

# Superstore Insights Dashboard

- State
- ☐

Alabama
- ☐

Arizona
- ☐

Arkansas
- ☐

California
- ☐

Colorado
- ☐

Connecticut
- ☐

Delaware
- ☐

District of Columbia
- ☐

Florida
- ☐

Georgia
- ☐

Idaho
- ☐

Illinois
- ☐

Indiana
- ☐

Iowa
- ☐

Kansas
- ☐

Kentucky
- ☐

Louisiana
- ☐

Maine
- ☐

Maryland
- ☐

Massachusetts
- ☐

Michigan

2.30M

Sales

286.40K

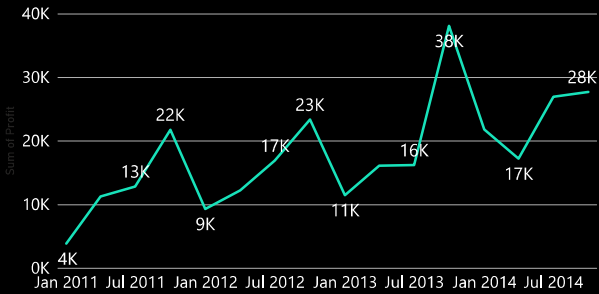
Profit

38K

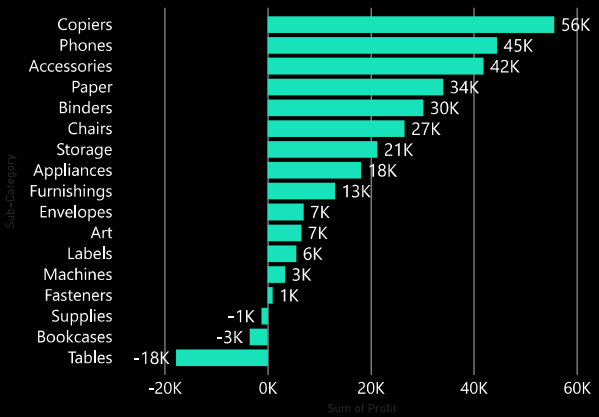
Quantity

Sub-Category	Central	East	South	West	Total
Accessories	33,956.08	45,033.37	27,276.75	61,114.12	1,67,380.32
Appliances	23,582.03	34,188.47	19,525.33	30,236.34	1,07,532.16
Art	5,765.34	7,485.76	4,655.62	9,212.07	27,118.79
Binders	56,923.28	53,498.00	37,030.34	55,961.11	2,03,412.73
Bookcases	24,157.18	43,819.33	10,899.36	36,004.12	1,14,880.00
Chairs	85,230.65	96,260.68	45,176.45	1,01,781.33	3,28,449.10
Copiers	37,259.57	53,219.46	9,299.76	49,749.24	1,49,528.03
Envelopes	4,636.87	4,375.87	3,345.56	4,118.10	16,476.40
Fasteners	778.03	819.72	503.32	923.22	3,024.28
Furnishings	15,254.37	29,071.38	17,306.68	30,072.73	91,705.16
Labels	2,451.47	2,602.93	2,353.18	5,078.73	12,486.31
Machines	26,797.38	66,106.17	53,890.96	42,444.12	1,89,238.63
Paper	17,491.90	20,172.60	14,150.98	26,663.72	78,479.21
Total	5,01,239.89	6,78,781.24	3,91,721.91	7,25,457.82	22,97,200.86

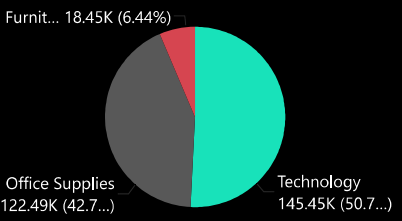
Profit by Year and Quarter



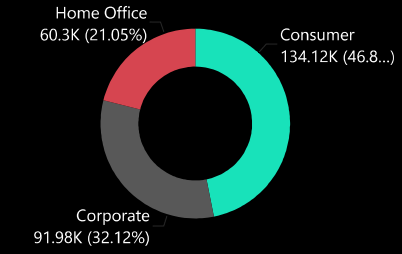
Profit by Sub-Category



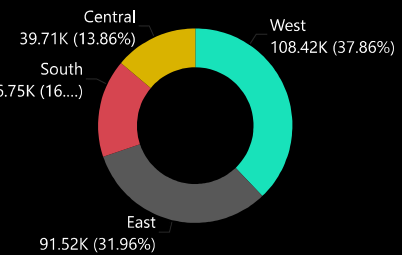
Profit by Category



Profit by Segment



Profit by Region



## Executive Summary - Superstore Analysis (2011-2014)

**2.30M**  
Sales

**286.40K**  
Profit

**38K**  
Quantity

### Key Insights

- The West region generates the highest profit, contributing 37.86% of total profit.
- Technology is the most profitable category, accounting for 50.7% of overall profit.
- Consumer segment leads in profitability, contributing 46.8% of the total profit.
- Peak profit observed in Q1 2014 – indicates possible seasonal sales spike.
- Sub-categories like Copiers and Phones are top drivers of profit.

### Key Trends

#### Regions:

- **West:** Top-performing with **\$108.42K** in profit
- **East:** Second-best at **\$91.52K**

#### Categories:

- Technology outperforms Furniture & Office Supplies in profit share.

#### Segments:

- Consumer segment drives nearly half the total profit.

#### Sub-Categories:

- Copiers and Phones generate highest individual profits.

### Warning Flags / Issues

- **Tables** show a consistent **loss of \$18K** – requires immediate attention.
- Other low-performing sub-categories: **Bookcases, Fasteners, Supplies**
- Some regions like **Central** contribute just **13.86%** to total profit – room for improvement.