

## Sales Performance and Profitability Analysis – Superstore Dashboard

### Summary:

This dashboard analyzes sales trends, profitability by category, the impact of discounts, and regional sales performance based on Superstore data. The visualizations provide actionable insights for business strategy, revealing key areas for revenue growth and potential risks affecting profit margins.

### Sales Over Time:

Sales have shown consistent growth from 2014 to 2015, indicating a positive business trend.

### Category vs Profit:

Technology has strong profit and sales performance, making it the most lucrative category.

Furniture and Office Supplies have lower profitability; however, their sales volume remains high, indicating potential margin issues.

### Discount vs Profit:

Profit drops sharply as discount levels increase, showing that aggressive discounting directly impacts overall profitability.

Moderate discounts (1-3%) yield better returns, while higher discounts (above 5%) often correlate with loss.

### Sales by Region (State):

States like England, Ho Chi Minh City, and North Carolina show high sales performance.

However, there are many states with low sales and profit contributions, suggesting opportunities for targeted marketing or sales expansion.





## Dashboard

Layout

Default

Phone

Device Preview

## Size

Fit to height: width: 1620

## Sheets

Sheet 1

Sheet 2

Sheet 3

Sheet 4

Sheet 5

## Objects

Workflow

Web Page

Navigation

Download

Add Filters

Einstein Discovery

Tiled

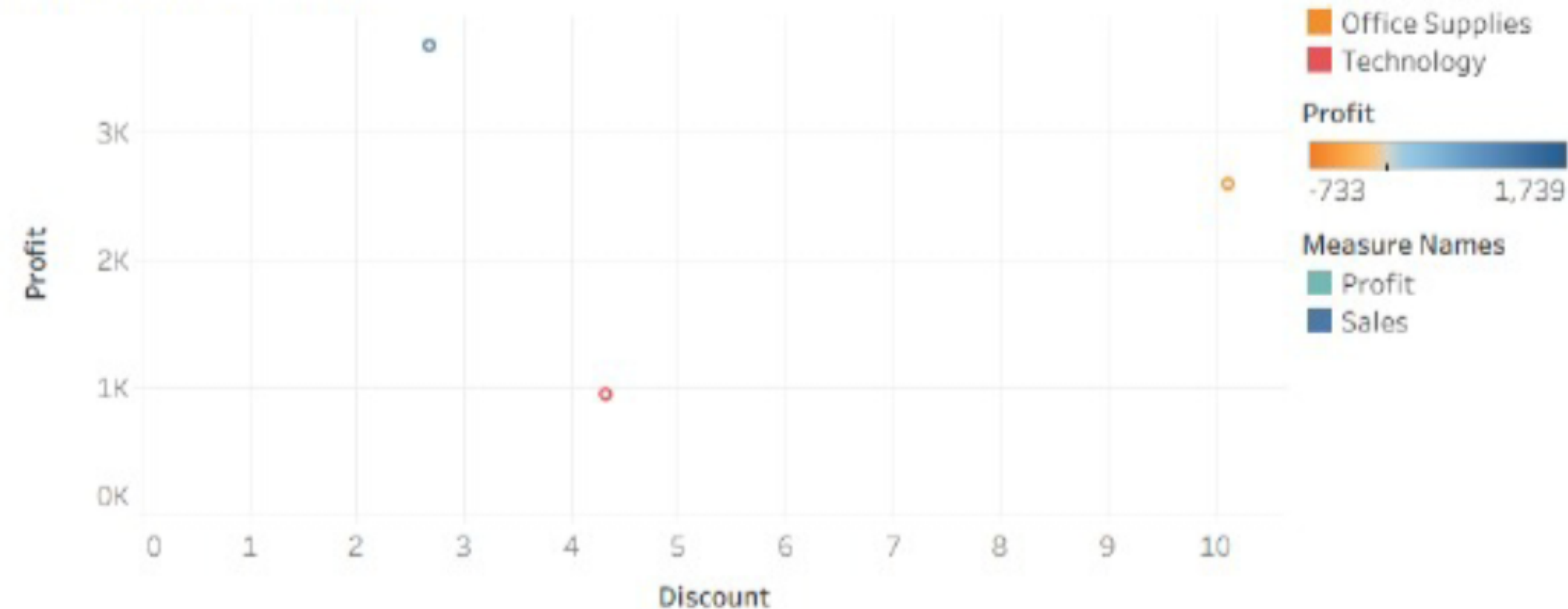
Floating

☒ Show dashboard title

## Sales Over Time



## Discount vs Profit



## Category vs Profit



## Sales By Region

