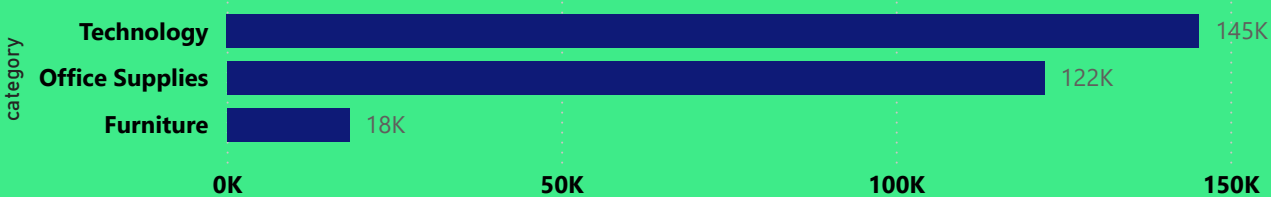


Superstore Sales Dashboard

Profitability by Category



12.02
Average Profit Margin

6.80%
Loss %

2.30M
Sum of sales

286K
Sum of profit

Insights for Sales Dashboard

- The business generated **\$2.30M in sales** with a **profit of \$286K** (profit margin 12%).
- **Loss orders account for 6.8%** of all sales transactions.
- **Technology** is the most profitable category, while **Furniture** contributes the highest losses (-\$70K).
- Profitability varies by region: the **West region leads in profit**, while some Eastern cities generate repeated losses.

