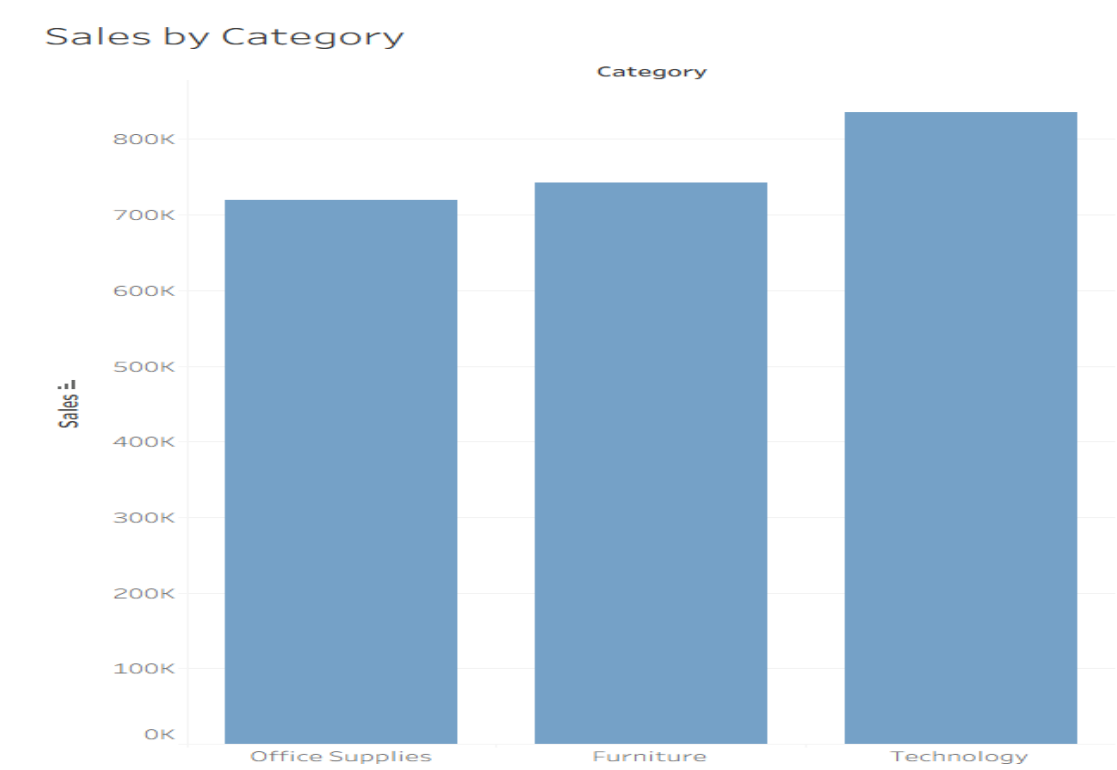# Superstore Data Visualization & Storytelling Report
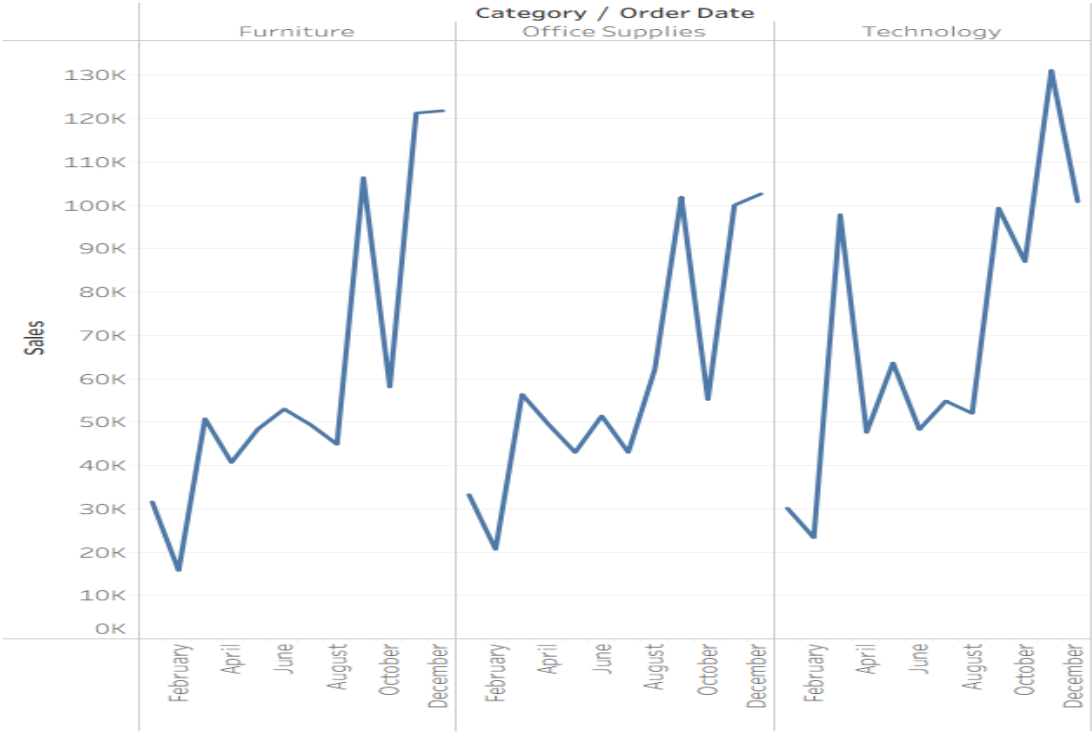
Sales by Category

