Business Insights from Sample – Superstore Data

Overview of Superstore performance metrics and strategic insights for decision-makers.

Executive Summary

Total Sales

$2.3M revenue generated

Total Profit

$286K net profit reported

Top Category

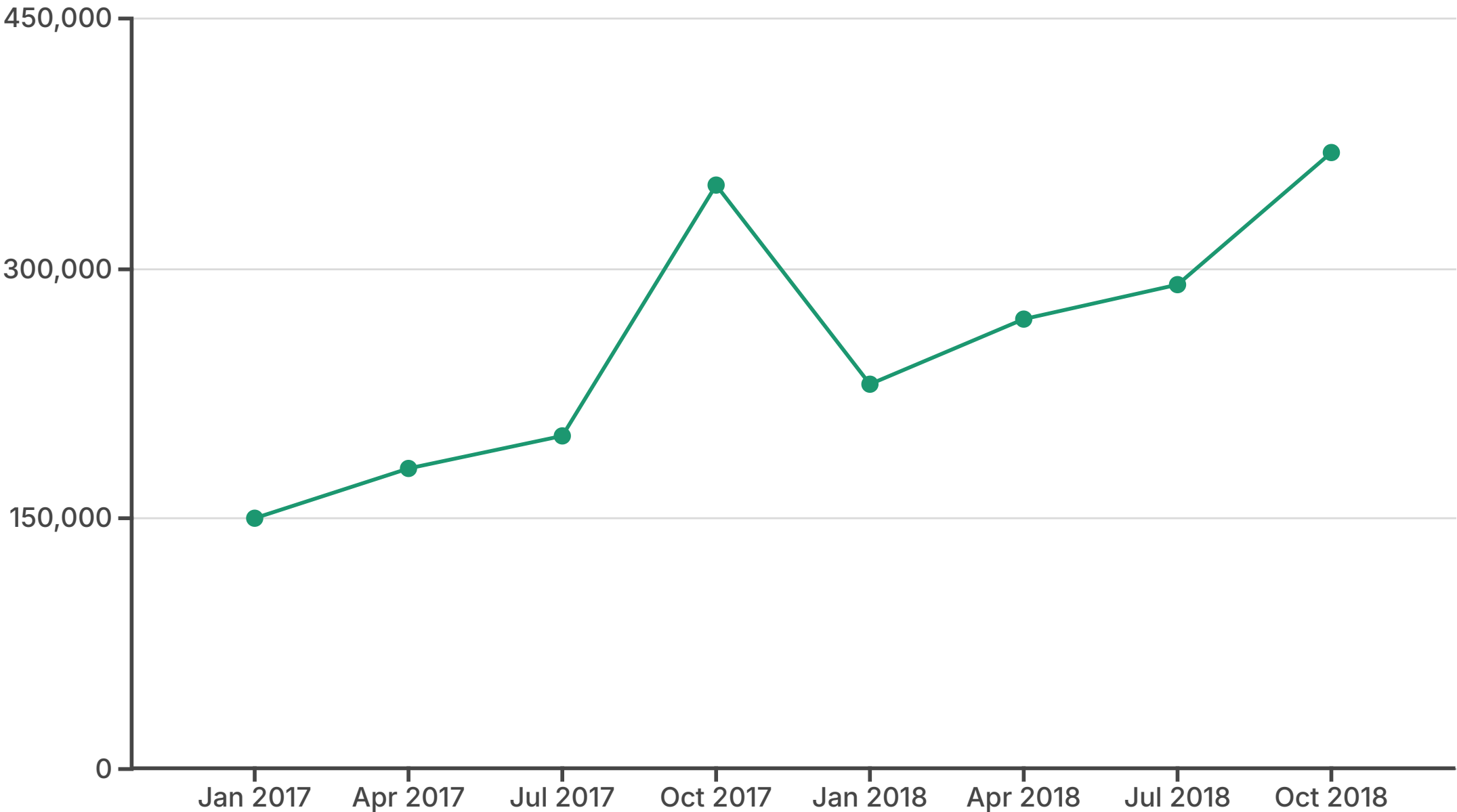Technology leads market share

Key Region

West region dominance

Customer Focus

Consumer segment prioritized

Sales Trend Over Time
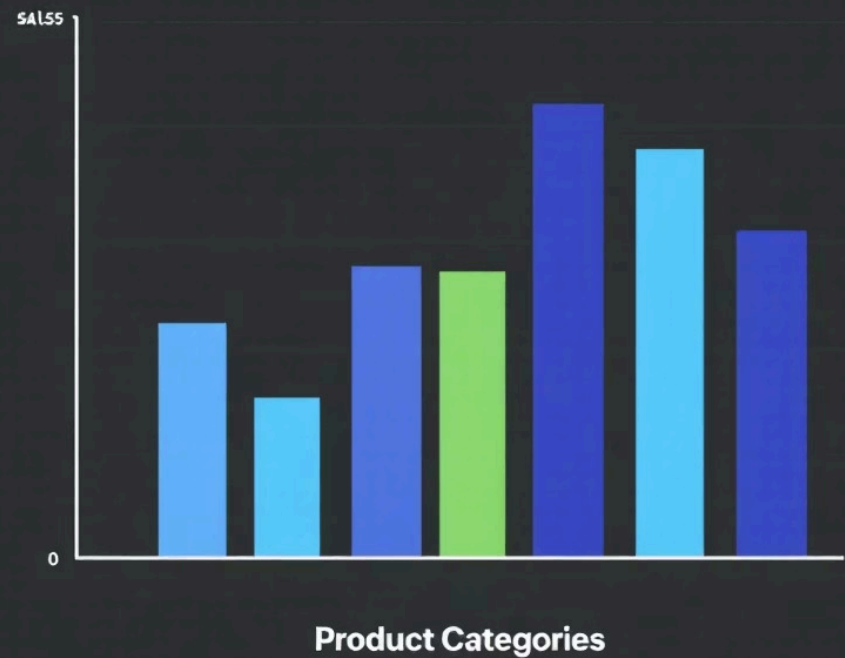
Products Driving Revenue

Top Sellers

- Phones dominate sales volume

- Chairs strong customer demand

- High transaction frequency for both

Profit Concerns

- Some bestsellers yield low profit

- Negative margins in select items

- Requires margin analysis and adjustments

Profitability by Category

Tables & Bookcases

High sales but often unprofitable

Copiers & Phones

Consistent healthy profit margins

Pricing Strategy

Furniture prices need review

Regional and Segment Analysis

West Region
Leads sales volume nationally

Consumer Segment
More than 50% of total sales

Opportunity
Expand engagement in top regions

Challenges
Explore underperforming segments

Made with GAMMA

Discounts and Profitability

Discount > 20%

Consistent profit losses

Furniture Segment

Most impacted by heavy discounts

Strategy

Implement smarter discounting policies

Im product: dustouss on Profit