**INSIGHT**

The dataset used for this analysis contains 9,994 records and 21 variables.

**SALES INSIGHT:**

* Superstore recorded a sale has a record of 2.30M
* Furniture products under category has 742K sales. Office supply has 719K sales, while Technology has 836K.
* Technology has 6939 quantity and 244.40 discount. Office supply has 23K quantity and 947.80 discount. Furniture has 8028 quantity and 368.89 discount.
* Top five cities by sales as shown on the clustered bar chart are New York, Los Angeles, San Francisco, Seattle, Philadelphia. while the bottom five are Ormando Beach, Pensacola, Jupiter, Elyria and Abilene.
* The stacked area chart also shows that, the more discount is increased the more sales dropped (from 1.09M at 0.0 discount to 16K at 0.8 discount).

**PROFIT INSIGHT:**

* The card on the dashboard shows a profit of 286.40K
* Furniture category recorded 18.45K profit. Office supply recorded 122.49K profit, while Technology recorded 145k profit.
* The same amount of discount and quantity applies to both profit and sales.
* Top five cities by profit are within states like California, Washington, New York, and Pennsylvania, while bottom five cities by profit are within states like Ohia, Texas and Florida.
* The stacked area chart shows a reduction in profit every time the discount increases. The profit goes from 320.987 at 0.0 discount to -30,539 at 0.80 discount.
* The pie chart shows profit generated by region with west having the highest by 38%, followed by East with 32%, South with 16% and central by 14%

**GENERAL INSIGHT:**

* Technology recorded the highest sales of 836K and profit of 145K, while Furniture has the second highest sales of 742K with the lowest profit of 18K.
* Furniture category has the highest number of quantity (8028) and the second highest discount (368.89) and still record the lowest profit in the category. This shows that discount is not necessarily a determinant for profit growth.
* The line chart shows an upward spike of above 50% of sales and profit during the last quarter of the year for the past 4years consecutively.
* Furniture products has 22% sales on the central region, but no profit recorded which could be as a result of the losses incurred.

**RECOMMENDATIONS:**

* Since Furniture is having the second highest number of sales and the highest discount, but still records the lowest profit. I recommend that the discount be removed, and price should return to it initial cost.
* I would also recommend that products like tables, bookcases, supplies and machines that recorded losses should be removed. Alternatively, the price should increase.
* Cities in Ohio, Texas and Florida should be avoided while cities in California, Washington, New York, and Pennsylvania should be focused on.
* Based on the stacked area chart, I would recommend that discounts in products should be done once every quarter or once in six months.
* I also recommend a marketing campaign/products awareness should be done in cities that recorded low sales and profit.