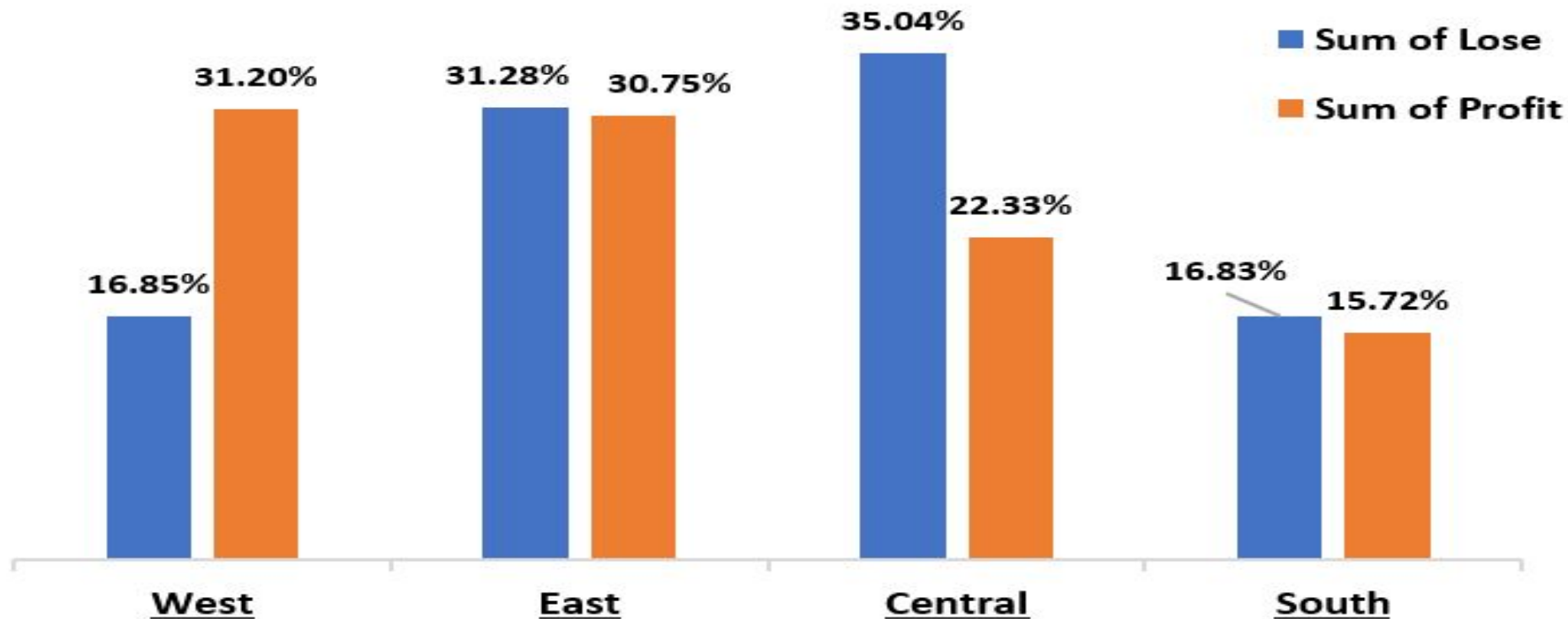