

# Overall Summary

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*Superstore shows strong revenue driven by Technology and the West region, but profitability leaks occur in Furniture and deep discounting, suggesting opportunities for pricing and inventory optimization.*

Sections	Key Insights
<u>KPI Summary</u>	<ul style="list-style-type: none"><li>* Total Sales: \$2.29M</li><li>* Total Profit: \$286K</li><li>* Avg Profit Margin: 12.03%</li><li>* Performance is stable year-to-year with room for margin improvement.</li></ul>
<u>Category Performance</u>	<ul style="list-style-type: none"><li>* Technology is the strongest category with the highest sales and profit.</li><li>* Furniture underperforms, generating low sales and negative profit in some areas.</li></ul>
<u>Sub-Category Performance</u>	<ul style="list-style-type: none"><li>* Top performers: Chairs, Phones, Storage, and Appliances drive strong revenue.</li><li>* Worst performers: Tables produce the largest losses, followed by Bookcases and Supplies.</li></ul>

## Regional Performance

- \* West region leads in both sales and profit.
- \* East region performs well but lags behind West.
- \* South is the weakest region overall.

## Order Volume by Region

- \* West has the most orders, followed by East.
- \* High order concentration indicates stronger customer presence in West.

## Category by Region

- \* Technology and Office Supplies dominate every region.
- \* Technology is the top sales contributor in the West.
- \* Furniture is inconsistent and often unprofitable across regions.

## Monthly Trends (Time Series)

- \* Strong Q4 spikes every year.
- \* Consistent seasonal pattern likely driven by business/corporate spending cycles.

## Segment Performance

- \* Consumer segment generates the most revenue.
- \* Corporate segment maintains the highest profit margin.

## Average Profit Per Order

- \* Home Office has the highest profit per order despite being the smallest segment.
- \* Corporate sits in the middle; Consumer has the lowest per-order profit.

## Shipping Performance

- \* Standard Class is slowest but most used, showing customer cost sensitivity.
- \* Same Day shipping is fastest and least used.
- \* Standard Class dominates order volume.

## Discount Impact

- \* Discounts over 50% destroy profitability (average margin -109%).
- \* Small discounts (0–10%) preserve profit margins.
- \* Deep discounting is a major leak for profitability.

## **Product Performance**

- \* A small group of top products (mostly office & tech equipment) contribute disproportionately to profit.
- \* Worst-performing products are mainly furniture and conference room tables.

## **Customer Profitability (Pareto)**

- \* 20% of customers generate the majority of profit.
- \* Strong Pareto pattern: a small segment of customers drives most revenue.