

SUPERSTORE SALES DASHBOARD

Comprehensive Visual Analytics Report

Report Date: October 21, 2025

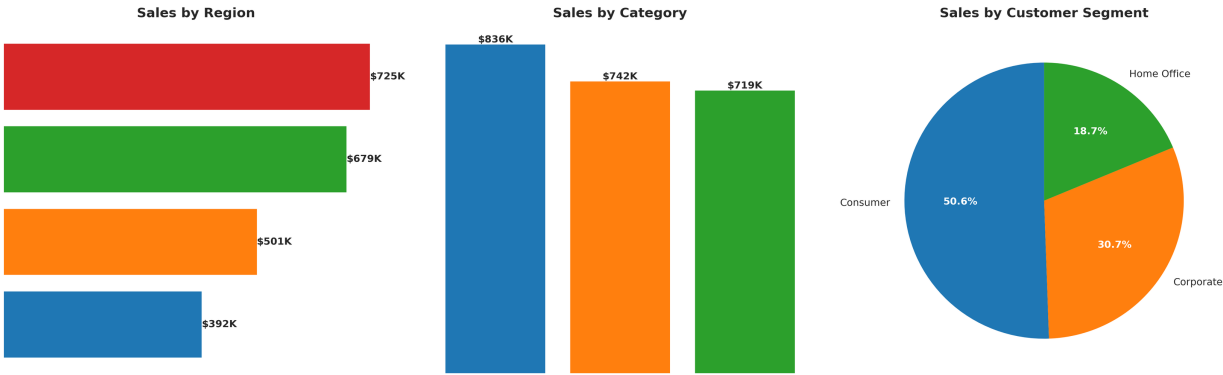
Dataset: 9,994 Transactions | **Period:** 2019-2022

Total Sales: \$2,297,200.86 | **Total Profit:** \$286,397.02

1. EXECUTIVE SUMMARY DASHBOARD

High-level overview of Superstore performance across regions, categories, and segments.

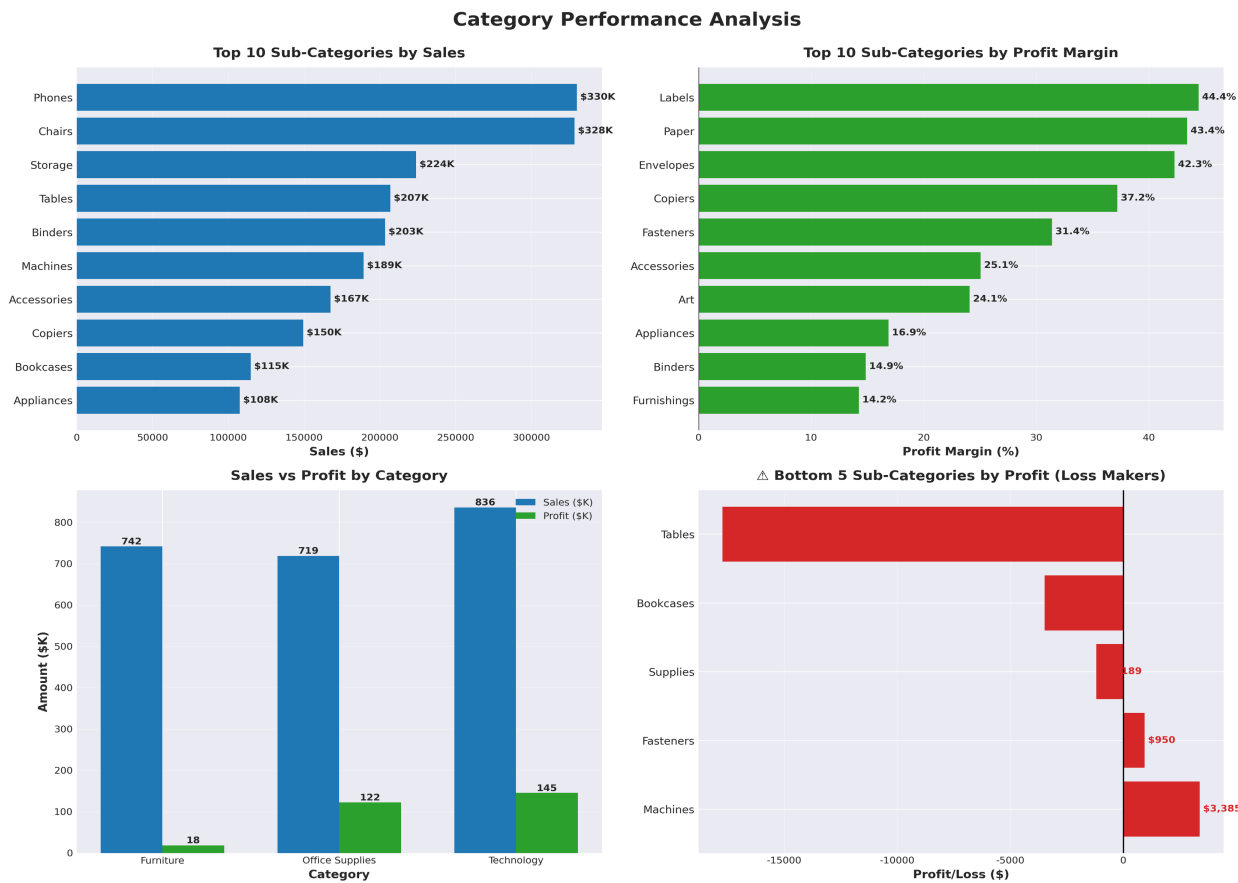
Superstore Sales Dashboard - Executive Summary



