

**13M**

Total Sales

**1.47M**

Total Profit

**0.12**

Profit Margin %

Product.Name	Total Sales	Total Profit
Samsung Smart Phone, Cordless	48654	-198.09
Office Star Executive Leather Armchair, Adjustable	50667	4,710.98
Nokia Smart Phone, with Caller ID	47880	9,465.33
Nokia Smart Phone, Full Size	71904	9,938.20
Motorola Smart Phone, Full Size	73159	17,027.11
Hon Executive Leather Armchair, Adjustable	58200	5,997.25
<b>Total</b>	<b>625561</b>	<b>1,05,728.14</b>

**Region**

- Africa
- Canada
- Caribbean
- Central
- Central Asia
- East
- EMEA

**Category**

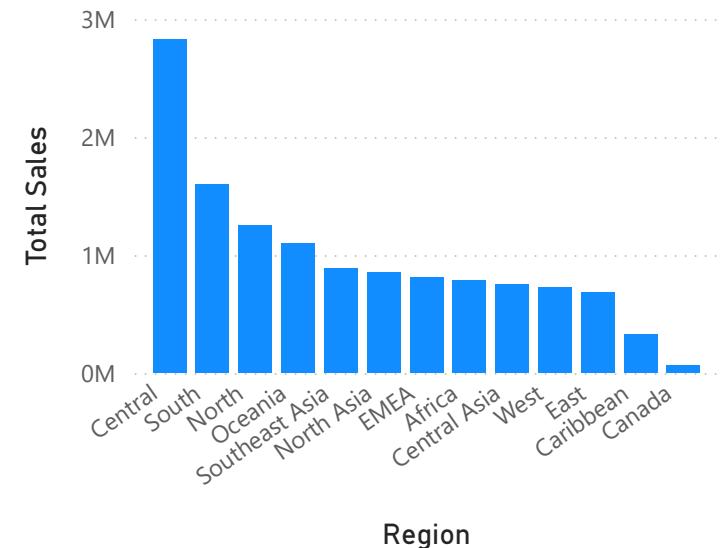
- Furniture
- Office Supplies
- Technology

Order.Date

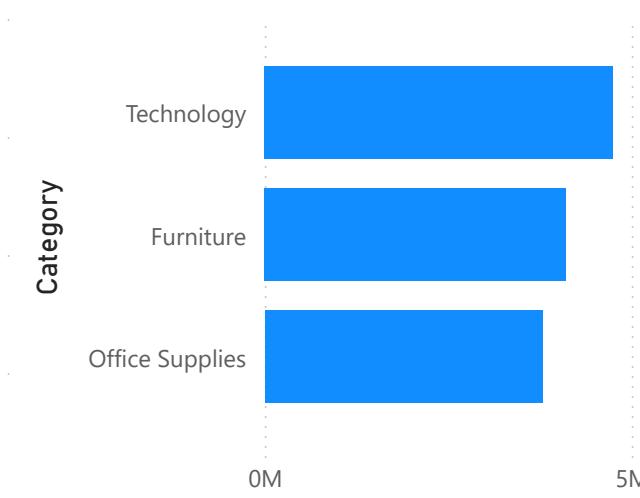
01-01-2011 
31-12-2014

## Global Superstore - BI Dashboard

### Total Sales and Sum of Profit by Region



### Total Sales by Category



- 1. Technology is the highest revenue-generating category, contributing significantly to overall sales and profit.**
- 2. Sales show a steady upward trend over time, indicating consistent business growth with seasonal spikes toward year-end.**
- 3. The West region outperforms other regions in total sales, while certain regions show lower profitability, highlighting optimization opportunities.**