Monthly Profit Trend

Profit by Region
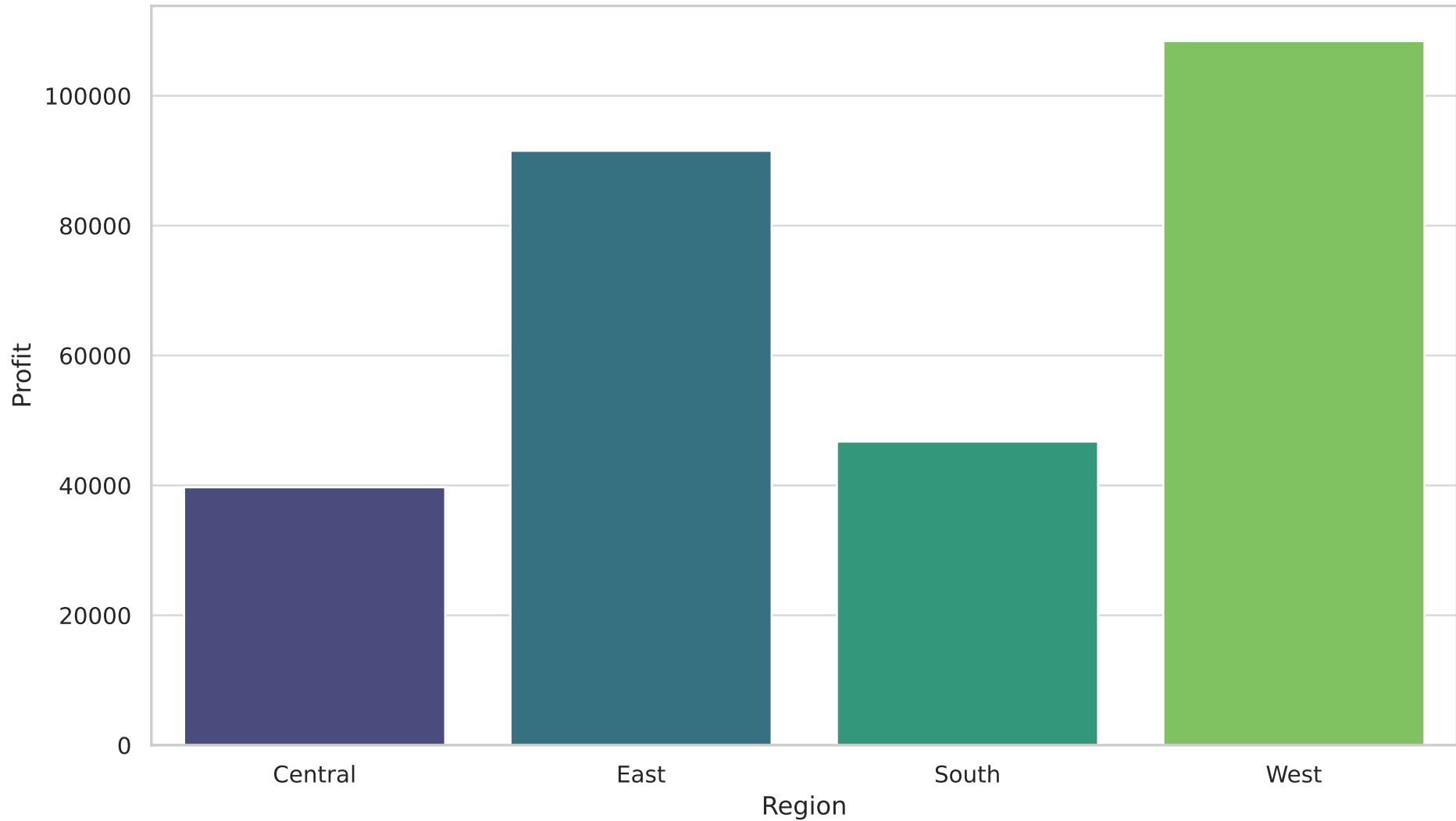
Top 10 Loss-Making Products