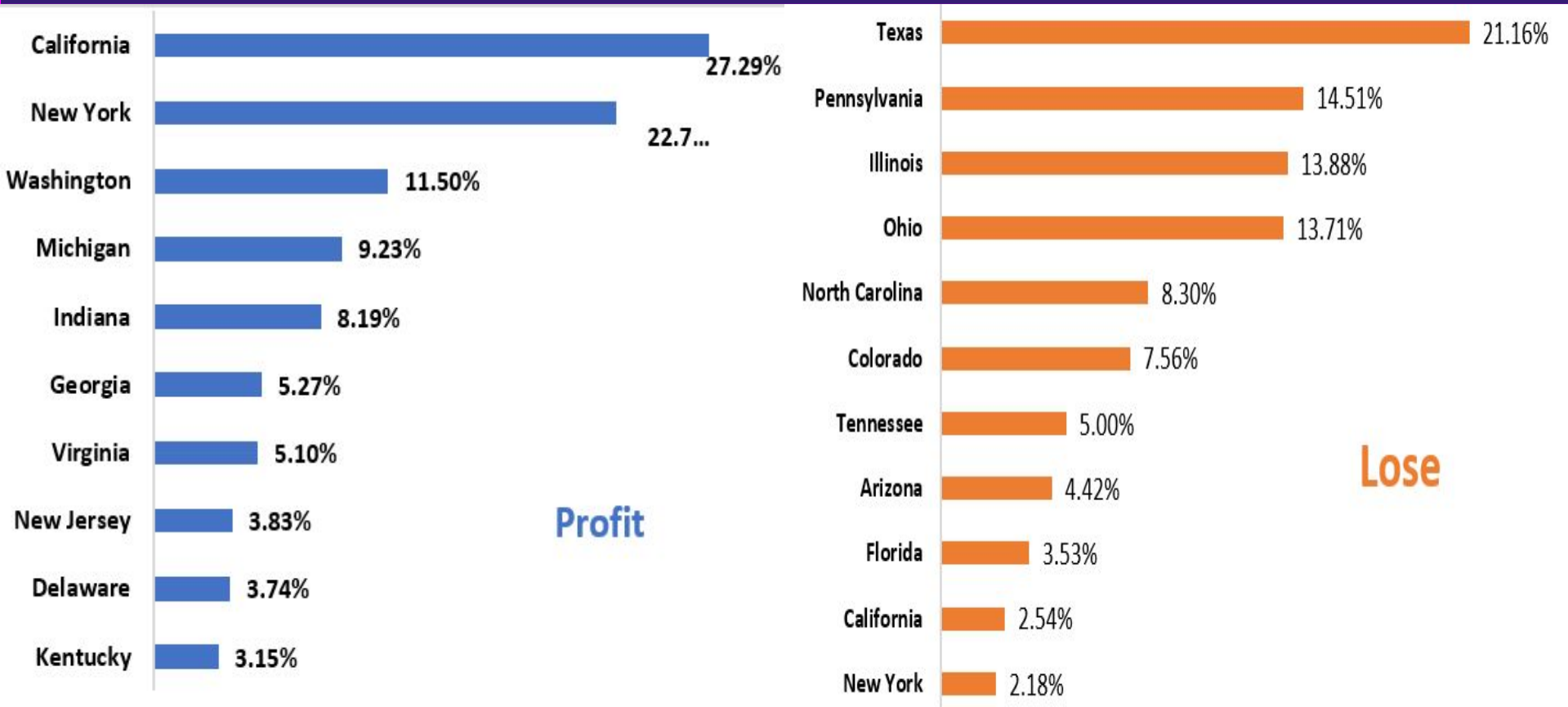# Superstore Data Analysis