category

Furniture

Office Supplies

Technology

region

Central

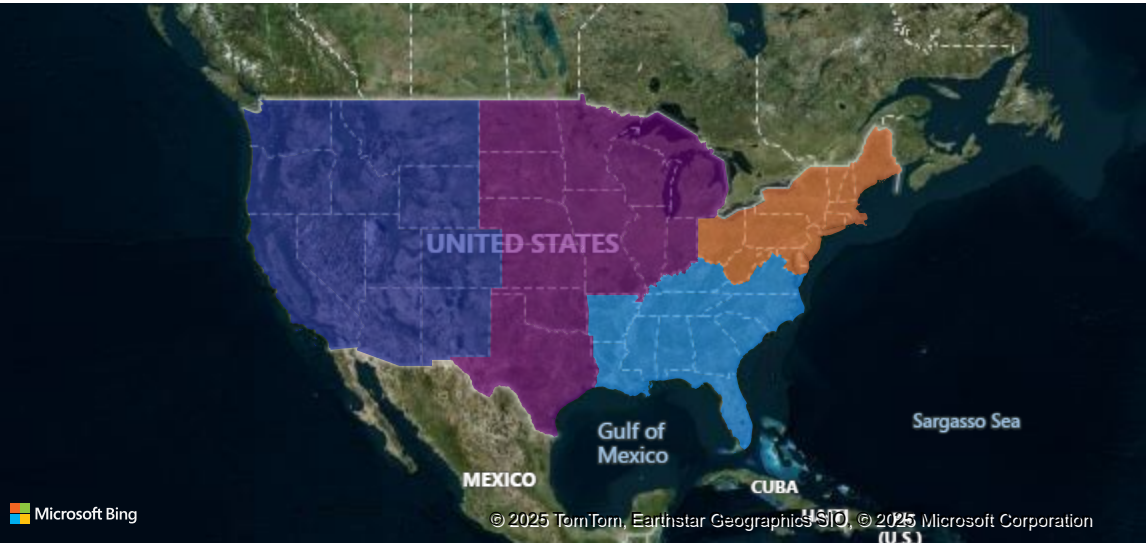
East

South

West

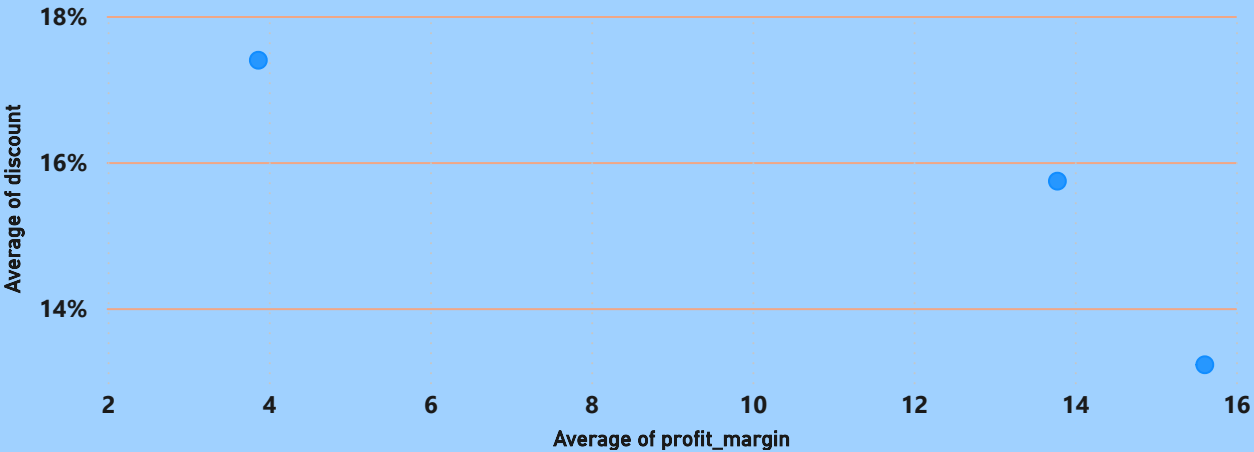
Profitability by State and Region

region Central East South West



Discount Impact Business

Impact of Discount on Profit-Margin



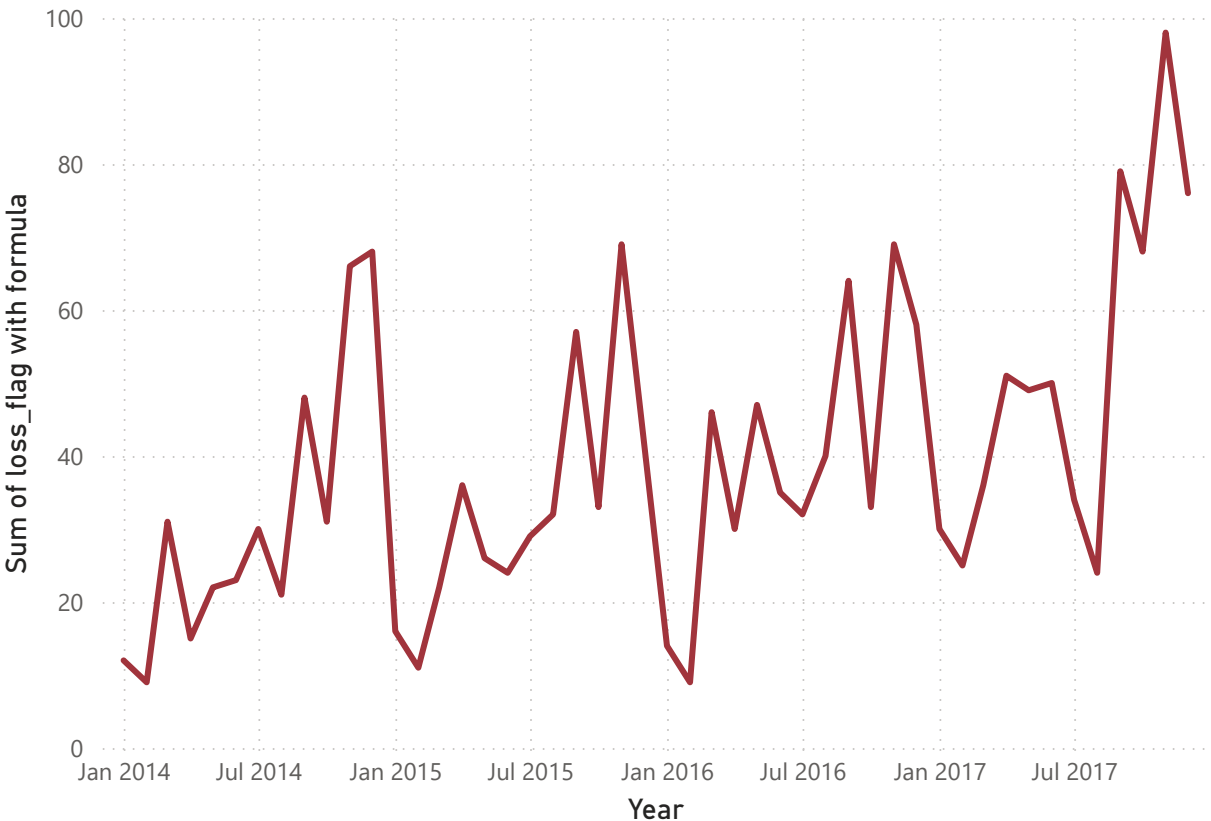
Insights on Discount and Losses

- Loss-making orders have an **average discount of 48%**, compared to lower discounts on profitable orders.
- **High discounting is the main driver of losses**, especially in **Furniture** and **Office Supplies**.
- **Technology** maintains profitability even with moderate discounts, making it a resilient product line.
- Recommendation: **Apply stricter discount controls** — reduce Furniture & Office Supplies discount levels to protect margins.

