

① Measures were not included in the analysis because a unique identifier could not be found for SampleSuperstore. [Learn more](#) X

## Key influencers Top segments



What influences Sales to  ?

When... ..the average of Sales increases by

Sum of Profit is more than 109.7208

1.11K

Sub-Category is Tables

432.7

Sum of Profit is -46.797 or less

402.6

Sub-Category is Chairs

322.4

Category is Technology

273.4

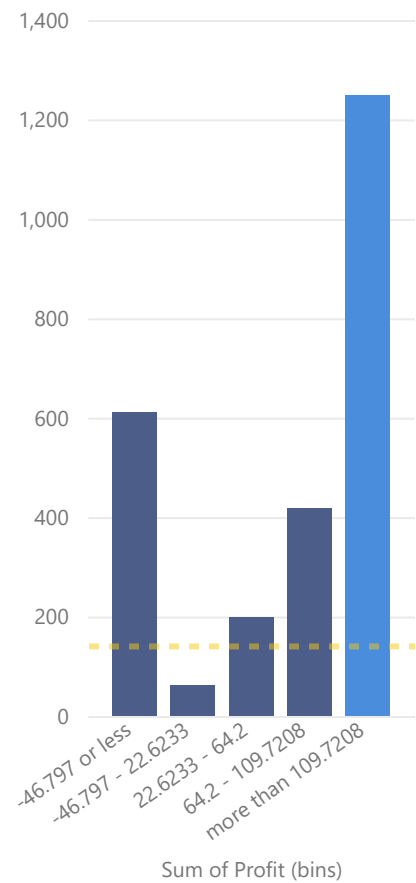
Sum of Profit is 64.2 - 109.7208

199.8

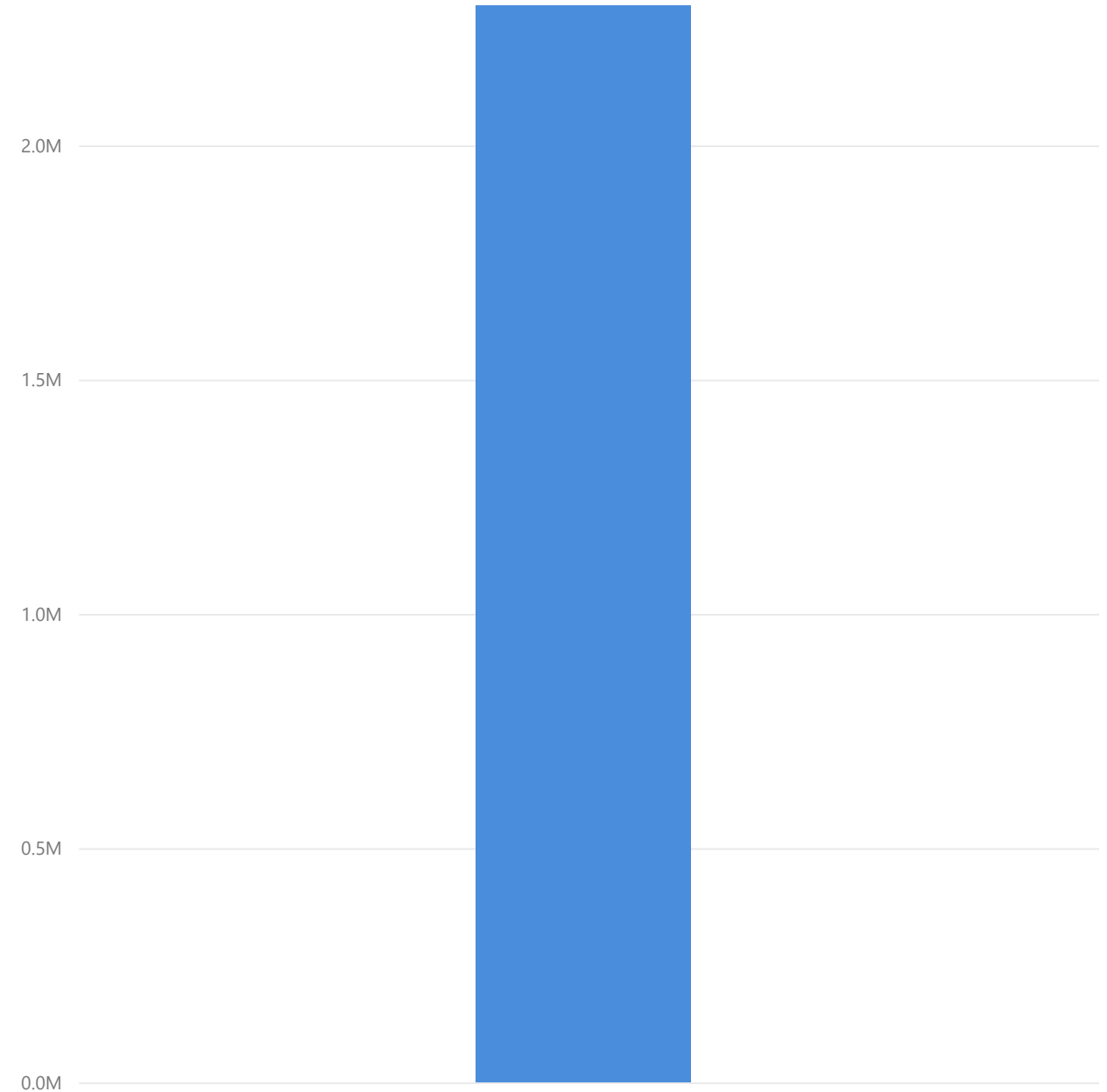
Sub-Category is Phones

155.2

← Sales is more likely to increase when Sum of Profit is more than 109.7208 than otherwise (on average).

