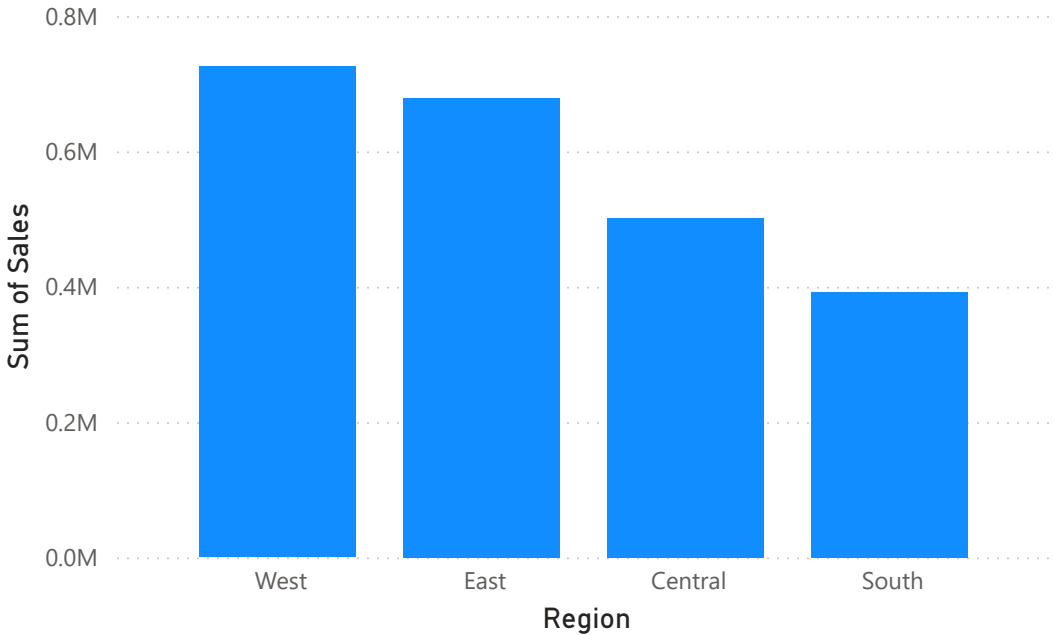## Sales by Region

Profit by Category
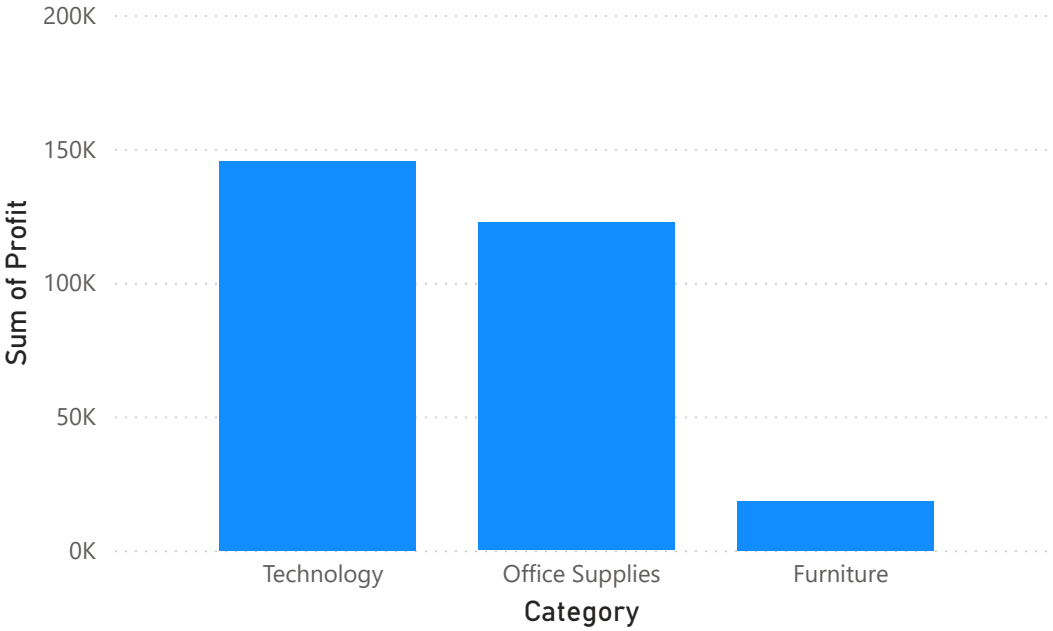
Monthly Sales Trend

Sales by State

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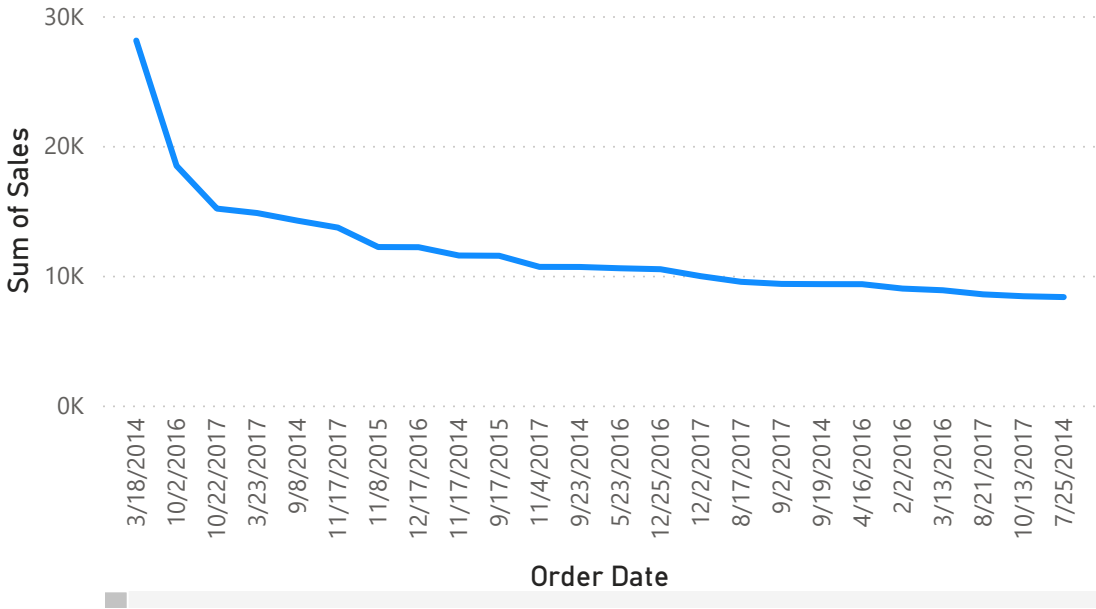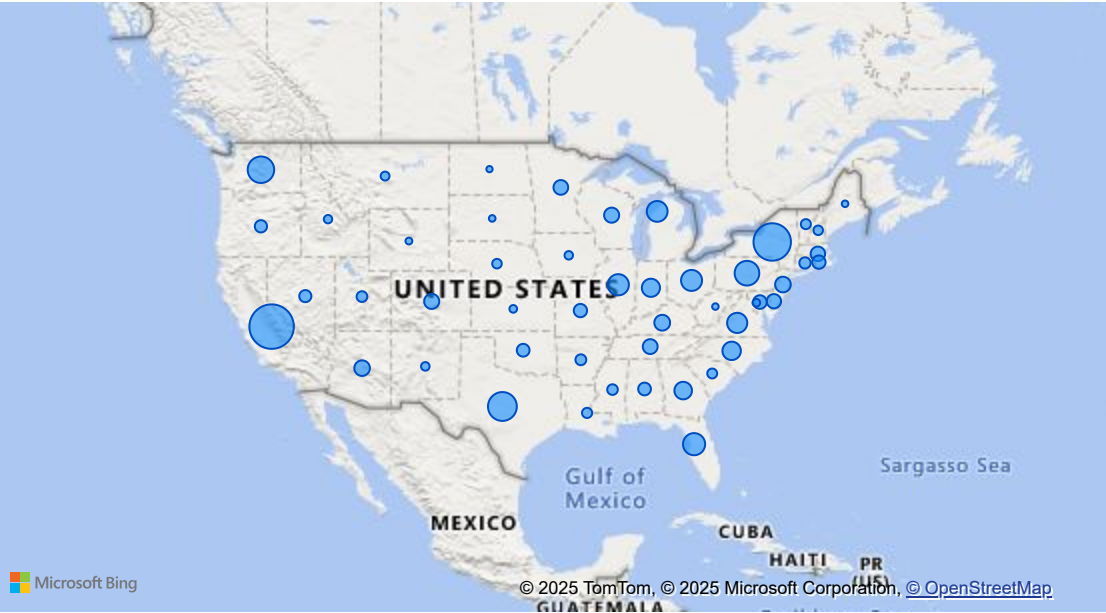
Title:

Dashboard Summary – Business Insights from Superstore Data.

Key Findings:

1. The Technology category generated the highest overall profit across all regions.
2. The Tables sub-category (under Furniture) consistently shows negative profit, indicating financial loss.
3. The West region achieved the highest total sales compared to other regions.
4. Sales consistently peak during November and December, likely due to seasonal demand.
5. Sub-categories such as Phones, Chairs, and Binders are top-selling across multiple customer segments.

Recommendations:

1. Increase investment in marketing and inventory for the Technology category to drive higher profits.
2. Review the supply chain, pricing, and quality of Tables in the Furniture category to reduce losses.
3. Expand sales strategies in the Central and South regions to improve regional performance.
4. Launch promotional campaigns ahead of peak months to maximize seasonal sales.
5. Explore cross-selling opportunities among popular sub-categories to increase average order value.

Conclusion:

The Superstore business demonstrates strong performance in the Technology category and West region. By addressing losses in the Furniture segment and preparing for seasonal demand, the company can further enhance profitability and balance regional growth.