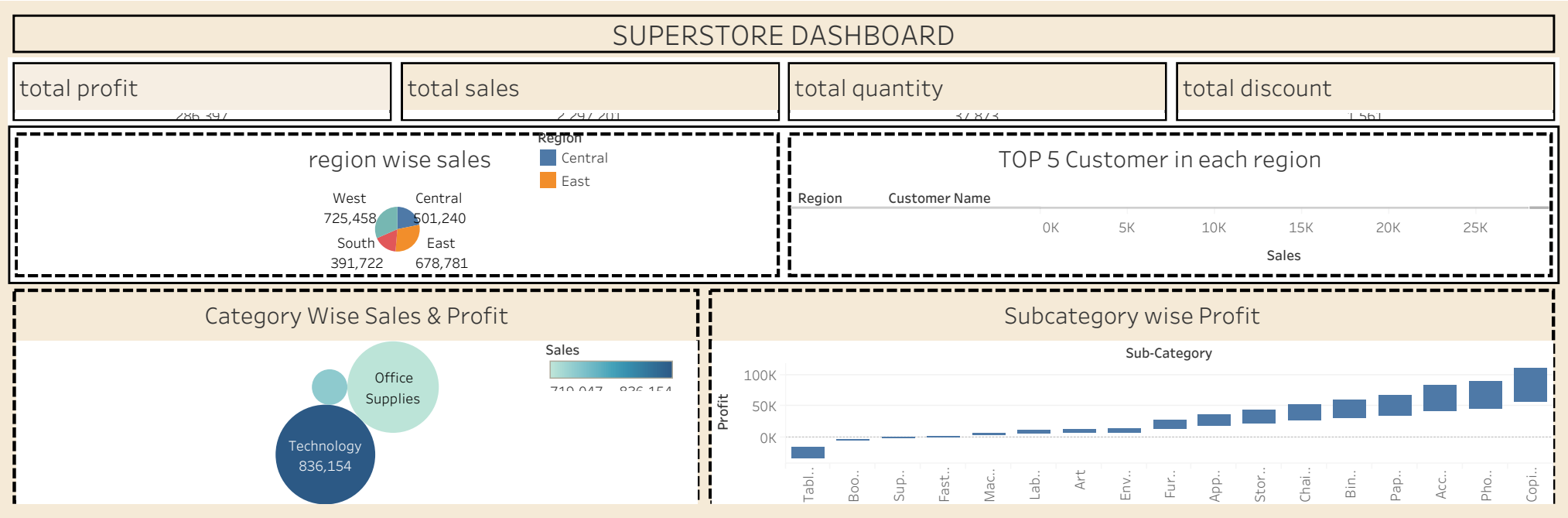


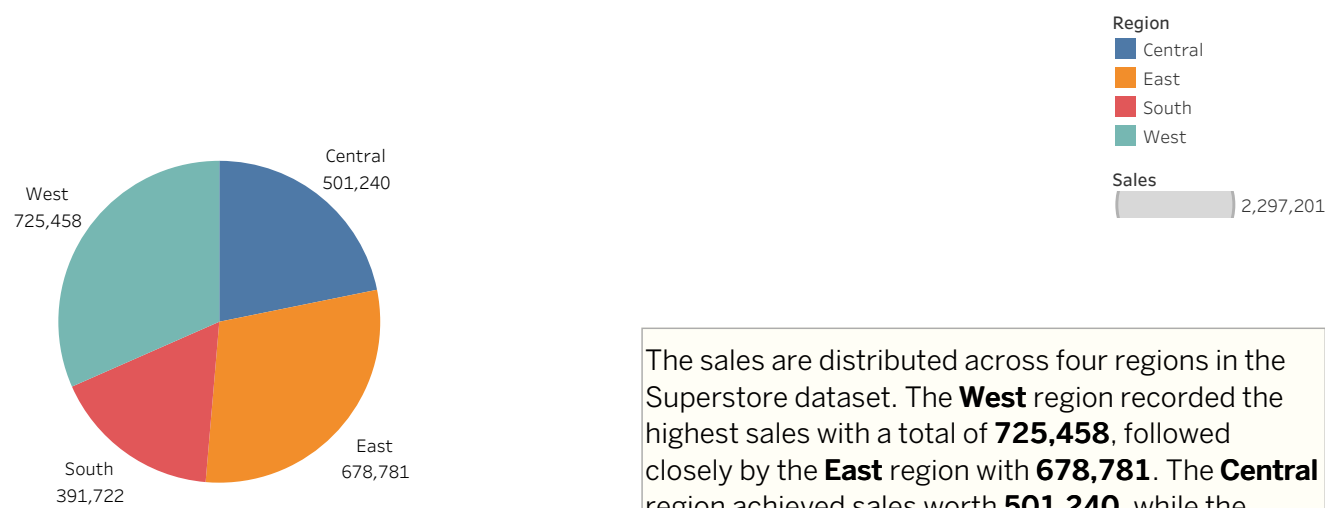
Story 1

OVERALL BUSINESS PERFORMANCE SUMMARY	SALES BY REGION	PROFIT ANALYSIS BY CATEGORY	TOP CUSTOMER DRIVING SALES	SUB CATEGORY PROFIT INSIGHTS	INSIGHTS & RECOMMENDATION
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Story 1

