

Total Sales

2.30M

Sum of Sales

Total Profit

286.40K

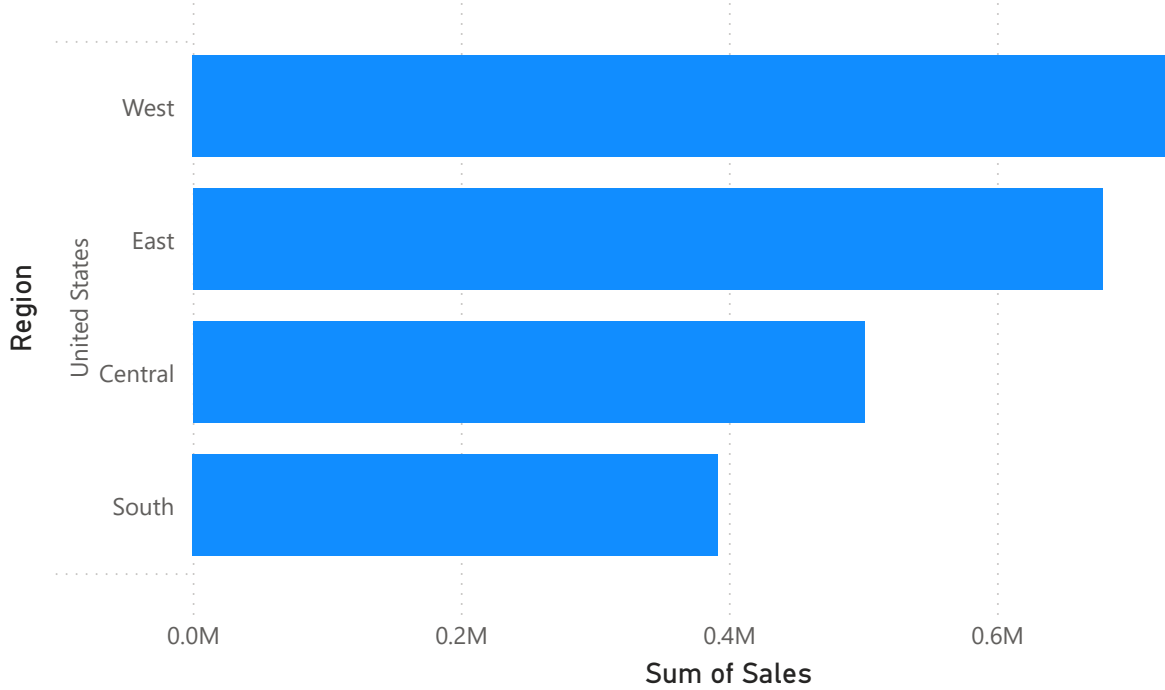
Sum of Profit

Total Quantity

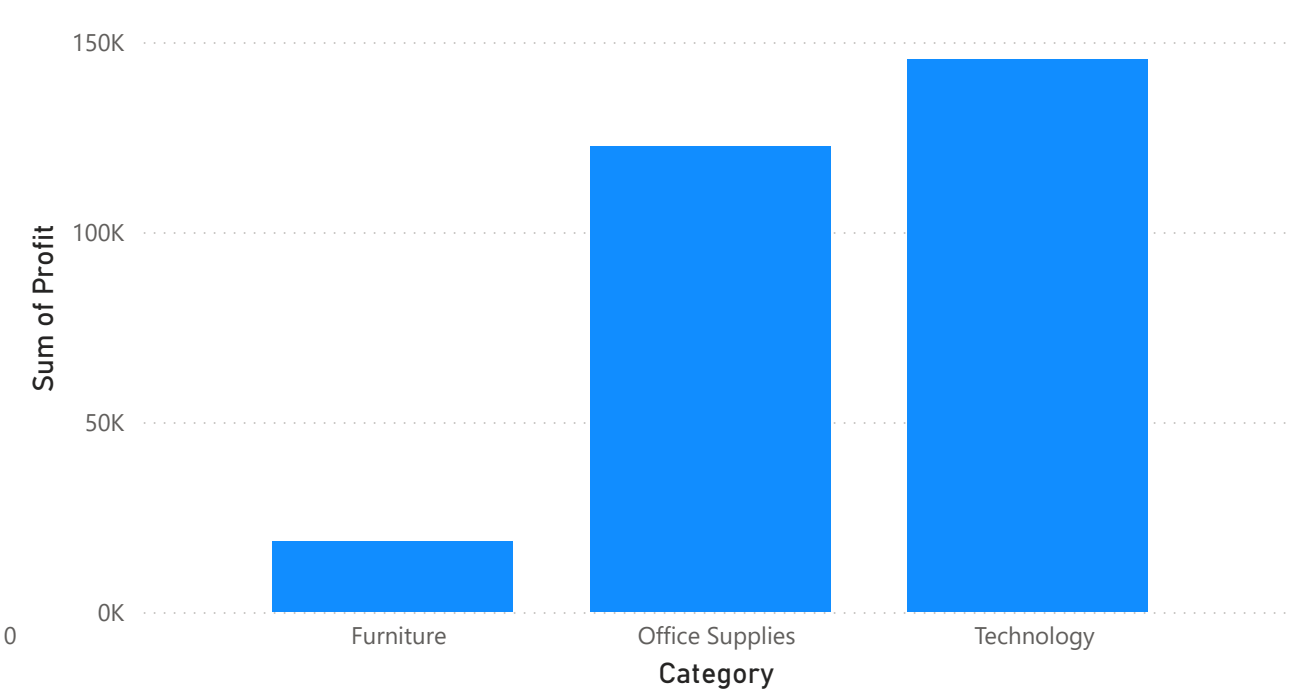
38K

Sum of Quantity

Sum of Sales by Country and Region