Key Insights: West region leads with \$725K sales. Technology category dominates with \$836K. Consumer segment represents 50.6% of total sales.

2. CATEGORY PERFORMANCE ANALYSIS

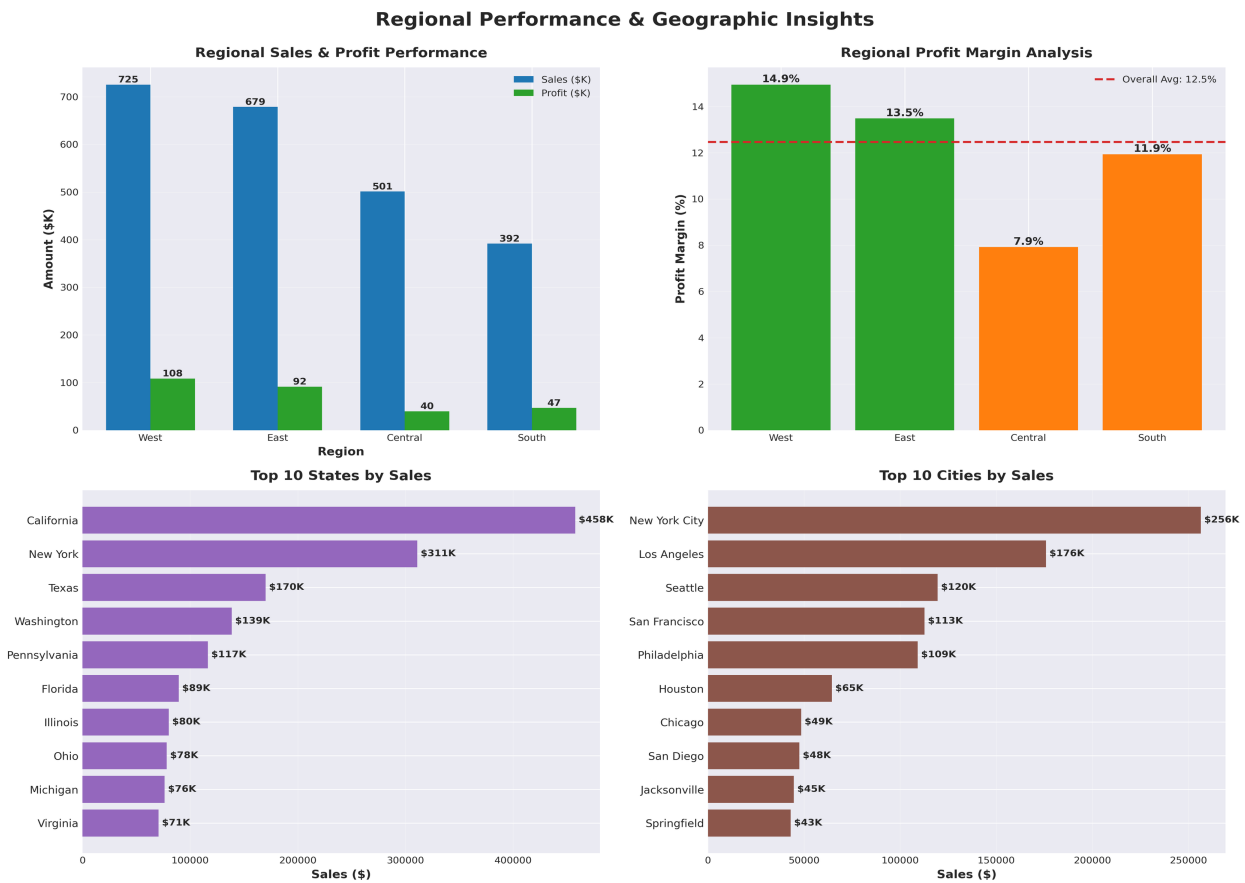
Deep dive into product categories and sub-categories revealing top performers and loss-making items.



