



Superstore Dashboard

Profit Analysis

Year, Quarter, Month, Day

All

Sales Overview

Profit Overview

£286.4K

Total Profit

£2.3M

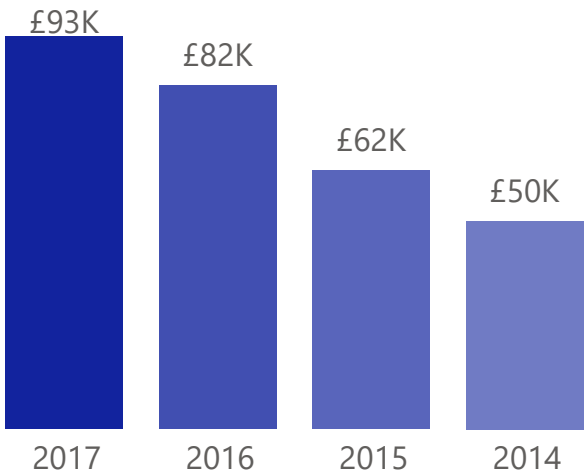
Total Sales

15.6%

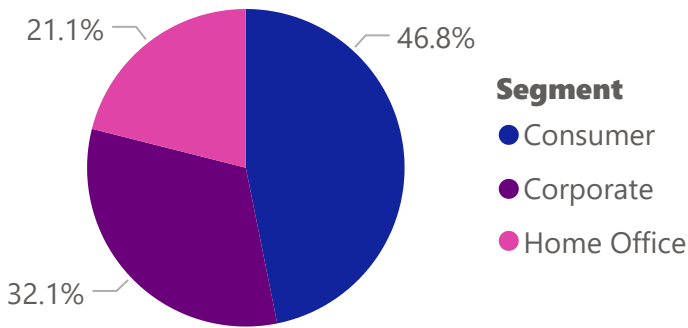
Average of Discount

Sub-Category	Profit
Copiers	£55,617.82
Phones	£44,515.73
Accessories	£41,936.64
Paper	£34,053.57
Binders	£30,221.76
Chairs	£26,590.17

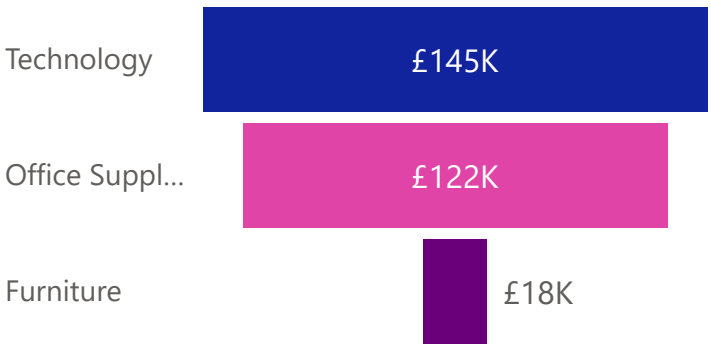
Profit by Year



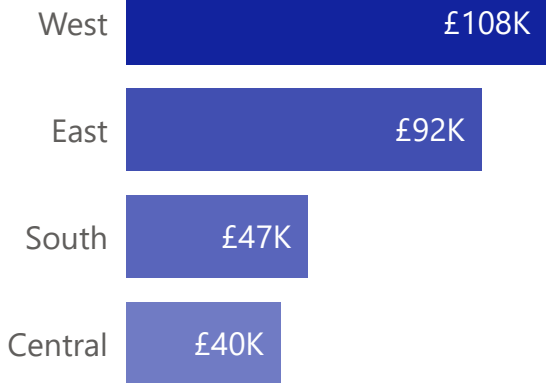
Profit by Segment



Profit by Category



Profit by Region



Insights

- The company's financial performance over the analyzed period (2014-2017) reveals a notable trend. In 2017, the company achieved its highest profit, amounting to £93k, indicating a positive financial outcome. Additionally, the year 2014 marked the lowest profit figure, recording £50k in revenue. Visual examination of the data further highlights a consistent annual increase in profit from 2014 to 2017. The company may consider implementing measures to sustain and amplify this upward trend.
- The West region stands out as the most profitable, generating £108k in profit, while the Central region lags behind with the least profit of £40k. Identify successful strategies employed in the West region that contributed to high profits and implement them in other regions to improve overall performance.
- The Technology category made the most profits at £145k.