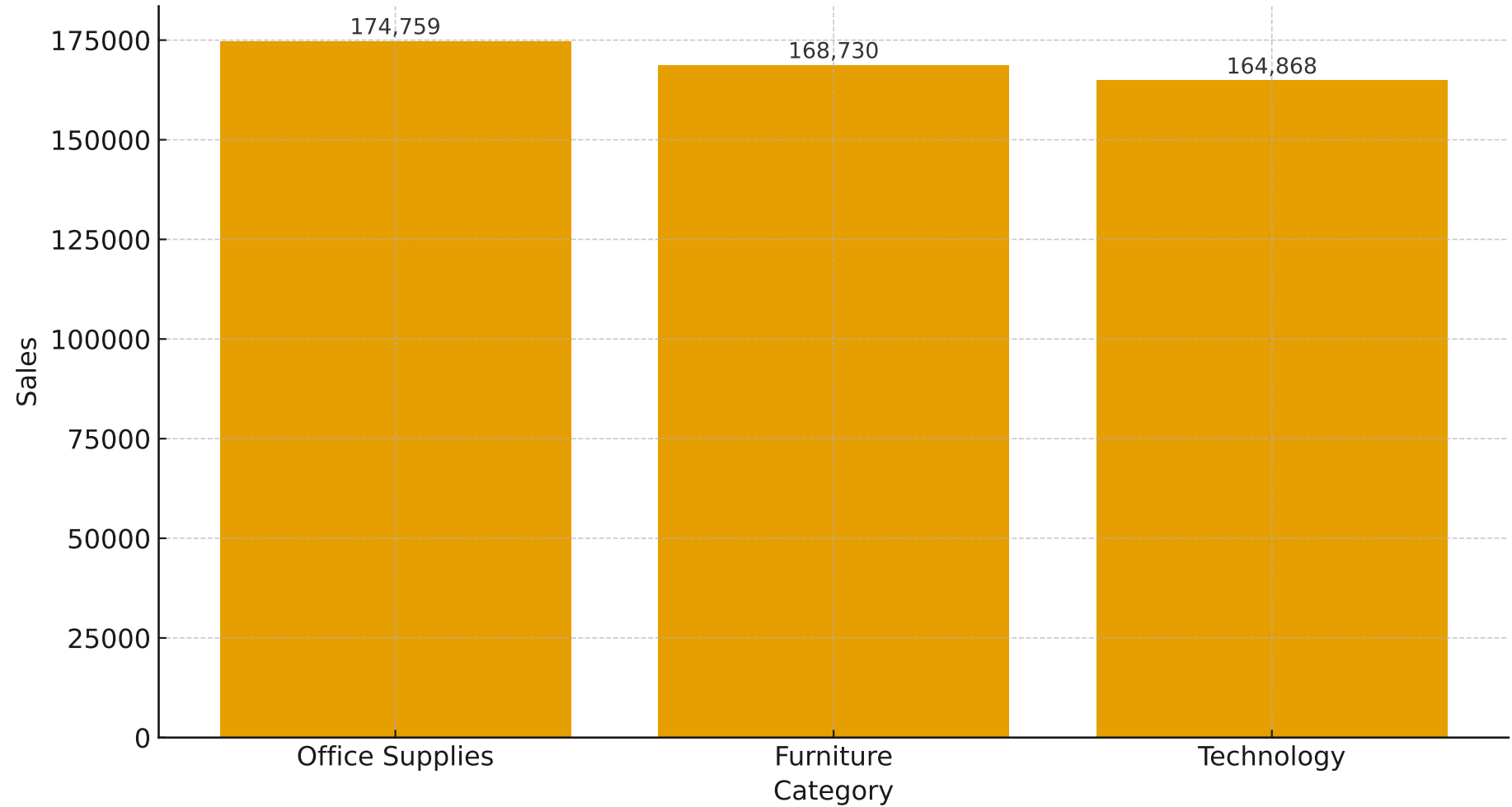- Appendix (data snapshot)

