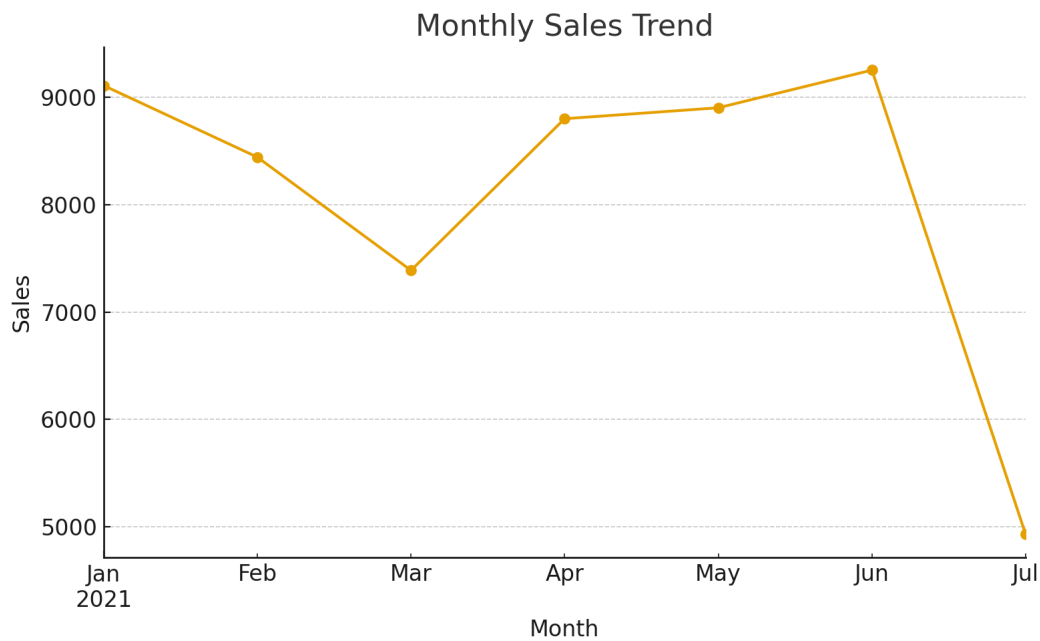# Data Visualization & Storytelling Report