Context: Comparison of total sales across product categories.
Key Takeaways: Technology leads sales; Furniture and Office Supplies follow.
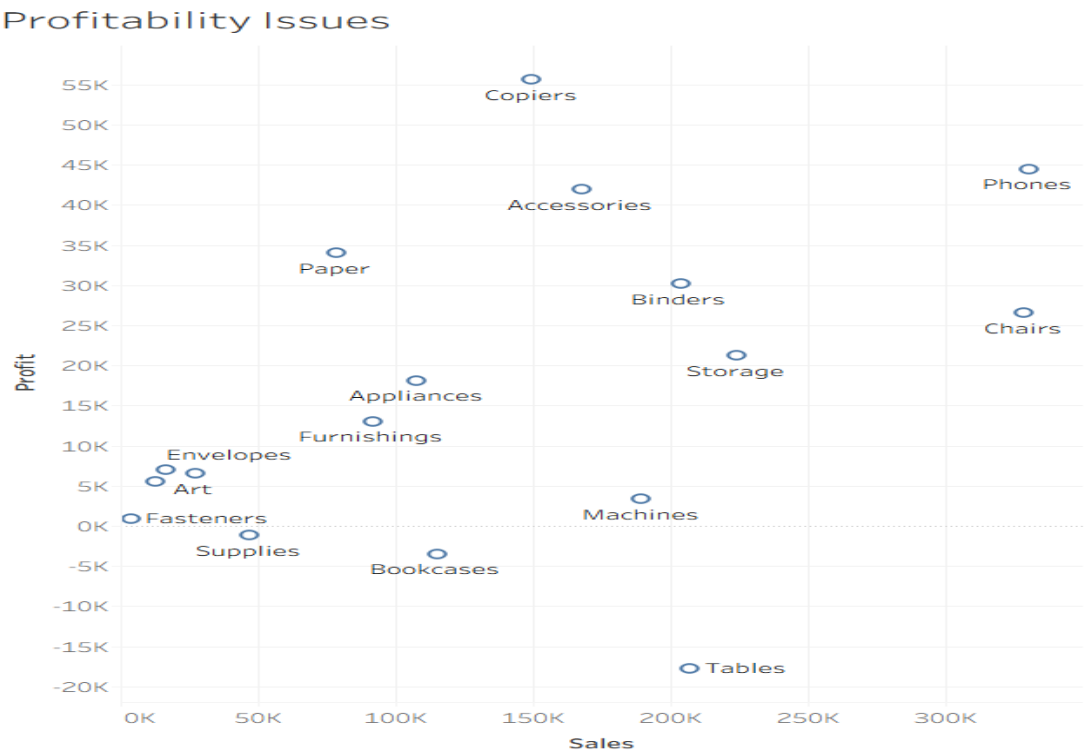
Category Performance Over Time