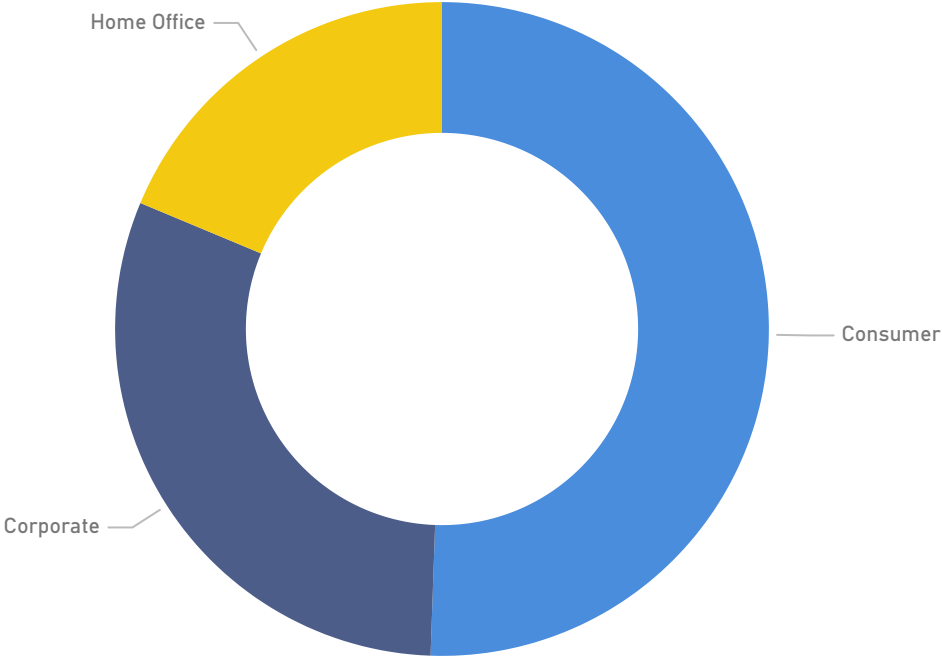


Sum of Sales and Sum of Profit



Shows the key influence of the store

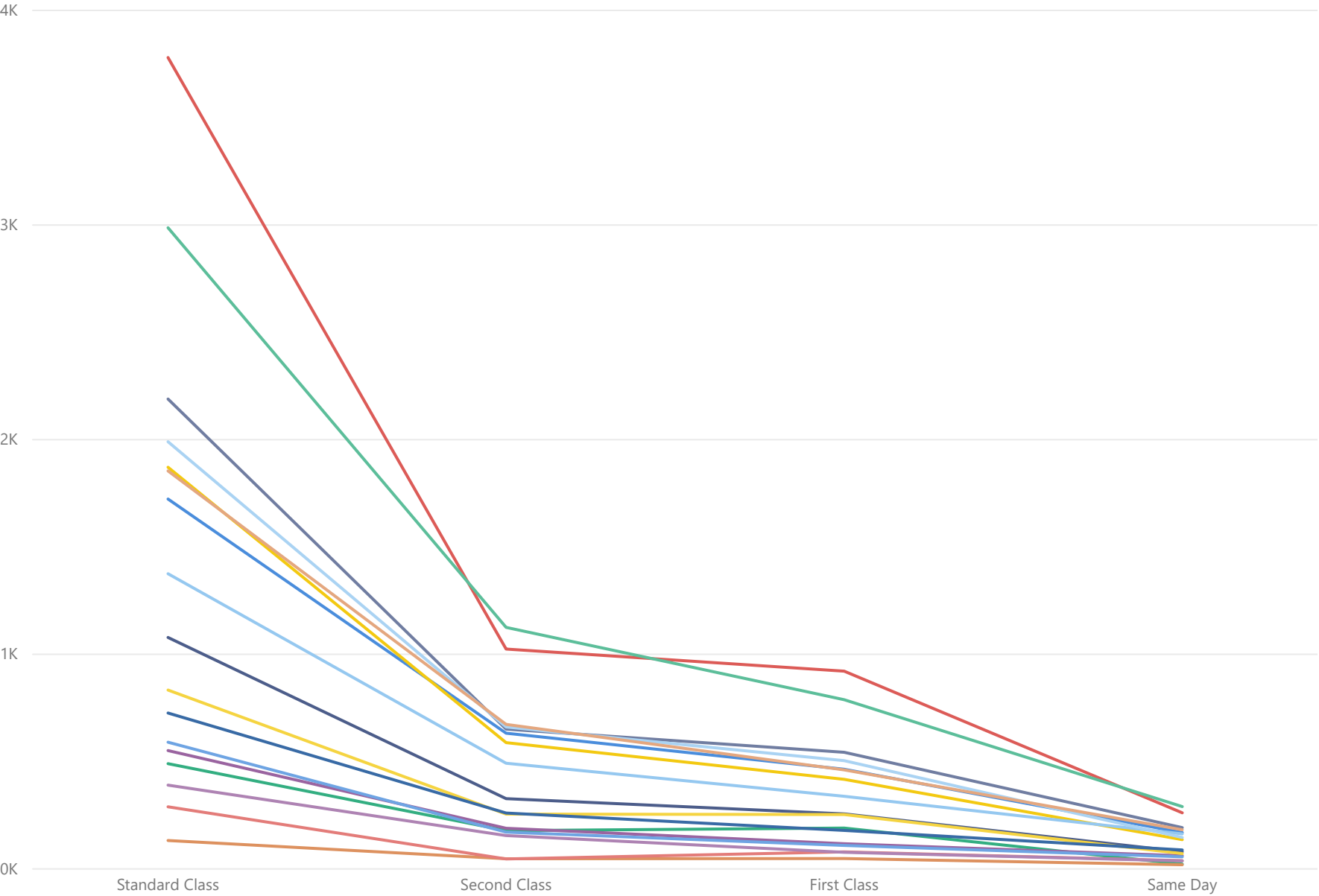
Sum of Sales by Segment



sales by segment

Sum of Quantity/Units by Ship Mode and Sub-Category

Sub-Category Accessories Appliances Art Binders Bookcases Chairs Copiers Envelopes Fasteners Furnishings Labels Machines Paper Phones ▶



Monthly Sales Trends

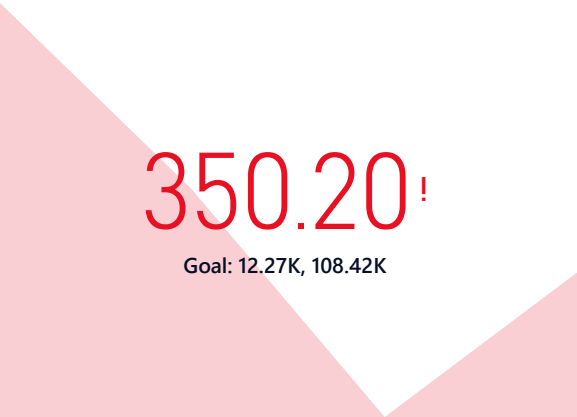
West	
1,08,418.45	12266
Sum of Profit	Sum of Quantity/Units

East	
91,522.78	10618
Sum of Profit	Sum of Quantity/Units

South	
46,749.43	6209
Sum of Profit	Sum of Quantity/Units

Central	
39,706.36	8780
Sum of Profit	Sum of Quantity/Units

Sum of Discount, Sum of Quantity/Units and Sum of ...



Top-performing segments include **Consumer and Corporate**, which together contribute the majority of total revenue. Analysis of ship modes reveals that the Standard Class is the most preferred shipping option, offering the best balance between cost and delivery time. The **West region** stands out as the most profitable, led by states such as California and Washington. Among all categories, **Technology** generates the highest profit margin, especially through subcategories like Phones and Accessories. Furniture contributes significantly to sales but suffers from low profitability, Office Supplies maintains steady performance, with products like Binders and Paper offering consistent returns.

