

# Superstore Sales Analysis - Insights Summary

The Superstore dataset (9,994 records) generated \$2.29M revenue with a 12.47% margin.

Key findings:

Category Insights:

- Technology: ~\$836K sales, ~\$145K profit
- Office Supplies: ~\$719K sales, ~\$122K profit
- Furniture: ~\$742K sales but low/negative profitability due to Tables (~-\$17K loss)

Customer Segments:

- Consumer: ~52% of sales (~\$1.2M)
- Corporate: ~30% (~\$690K)
- Home Office: ~18% (~\$405K)

Regional Performance:

- West: ~\$725K
- East: ~\$680K
- Central: ~\$480K (profit pressure)
- South: ~\$400K (growth opportunity)

Discount Impact:

- Avg discount: 15.62%
- >30% discounts lead to loss

Recommendations:

- Reduce deep discounts
- Re-evaluate furniture pricing
- Expand corporate customer acquisition
- Strengthen South region presence