Executive Summary

Key findings:
1. Sales are distributed across three categories: Furniture, Technology, and Office Supplies.
2. The top-performing category by total sales is shown in the following pages.
3. Region-level differences are visible; some regions consistently outperform others.
4. Several products contribute a high share of total sales — focus on these for inventory and promotions.
5. Profit margins vary across orders; there are negative profit records indicating losses on some orders.
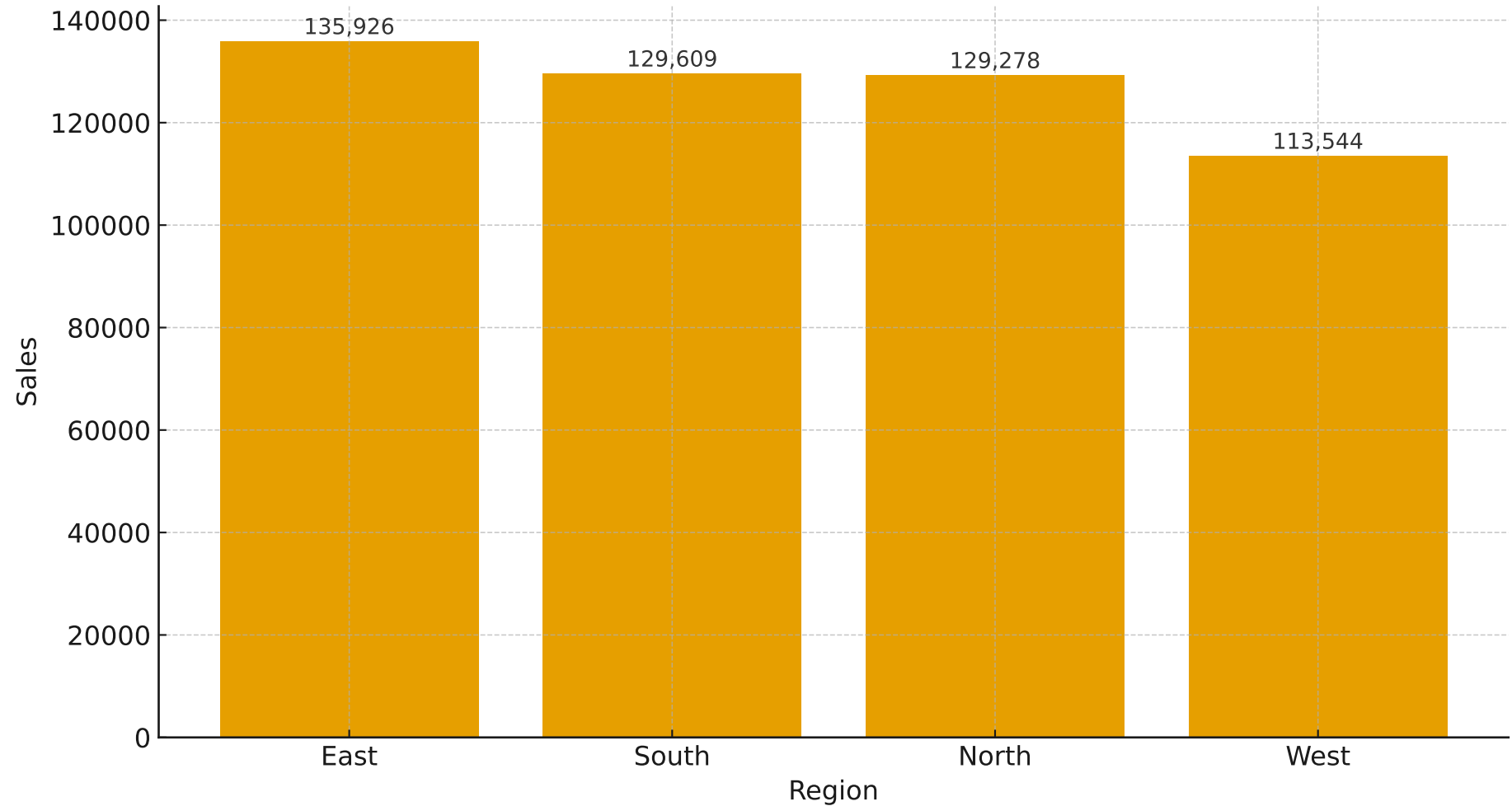
Recommendations (high-level):
- Prioritize promotions and inventory for top products.
- Investigate orders with negative profit for pricing / cost issues.
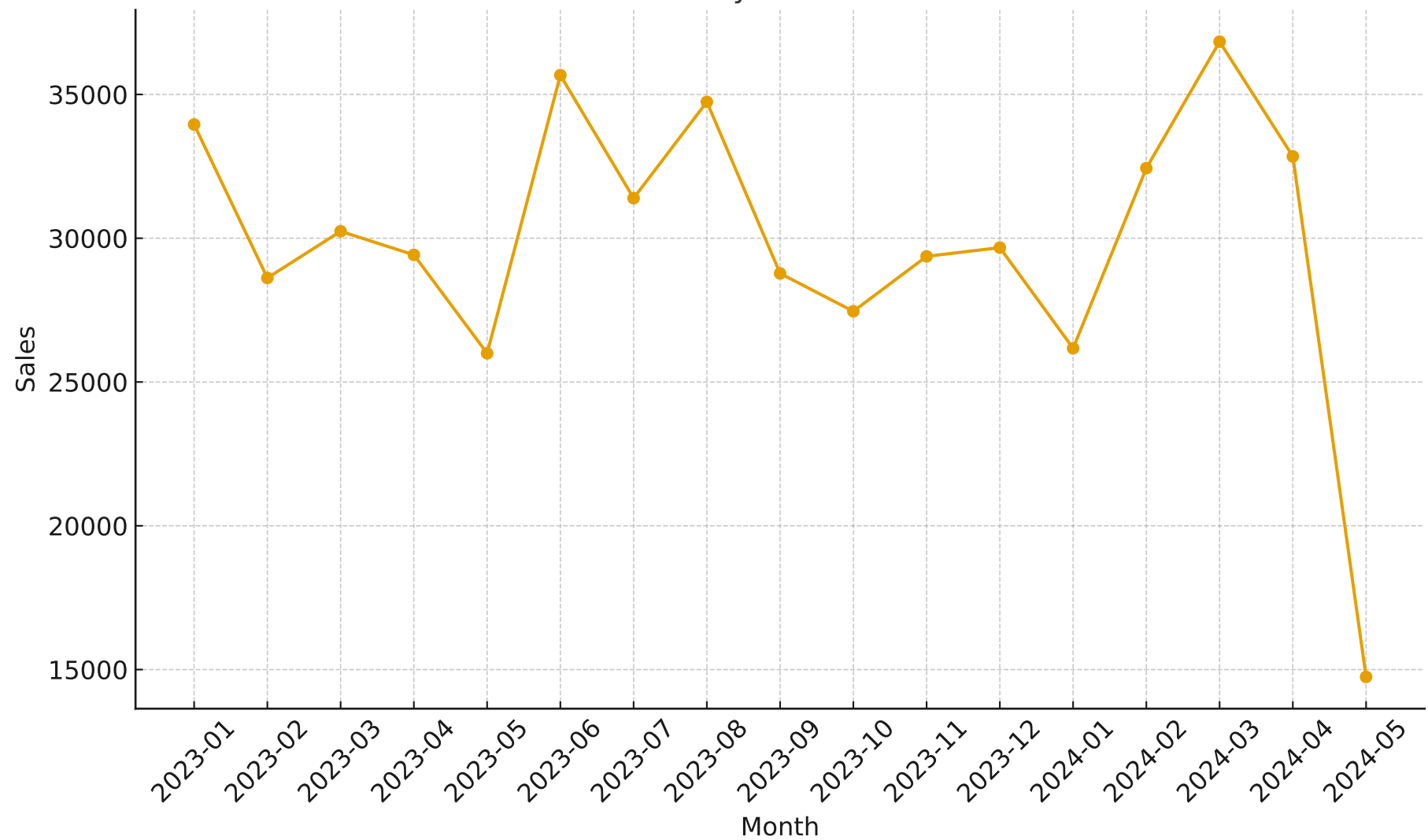- Rebalance marketing spend to uplift underperforming regions.
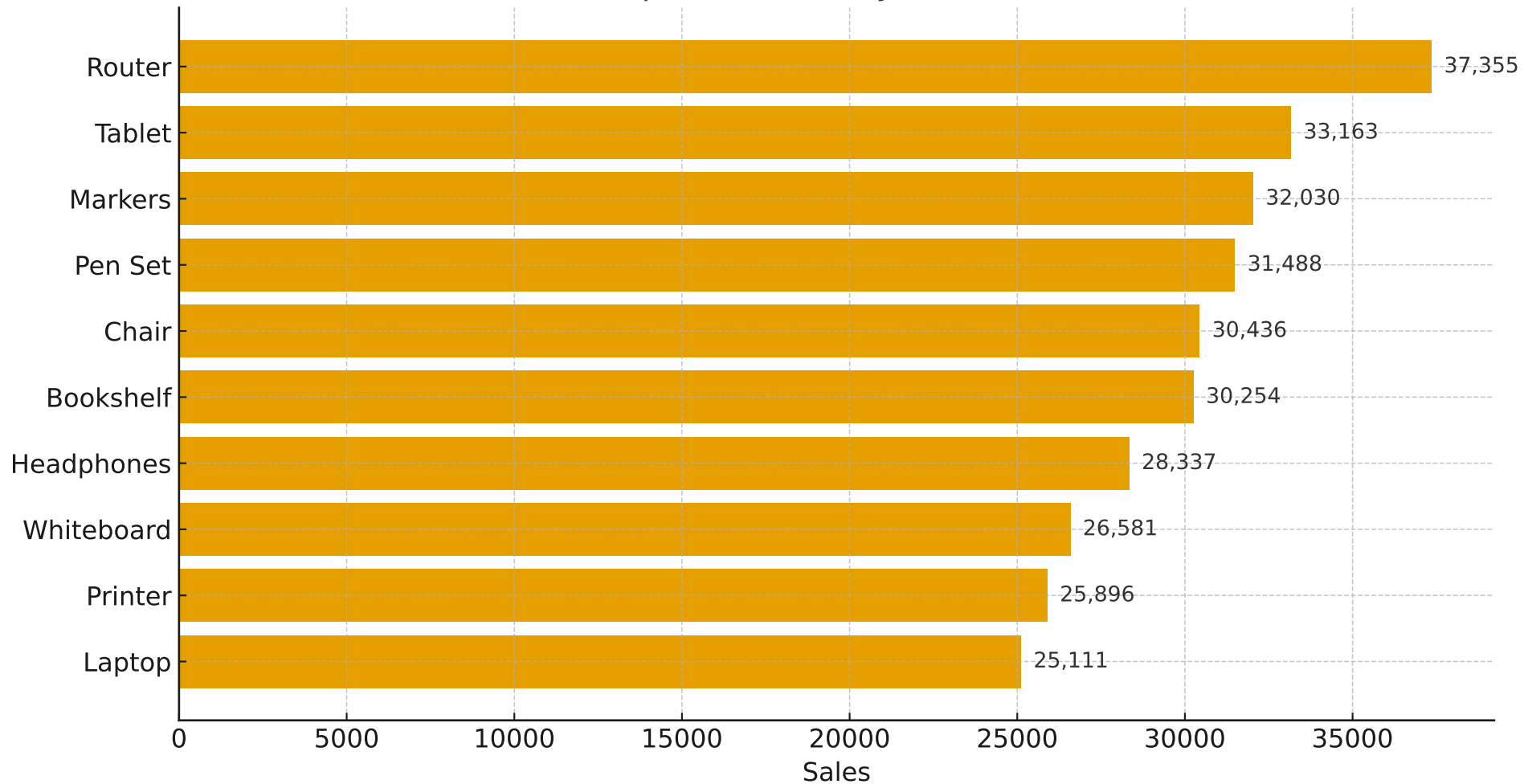
Total Sales by Category