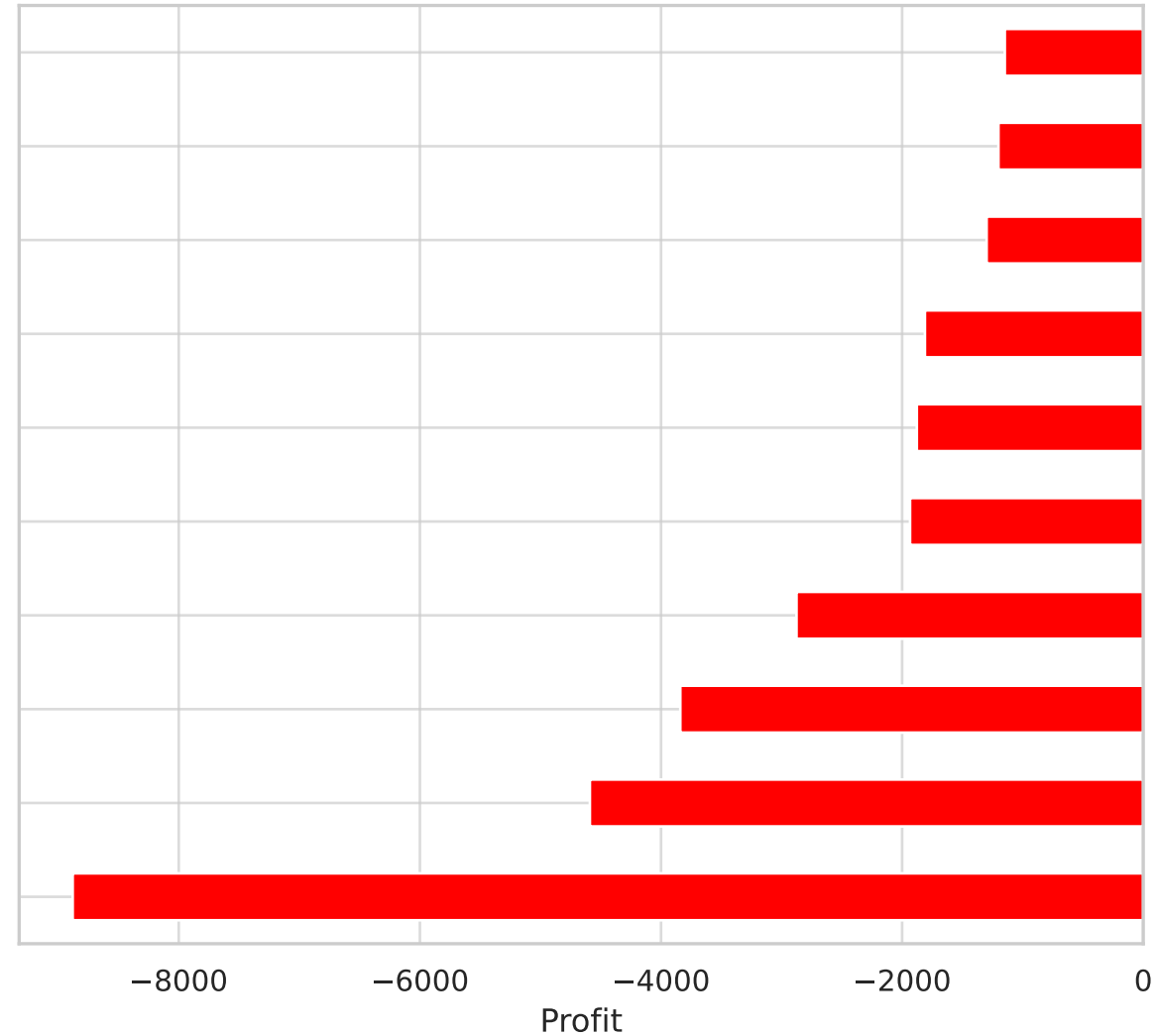
Profit by Product Category
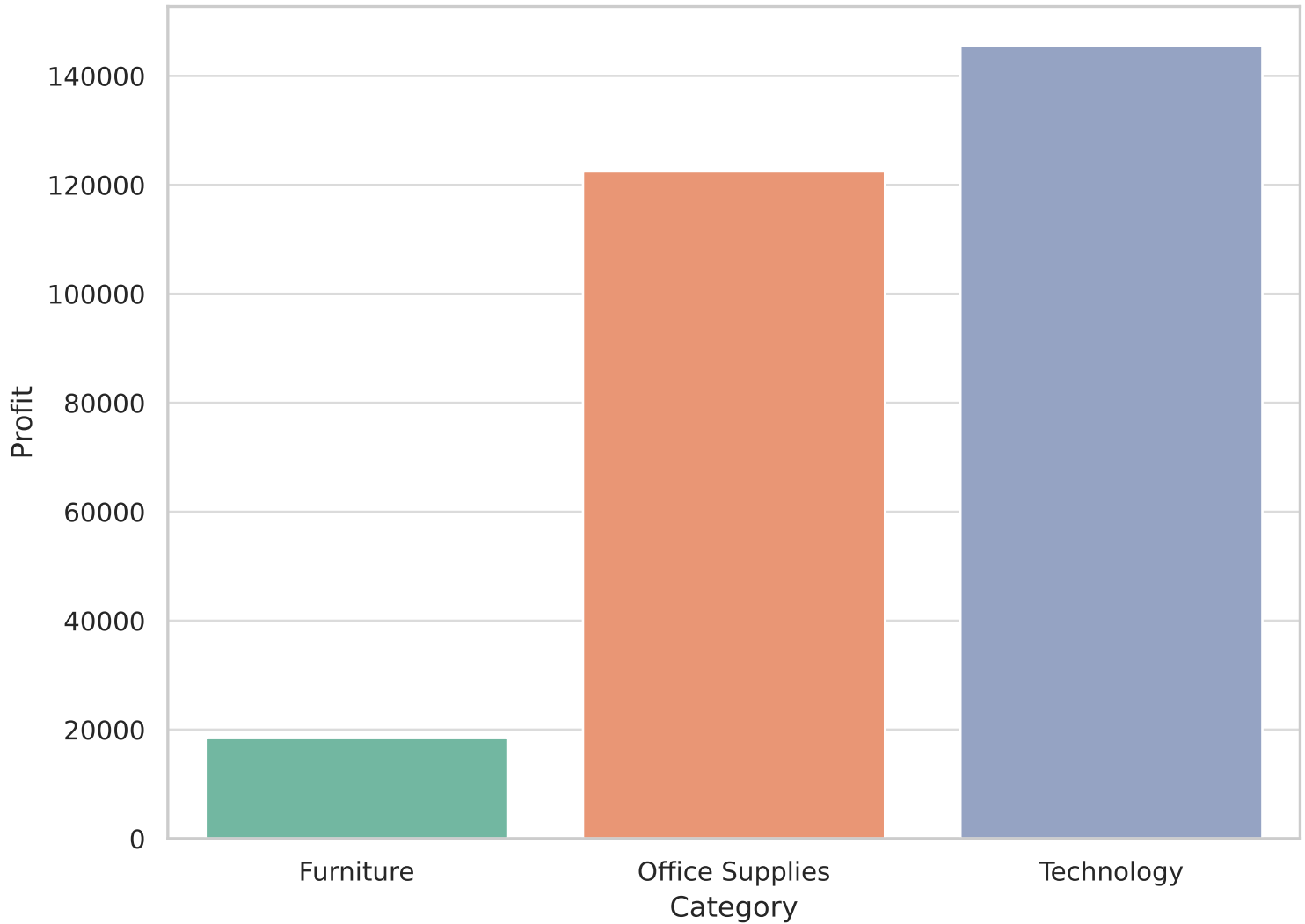
