

Data Analyst Internship — Task 2

Data Visualization & Storytelling

Synthetic Superstore Dataset

Author: Auto-generated sample

Report contents:

- Monthly sales & profit trend
- Sales by category
- Profit margin by region
- Top 10 products by sales
- Sales vs Profit scatter (per order)

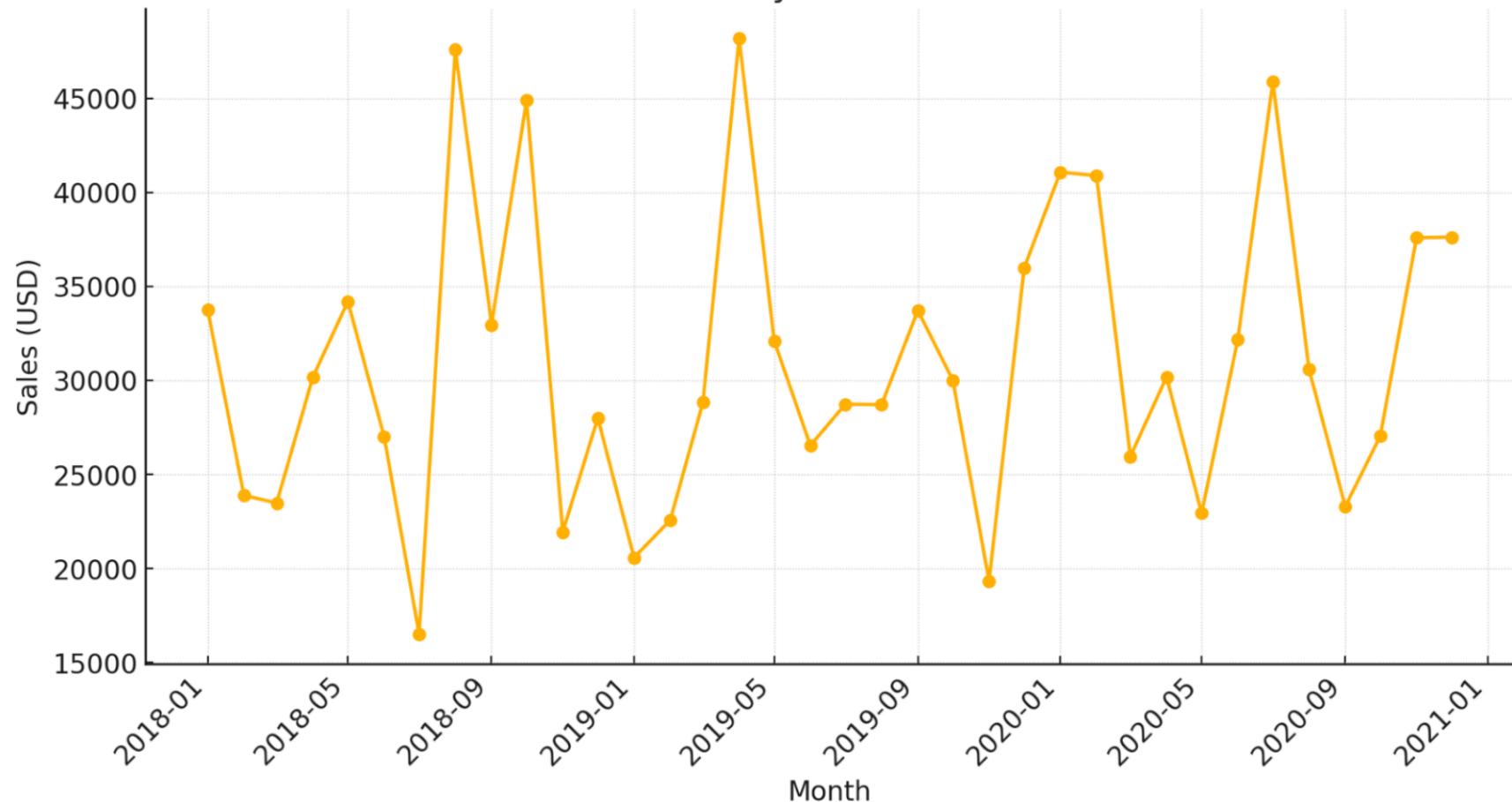
Key takeaways (high level):

1. Technology contributes the largest share of revenue.
2. Profitability varies by category; Office Supplies show higher margins but lower average sales per order.
3. There are occasional loss-making orders that should be investigated.

