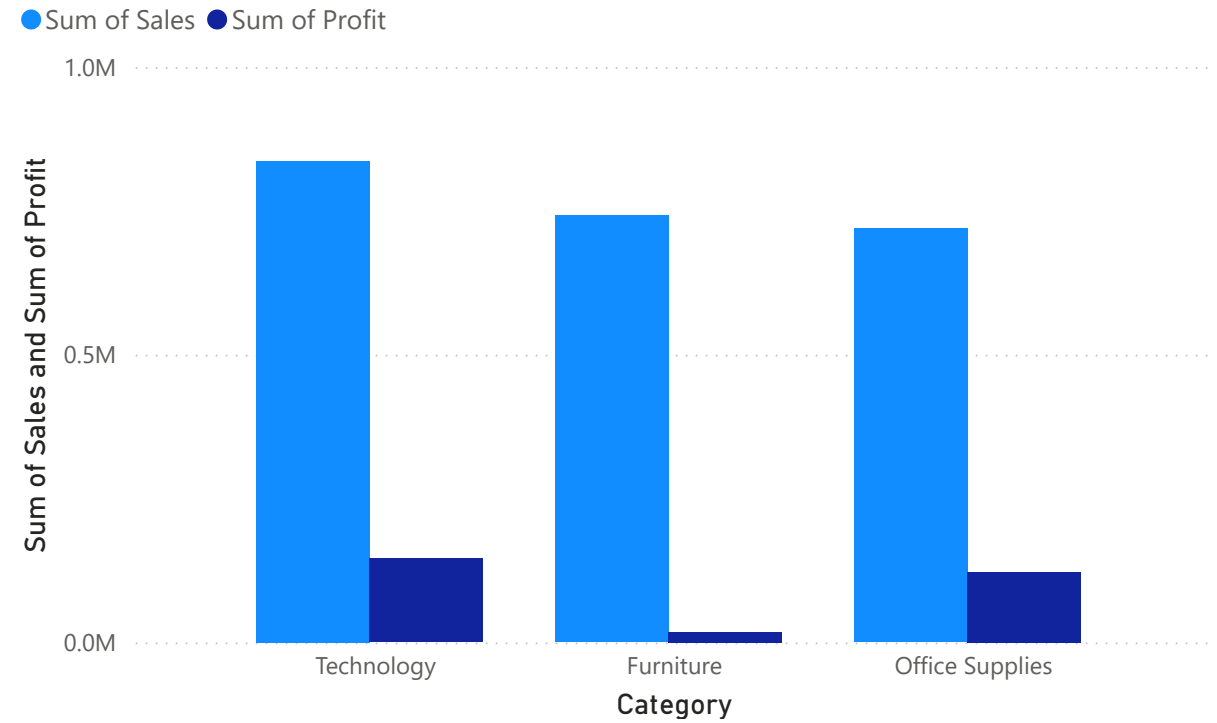


Category	Sum of Sales	Sum of Profit
Furniture	7,41,999.80	18,451.27
Office Supplies	7,19,047.03	1,22,490.80
Technology	8,36,154.03	1,45,454.95
<b>Total</b>	<b>22,97,200.86</b>	<b>2,86,397.02</b>