Discount vs Profit
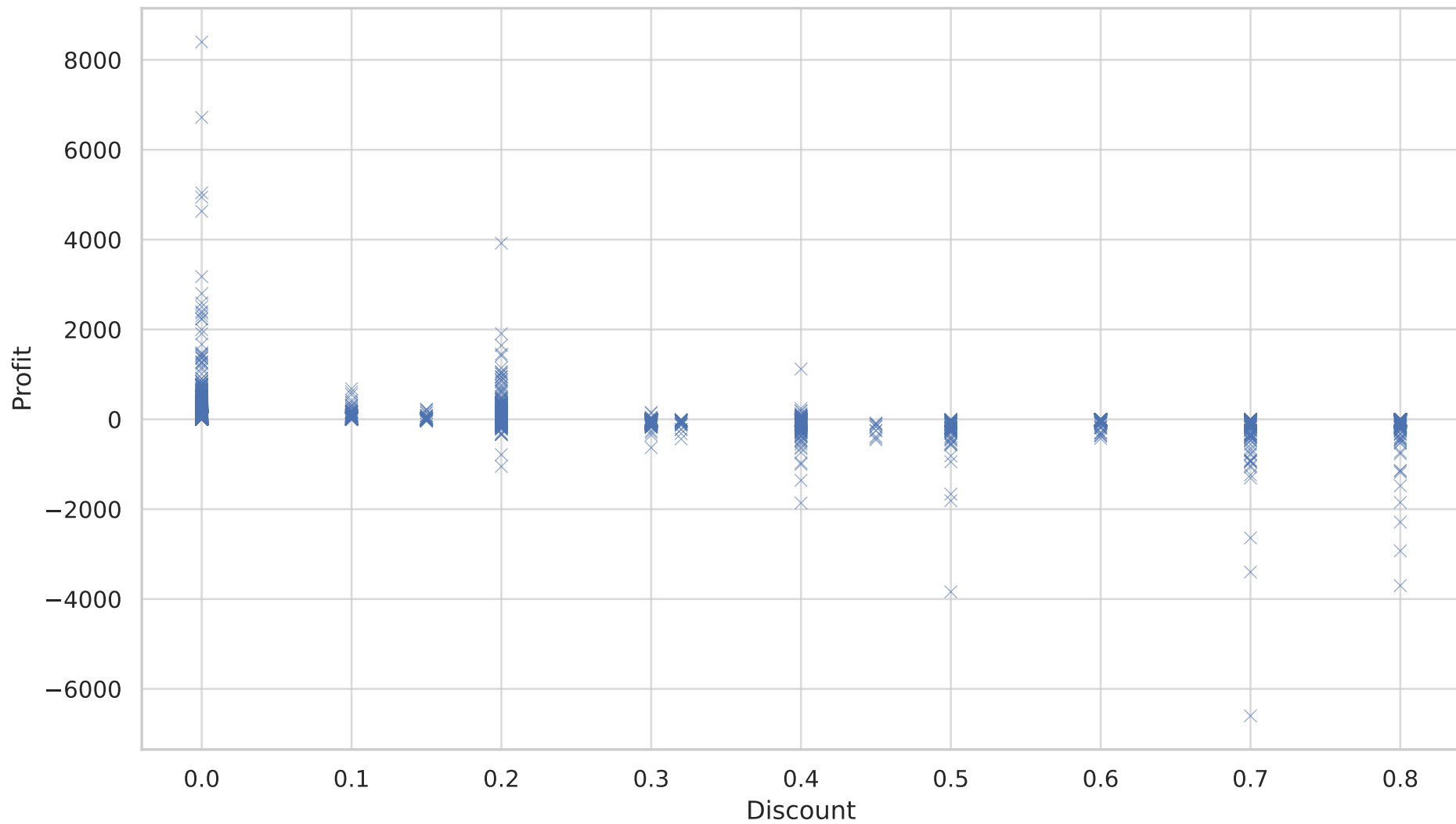
Profit by Customer Segment

🏪 Superstore Dataset - Executive Summary

📉 Profit is highly volatile month-to-month; late 2017 showed major dips.
