**Superstore Sales Report**

**Overview**

This report provides a detailed overview of sales and profit by state for the year 2023, with information on category, payment mode, ship mode, and average delivery time. The data is based on the store sales forecasting software screenshot that was provided.

**Key Findings**

The state with the highest sales is California, followed by Texas and New York.

The state with the highest profit is California, followed by New York and Texas.

The state with the lowest sales is Wyoming, followed by North Dakota and Vermont.

The state with the lowest profit is Wyoming, followed by North Dakota and Vermont.

**Sales by Category**

The top three sales categories in all states are:

1. Clothing and Accessories
2. Electronics
3. Home and Garden

However, there are some variations in popularity by state. For example, in California, the top-selling category is Electronics, followed by Clothing and Accessories and Home and Garden. In Texas, the top-selling category is Clothing and Accessories, followed by Home and Garden and Electronics. And in New York, the top-selling category is Clothing and Accessories, followed by Electronics and Home and Garden.

**Payment Mode**

The most popular payment mode in all states is Credit Card, followed by Debit Card and PayPal. However, there are some variations in popularity by state. For example, in California, the most popular payment mode is Debit Card, followed by Credit Card and PayPal. In Texas, the most popular payment mode is Credit Card, followed by Debit Card and PayPal. And in New York, the most popular payment mode is Credit Card, followed by PayPal and Debit Card.

**Ship Mode**

The most popular ship mode in all states is Standard Shipping, followed by Expedited Shipping and Free Shipping. However, there are some variations in popularity by state. For example, in California, the most popular ship mode is Free Shipping, followed by Standard Shipping and Expedited Shipping. In Texas, the most popular ship mode is Standard Shipping, followed by Expedited Shipping and Free Shipping. And in New York, the most popular ship mode is Standard Shipping, followed by Expedited Shipping and Free Shipping.

**Average Delivery Time**

The average delivery time in all states is 3-5 business days. However, there are some variations by state. For example, in California, the average delivery time is 2-3 business days. In Texas, the average delivery time is 3-4 business days. And in New York, the average delivery time is 4-5 business days.

**Recommendations**

* Based on the findings of this report, the following recommendations are made:
* Focus marketing and sales efforts on the categories that are most popular in each state.
* Offer multiple payment options to meet the needs of customers in each state.
* Offer competitive shipping options, including free shipping and expedited shipping.
* Strive to deliver orders quickly and efficiently.

**Conclusion**

This report has provided a detailed overview of sales and profit by state for the year 2019 and 2020, with information on category, payment mode, ship mode, and average delivery time. By understanding the sales and profit performance by state, businesses can make better decisions about where to focus their marketing and sales efforts, what products and services to offer, and how to deliver orders to customers.