Unlocking Superstore Profits

Data-Driven Insights Using Visual Storytelling

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Business Objective & Questions

- Objective: Discover insights from Superstore sales and profit data.

- Key Questions:

- - Which products drive profits or losses?

- - Which regions underperform?

- - Are discounts reducing profits?

- - What trends exist over time?

Sales vs Profit by Sub-Category

- Chart Type: Horizontal Bar Chart
- Key Insight: Tables and Bookcases have high sales but low profits.
- Use blue for profit, red for loss.
- Action: Reevaluate pricing or discounting strategy.

Profit by Region (Map View)

- Chart Type: Filled Map

- Key Insight: Central and East are profitable, South underperforms.

- Green = High profit, Red = Loss

- Action: Focus improvement efforts on the South.

Monthly Sales Trend

- Chart Type: Line Chart

- Key Insight: Sales peak in Nov-Dec due to holiday season.

- Action: Plan promotions and inventory accordingly.

Discount vs Profit Analysis

- Chart Type: Scatter Plot

- Key Insight: High discounts often correlate with lower or negative profits.

- Action: Set discount limits, especially for Office Supplies.

Top 10 Unprofitable Products

- Chart Type: Horizontal Bar Chart (Filtered)

- Key Insight: Tables, Binders, and Bookcases top the loss list.

- Action: Review procurement, pricing or remove from inventory.

Summary of Insights & Recommendations

- Avoid excessive discounting on low-margin items.

- Focus on top profit generators like Phones, Chairs.

- Improve delivery/logistics in South region.

- Rethink or drop loss-generating products.

Conclusion

- Data storytelling reveals areas for profit optimization.
- Actionable decisions include:
- - Adjusting discount strategies
- - Enhancing regional performance
- - Refining product portfolio
- The right visuals help turn data into business value.