

Superstore Business Insights Summary

◆ Objective

Analyze sales performance and identify profitability drivers.

◆ Key Insights (Top 5)

1. High discounts (>30%) frequently result in negative profit.
2. The technology category generates the highest revenue and profit.
3. The West region is the strongest contributor to profitability.
4. Furniture shows weaker margins despite good sales.
5. Customer retention is strong with ~98% repeat buyers.

◆ Business Recommendations

1. Optimize discount strategy to protect margins
2. Focus growth on high-margin categories
3. Improve performance in low-profit regions