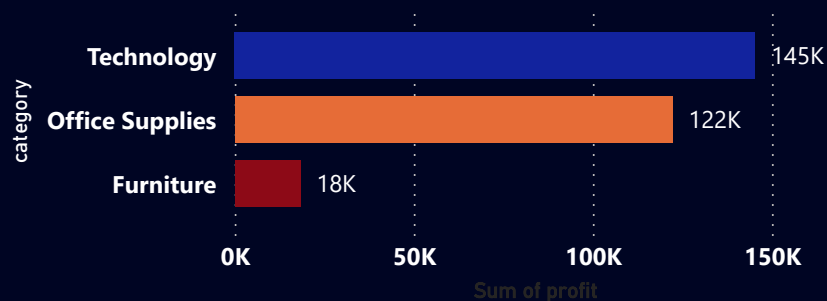


# Superstore Sales Dashboard

Total profit by category



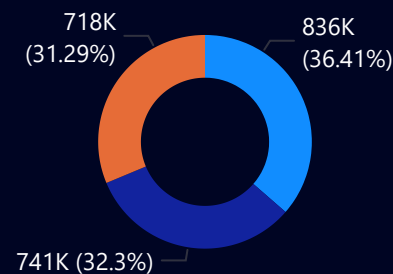
category



## 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.

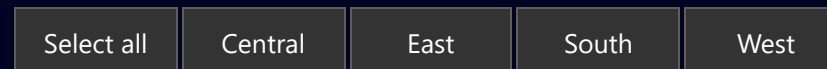
Sales by category



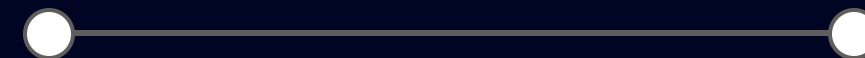
category

- Technology
- Furniture
- Office Suppl...