Total Sales by Region

Top 10 Products by Total Sales

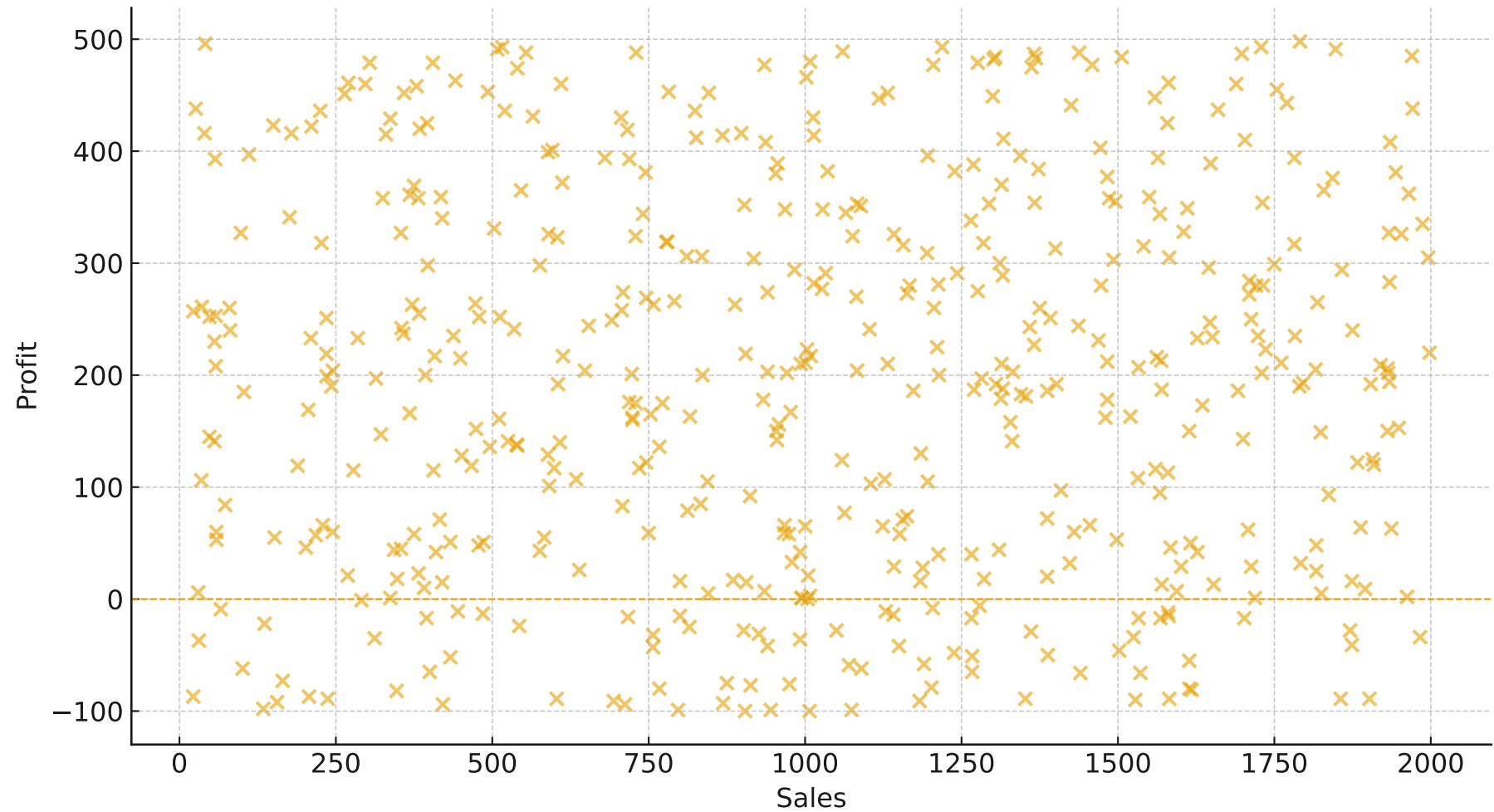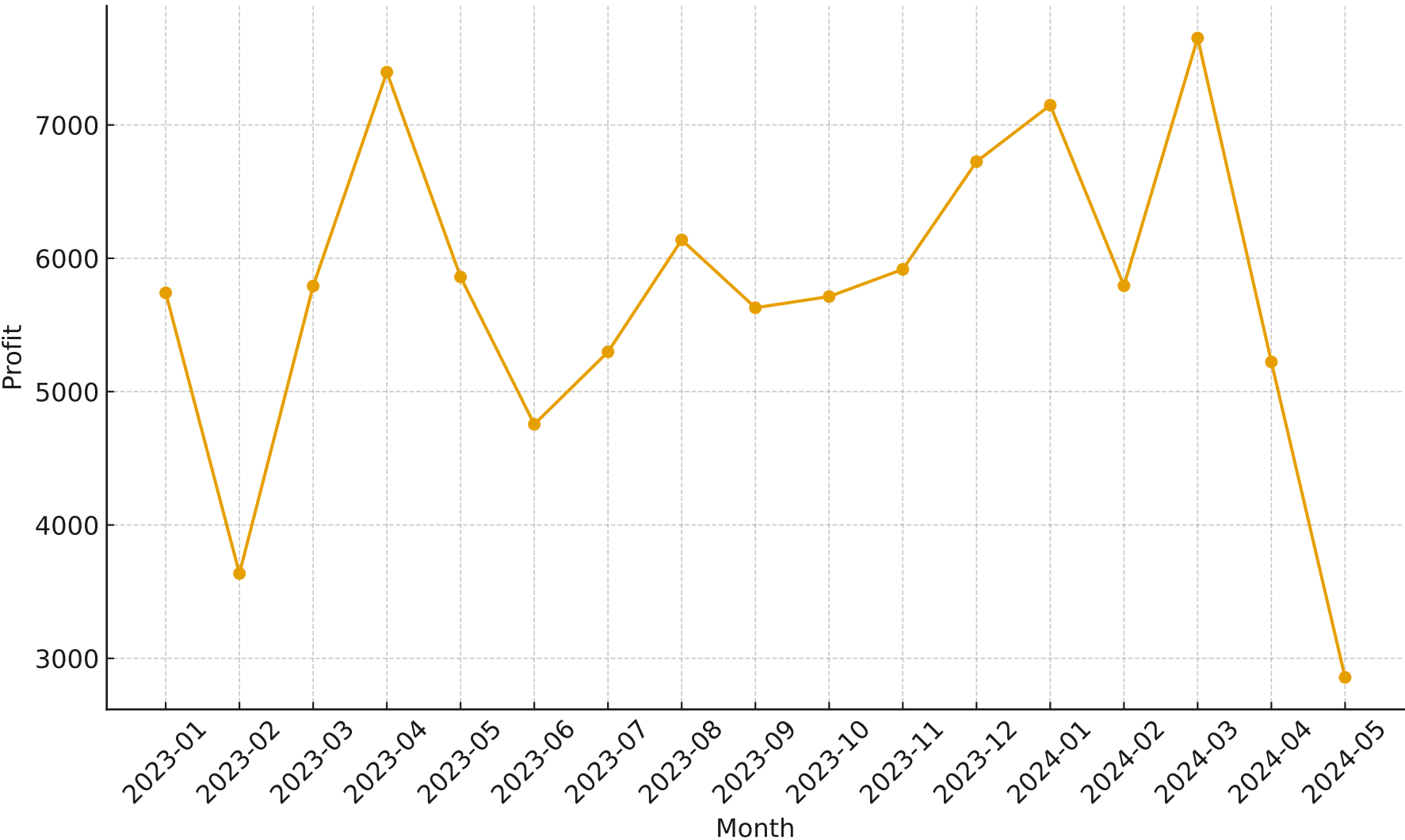| Product	Sales
Router	37,355
Tablet	33,163
Markers	32,030
Pen Set	31,488
Chair	30,436
Bookshelf	30,254
Headphones	28,337
Whiteboard	26,581
Printer	25,896
Laptop	25,111

