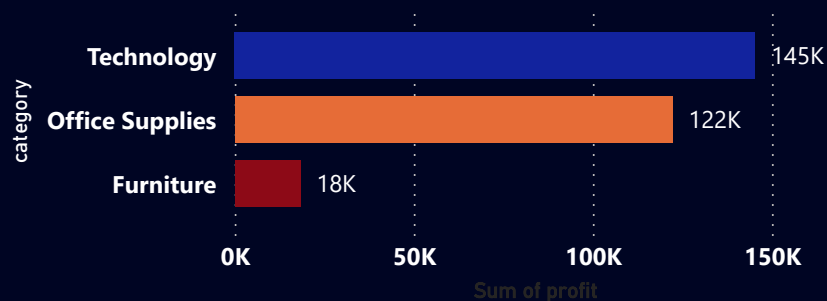


Superstore Sales Dashboard

Sum of profit by category



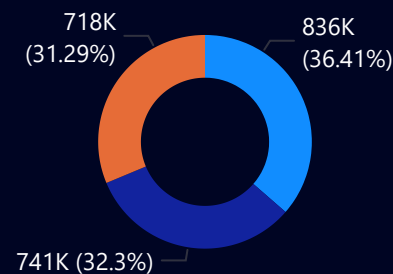
category



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.

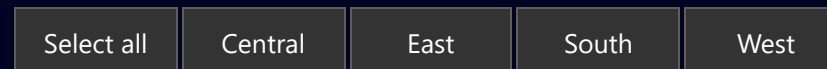
Sales by category



category

- Technology
- Furniture
- Office Suppl...

