

Superstore Sales & Profit Overview

2.30M

Sum of Sales

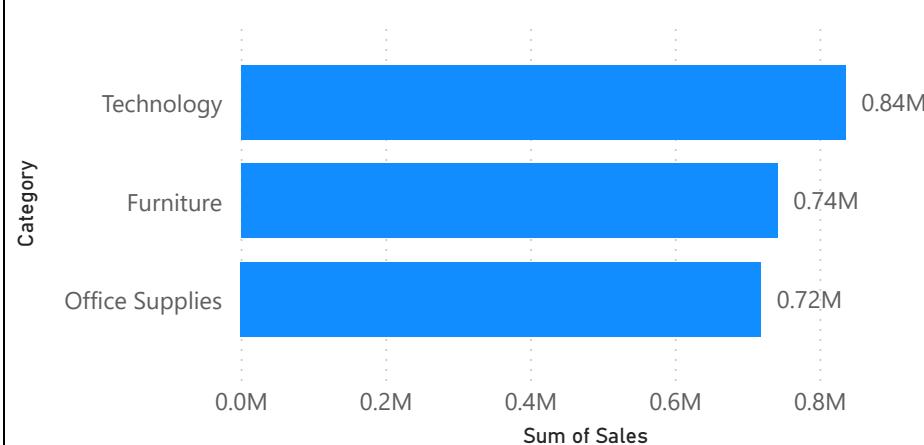
286.40K

Sum of Profit

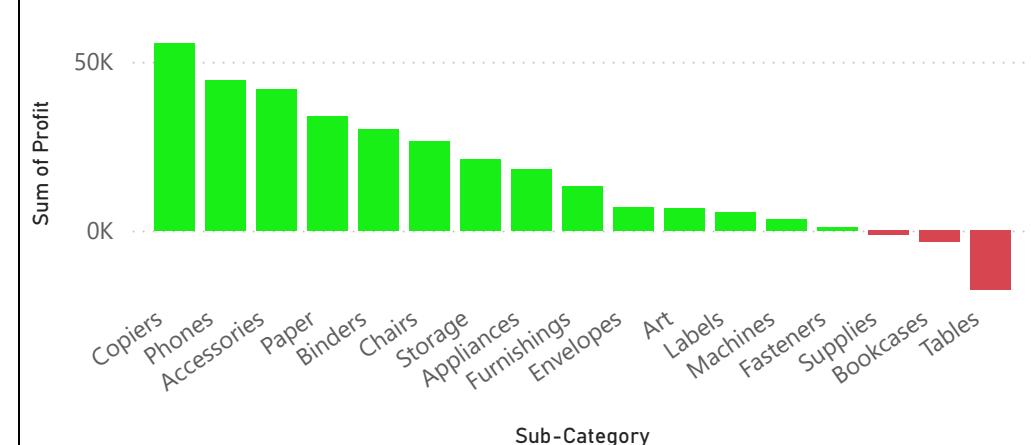
38K

Sum of Quantity

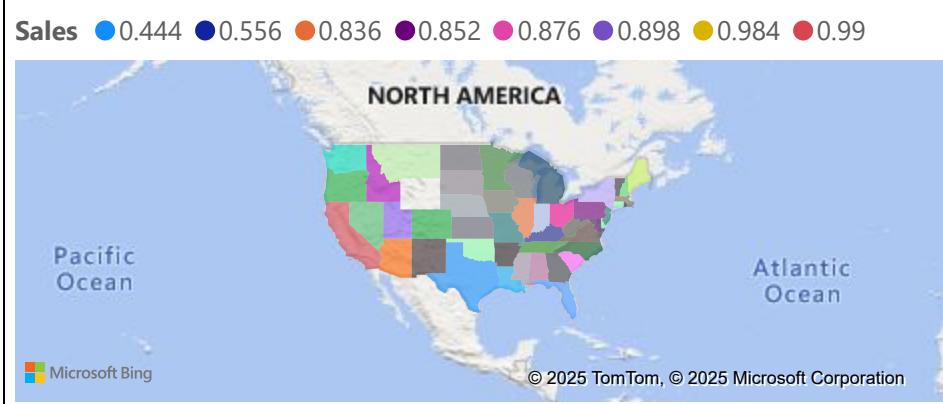
Sum of Sales by Category



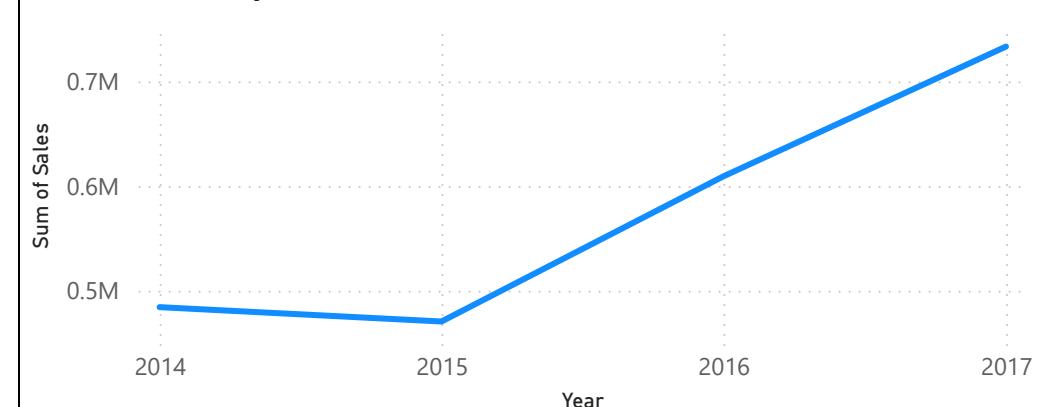
Sum of Profit by Sub-Category



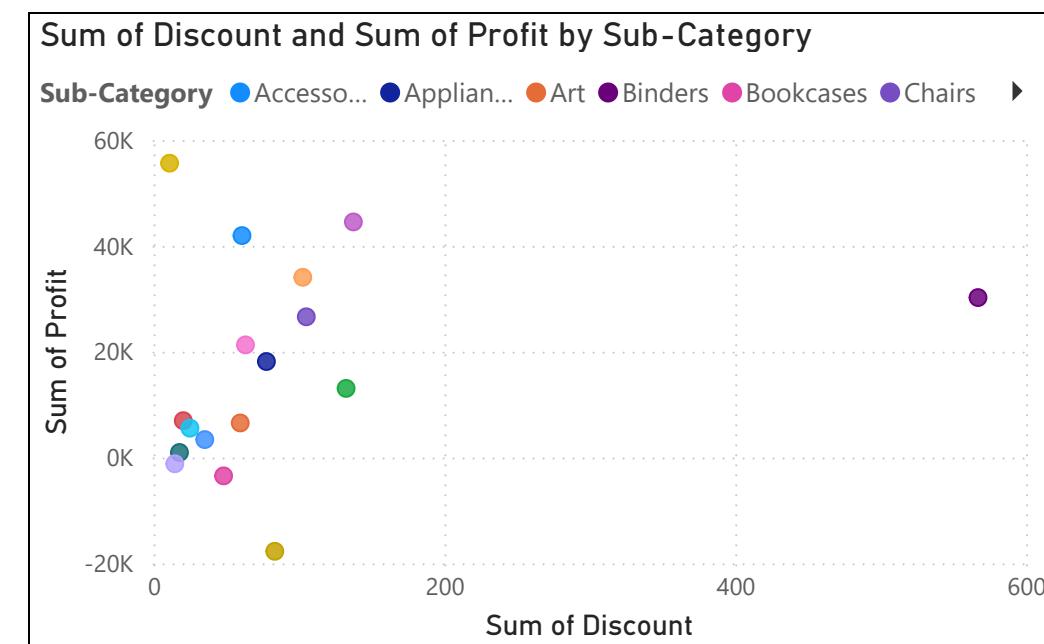
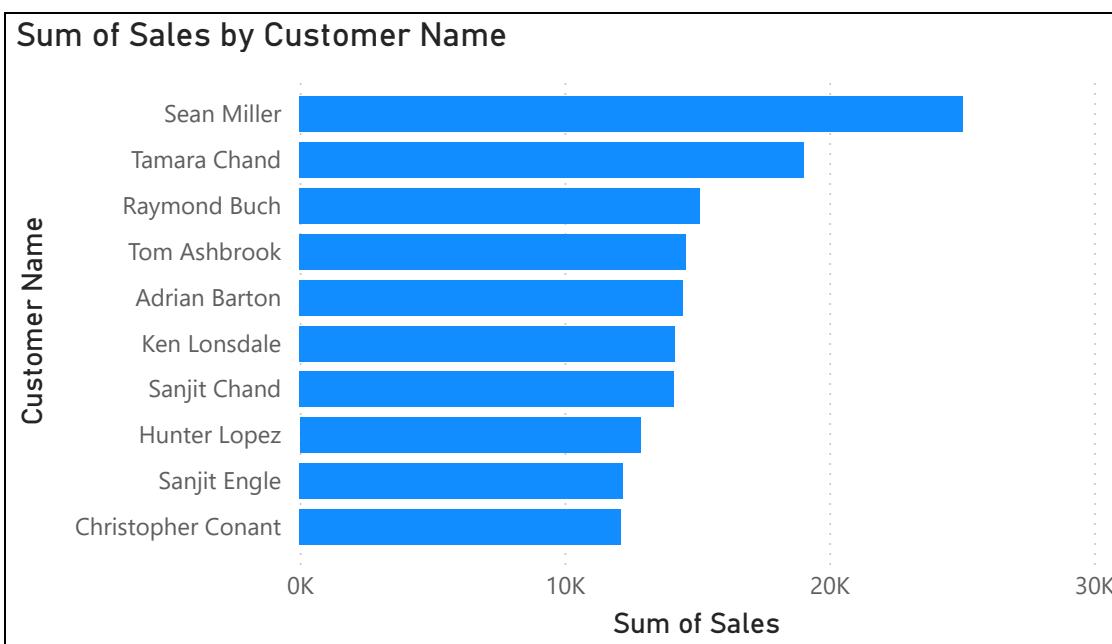
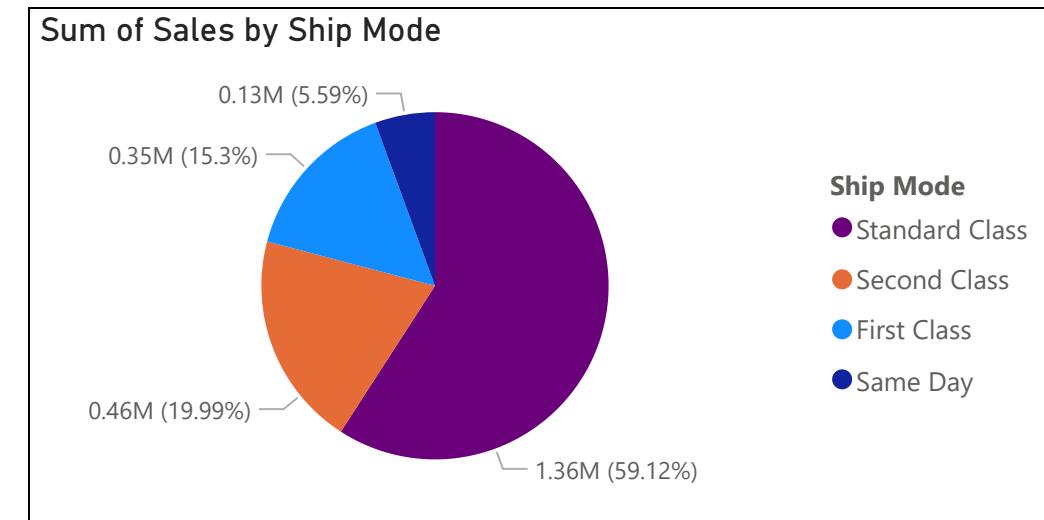
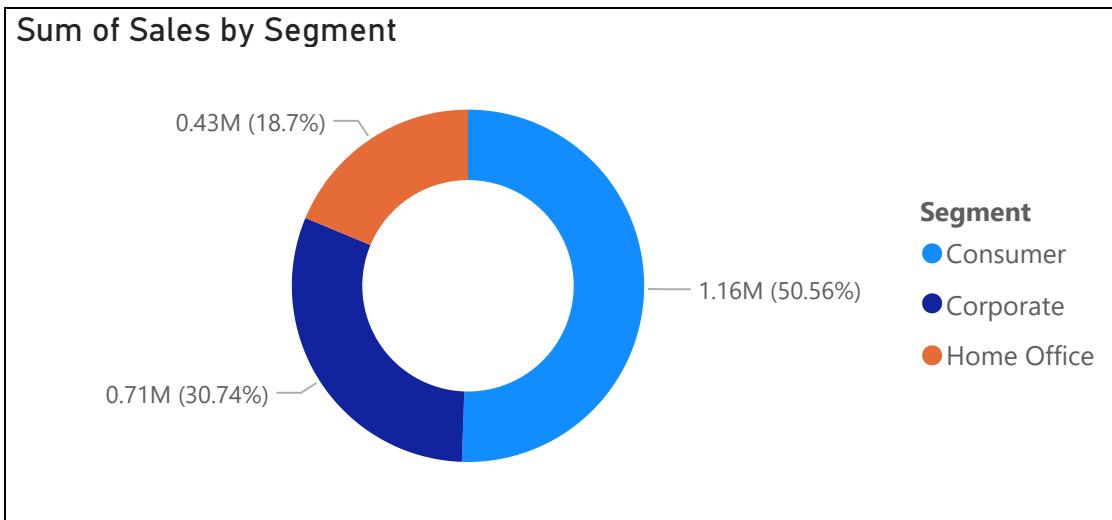
State and Sales



Sum of Sales by Year



Customer & Segment Insights



Business Summary & Key Insights

◆ Overall Performance

- Total Sales: **2.30M**, Profit: **286K**, Quantity Sold: **38K**
- Business is growing year-over-year (2015 → 2017).

◆ Category Insights

- **Technology** is the highest revenue and profit contributor.
- **Furniture & Office Supplies** have good sales but mixed profitability.
- **Tables & Bookcases** show **negative profit** → discount or cost issues.

◆ Regional Insights

- Strong performance in several major states.
- Some regions show potential for expansion and targeted marketing.

◆ Customer & Segment Insights

- **Consumer segment** drives over **50% of total sales**.
- Top customers like *Sean Miller* contribute significant revenue.

◆ Shipping Insights

- **Standard Class** is used most (~59%).
- Other modes offer opportunities to improve speed or margins.

◆ Discount vs Profit

- Higher discounts lead to **lower or negative profit** in several sub-categories.

◆ Key Recommendations

- Reduce excessive discounts on loss-making items.
- Focus on Technology category for higher returns.
- Target high-potential regions with marketing.
- Strengthen loyalty for Consumer segment.