Total Profit by Category

Profit vs Sales (individual orders)

Monthly Profit Trend

Key Takeaways & Recommendations

1. Focus on Top Products: The top 10 products account for a significant share of sales. Consider targeted promotions and ensure adequate stock to avoid lost sales.

2. Investigate Loss-making Orders: There are orders with negative profit — perform a root-cause analysis to identify pricing, discounts, shipping, or cost issues.

3. Region-specific Strategies: Tailor marketing and sales incentives to improve performance in lower-performing regions.

4. Improve Product Margins: For categories with lower profit contribution, explore sourcing alternatives, price adjustments, or bundle offers.

5. Storytelling: When presenting to stakeholders, lead with business questions (e.g., Why did sales spike in X month?) and use visuals to show trends and root causes.

Data Snapshot (first 20 rows)

Order_ID	Order_Date	Category	Product	Region	Sales	Profit
2001	2023-01-01 00:00:00	Office Supplies	Keyboard	East	1858	294
2002	2023-01-02 00:00:00	Furniture	Whiteboard	South	31	-37
2003	2023-01-03 00:00:00	Office Supplies	Chair	South	1361	-29
2004	2023-01-04 00:00:00	Office Supplies	Tablet	East	1635	173
2005	2023-01-05 00:00:00	Furniture	Markers	East	235	219
2006	2023-01-06 00:00:00	Furniture	Table	East	358	237
2007	2023-01-07 00:00:00	Office Supplies	Sofa	West	1819	265
2008	2023-01-08 00:00:00	Technology	Sofa	South	680	394
2009	2023-01-09 00:00:00	Office Supplies	Laptop	West	1124	65
2010	2023-01-10 00:00:00	Office Supplies	Router	West	1770	443
2011	2023-01-11 00:00:00	Office Supplies	Mouse	East	1528	-90
2012	2023-01-12 00:00:00	Office Supplies	Printer	East	393	200
2013	2023-01-13 00:00:00	Furniture	Notepad	North	995	1
2014	2023-01-14 00:00:00	Office Supplies	Pen Set	North	729	324
2015	2023-01-15 00:00:00	Technology	Chair	West	1243	291
2016	2023-01-16 00:00:00	Furniture	Chair	South	1580	113
2017	2023-01-17 00:00:00	Technology	Whiteboard	East	485	-13
2018	2023-01-18 00:00:00	Technology	Couch	East	1132	452
2019	2023-01-19 00:00:00	Technology	Tablet	West	1311	300
2020	2023-01-20 00:00:00	Technology	Printer	North	1698	487