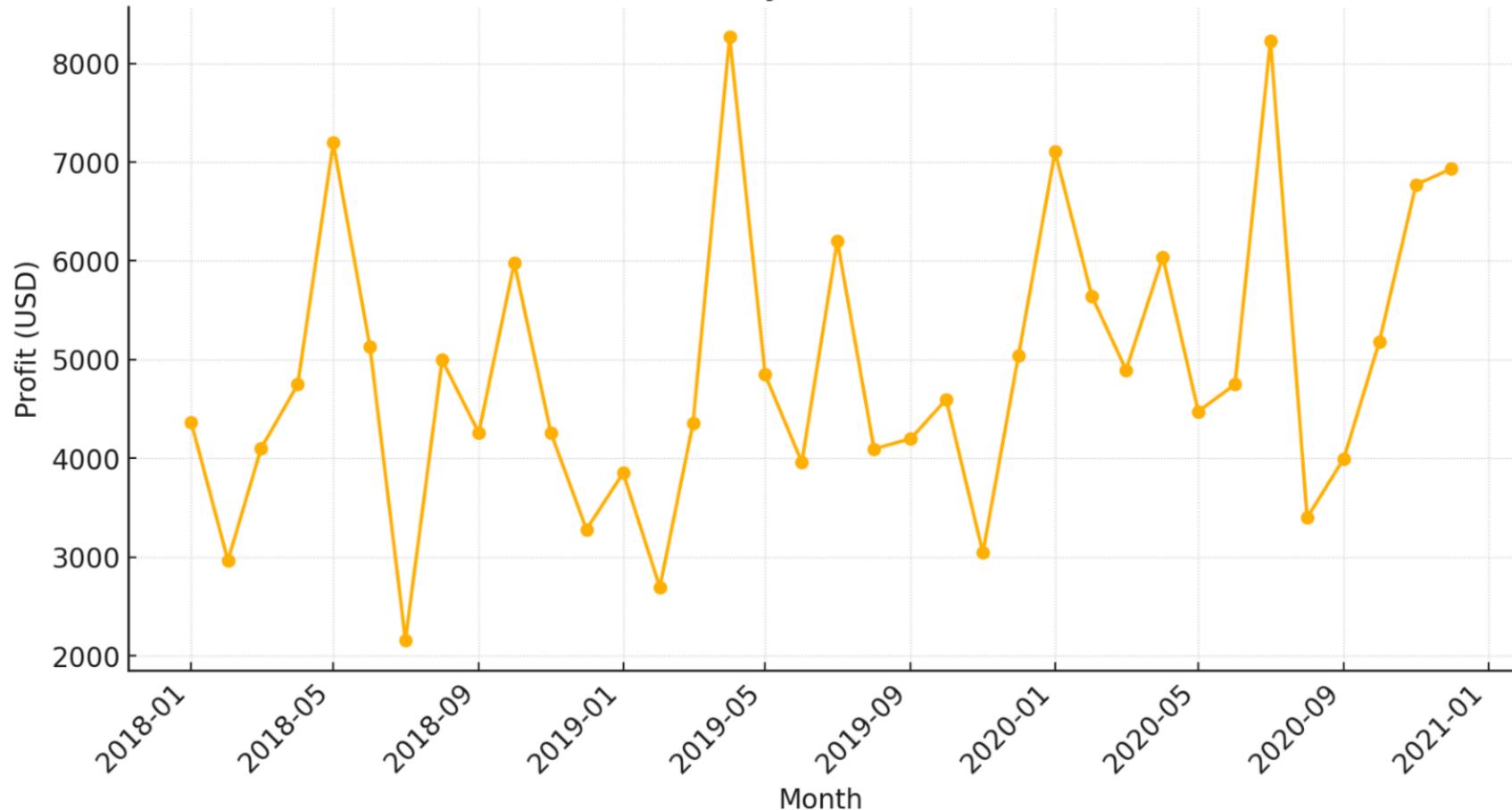
Recommendations:

- Investigate negative-profit orders and high-discount cases.
- Focus promotions on high-margin sub-categories and cross-sell technology accessories.