Sum of Profit by Category



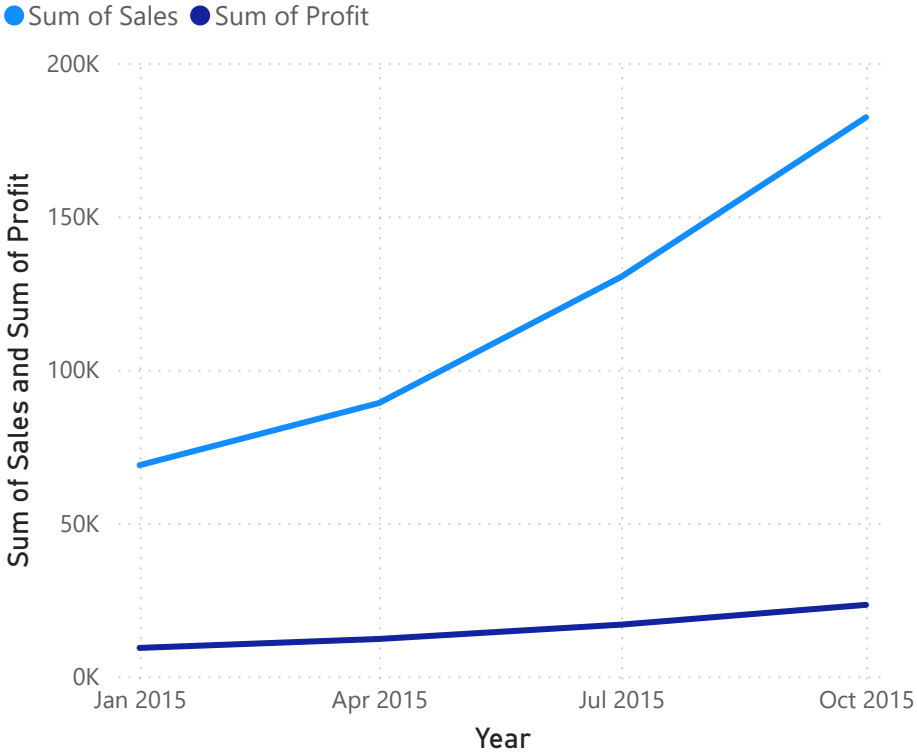
Insights:

- **West** region leads in sales.
- **East** region performs moderately.
- **South** and **Central** region needs improvement.