Category Performance

Context: Monthly sales trend lines divided by category.
Key Takeaways: Technology has consistent spikes; Furniture is more volatile.
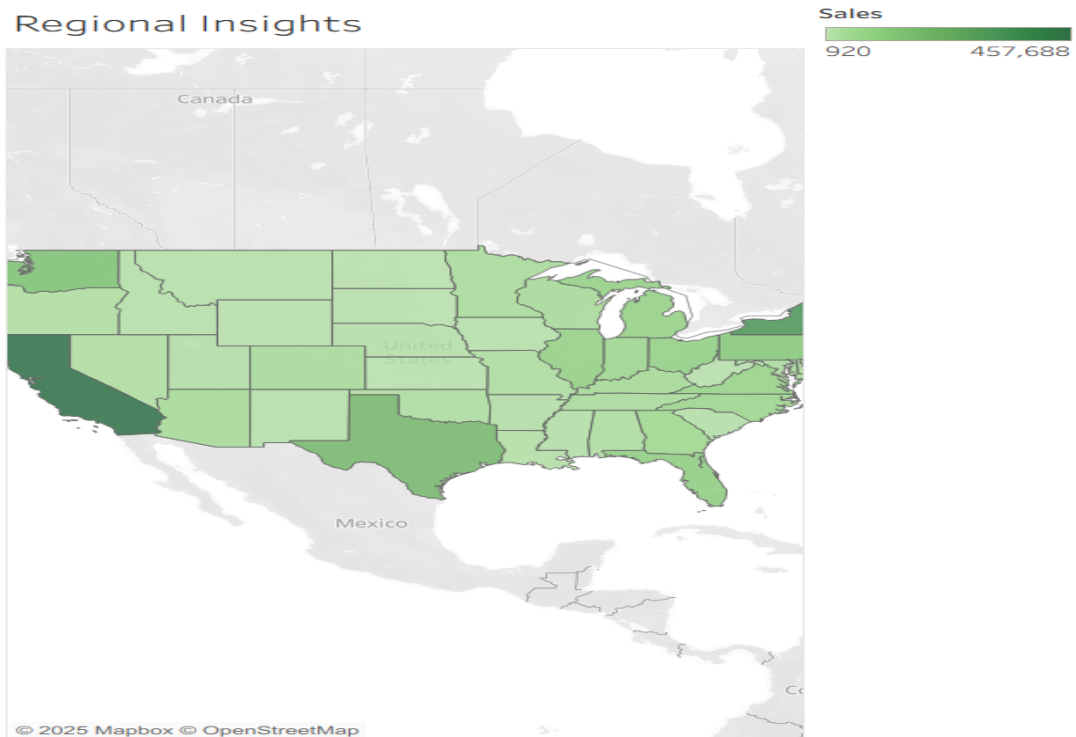
Profitability Issues

Profitability Issues

Context: Sales vs profit scatter plot for sub-categories.
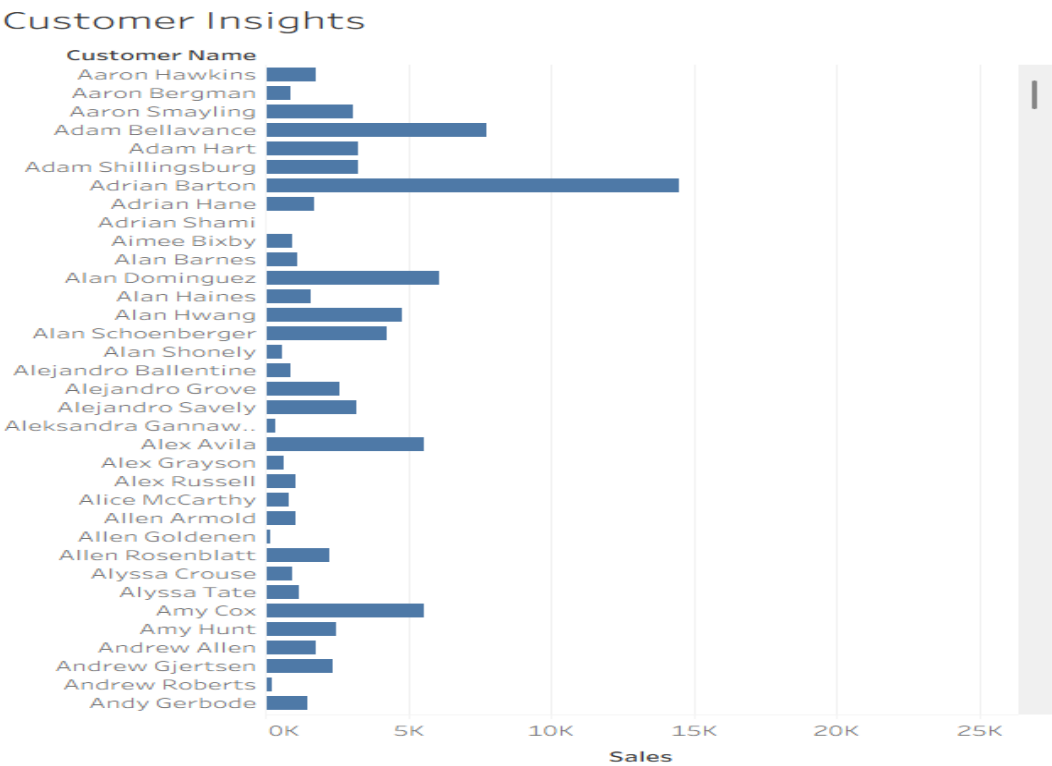**Key Takeaways:** Tables and Bookcases show losses; Copiers drive high profit.