Average Discount on Loss-Flag

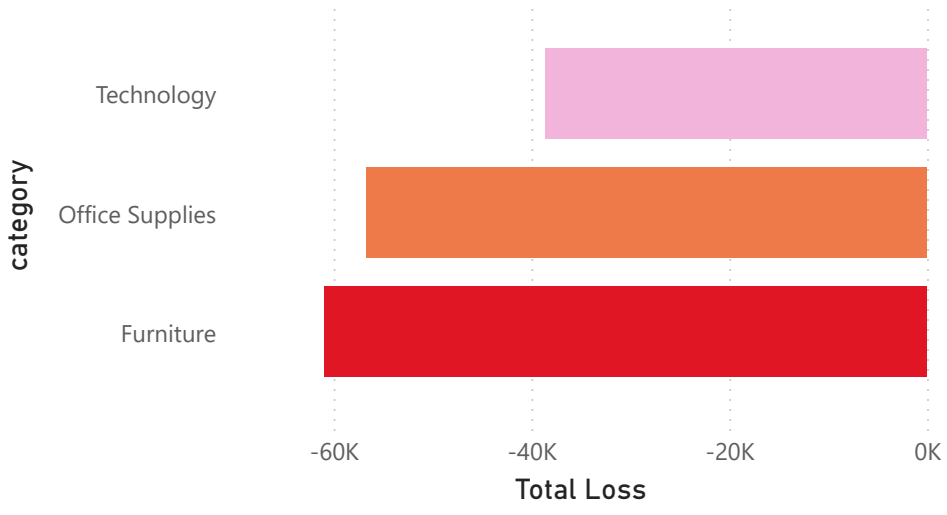
48.10%

Loss Flag By Time Period

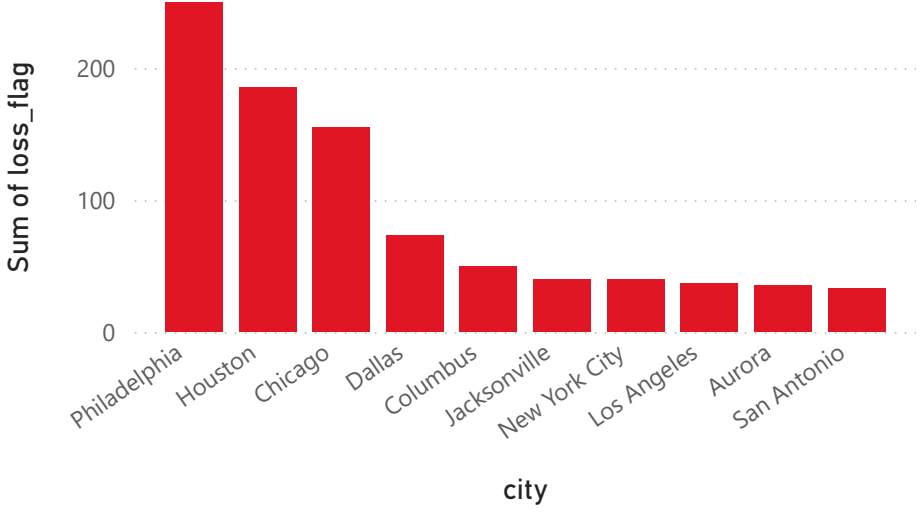


Loss Analysis on Business

Total Loss by category



Total Loss-Flag by City



Insights of loss Analysis

- **Top loss-making products** include [Product Names from your table] — often tied to aggressive discounting.
- **Philadelphia, Houston, and Chicago** are the biggest loss-generating cities.
- Losses are concentrated in **Furniture** across multiple states.
- Recommendation: **Reassess pricing and promotions in high-loss cities**; focus on profitable regions and categories.

Top Loss Making Product and discount

product_name	Sum of total_loss	Average of discount
Lexmark MX611dhe Monochrome Laser Printer	-5,269.97	15.63%
Ibico EPK-21 Electric Binding System	-2,929.48	15.63%
GBC Ibimaster 500 Manual ProClick Binding System	-5,098.57	15.63%
GBC DocuBind TL300 Electric Binding System	-4,162.03	15.63%
GBC DocuBind P400 Electric Binding System	-6,859.39	15.63%
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	-3,431.67	15.63%
Cubify CubeX 3D Printer Triple Head Print	-3,839.99	15.63%
Cubify CubeX 3D Printer Double Head Print	-9,239.97	15.63%
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	-3,107.53	15.63%
Bush Advantage Collection Racetrack Conference Table	-2,545.26	15.63%
Total	-46,483.86	15.63%

Total Loss by state and region