This report presents data visualizations using a Superstore-like sales dataset. The goal is to derive business insights through effective storytelling with charts and graphs.
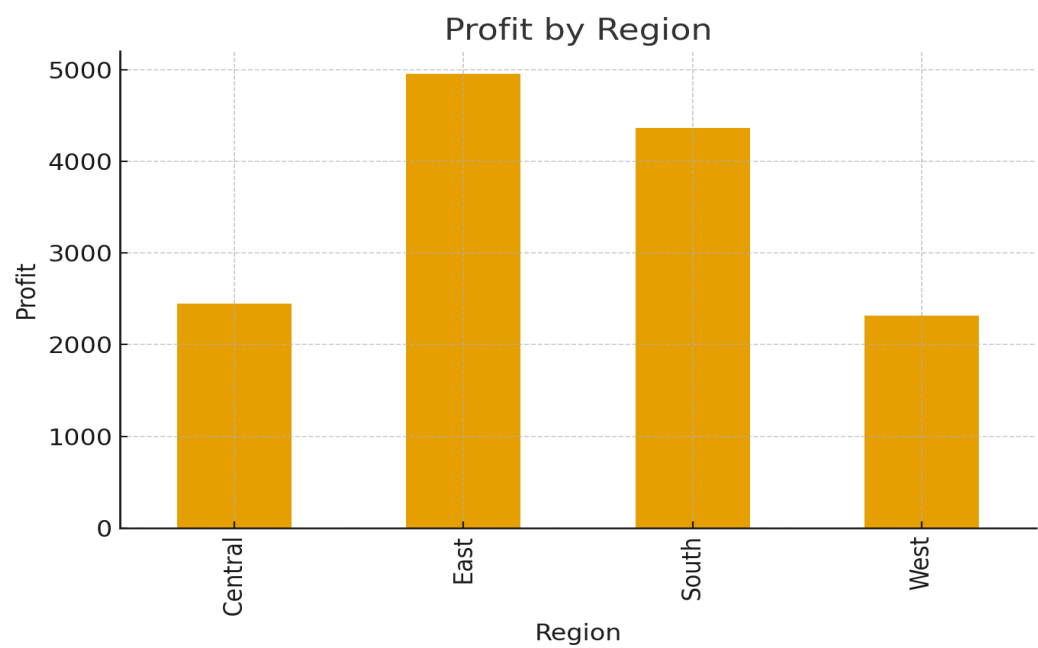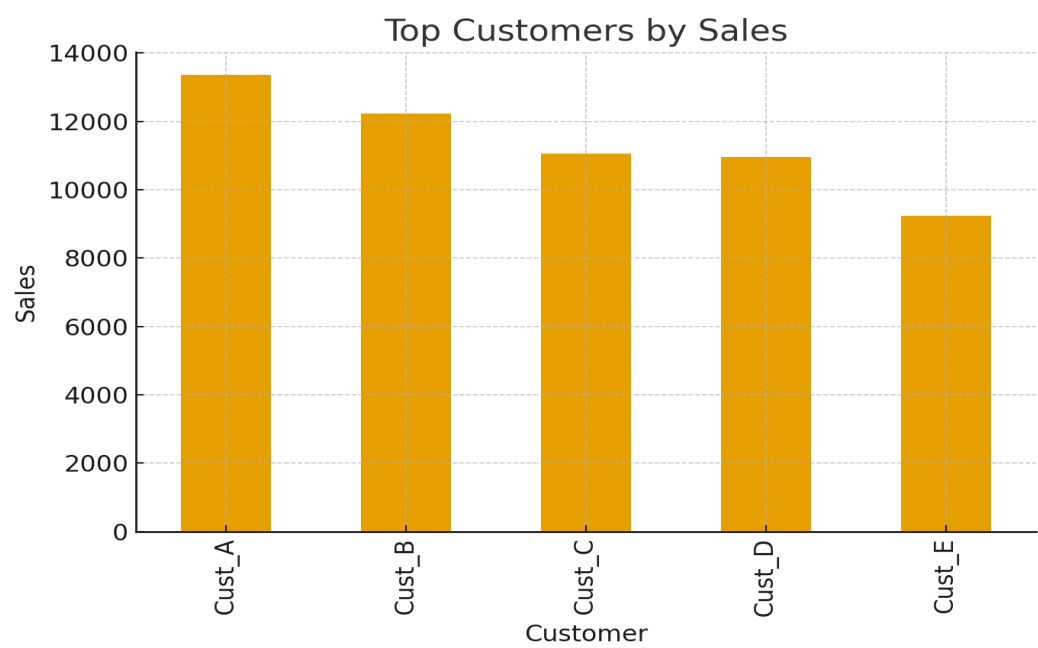
Monthly Sales Trend

Category-wise Sales & Profit
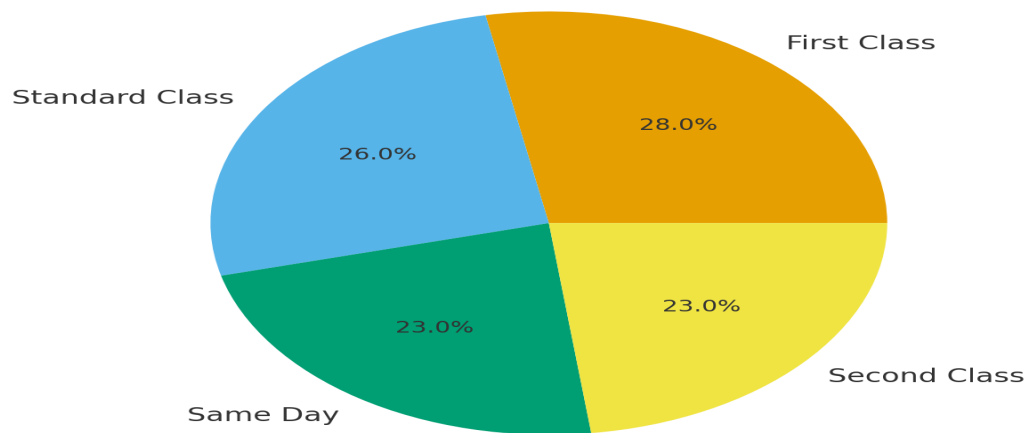
Profit by Region

Top Customers by Sales

Shipping Mode Distribution

Shipping Mode Distribution

Key Insights

Sales show an upward trend with seasonal peaks. Technology leads in sales, but Furniture has lower profitability. West region contributes highest profit, while South is inconsistent. A few top customers drive majority of revenue. Standard class dominates shipping, but Same Day is less profitable.

Conclusion

The analysis highlights growth opportunities in technology and the need to optimize furniture margins. Targeting top customers and improving shipping strategies can further enhance profitability.