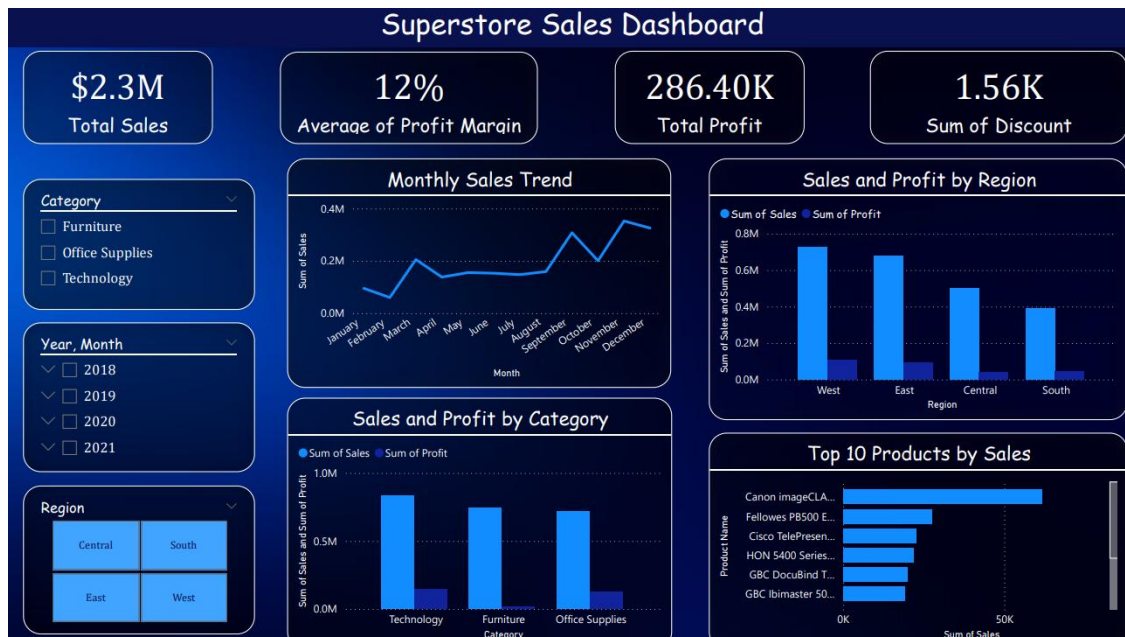
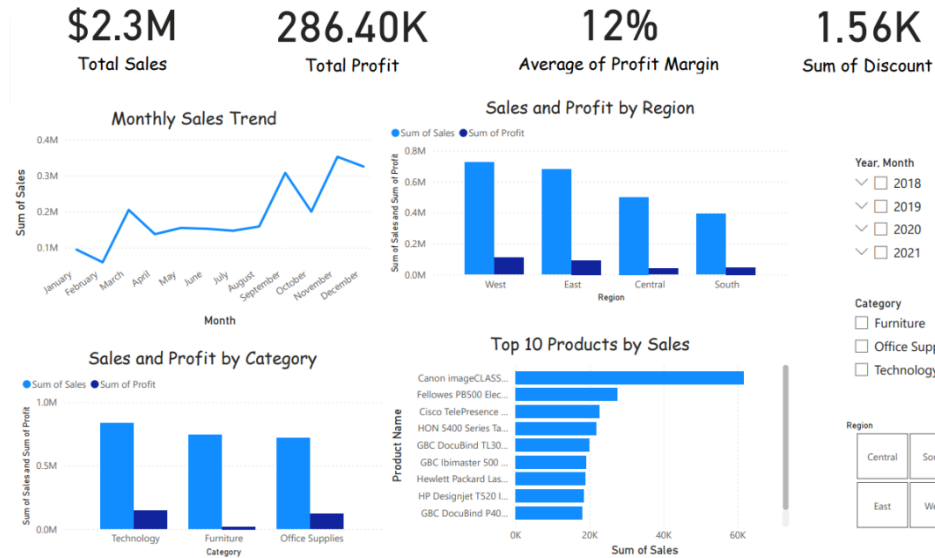


# Superstore Sales Dashboard



## Insights and recommendations

### 1. Insights

- The business generated total sales of about \$2.3M with total profit of about \$286K, resulting in an overall average profit margin of around 12%.
- Among categories, Technology drives the highest sales and profit, followed by Furniture, while Office Supplies contributes less revenue and profit overall.
- The West region delivers the highest sales (\$725,457.82) and profit (\$108,418.45), making it the strongest performing region, while South and Central show noticeably lower sales and profit.
- The East region performs better than South and Central and is close to West in terms of profit, indicating strong potential if further developed.
- The Monthly Sales Trend shows clear peaks around certain months (closer to the 0.4M level), while some months remain much lower, indicating seasonality in customer demand.
- A small group of top products (such as Canon imageCLASS 2200 Advanced Copier, Fellowes PB500, Cisco TelePresence System, HON 5400 Series, GBC DocuBind, etc.) accounts for a large share of sales, making the business dependent on a limited product set.
- The average discount given (around 15.62%), combined with a relatively modest overall average of profit margin (12%), suggests discounts need to be monitored carefully to avoid eroding profitability.

### 2. Recommendations

- Optimize discounts by reviewing products and categories with high discounts and low profit margin, especially outside Technology, to avoid unnecessary margin loss.
- Focus growth efforts on the West and East regions, where performance is already strong, while designing targeted campaigns to improve sales in the South and Central regions.
- Leverage top-performing products (the top 10 by sales) with focused marketing and stock availability, while reviewing low-performing products for price, promotion, or possible discontinuation.
- Align promotions with peak sales months identified in the Monthly Sales Trend, increasing inventory and marketing spend during high-demand periods to maximize revenue.