

Executive Summary – Superstore Performance

Business Performance Snapshot

Total Sales: 2,297,200.86

Total Profit: 286,397.02

Top Category: Technology

Most Profitable Region: West

Median Shipping Time: 4 Days

Discount–Profit Correlation: -0.219

Key Findings

1. Discounting reduces profitability.
2. Technology is the strongest category.
3. Central region underperforms.
4. Shipping performance is stable.

Risks

- Margin deterioration from discounts.
- Loss-leading SKUs.
- Shipping delays affecting retention.

Opportunities

- Cross-selling top products.
- Region-specific optimization.
- Premium shipping tiers.