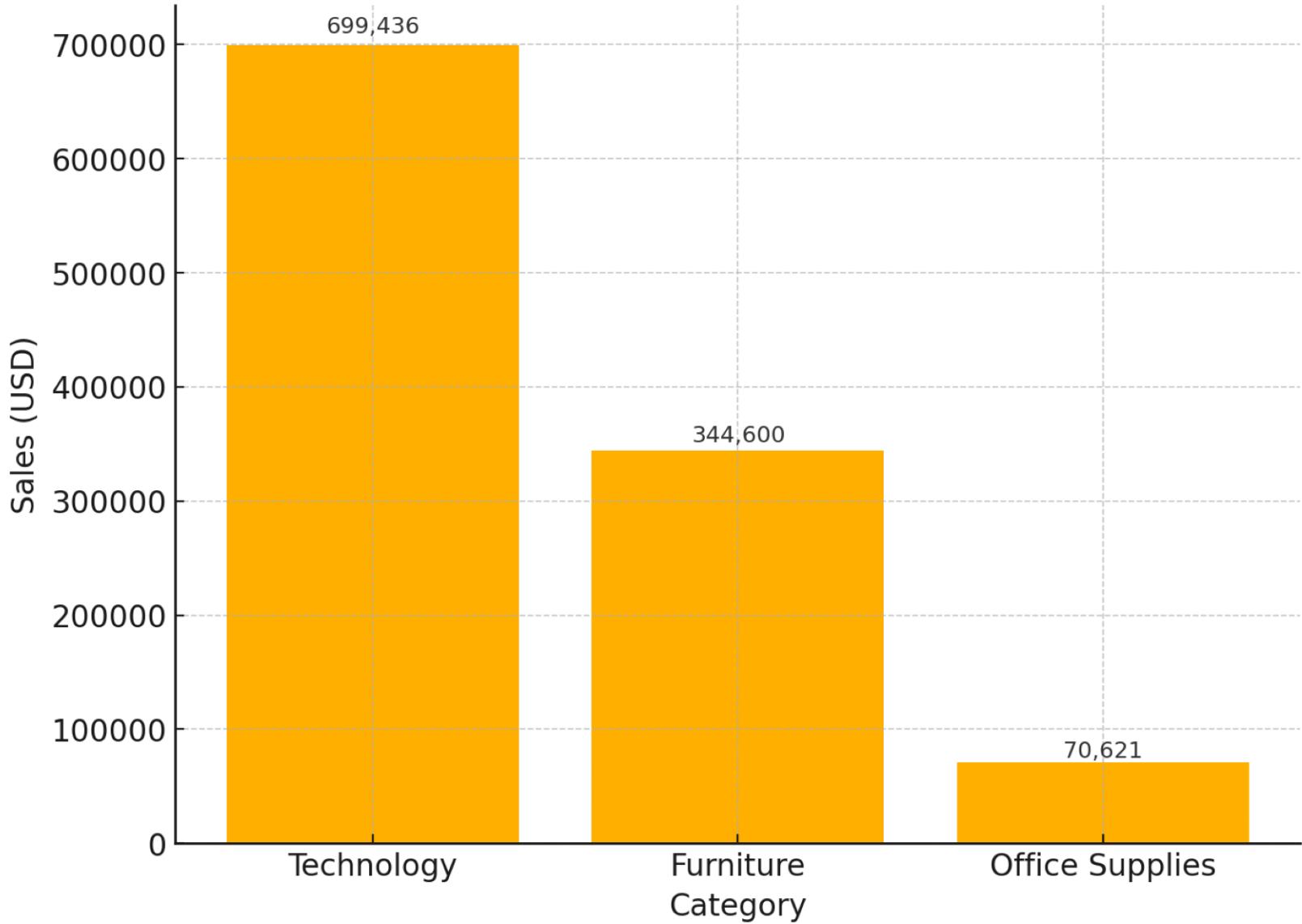
Monthly Sales Trend



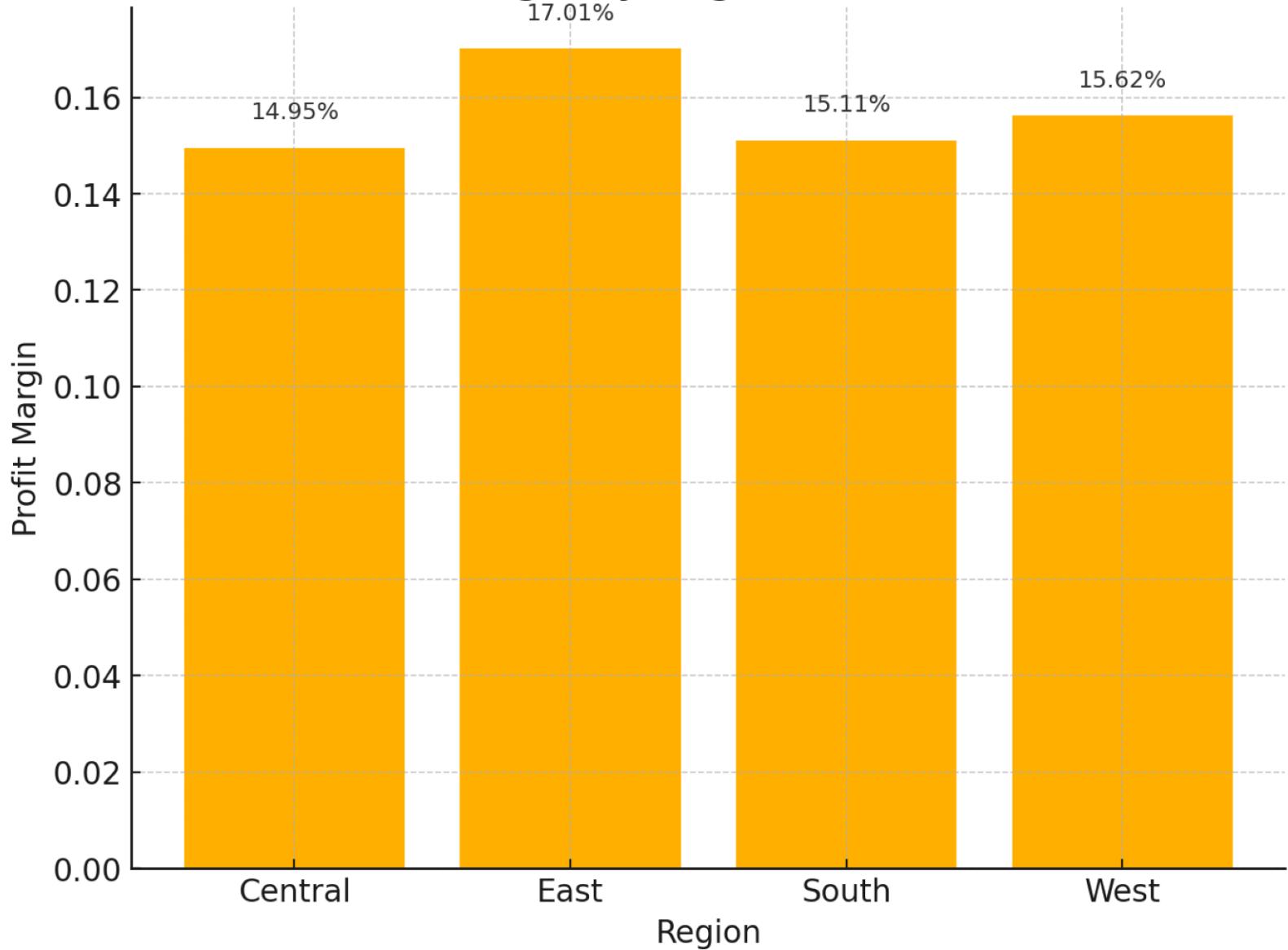