Sum of Sales and Sum of Profit by Category

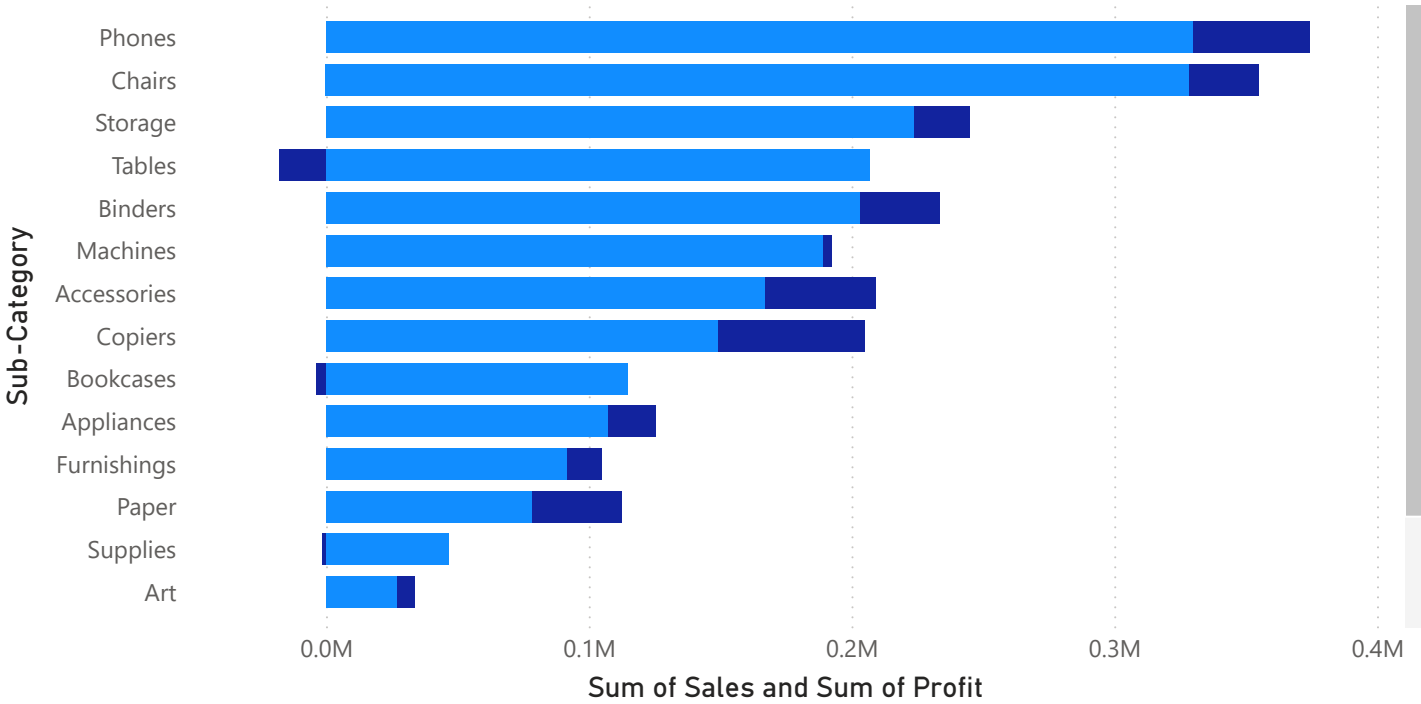


"Superstore Sales Dashboard – Data Visualization & Storytelling"

