

Summary Slide Insights – Superstore Data

Sales & Profit Overview

- **Total Sales:** \$2.3M across all regions.
- **Profit Margin:** Approximately 11%, with certain categories dragging down overall profitability.
- **Key Profit Driver:** Office Supplies segment contributed the highest profit margin.

Regional Performance

- **Top Region by Sales:** West region leads in total sales.
- **Lowest Performing Region:** South has the lowest profit margins due to higher discounts and returns.
- **Improvement Opportunity:** Focused marketing in Central region could boost underperforming categories.

Category & Sub-Category Insights

- **Top Category:** Technology delivers high sales and profit.
- **Loss-Making Subcategories:** Tables and Bookcases frequently show negative profit due to high discounts and shipping costs.
- **High Growth Potential:** Accessories and Phones show consistent upward trends.

Time Trends

- **Seasonal Peaks:** Q4 shows spikes in sales, likely driven by holiday promotions.
- **Year-over-Year Growth:** A steady upward trend in overall revenue, but fluctuating profit patterns due to cost pressures.

Customer Segment Performance

- **Most Profitable Segment:** Corporate customers generate the highest average profit per order.
- **Least Profitable:** Consumer segment shows high volume but lower margins.

Shipping & Discount Impact

- **Free Shipping Boost:** Orders with standard class shipping tend to show higher profits.
- **High Discount Zones:** Products with >20% discounts tend to yield losses – reconsider pricing strategies.