

Analytical Insights Report

Dataset: cleaned_superstore.csv

1. Overall Business Performance

Total Sales: 2,297,200.86 | Profit: 286,397.02

Action: Focus on high-margin categories and reevaluate discounting.

2. Category-Level Performance

Technology leads in both sales and profit.

Action: Expand inventory and promotional support.

3. Discount Impact on Profitability

Correlation: -0.219

Action: Implement structured, targeted discounting.

4. Regional Performance

Best Region: West | Worst: Central

Action: Conduct region-level diagnostic analysis.

5. Shipping Time Analysis

Median shipping days: 4

Action: Maintain logistics SLAs and consider premium options.