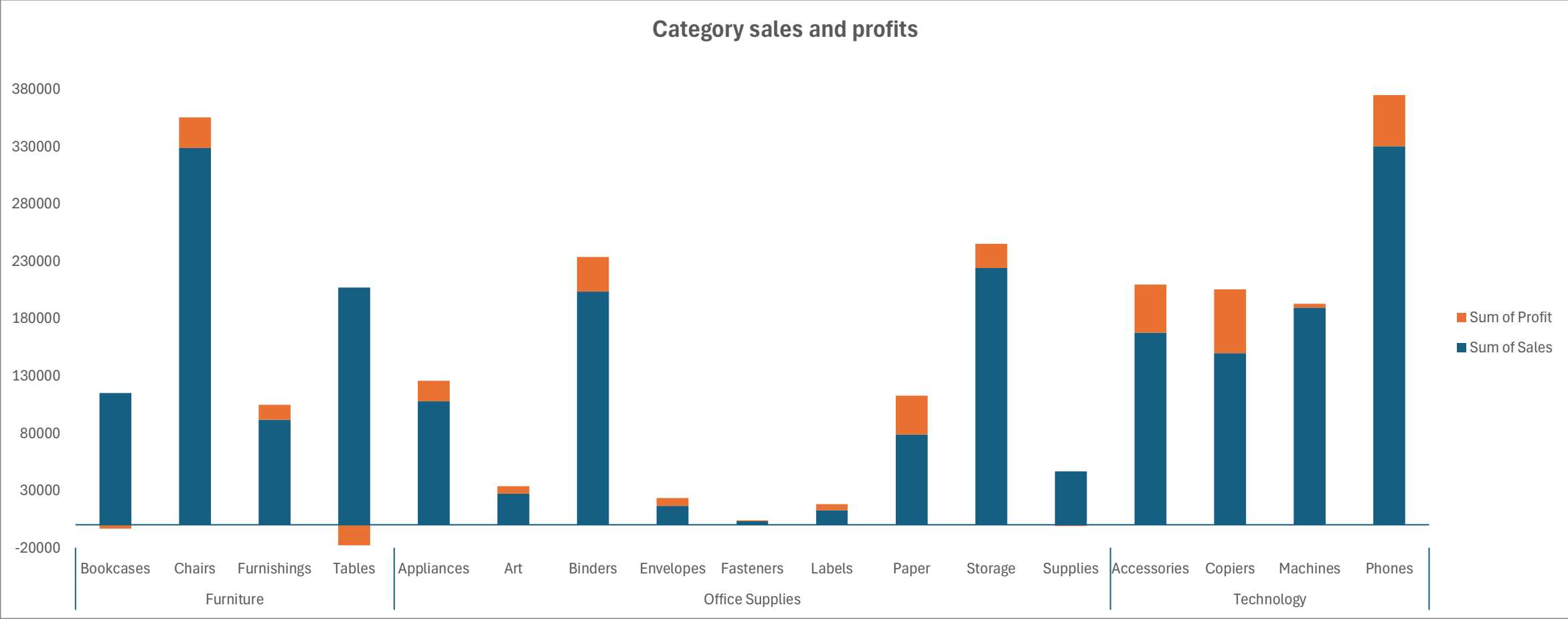
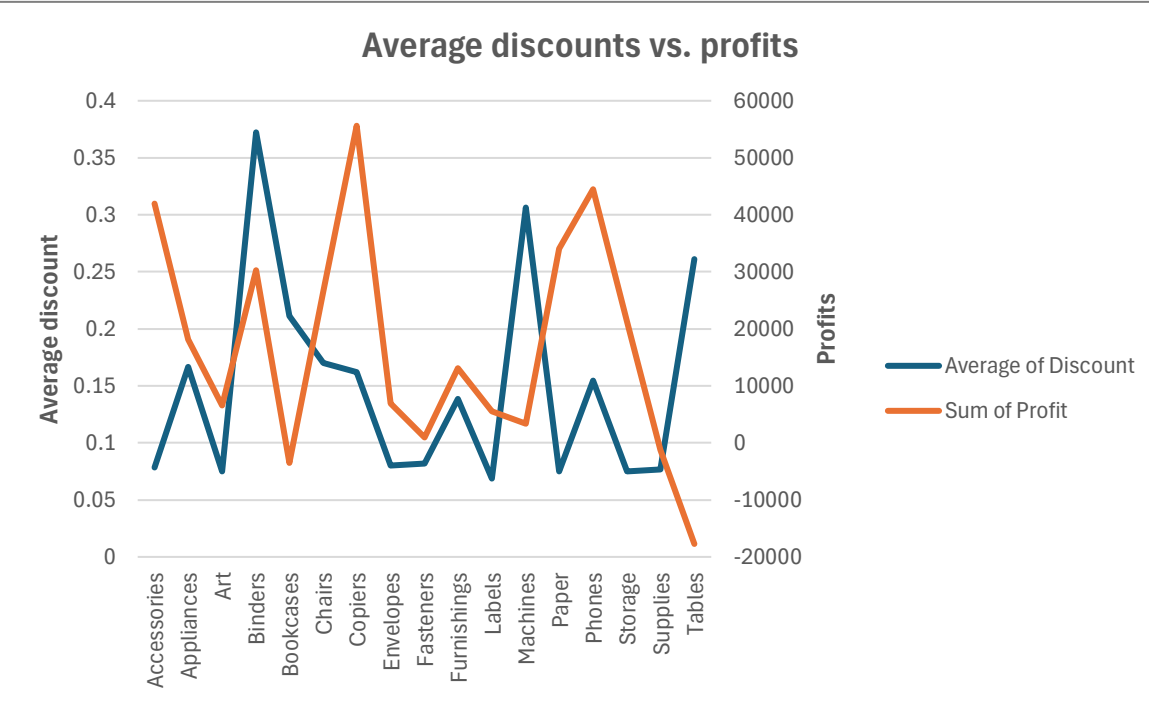
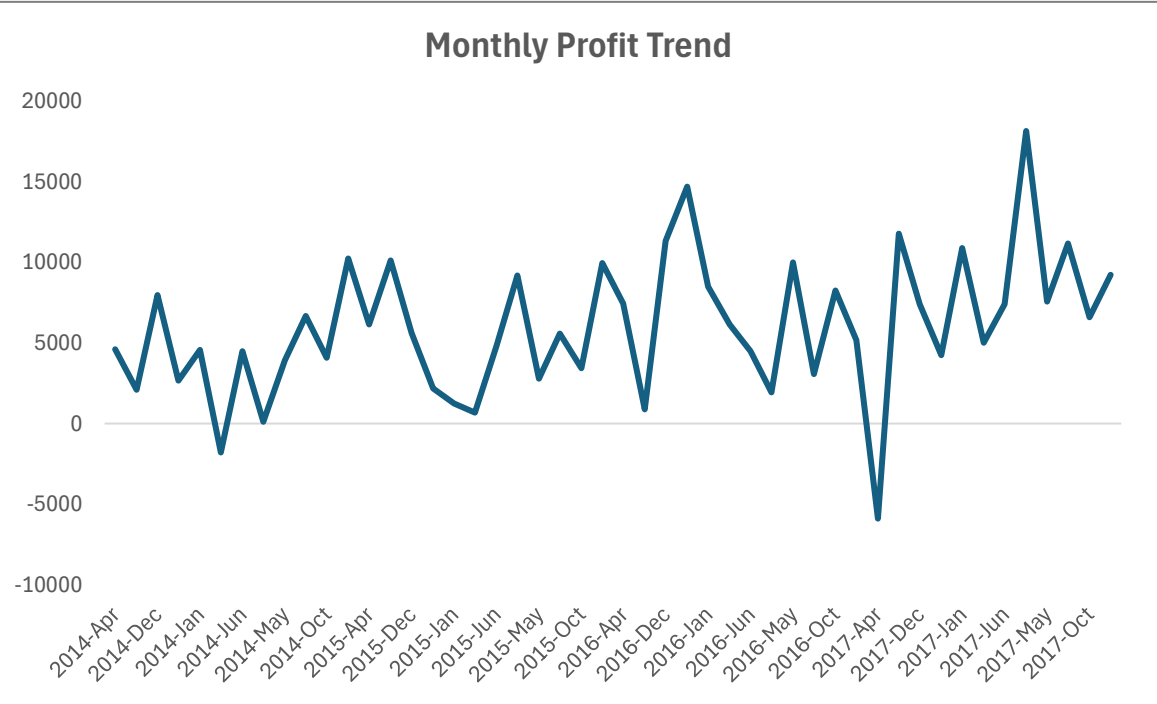
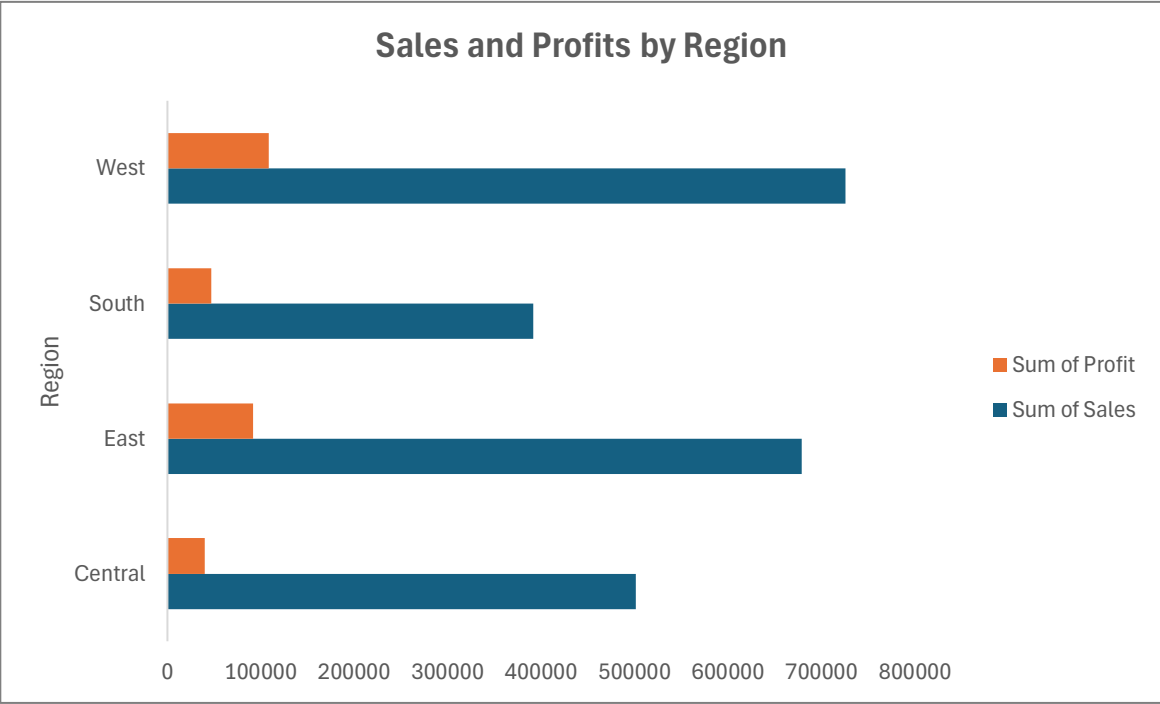
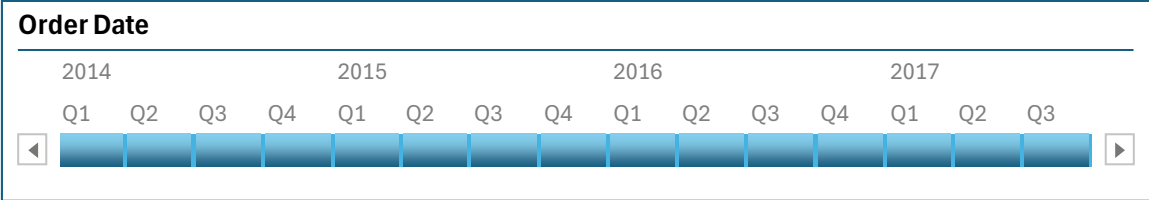
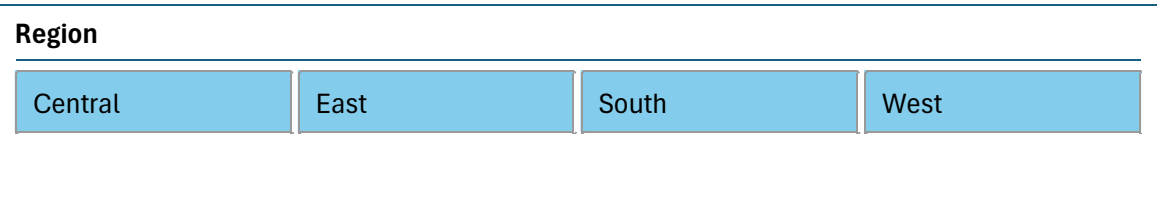
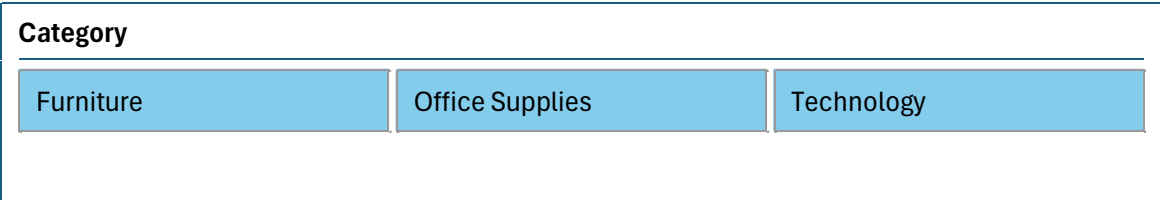


Superstore Sales Dashboard



Key Takeaways

- **West** leads in both sales and profit. **South** has the lowest sales and profits.
- **Most Profitable Category:** Technology (~\$145K profit)
- **Least Profitable Category:** Furniture (~\$18K profit)
- **Quarterly:** Strong sales in Q4 each year, especially Q4 2017 (~\$211K in sales).
- **Monthly:** Spikes in November and December; dips in early months (Jan–Feb)
- **Chairs:** ~\$328K in sales but only ~\$26.5K profit (low 8% margin)
- **Machines:** \$189K in sales but very low profit (\$3.3K)
- **Tables:** High sales (~\$207K) but negative profit (–\$17.7K)
- **Average Discount:** ~15.6%
- **Profitability drops sharply** as discount increases