Monthly Profit Trend



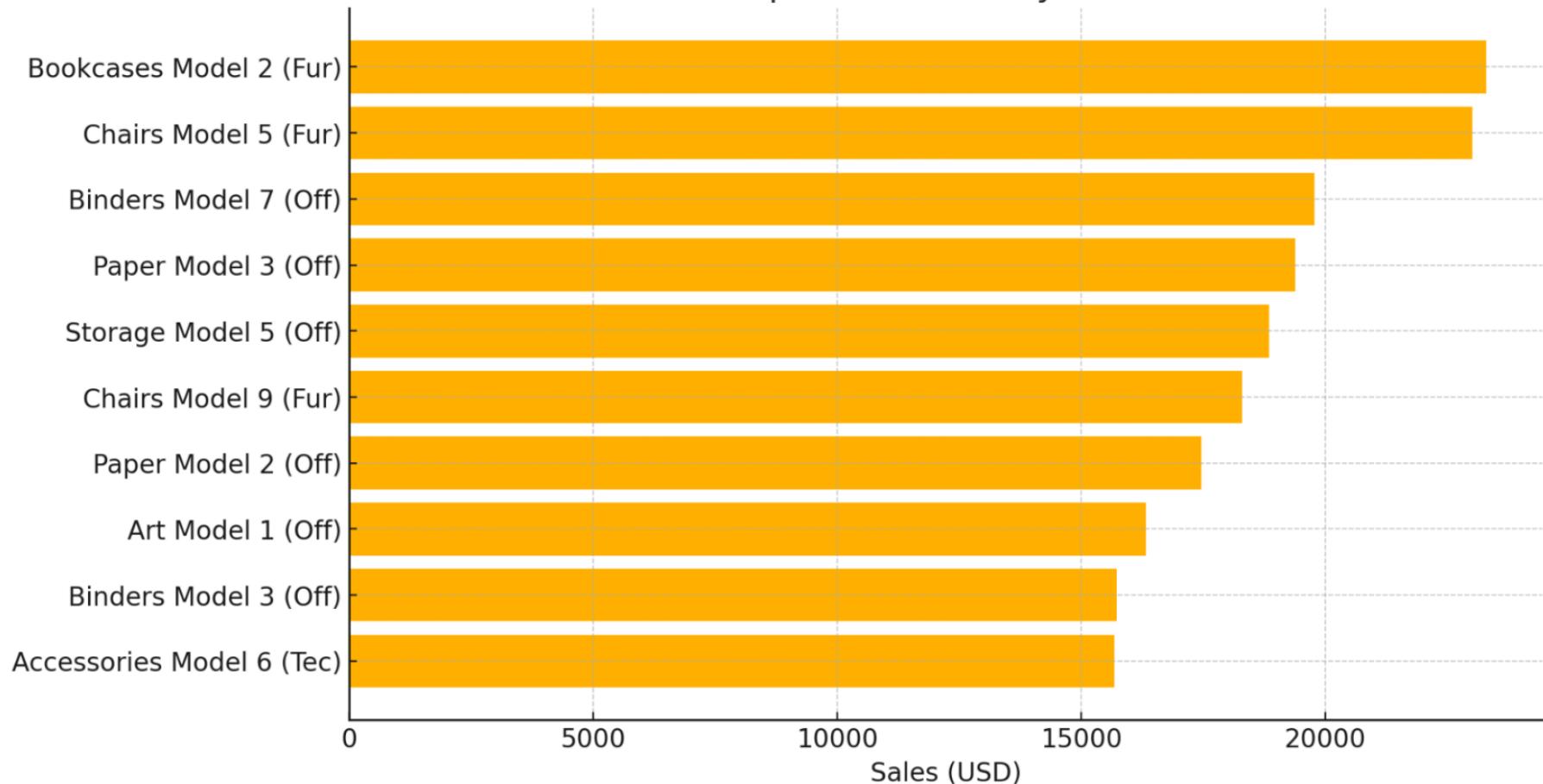
Sales by Category