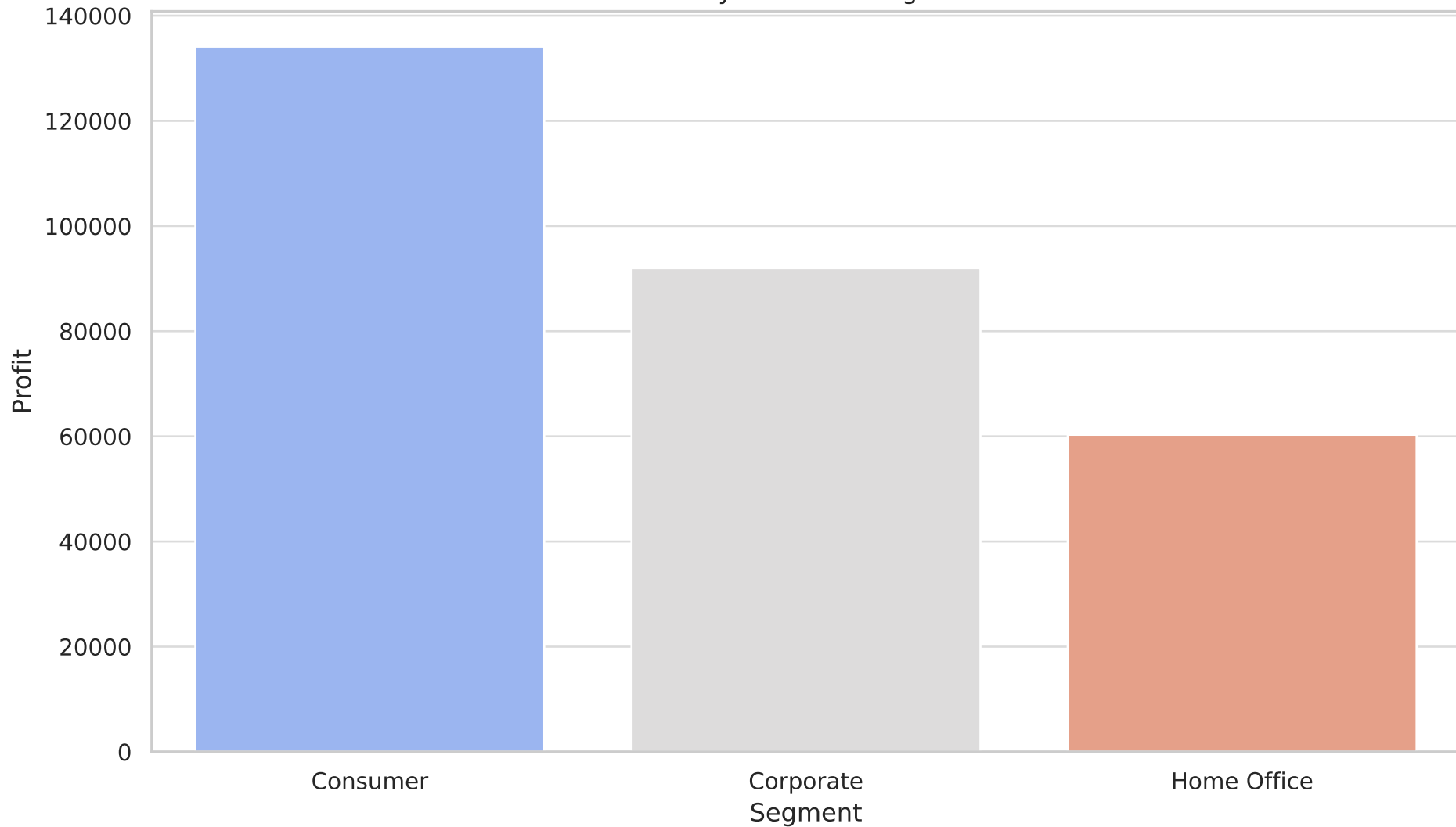📍 The 'South' and 'Central' regions underperform in terms of profit.
💸 Heavy discounting significantly correlates with negative profit.
📦 Office Supplies shows lower overall profitability compared to Technology.
⚠️ Some products consistently result in loss despite high sales volumes.
🏢 Corporate segment yields the highest profit margins.
✅ Recommendation: Review loss-making SKUs & evaluate discount strategies.