

Task# 01


OPTIMIZING APPROACHES TO BOOST PROFITS

GRIPJULY | 2024
Presented By: Abdur Rehman





PROBLEM OVERVIEW

1. Perform **'Exploratory Data Analysis'** on the provided dataset **'SampleSuperstore'**.
 2. As a business manager, try to **find the weak areas** where you can work to make more profit.
 3. What **business problems** can you derive by exploring the data?
- 

Superstore Sales Operations

3

Catagory

37820

Quantity

286.24K

Profit

17

Sub-Category

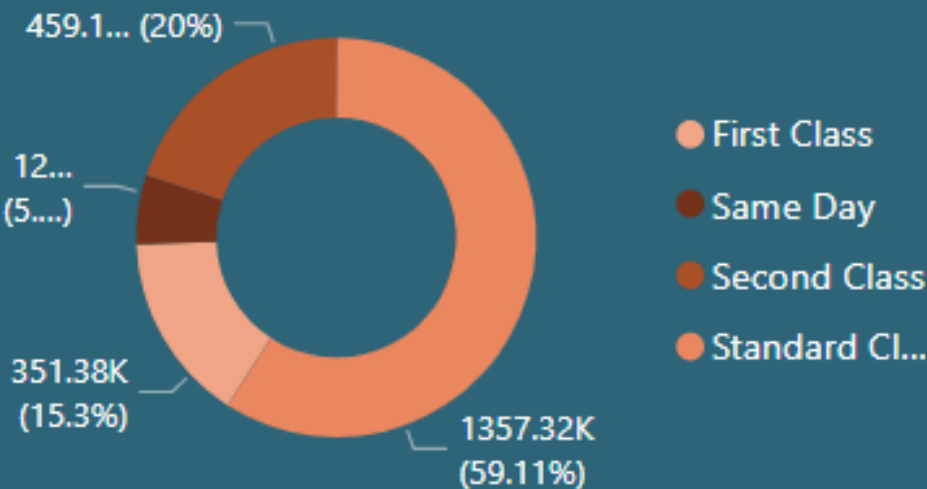
2.30M

Sales

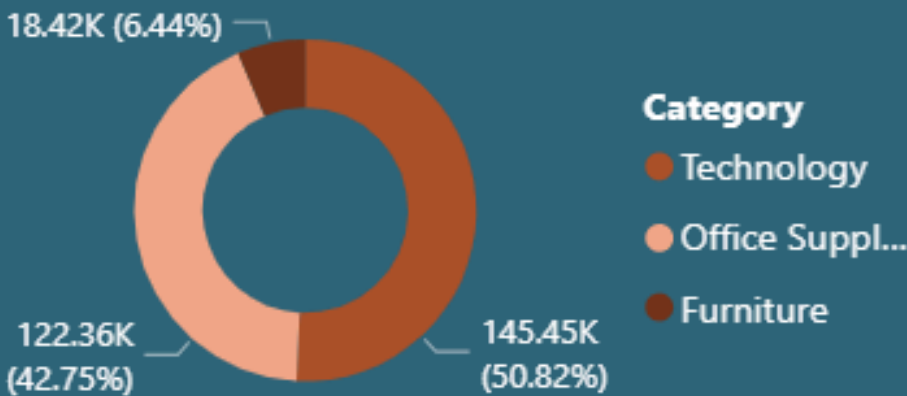
States

All

Sales by Ship Mode



Profit by Category



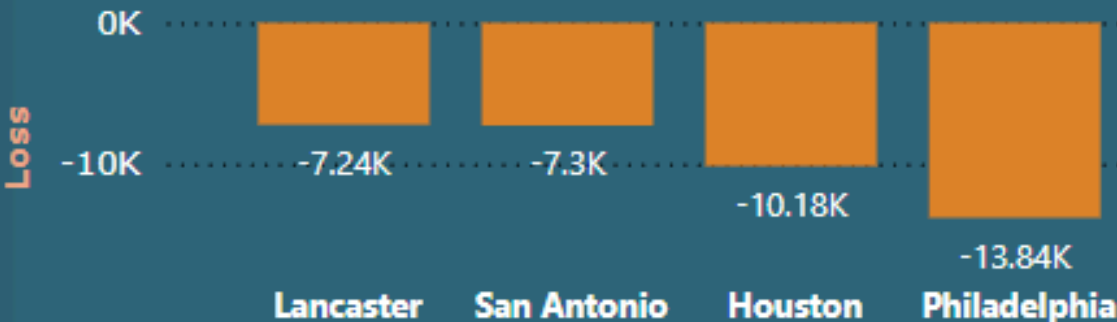
Profit by Sub-Category and Category



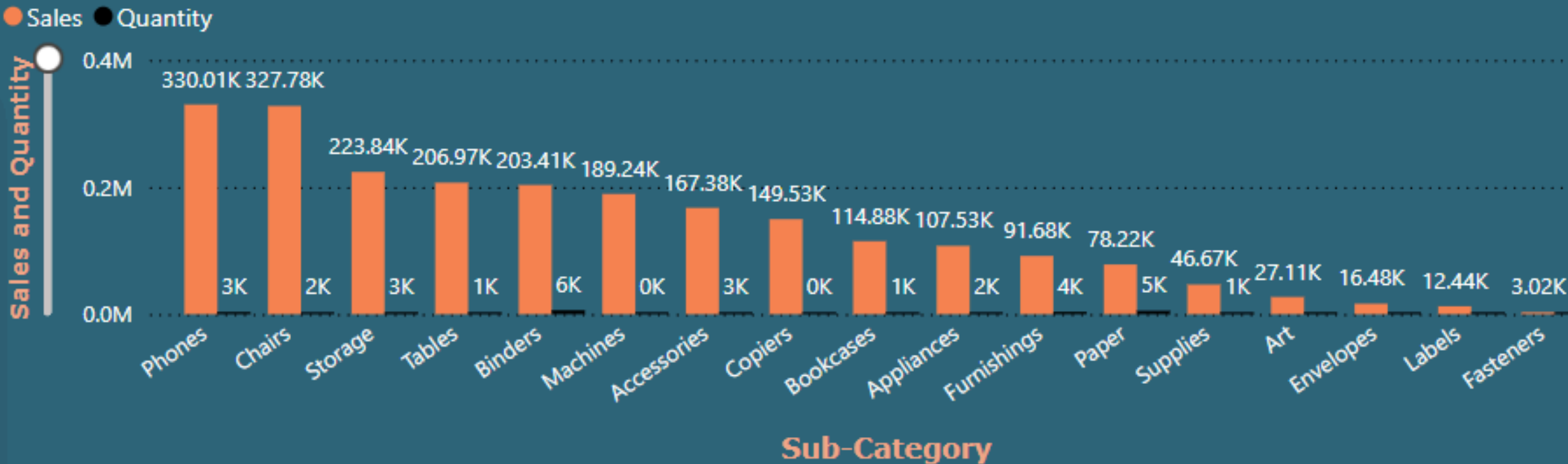
City

Multiple selections

Top 4 Cities in loss



Sales and Sum of Quantity by Sub-Category



KEY FINDINGS: SUMMARY

1

The highest profit margin was achieved in the **Technology** category, contributing **50.82%** of total profits. This was followed by the **Office Supplies** category. Conversely, the **Furniture category generated the least profit**, with subcategories **Bookcases** and **Tables** experiencing losses of **\$3.5k** and **\$17.3k**, respectively.

2

Significant sales losses were recorded in the cities of **Philadelphia (\$13.8k)**, **Houston (\$10.1k)**, **San Antonio (\$7.3k)**, and **Lancaster (\$7.24k)**. Additionally, the 'Supplies' subcategory within '**Office Supplies**' incurred a loss of **\$1.15k**.

3

In the **top loss cities**, even the best-selling products underperformed, generating low overall sales and contributing to the overall losses.



RECOMMENDATIONS

- **Revise Strategies for Loss-Making Categories:**
 - Analyze and address issues in the **Furniture category**, especially **Bookcases and Tables**. Adjust pricing, reduce inventory, or discontinue underperforming products. Implement targeted marketing campaigns to boost sales.
 - **Focus on High-Performance Products and Cities:**
 - Invest more in the **Technology category**. Replicate successful strategies from high-profit cities in underperforming ones. Tailor marketing efforts to address specific needs in **top-loss cities**, offering promotions or discounts.
 - **Enhance Data-Driven Decision Making:**
 - Use advanced analytics to **monitor sales performance** and detect underperformance early. **Develop predictive models** for accurate demand forecasting. **Gather customer and employee feedback** to inform product offerings and operational improvements.
- 

The background features three vertical stripes on the left: a wide pink stripe, a medium blue stripe, and a narrow beige stripe. The right side of the image has a light beige background with two rectangular areas of small, light pink dots. One area is in the top right corner, and the other is in the bottom right corner.

GRIPJULY | 2024

THANK YOU

Presented By: Abdur Rehman