

Superstore sales performance report (2014 – 2017)

This dashboard presents sales performance for superstore dataset between 2014 - 2017.

- Total Sales: **\$2.30M.**
- Total Profits: **\$286K.**
- Total Orders: **9994.**
- The West region achieved the highest sales **(around \$725K).**
- Profit margin improved in **2016** but dropped in **2017.**
- Technology category leads with **36%** of total sales.
- Furniture has lower profit margins despite high sales, likely due to shipping or discounts.
- California is the top-performing state, contributing the highest sales volume.

Overall, sales show an upward trend, while profitability varies across categories.

Date: Sep 2025

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