Agenda

- **Overview of the Superstore dataset with key metrics and finding the best recommendations for improving profitability based on data insights.**

Central region has the highest loss percentage (35.04%) and the lowest profit (22.33%)
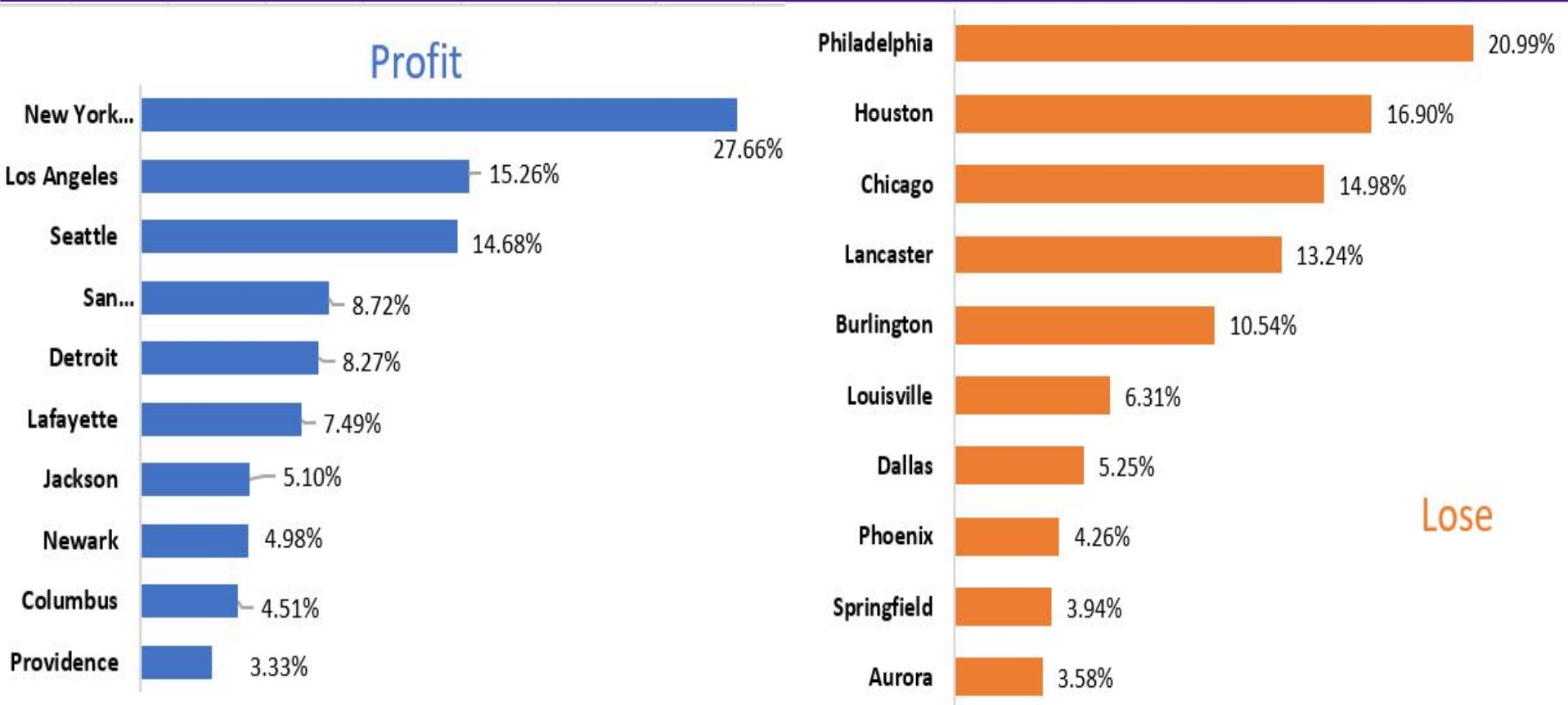
West region shows strong profitability (31.20%) with relatively low losses (16.85%)

1. Top 5 **states** by profit generate 56% of profits, lead by California (27.3%) and New York (22.7%)
2. Top 6 states by lose account for 80% of total losses, led by Texas (21.2%)

Profit

State	Profit
California	27.29%
New York	22.7...
Washington	11.50%
Michigan	9.23%
Indiana	8.19%
Georgia	5.27%
Virginia	5.10%
New Jersey	3.83%
Delaware	3.74%
Kentucky	3.15%