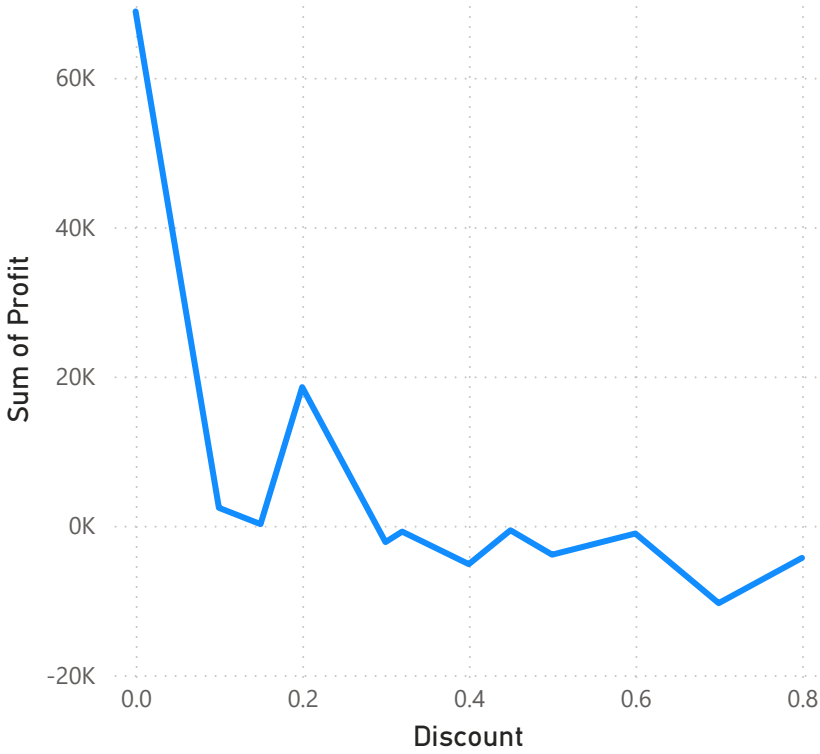
Insights:

- **Technology** products leads the highest profit margins.
- **Office Supplies** performs moderately.
- **Furniture** shows the lowest profit - likely due to higher discounts.

Sales and Profit trends over time



Profit Trends over Discount



Most Profitable Category

Technology

Most Profitable Subcategory

Phones

Most Profitable Product

Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind

Insight:

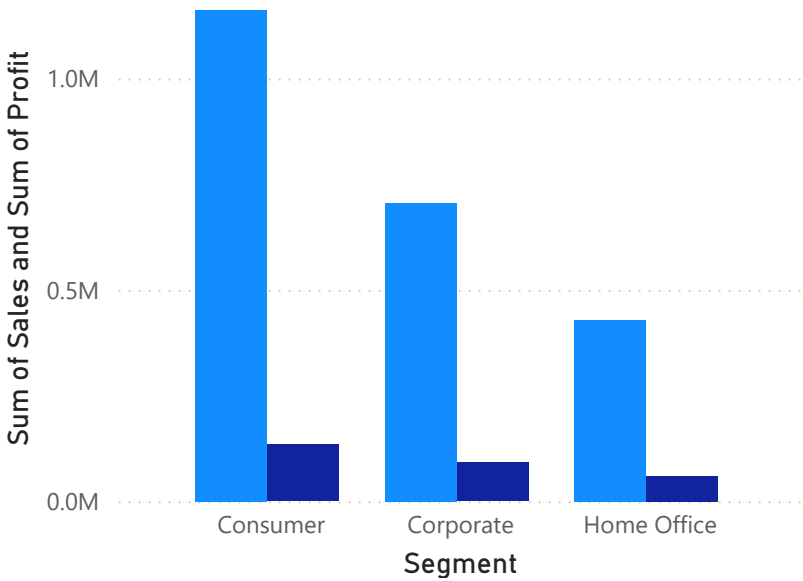
- Sales and Profit move in sync , showing strong business recovery towards the end of the Quarter.
- Sales and profit steadily increases toward year-end, indicating strong holiday demand during November and December.

Insights:

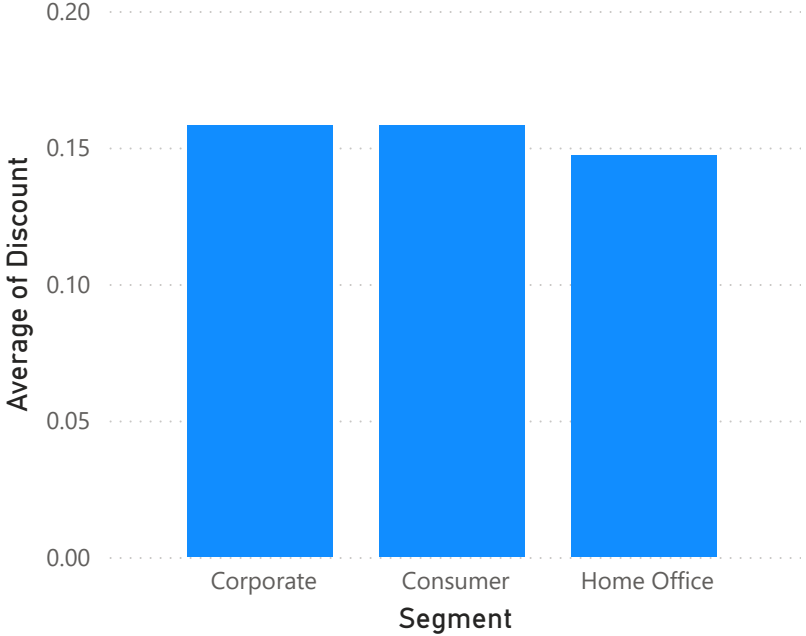
- Profit drops sharply when discounts exceed **20%**.
- Higher discounts fail to improve profitability- margins shrinks rapidly,
- The company should **limit discounts** to maintain profit levels.

Sales and Profit by Segment

Sum of Sales Sum of Profit

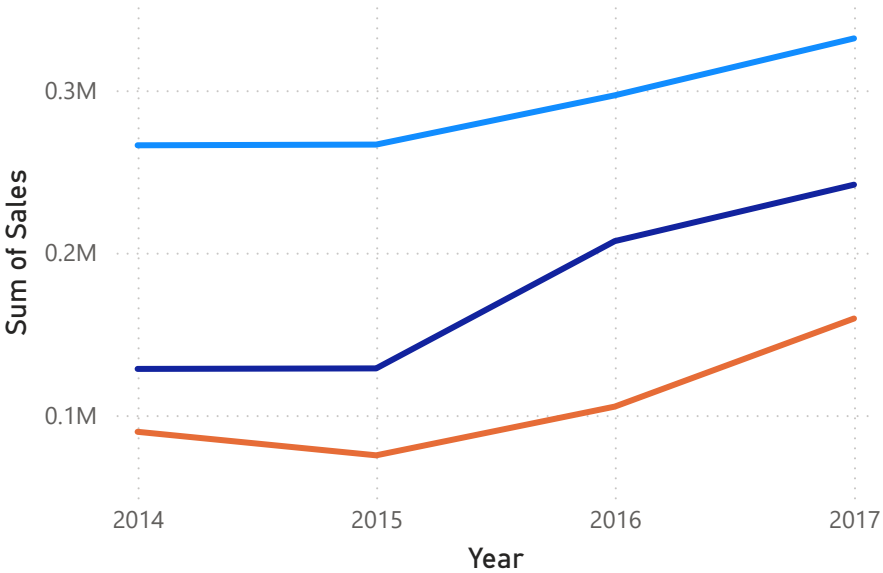


Average Discount by Segment



Sales Year and Segment

Segment Consumer Corporate Home Office



Insights:

- The **consumer segment** generates the highest sales, followed by Corporate and Home office.
- However **corporate customers** contribute higher profit margins compared to their sales volume showing better profitability efficiency.
- **Home Office** segment performs lowest in both sales and profit.

Insights:

- **Corporate** and **consumer** segments receive almost the same **average discount** levels.
- the **home office** segment receives a slightly **lower discount** compared to the other two.
- **possibly due to smaller order volumes.**

Insights:

- All segments show steady growth over time(2014-2017).
- The **consumer segment leads consistently** in sales growth.
- the **corporate segment shows stable and improving trend** , while **home office grows slowly** but steadily.

Superstore Sales Analysis – Summary & Key Insights

- **Overall Performance:** The Superstore shows steady growth in both sales and profit across all years.
- **Regional Insights:** The West region records the highest sales and profit, while the South and Central regions underperform.
- **Category Insights:** The Technology category delivers the strongest profit margins, whereas Furniture shows lower profitability due to higher discounts.
- **Customer Segment Insights:** The Consumer segment drives the largest share of total sales, but Corporate customers generate higher profit efficiency.
- **Discount Impact:** Profit declines sharply when discounts exceed 20 %, indicating a need for tighter discount control.
- **Business Focus:** Prioritizing the Technology category and Corporate customers, while optimizing discounts, can boost long-term profitability and maintain growth.

