

## Data Storytelling Example – Superstore Sales Dashboard

### 1. Introduction – Business Health Overview

- Our sales analysis shows an overall profit of **1.76K**. The average profit by category stands at **358.44**, while the average discount is **0.20**, suggesting that discounts are not heavily eroding profitability.

### 2. Category Performance

- Technology contributes the highest sales (around **0.9M**), followed by Furniture and Office Supplies.
- However, profit margins vary across categories, with Technology being the most profitable segment.

### 3. Time Trend (Sales by Profit)

- Sales have generally increased over time, but there are noticeable dips in certain months. These could be linked to seasonal demand changes or promotional discount campaigns.

### 4. Geographical Insights (City by Profit)

- Most profits are concentrated in East Coast and Central U.S. cities.
- Meanwhile, several Southern and coastal regions generate relatively lower profits, signaling opportunities for improvement.

### 5. Discount Impact (Profit by Sales)

- As discounts increase, profit margins decline sharply. This indicates that while discounts may drive sales volume, they are hurting overall profitability.

### 6. Conclusion – Action Points

- To strengthen performance, we should:
  - Focus on boosting Technology sales further.
  - Improve margins for Furniture and Office Supplies.
  - Revisit discounting strategies to balance volume and profitability.