

SUPERSTORE

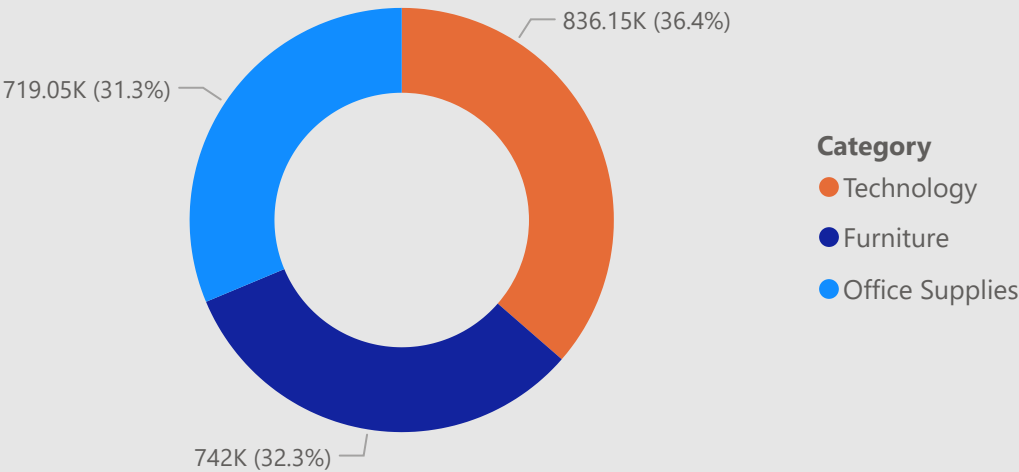
REGION

All

CATEGORY

All

Sales by Category.



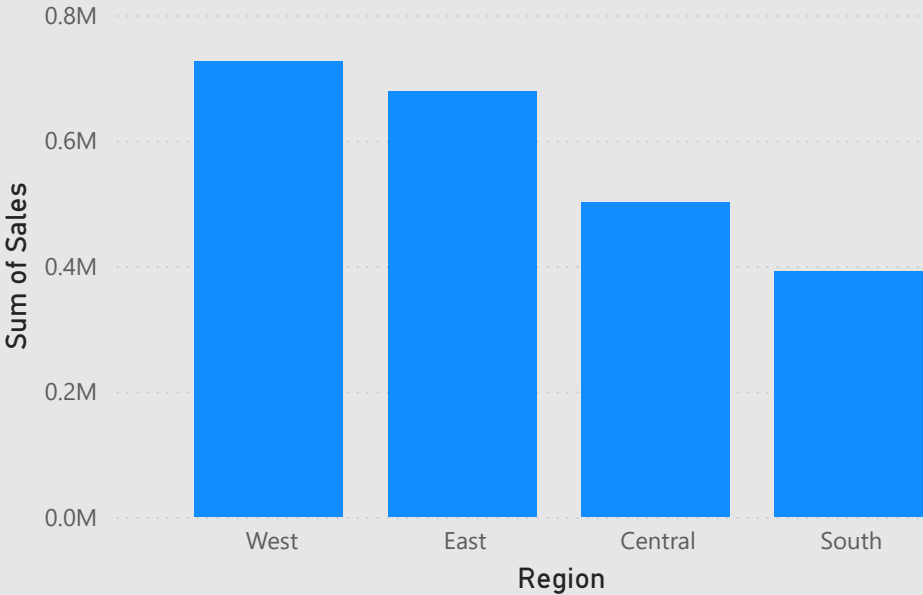
2.30M

Sum of Sales

286.40K

Sum of Profit

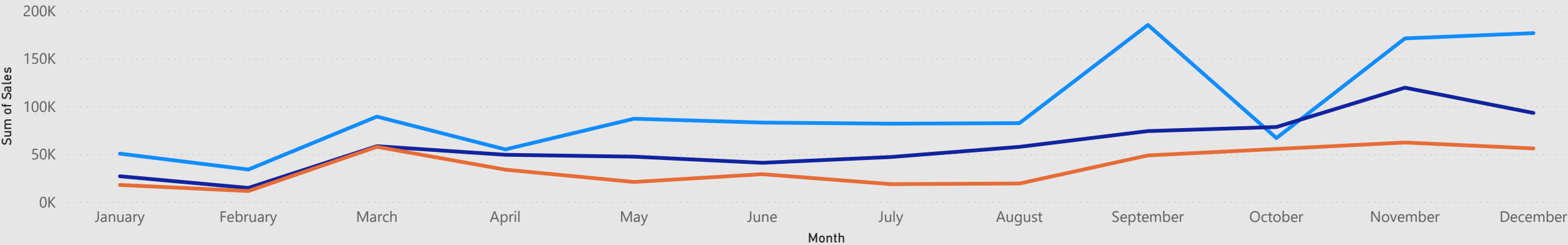
Sales by Region



Sales over Month

Segment

Consumer Corporate Home Office



Sales by Category

- Technology leads sales with 836.15K (36.4%), making it the top-performing category.
- Furniture follows closely at 742K (32.3%), showing strong but slightly lower performance.
- Office Supplies trails with 719.05K (31.3%), indicating potential to improve through volume or value strategies

Sales by Region

- West region leads with the highest sales, totaling approximately \$0.75M, indicating strong market performance.
- East region follows closely behind, also performing well with around \$0.68M in sales.
- Central and South regions lag, with Central at ~\$0.5M and South the lowest at ~\$0.4M, highlighting areas for targeted sales growth initiatives.

Sales over Month

- Consumer segment dominates sales throughout the year, with noticeable peaks in September and November, suggesting strong seasonal demand.
- Corporate segment maintains stable growth, especially from August to November, indicating consistent performance.
- Home Office segment lags behind, with comparatively lower sales and less variation, but shows a slight rise towards October–November, hinting at minor year-end improvements.