

# Superstore Sales Analysis report

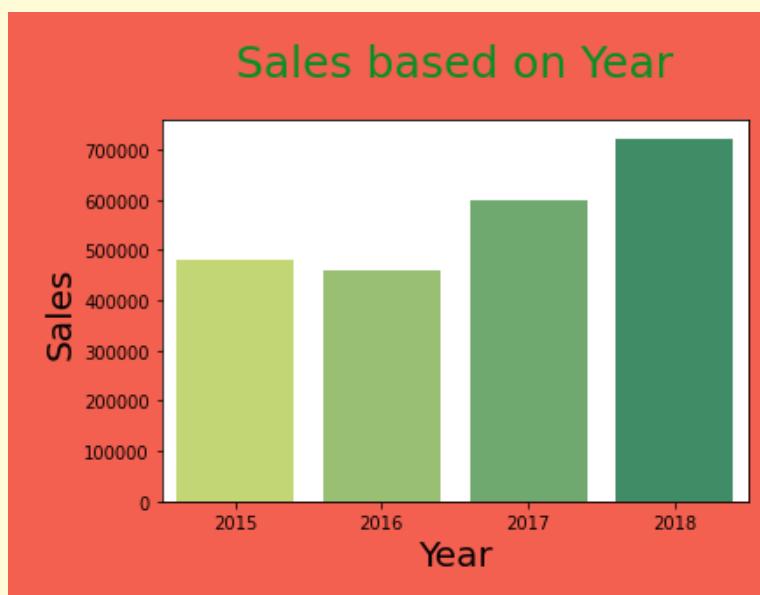


# Introduction

This report provides information obtained through data analysis, regarding the Superstore for the years **2015-2018**. This report will pay particular attention to the yearly, monthly, segment-wise, category-wise, sub category wise revenue generated by the superstore and will highlight major strengths and weaknesses while offering some explanation for observed changes. These observations do have limitations which will be noted. This report will explain how a cash flow statement and a prospectus could enhance analysis.

## Yearly Progress

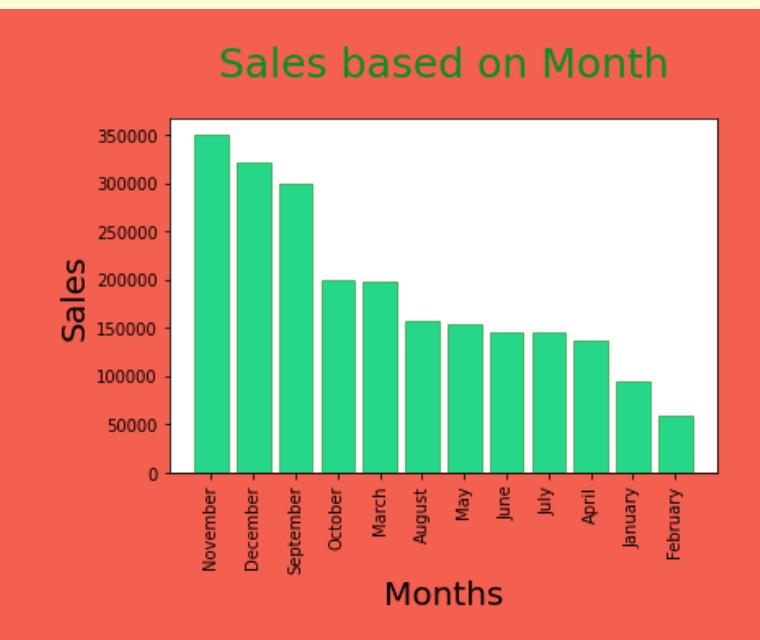
From the year 2015 to 2016 we had a **downfall of 4.25%** and from 2016 to 2018 we had an **increase of 57.16%** in the revenue.



## Monthly Progress

In November we yield more revenue and in February we yield the least.

The months **November, December, and September** combined yield approximately **43% of the revenue**.



## Progress based on the segment

The **Consumer** segment contributed the most to the revenue than the Corporate and Home Office where they contribute **more than 50%** to the revenue.



## Progress based on the Categories.

Based on Categories all three performed well and they contributed **more than 30%** to the total revenue.

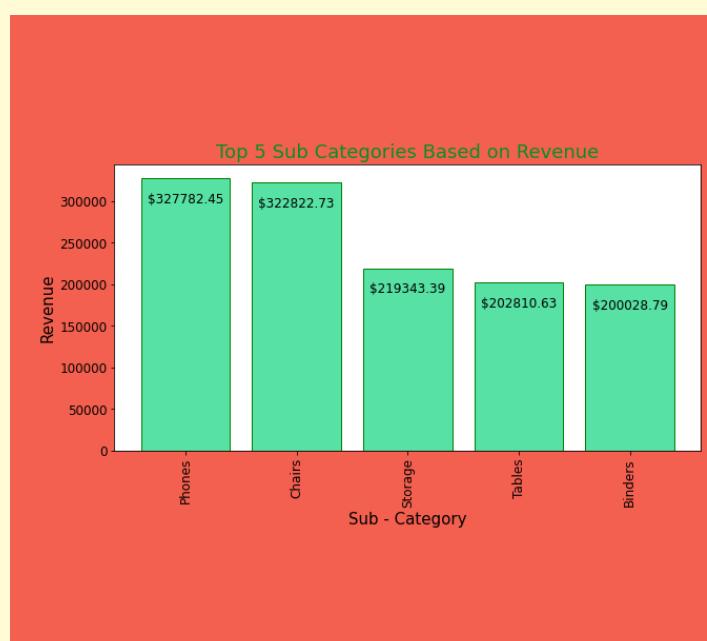
The category **Technology** leads the way by contributing **36.5%**.



