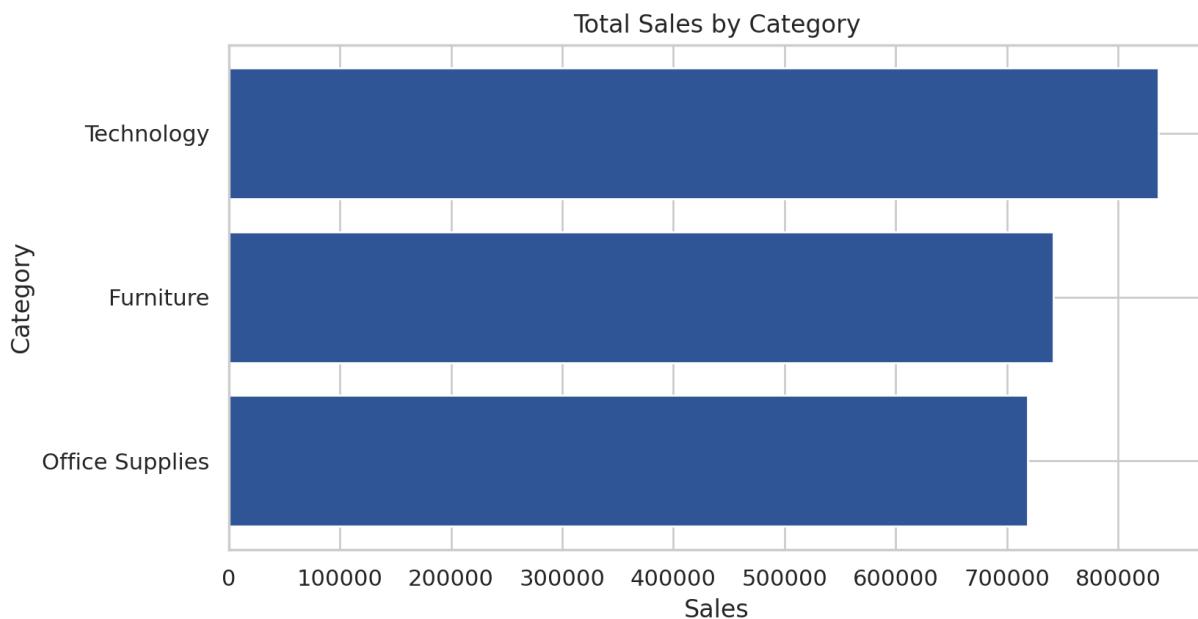


Superstore Pivot Report - Insights

- 1) West is the top region by sales, contributing 31.6% of total sales.
- 2) Technology is the largest category, driving 36.4% of total sales.
- 3) Consumer is the largest customer segment, contributing 50.6% of total sales.
- 4) The highest sales combination is Region=West and Segment=Consumer with sales of 362880.77.
- 5) Profitability differs by category: best profit margin is Technology while the weakest is Furniture (weighted by sales).

Included Charts

Total Sales by Category



Sales by Region and Segment