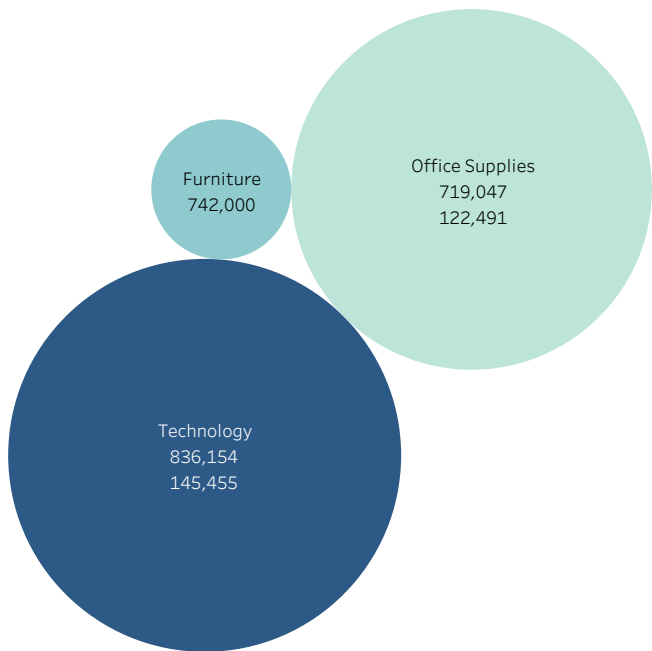
OVERALL BUSINESS PERFORMANCE SUMMARY	SALES BY REGION	PROFIT ANALYSIS BY CATEGORY	TOP CUSTOMER DRIVING SALES	SUB CATEGORY PROFIT INSIGHTS	INSIGHTS & RECOMMENDATION
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The sales are distributed across four regions in the Superstore dataset. The **West** region recorded the highest sales with a total of **725,458**, followed closely by the **East** region with **678,781**. The **Central** region achieved sales worth **501,240**, while the **South** region had the lowest sales among all, amounting to **391,722**. This indicates that the West and East regions are the top contributors to overall ..