Lose

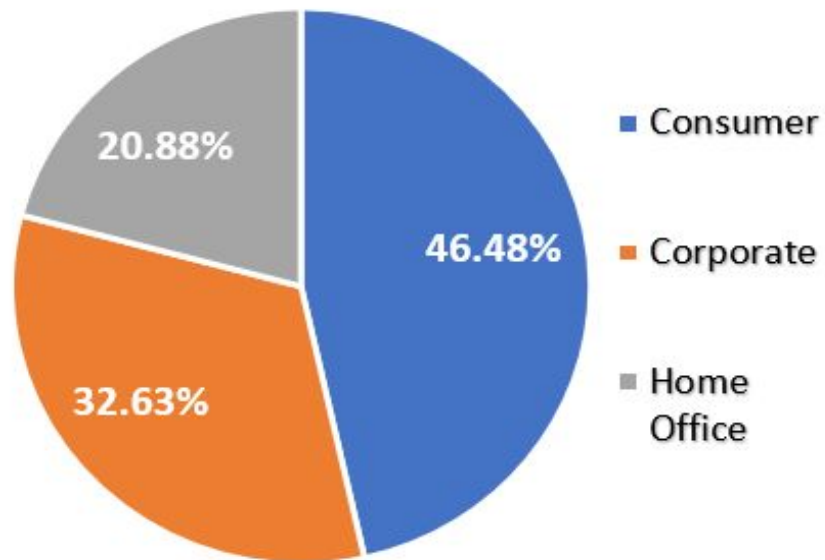| State	Lose
Texas	21.16%
Pennsylvania	14.51%
Illinois	13.88%
Ohio	13.71%
North Carolina	8.30%
Colorado	7.56%
Tennessee	5.00%
Arizona	4.42%
Florida	3.53%
California	2.54%
New York	2.18%

1. Top 10 **cities** contribute 49% of total profits and in top 10 New York (27.66%) alone share.
2. Top 5 **cities** account for 48% of losses and philadelphia is highest.
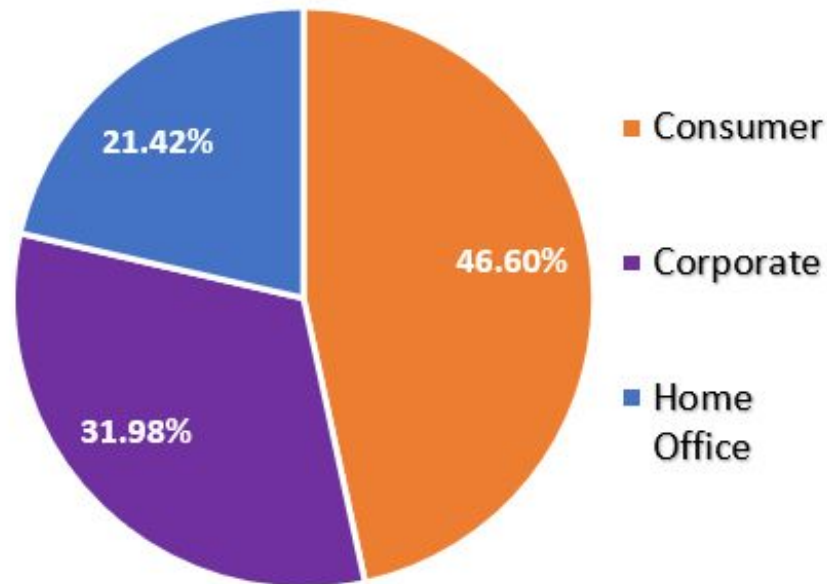

Profit

City	%
New York...	27.66%
Los Angeles	15.26%
Seattle	14.68%
San...	8.72%
Detroit	8.27%
Lafayette	7.49%
Jackson	5.10%
Newark	4.98%
Columbus	4.51%
Providence	3.33%

Lose

City	%
Philadelphia	20.99%
Houston	16.90%
Chicago	14.98%
Lancaster	13.24%
Burlington	10.54%
Louisville	6.31%
Dallas	5.25%
Phoenix	4.26%
Springfield	3.94%
Aurora	3.58%

1. Consumer **Segment** is highest contributor in profit and loses both.
2. Home office **Segment** profit is less than losses.