region

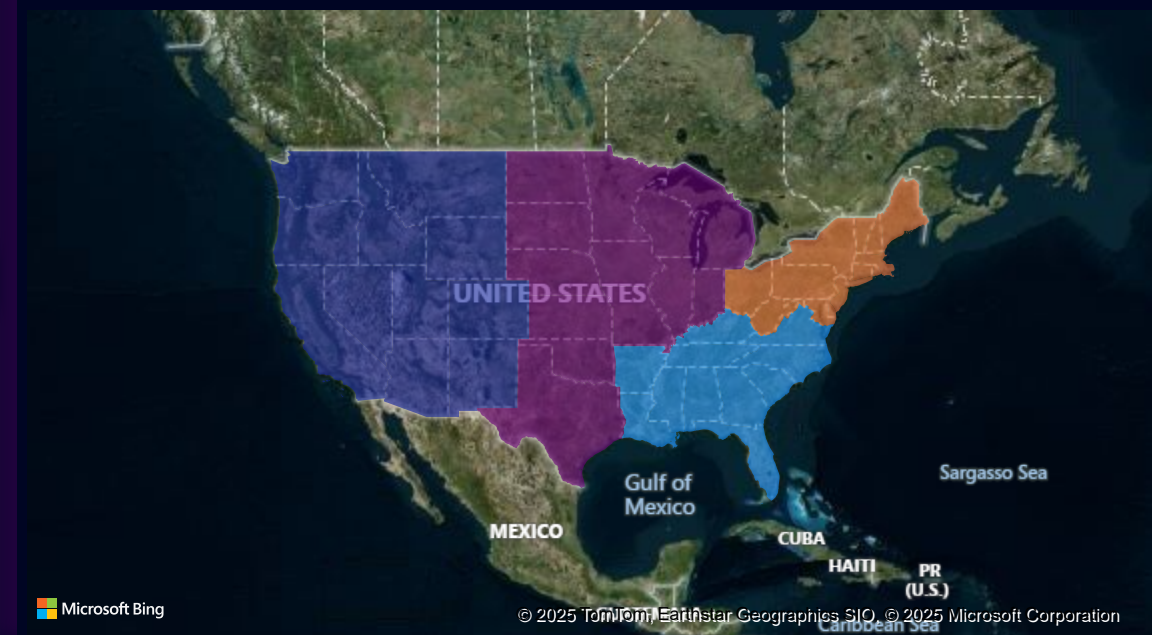


ship_date



Sum of profit_margin by state and region

region ■ Central ■ East ■ South ■ West



12.02
Average Profit Margin

6.80%
Loss %

2.30M
Sum of sales

286K
Sum of profit

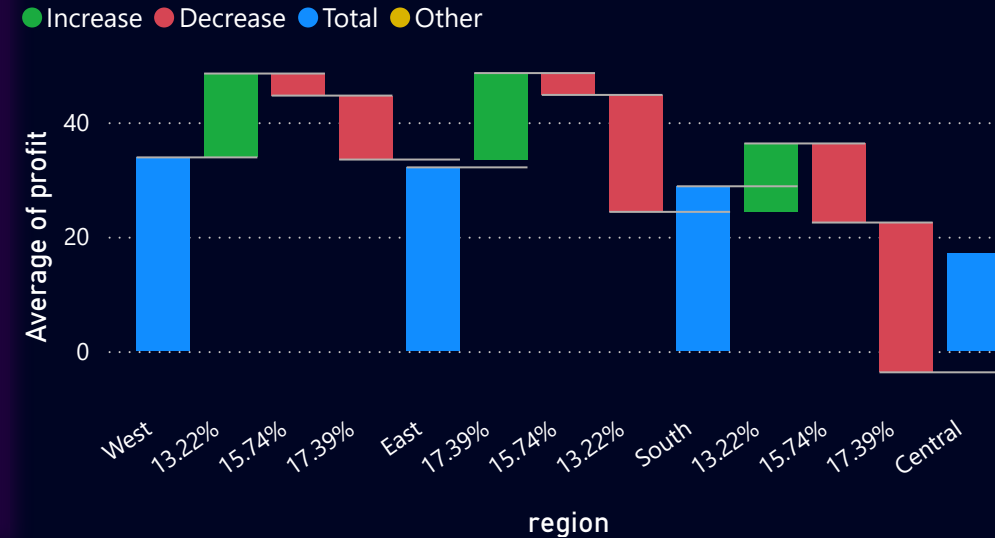
Discount Impact Dashboard



Profit Margin And Avg Discount By Category



Average profit by region and avg_discount



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.