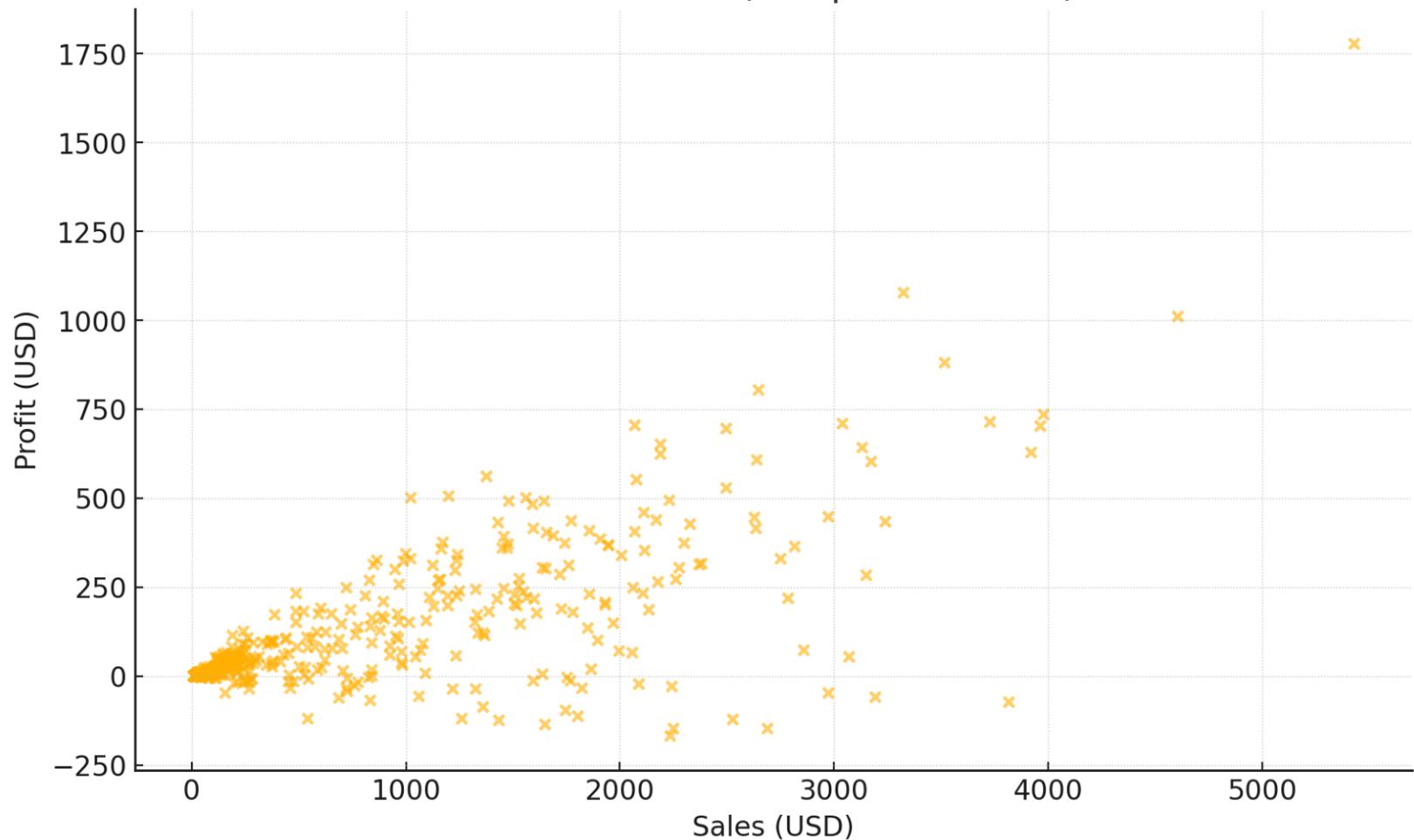
Profit Margin by Region (Profit / Sales)



Top 10 Products by Sales



Sales vs Profit (sample of orders)



Distribution of Discounts