region



ship\_date



12.02  
Average Profit Margin

6.80%  
Loss %

2.30M  
Sum of sales

286K  
Sum of profit

Sum of profit\_margin by state and region

region Central East South West



# Discount Impact Dashboard

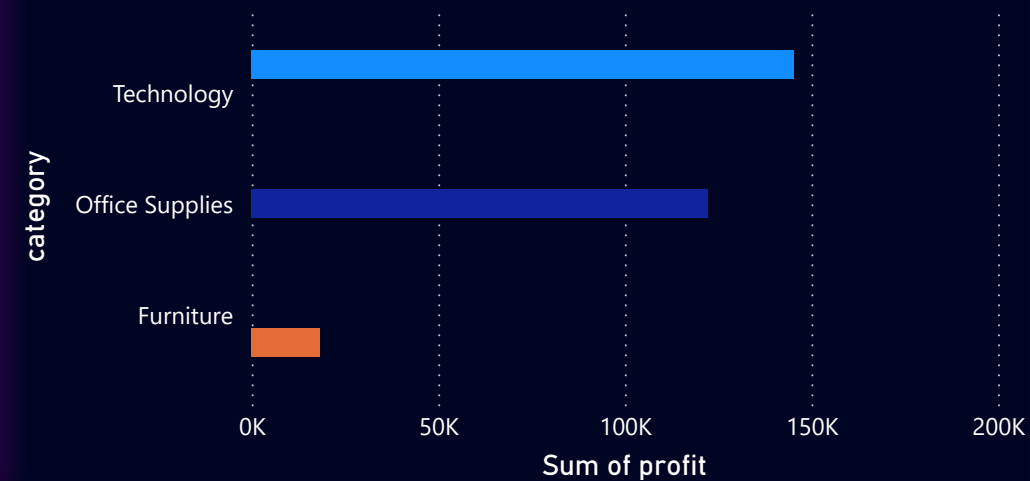


## Profit Margin And Avg Discount By Category



## Average profit by region and avg\_discount

avg\_discount ● 13.22% ● 15.74% ● 17.39%



## 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.

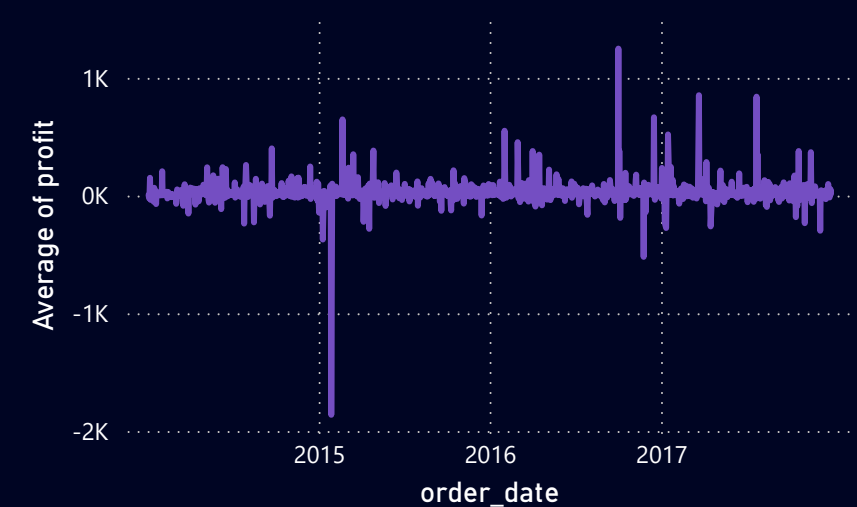
## Average of discount by loss\_flag

48.10%

## Total loss flag in given time



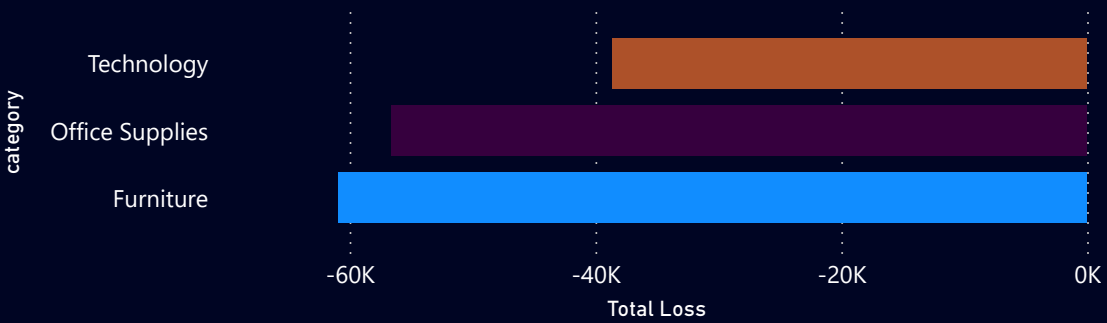
## Average of profit by order\_date



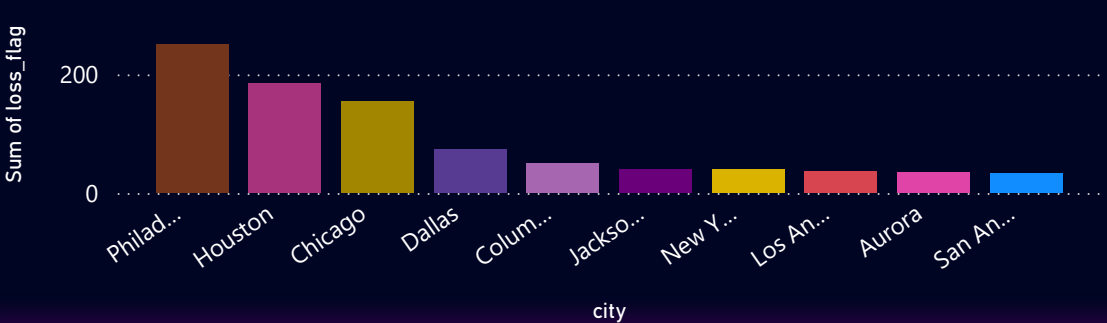
# Loss Analysis Dashboard



Total Loss by category



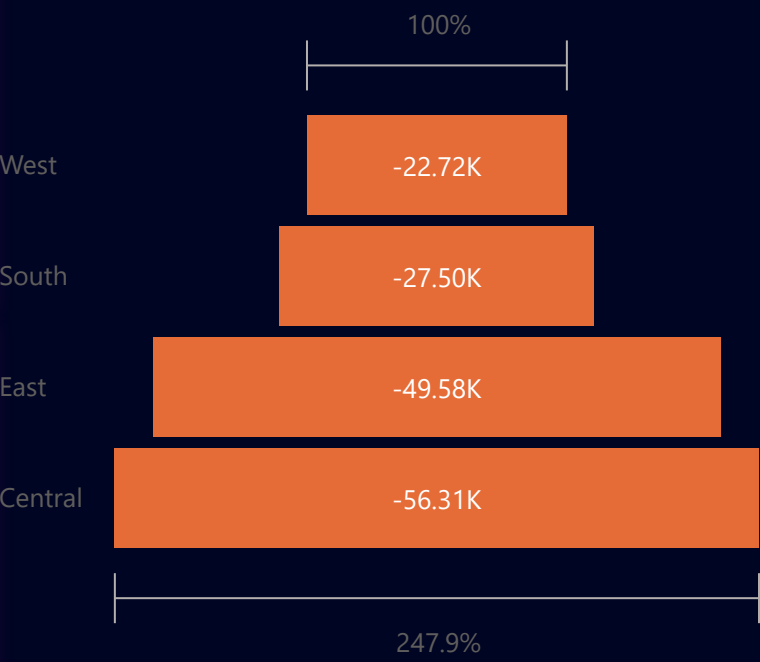
Sum of loss\_flag by city



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%
Philadel... Collection Round & Square Tables	-2,545.26	15.63%
Total	-46,483.86	15.63%

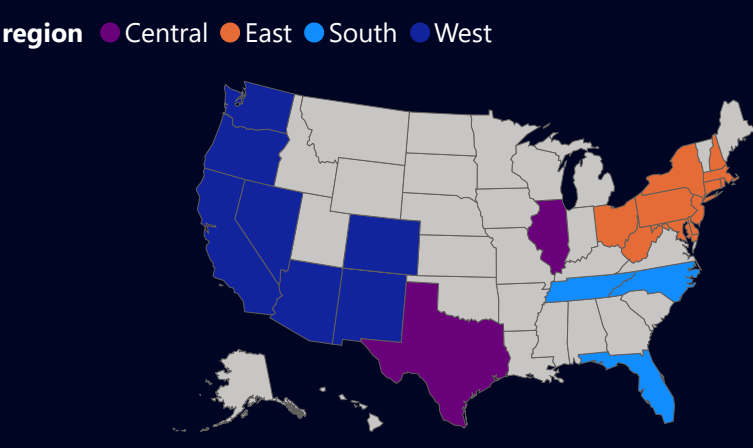
Average Loss by region and avg\_discount



## 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.

Total Loss by state and region



# 286K

Total Profit

## Sum of profit by Year