Segment wise Profit
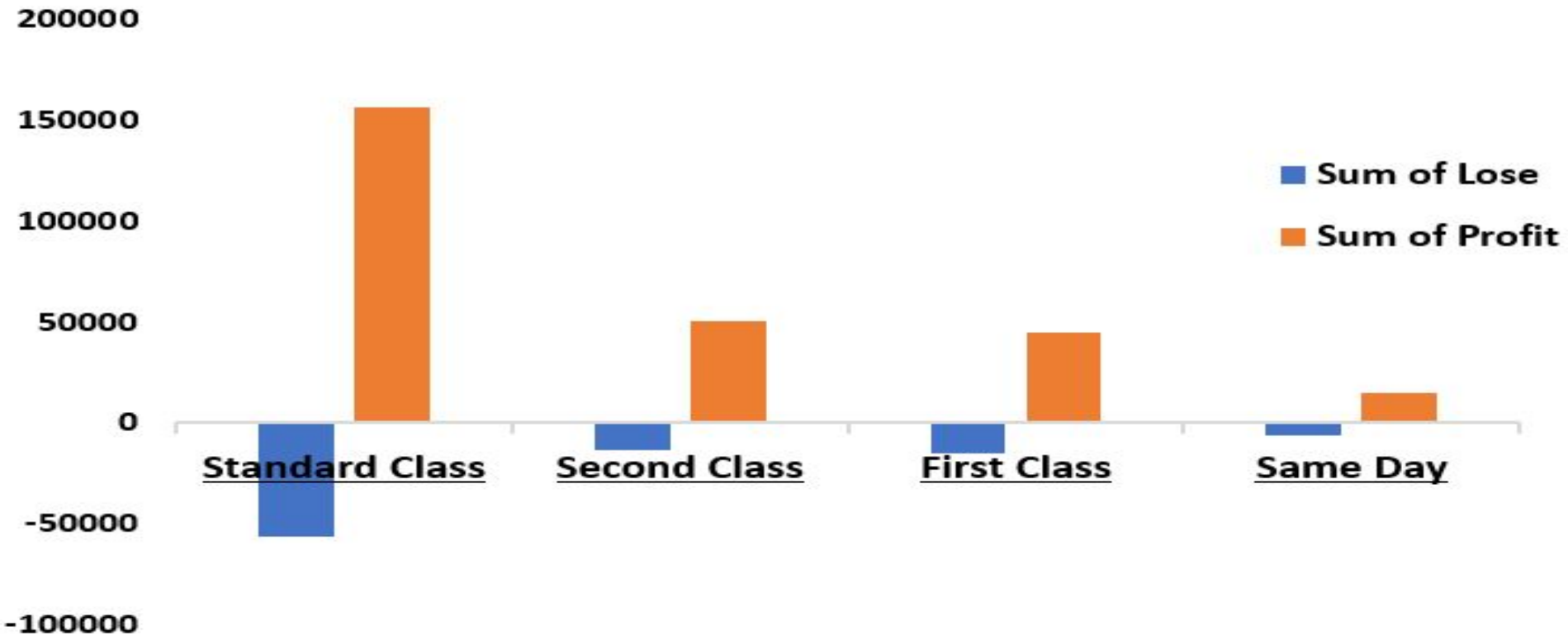