Regional Insights

Context: Map visualization of sales across U.S. states.
Key Takeaways: California and the West dominate sales.
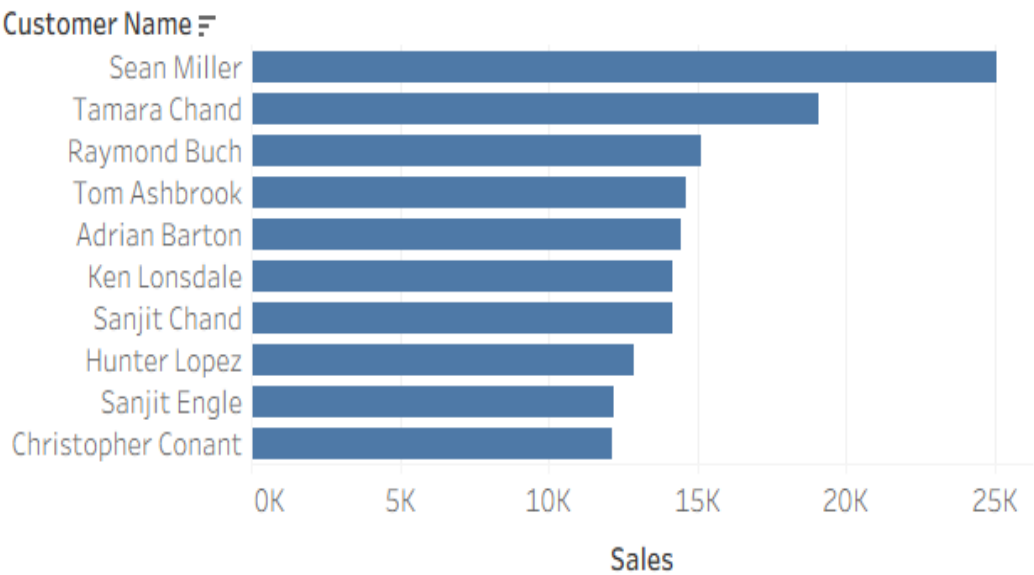
Customer Insights (All Customers)

Customer Insights

Customer Name	Sales

Aaron Hawkins
Aaron Bergman
Aaron Smayling
Adam Bellavance
Adam Hart
Adam Shillingsburg
Adrian Barton
Adrian Hane
Adrian Shami
Aimee Bixby
Alan Barnes
Alan Dominguez
Alan Haines
Alan Hwang
Alan Schoenberger
Alan Shonely
Alejandro Ballentine
Alejandro Grove
Alejandro Savely
Aleksandra Gannaw..
Alex Avila
Alex Grayson
Alex Russell
Alice McCarthy
Allen Armold
Allen Goldenen
Allen Rosenblatt
Alyssa Crouse
Alyssa Tate
Amy Cox
Amy Hunt
Andrew Allen
Andrew Gjertsen
Andrew Roberts
Andy Gerbode

0K 5K 10K 15K 20K 25K

Sales

Context: Sales distribution among all customers.
Key Takeaways: Few customers generate a large share of revenue.