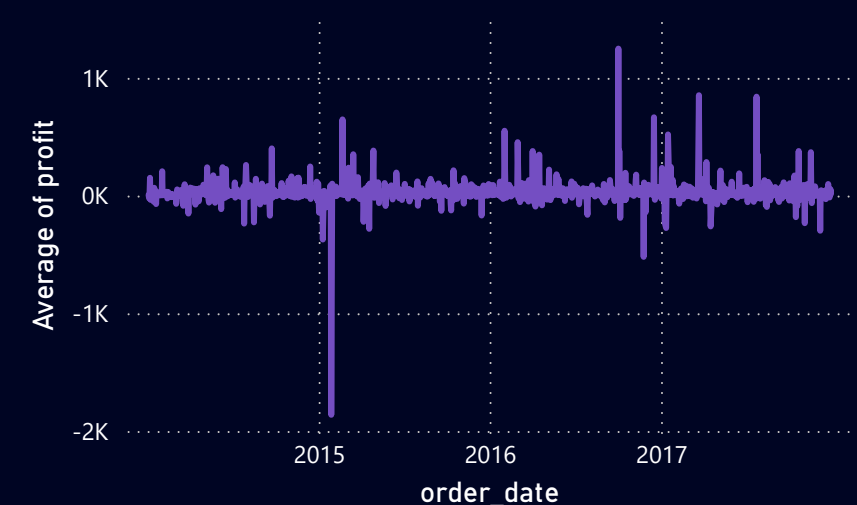
Average of discount by loss_flag

48.10%

Sum of loss_flag with formula by Year, Quarter and Month



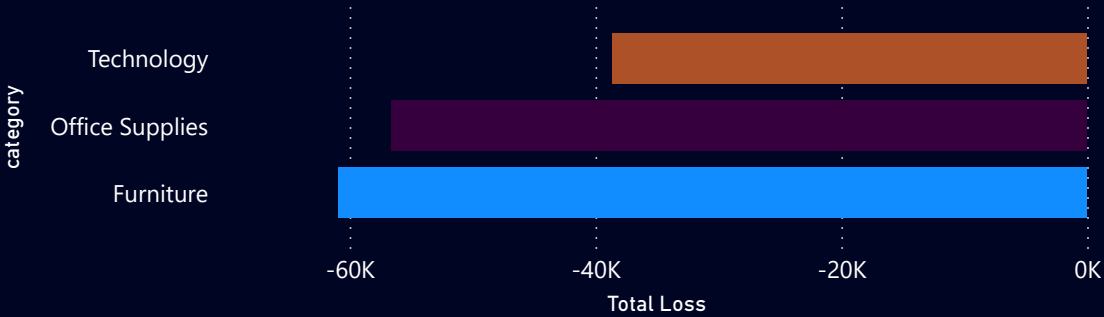
Average of profit by order_date



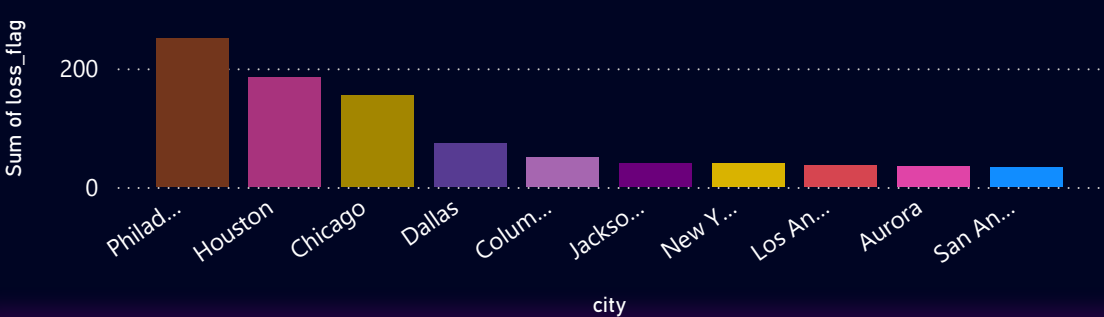
Loss Analysis Dashboard



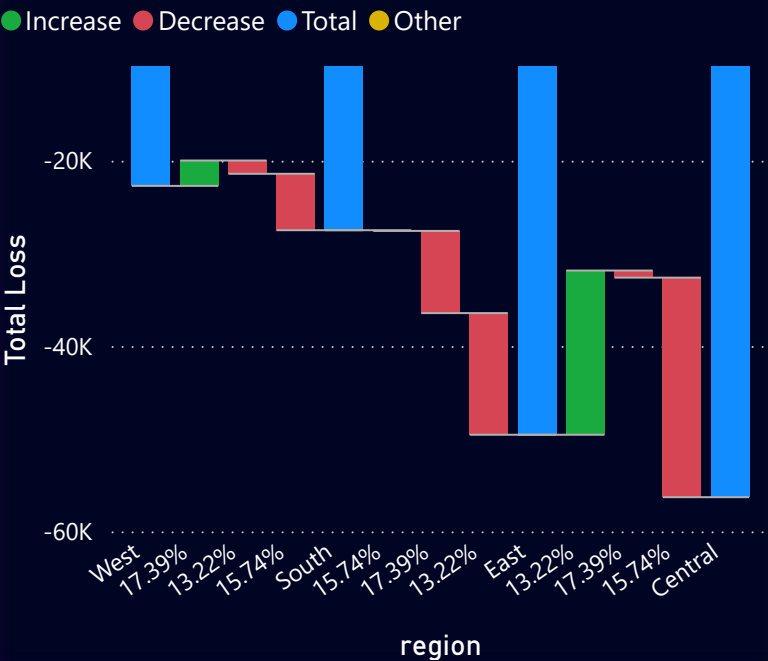
Total Loss by category



Sum of loss_flag by city



Average profit by region and avg_discount



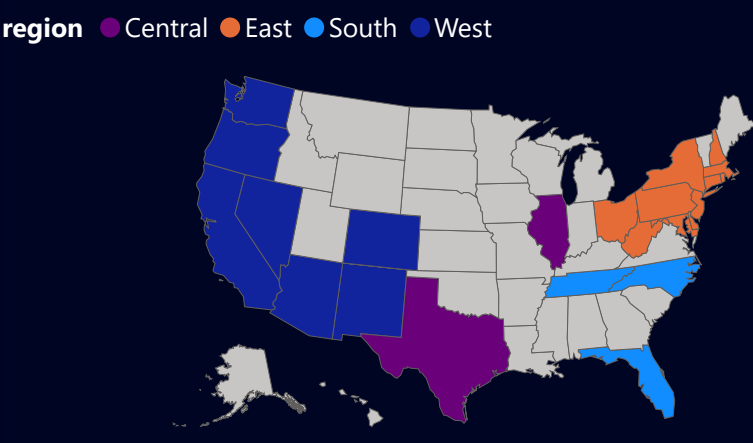
Insights of loss Analysis

- **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%
Total	-46,483.86	15.63%

Total Loss by state and region



286K

Total Profit

Sum of profit by Year