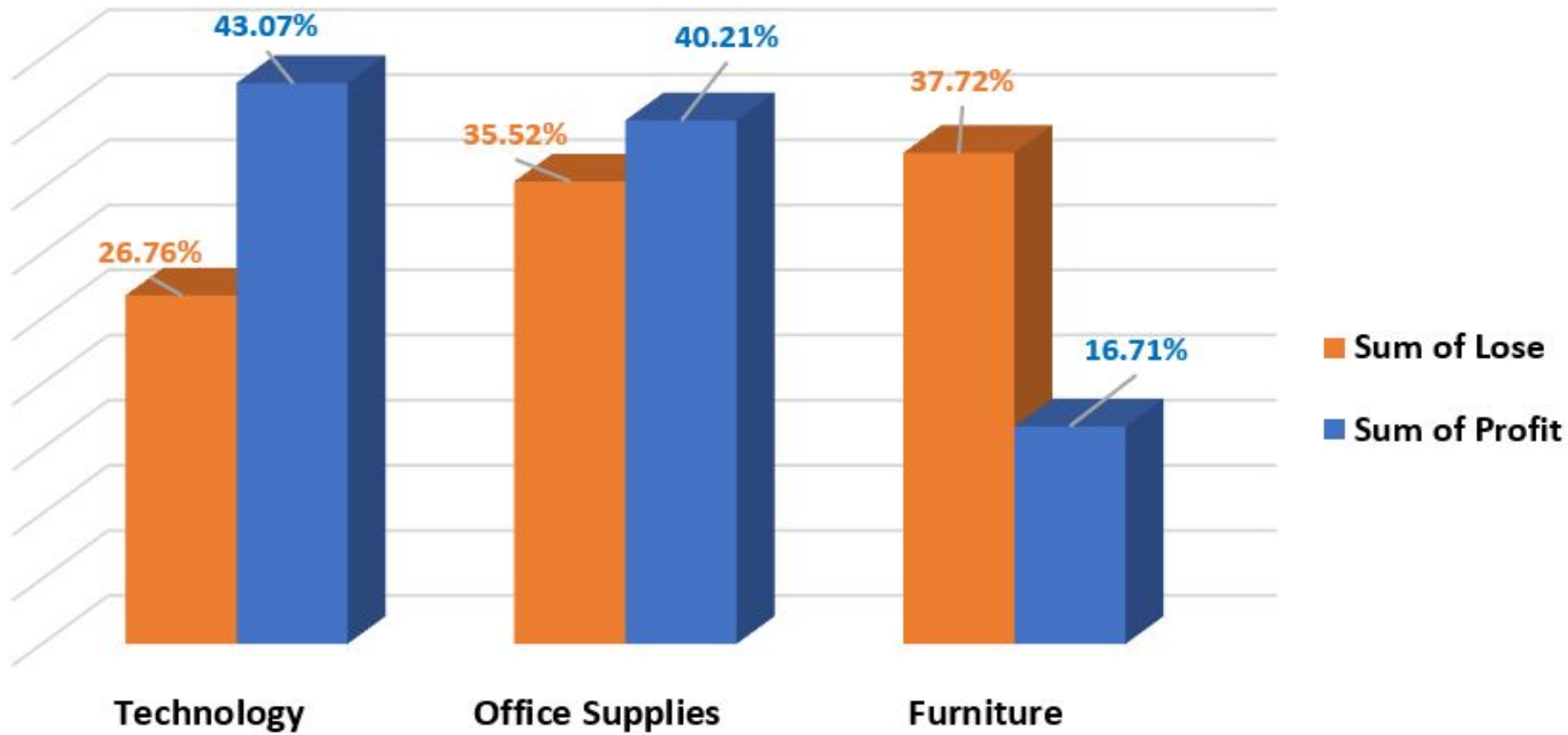
- Consumer
- Corporate
- Home Office