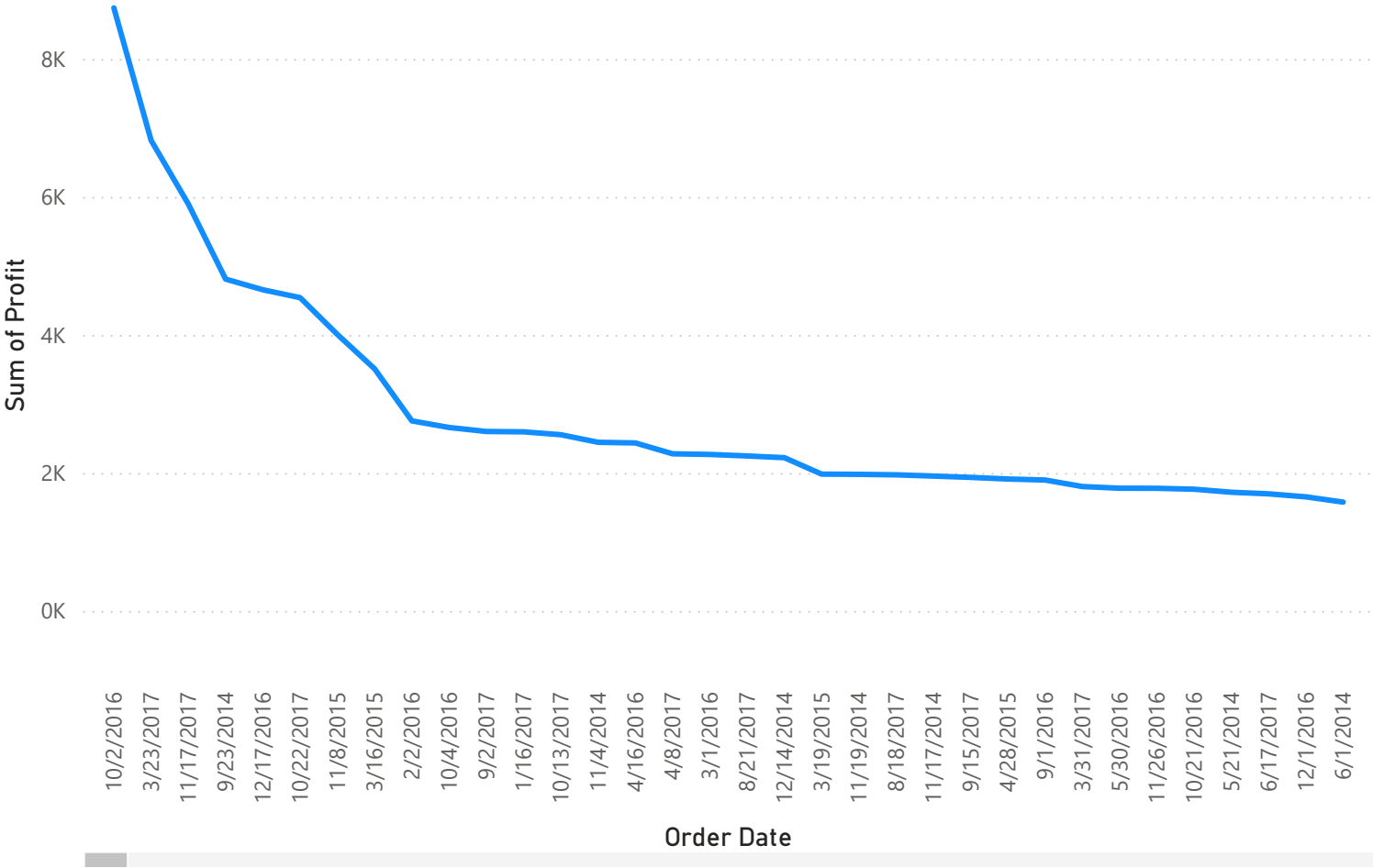


Sum of Sales and Sum of Profit by Sub-Category

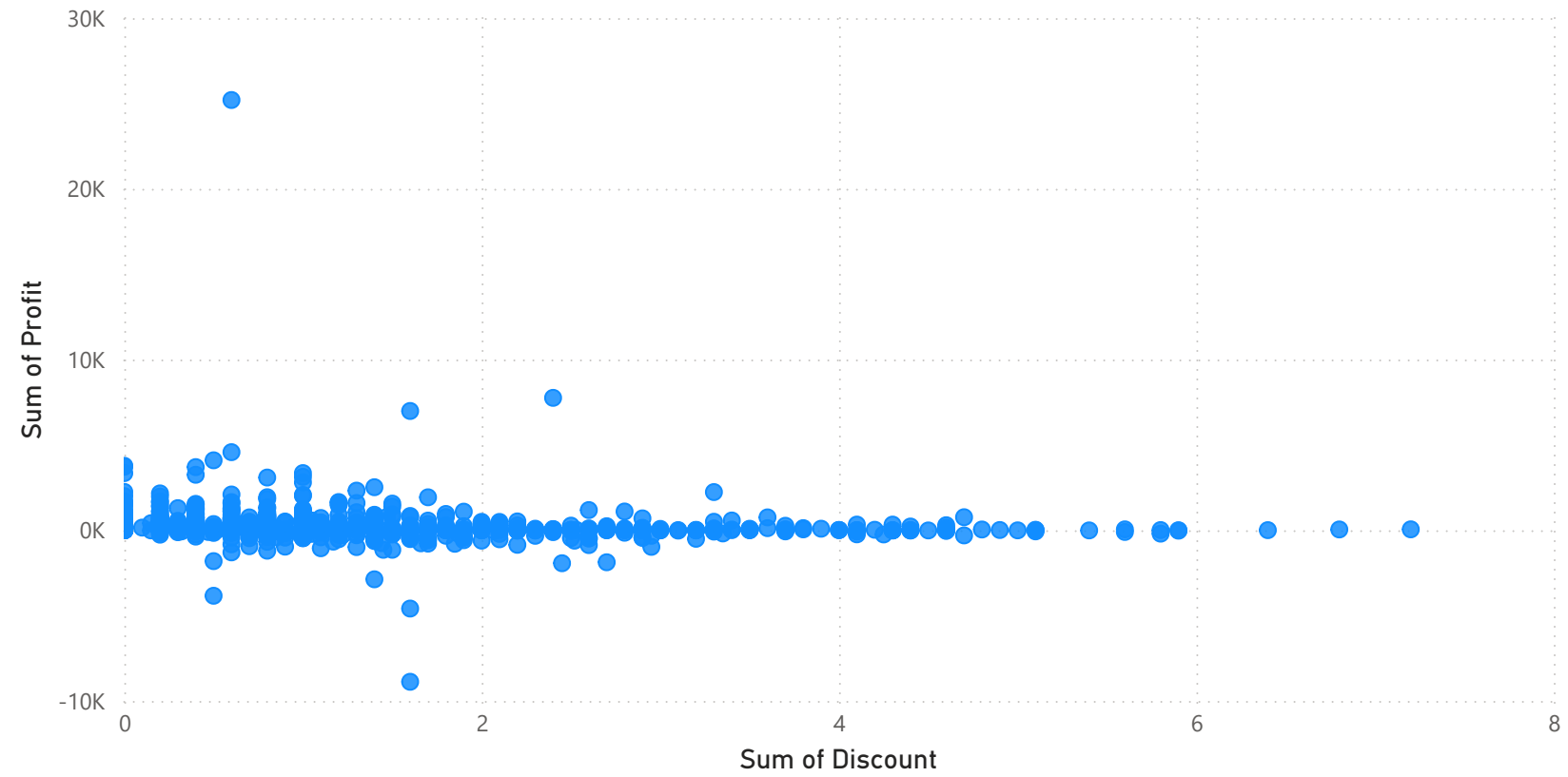
● Sum of Sales ● Sum of Profit



Sum of Profit by Order Date



Sum of Discount and Sum of Profit by Product Name



This visualization project explored sales and profit performance across various product categories, regions, and customer segments using Superstore data. Key findings revealed that:

- **Technology** is the most profitable category, while **Furniture** lags despite high sales.
- **Tables** consistently result in losses and require pricing or discount reevaluation.
- **High discounts** are strongly linked to **low or negative profits**.
- The **Central region**, though strong in sales, shows weak profitability.