Top 10 Customers

Customer Insights
Top 10 Customers

Customer Name

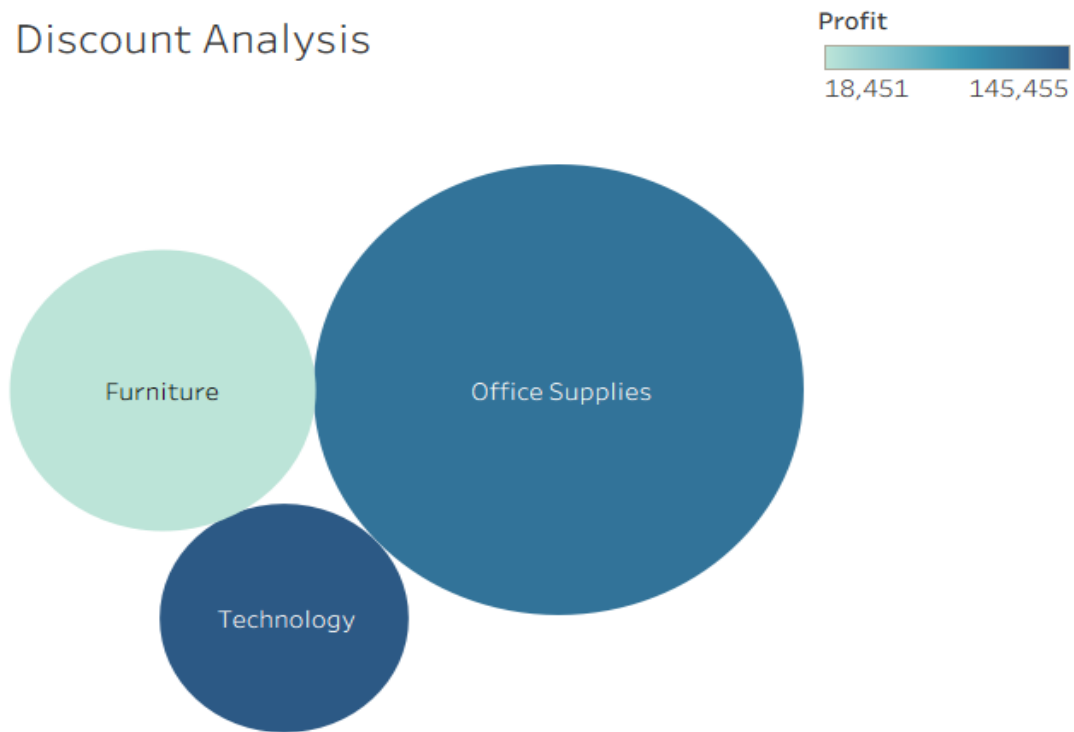|	
Sean Miller	
Tamara Chand	
Raymond Buch	
Tom Ashbrook	
Adrian Barton	
Ken Lonsdale	
Sanjit Chand	
Hunter Lopez	
Sanjit Engle	
Christopher Conant	

Sales (0K, 5K, 10K, 15K, 20K, 25K)

Context: Top 10 highest revenue-generating customers.
Key Takeaways: Top customers contribute significant revenue; retention matters.

Discount Analysis

Context: Impact of discounting on profit across categories.
Key Takeaways: Higher discounts reduce profits, especially for Furniture.

Summary & Storyboard **Overall Story:** Technology drives revenue, but profitability issues exist in several Furniture sub-categories. Geographic performance varies widely, and customer segmentation shows strong opportunities for loyalty and retention. **Storyboard Flow:**

1. Sales Overview
2. Category Trends
3. Profitability Analysis
4. Regional Insights
5. Customer Insights
6. Discount Analysis **Business Recommendations:**

• Reduce discounting in loss-making categories.
• Promote high-profit items such as Copiers.
• Improve marketing in underperforming states.
• Implement loyalty strategies for top customers.
• Reevaluate pricing strategy for Tables & Bookcases.