46.48%
32.63%
20.88%

Segment wise Lose

- Consumer
- Corporate
- Home Office

46.60%
31.98%
21.42%

# Standard Class **Ship Mode** generates the highest profit overall but also shows the largest losses.

1. Technology **Category** highest contribute in Profit (~43%) and lowest in lose(~26%)
2. Furniture **Category** highest in lose (~37%) and lowest in profit (16.7%)

1. Copiers, Accessories, and Paper **Sub categories** have decent profits and 0% loss.
2. Binders (35% loss) and Machines (29% loss) are the worst-performing **sub-categories**.
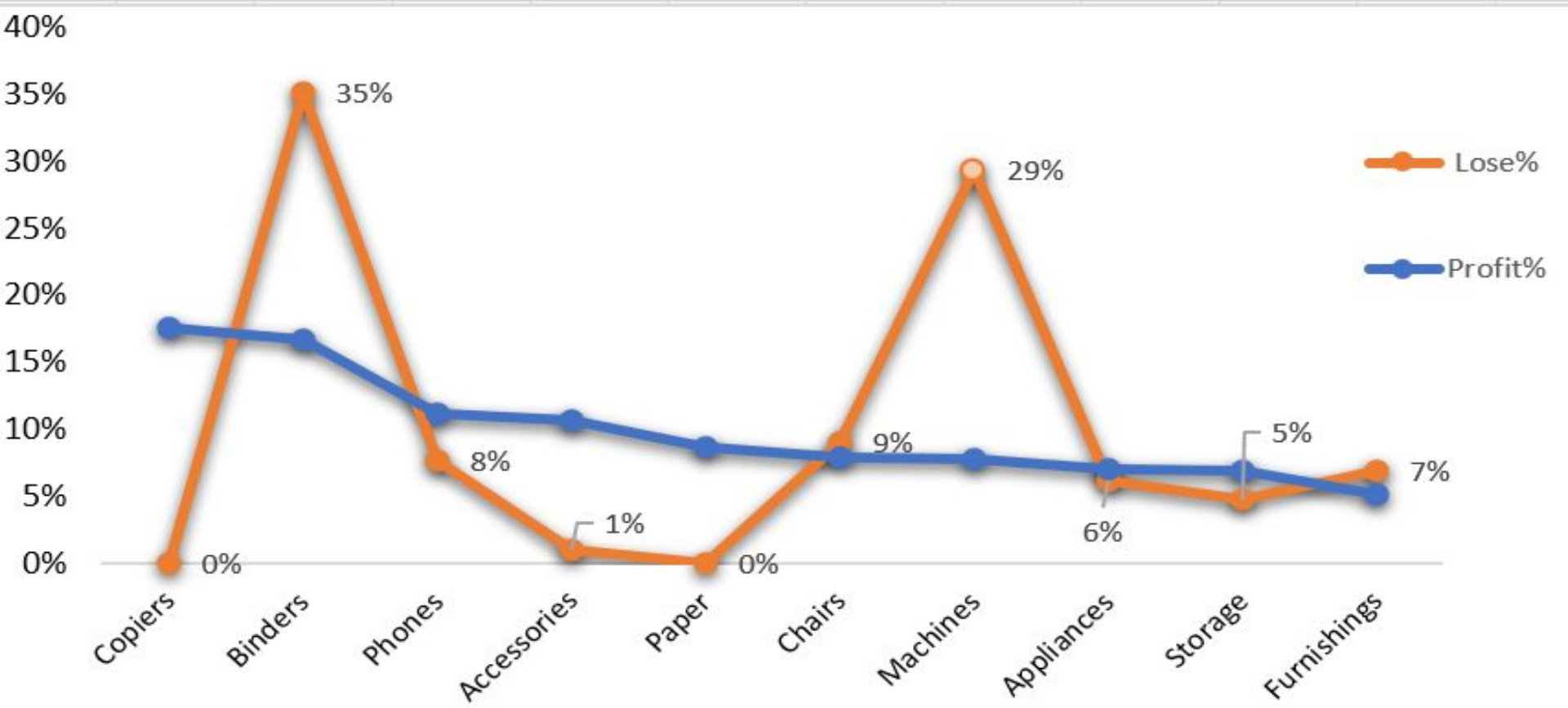
