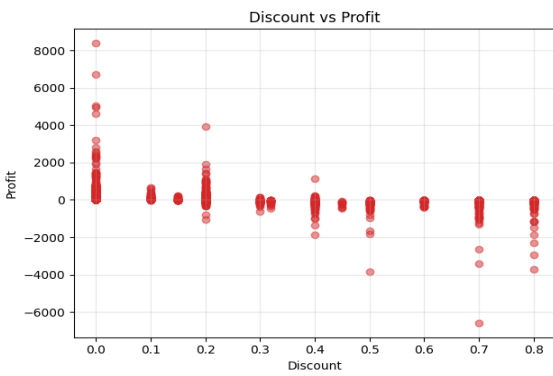
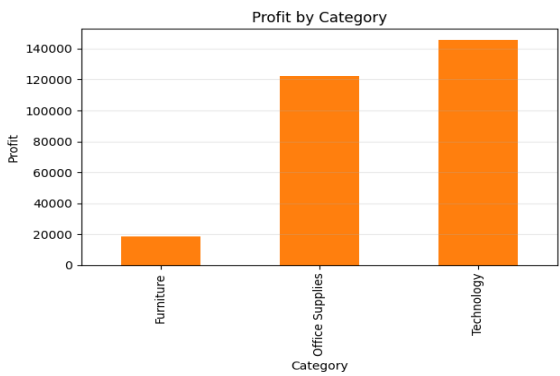
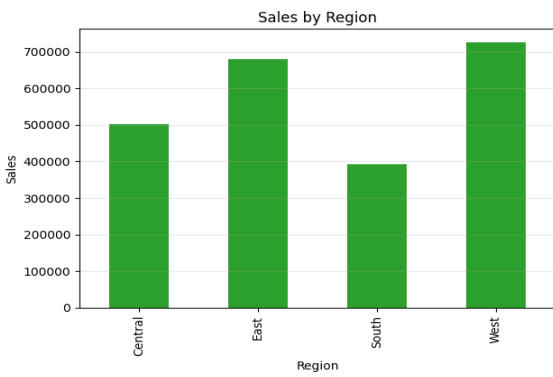
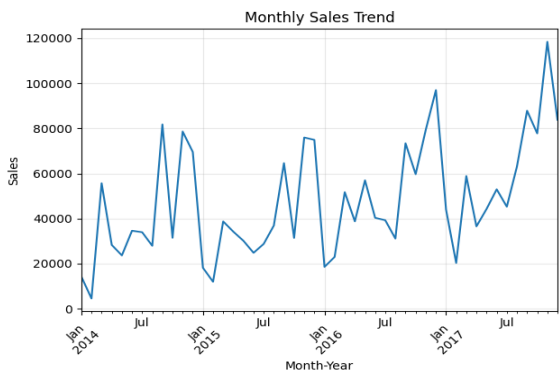


SUPERSTORE MODERN EXECUTIVE DASHBOARD

Total Sales	\$2,297,201	Total Profit	\$286,397
Profit Margin	12.47%	Total Orders	5009



KEY INSIGHTS

- Revenue is concentrated in peak seasonal months.
- Highest regional contribution: West (31.6%).
- Category profitability varies significantly — focus on high-margin segments.
- Strong negative profit impact observed at higher discount levels.
- Recommendation: Implement controlled discount strategy and region-focused optimization.