

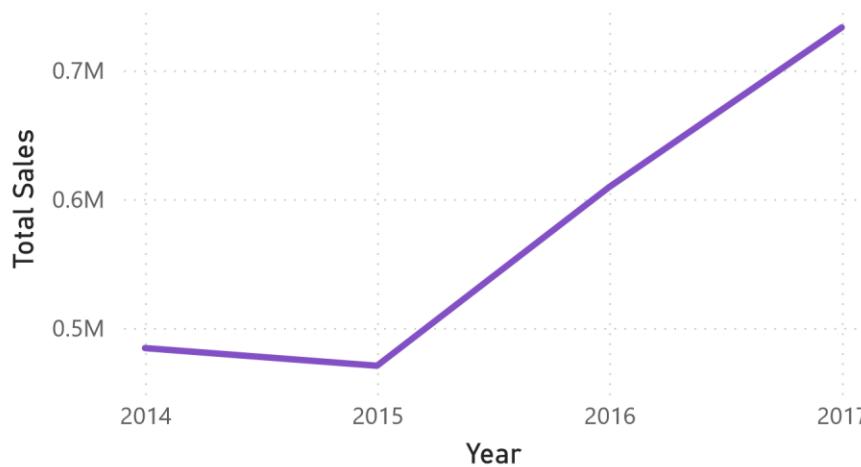
KPI Report of Superstore

2.30M
Total Sales

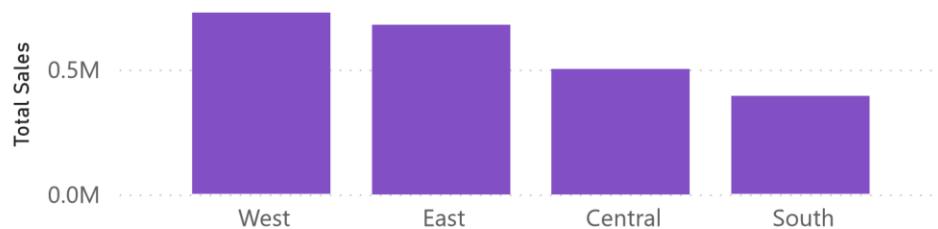
286.4...
Total Profit

12.47
Profit Margin

Total Sales by Year



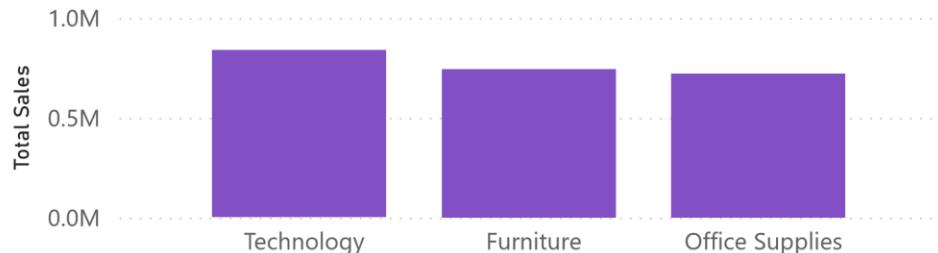
Total Sales by Region



Region

- Central
- East
- South
- West

Total Sales by Category



Category

- Furniture
- Office Supplies
- Technology

Order Date

1/3/2014 12/30/2017



Product Name

Product Name	Total Sales
Canon imageCLASS 2200 Advanced Copier	61,599.82
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27,453.38
GBC DocuBind P400 Electric Binding System	17,965.07
GBC DocuBind TL300 Electric Binding System	19,823.48
GBC Ibimaster 500 Manual ProClick Binding System	19,024.50
Total	244,620.20

INSIGHTS - Task 13

- Technology category has the highest sales.
- West region is the top performing region.
- Sales show an upward trend over time.