Critical Finding: Tables sub-category losing \$17.7K annually. Copiers show highest profit margin at 37.2%. Furniture category has concerning 2.49% margin.

3. REGIONAL & GEOGRAPHIC INSIGHTS

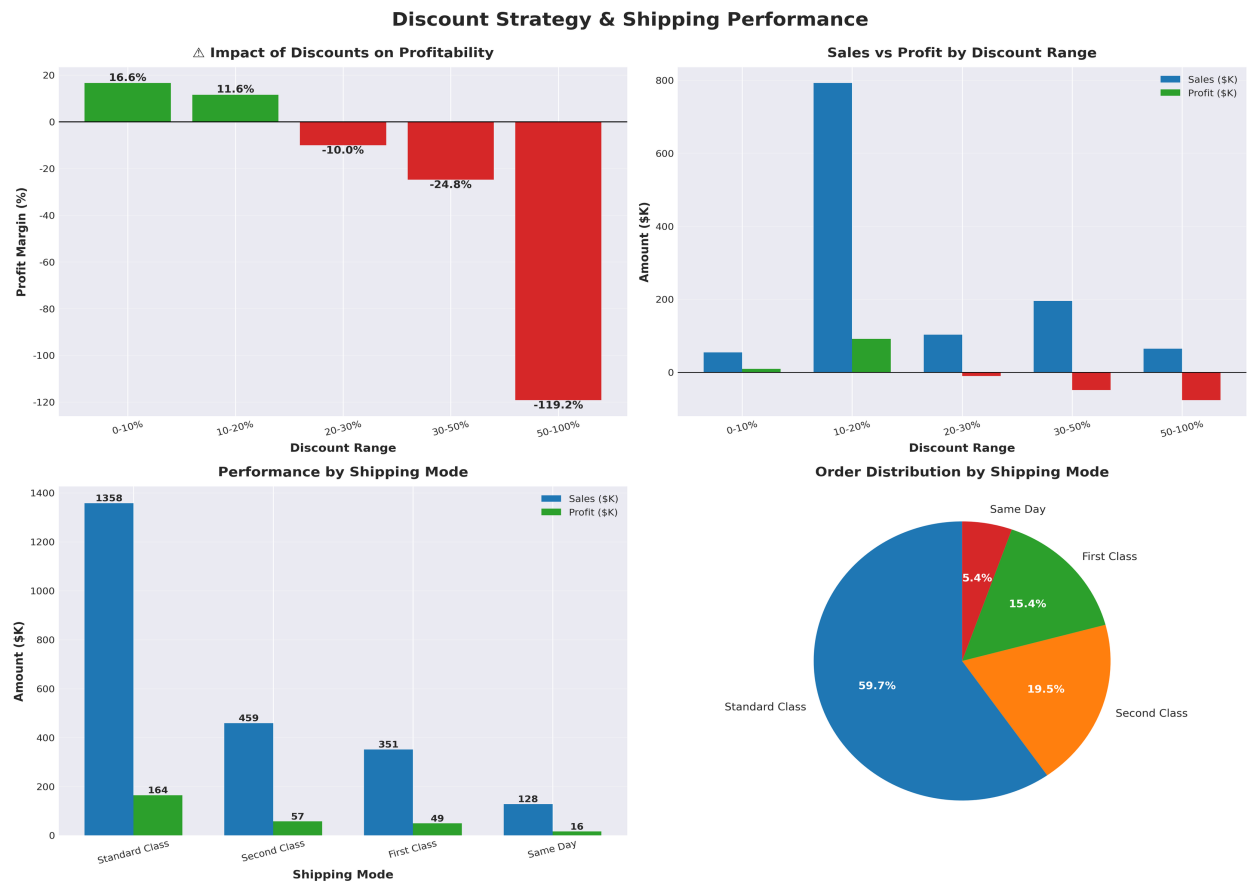
Geographic analysis revealing performance disparities across regions, states, and cities.



Regional Alert: Central region significantly underperforms with 7.92% profit margin vs West's 14.94%. Top markets: California, New York, Texas.