1. Cards and Online **Payment Mode** profits is less than loses. And COD **payment Mode** contribute highest profits and losses.
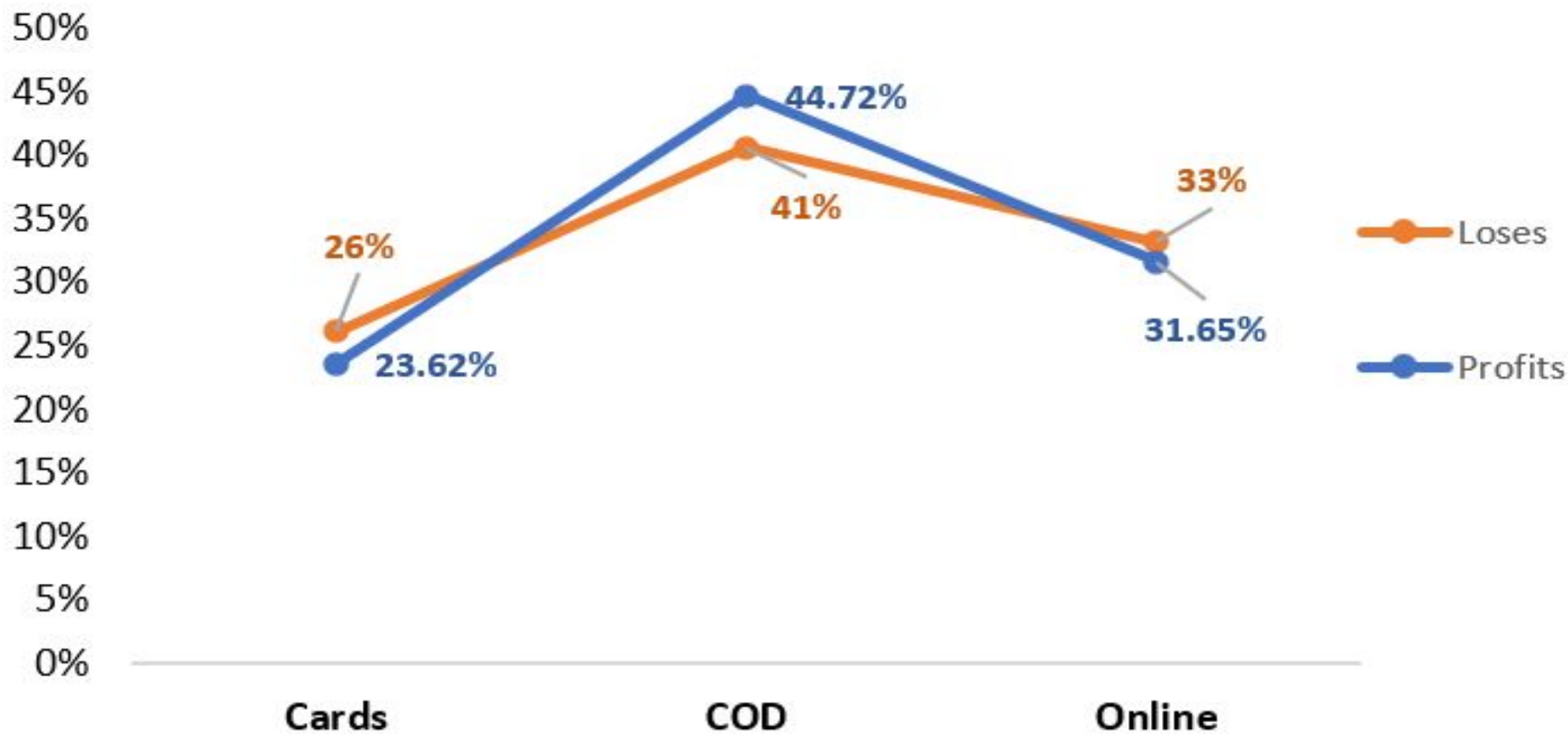
Final Insights & Recommendations

1. To Improve the Profits leverage strong markets like California and New York, and profitable sub-categories like Copiers, Accessories, and Paper by improving supply chain efficiency or increasing SKU's.

2. To reduce losses, focus on the Central region, high-loss states like Texas, and loss-heavy items like Binders and Machines by adjusting prices, controlling discounts, improving supply chain efficiency, or stopping sales of these products.

Thank you