## Process Based on the SubCategories

The Sub-Categories **Phone and Chairs** performed the best where they contribute **28.75%**.

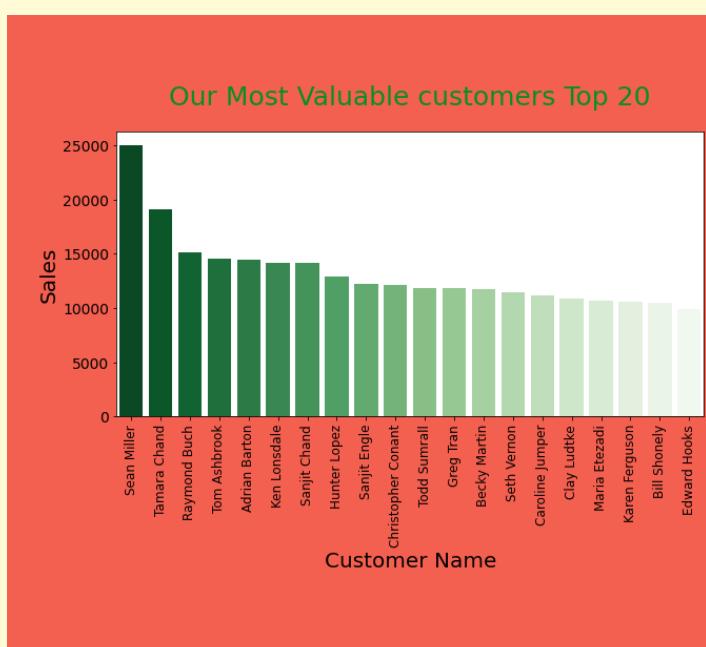
The Top 5 Sub Categories alone contribute **more than 56%** of the revenue.



## Most Valuable Customers

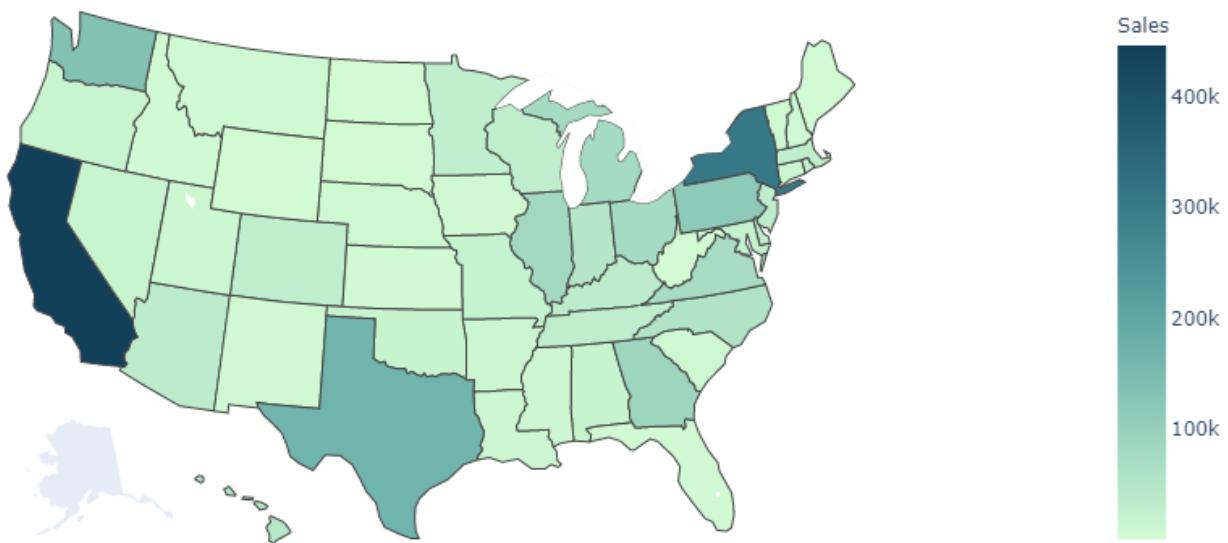
Sean Miller, Tamara Chand, and Raymond Buch are our top 3 customers.

Our Top - 20 customers alone contribute **11.7%** to the total revenue



## Sales based on States

Sales based on State



The top 3 performing states are **California, New York, and Texas** where they contribute **more than 40%** of revenue