

Superstore Sales Report

1. Overall Performance

- Total Sales: \$1.6M
- Total Profit: \$175K
- Total Quantity Sold: 22K
- Average Shipping Days: 10 days

2. Sales by State

- California contributes the highest sales with 52.52% of total sales.
- New York follows with 29.29%, while Texas contributes 18.2%.

3. Sales by Payment Mode

- Online sales dominate at 35.64%, showcasing a preference for digital channels.
- Cards (23.77%) and Cash on Delivery (COD - 40.59%) also play significant roles.

4. Sales by Segment

- Consumer Segment leads with 43.71% of total sales.
- Home Office and Corporate Segments contribute 16.93% and 39.36%, respectively.

5. Sales and Profit Trends

- Sales by Month: Sales show an increasing trend toward the end of the year, peaking in November and December.
- Profits by Month: Profits mirror the sales trend, with the highest profitability in the last quarter.

Key Insights and Recommendations

1. Focus on California and New York:

- These states contribute the majority of sales. Further localized promotions and campaigns could boost performance.

2. Leverage Online Channels:

- With **35.64%** of sales from online payment methods, enhancing the online purchasing experience could further increase revenue.

3. Quarter-End Opportunities:

- Sales and profits peak in **Q4**, indicating opportunities for year-end promotions and offers.