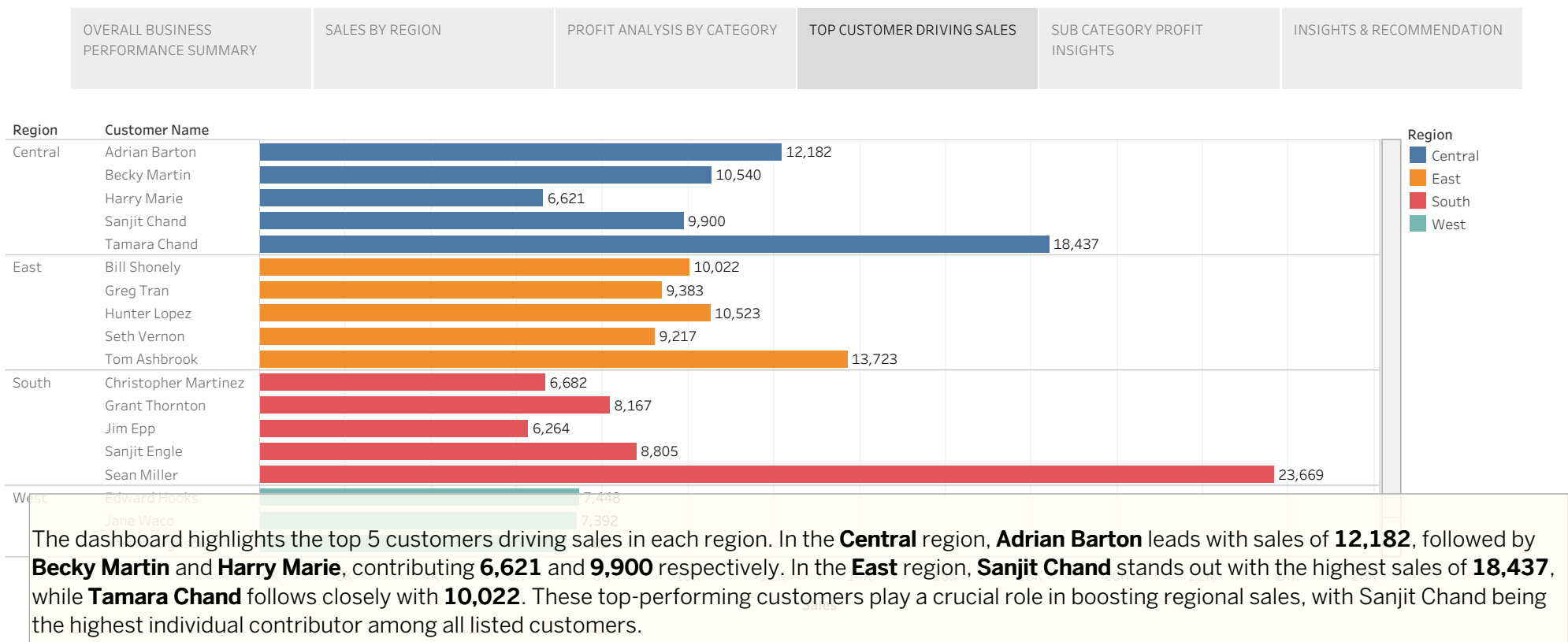
Story 1

OVERALL BUSINESS PERFORMANCE SUMMARY	SALES BY REGION	PROFIT ANALYSIS BY CATEGORY	TOP CUSTOMER DRIVING SALES	SUB CATEGORY PROFIT INSIGHTS	INSIGHTS & RECOMMENDATION
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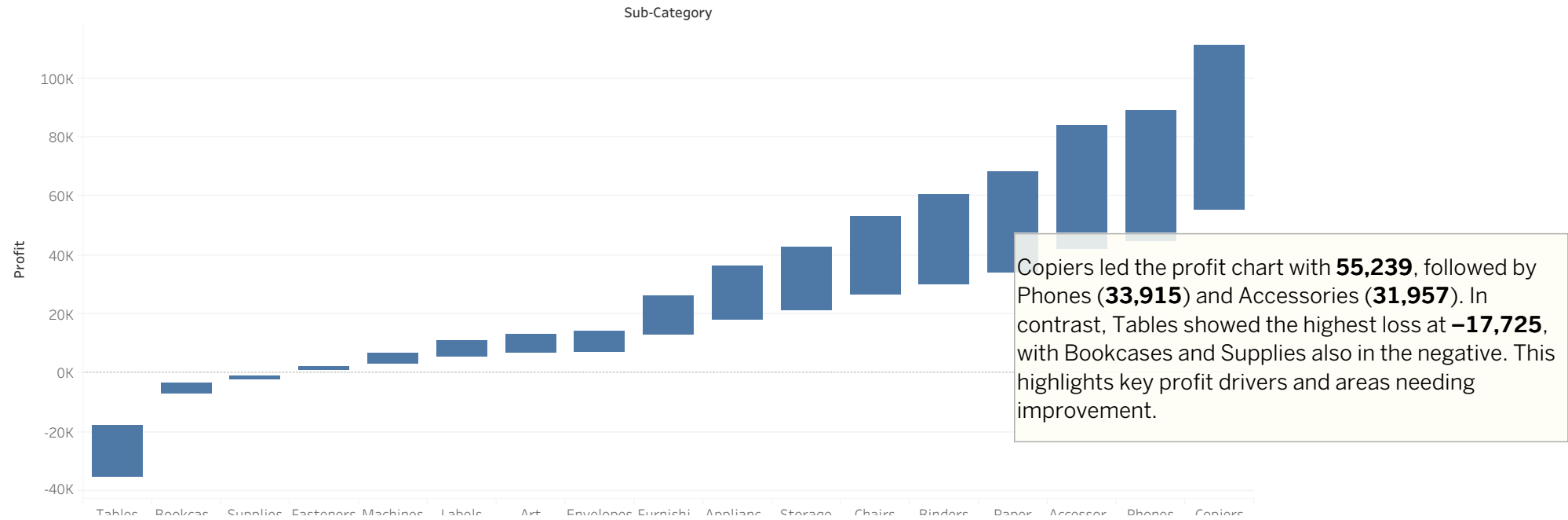
The profit analysis by category reveals that the **Technology** category generated the highest profit, totaling **145,455**, with sales amounting to **836,154**. The **Office Supplies** category followed with a profit of **122,491** and sales of **719,047**. Lastly, the **Furniture** category recorded the lowest profit among the three, with **18,728** in profit and **741,999** in sales. This analysis shows that although Furniture had comparable sales to Office Supplies, its profit margin was significantly lower.

Story 1



Story 1

OVERALL BUSINESS PERFORMANCE SUMMARY	SALES BY REGION	PROFIT ANALYSIS BY CATEGORY	TOP CUSTOMER DRIVING SALES	SUB CATEGORY PROFIT INSIGHTS	INSIGHTS & RECOMMENDATION
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Story 1

OVERALL BUSINESS PERFORMANCE SUMMARY	SALES BY REGION	PROFIT ANALYSIS BY CATEGORY	TOP CUSTOMER DRIVING SALES	SUB CATEGORY PROFIT INSIGHTS	INSIGHTS & RECOMMENDATION
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The Superstore dashboard reveals total sales of 2.3M and a profit of 286K, with the West region leading in sales and the South underperforming. High-value customers like Tamara Chand drive significant regional revenue, suggesting potential for loyalty strategies. Technology is the top-performing category in both sales and profit, while Furniture lags behind. Subcategories such as Copiers and Phones are highly profitable, whereas Tables and Bookcases show low returns. To improve performance, focus should be on boosting the South region, optimizing underperforming categories, and leveraging strategic discounting.