4. DISCOUNT STRATEGY & SHIPPING ANALYSIS

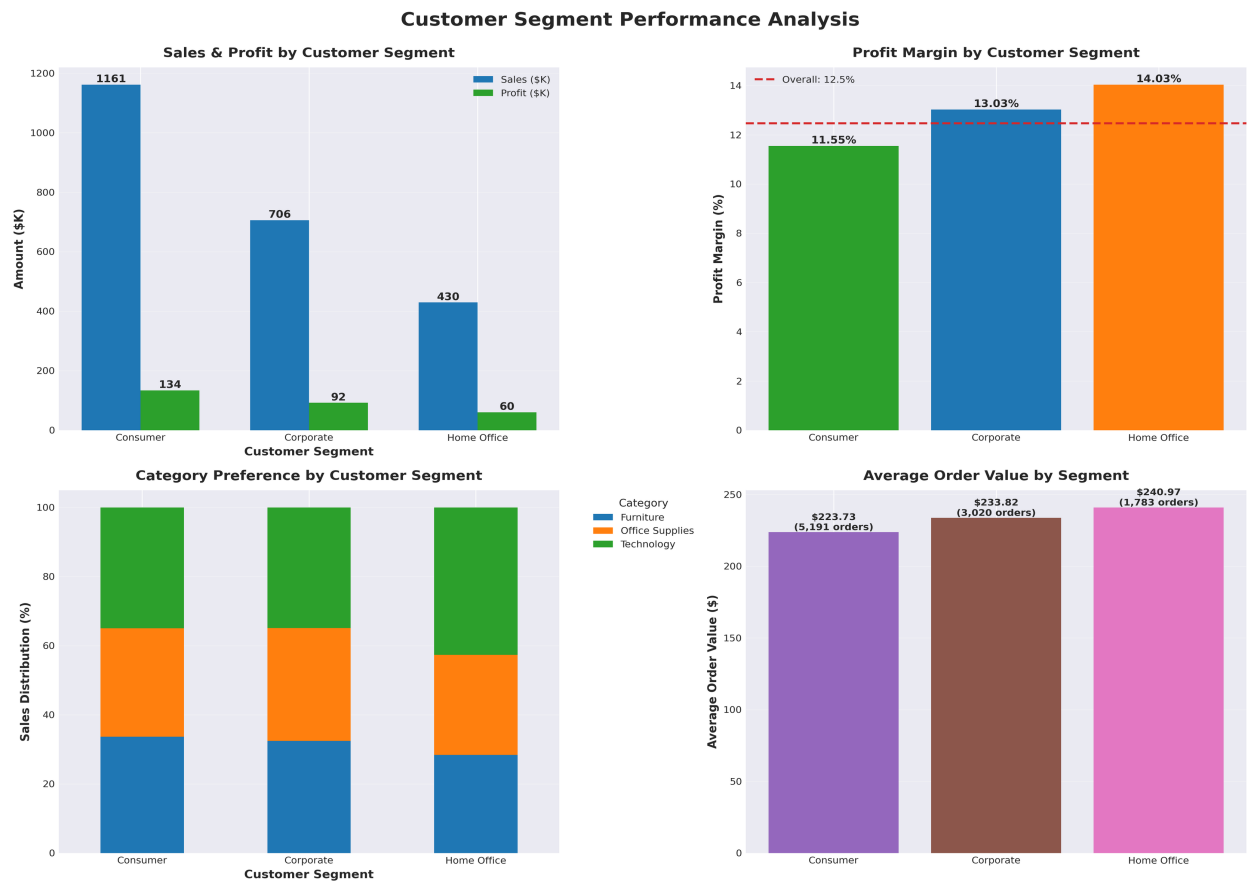
Analysis of discount impact on profitability and shipping mode performance evaluation.



Critical Warning: Discounts above 20% systematically destroy profits. Heavy discounts (50-100%) result in -119.2% margin. Standard Class shipping dominates with 59% of orders.

5. CUSTOMER SEGMENT PERFORMANCE

Customer segment behavior analysis revealing distinct patterns and opportunities.



Segment Insight: Home Office segment achieves highest margin (14.03%) despite smallest volume. Consumer segment largest but lowest margin (11.55%).

KEY RECOMMENDATIONS

- 1. Immediate Action:** Discontinue Tables product line (losing \$17.7K). Review all sub-categories with negative margins.
- 2. Discount Control:** Implement strict 20% maximum discount cap. Current heavy discounting destroys profitability.
- 3. Regional Strategy:** Deploy West region's success strategies to Central region to improve 7.92% margin.
- 4. Focus on Winners:** Increase inventory for high-margin products: Copiers (37.2%), Accessories (25%), Labels (44.4%).
- 5. Segment Growth:** Expand Home Office segment. Optimize Consumer segment pricing to improve margins.
- 6. Geographic Expansion:** Replicate success in top metros (NYC, LA, Seattle) to similar markets.

CONCLUSION

Addressing discount policy, eliminating loss-making products, and replicating regional best practices could increase profitability by 3-5 percentage points, adding \$70K-\$115K in annual profit.

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