

SUPERSTORE ANALYSIS (2014-2017)

A business meeting scene with three professionals (two men and one woman) in business attire looking at a tablet and documents on a table. The image is partially obscured by a dark blue diagonal overlay on the right side, which contains the text 'Sales Reports'.

Sales Reports

CONTENT

- Metrics
- Sales Analysis
- Sales Performance
- Insights and Recommendations

CORE METRICS

Total Sales
\$2,297,200.86

Total Profit
\$286,397.02

Profit Margin
12%

Total Orders
9,994

Total Quantity
37,873

Best Customer
Sean Miller

**Top Performing
Segment**
Consumer

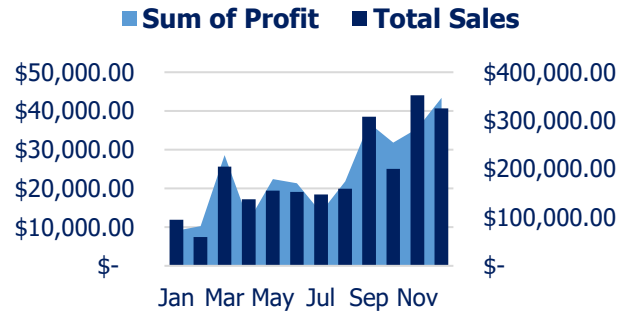
Best Selling Product
Phones

SALES ANALYSIS

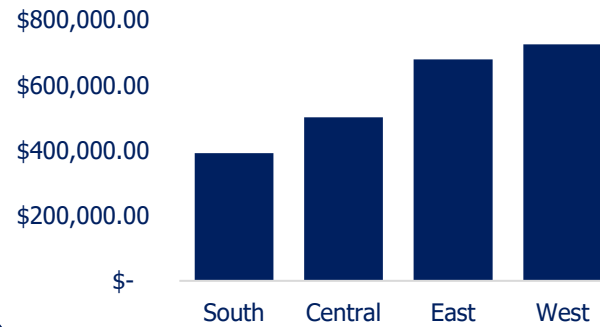
- The sales and profit was highest in November, followed by September.
- The region with the highest sales is the West with over \$700,000.
- The year 2017 has the highest sales and profit while 2014 has the lowest profit and 2016 has the lowest sales.
- California is the best selling state, closely followed by New York.
- Despite March having the third-highest sales, its profit is significantly higher than that of April, which has slightly lower sales. This indicates variability in profit margins across months.
- The last quarter (October, November, December) collectively has higher sales and profits compared to other quarters. This might be attributed to holiday shopping or end-of-year purchases.

SALES PERFORMANCE

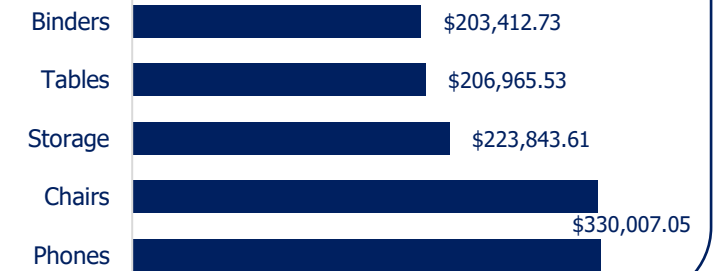
Distribution of Profit and Sales



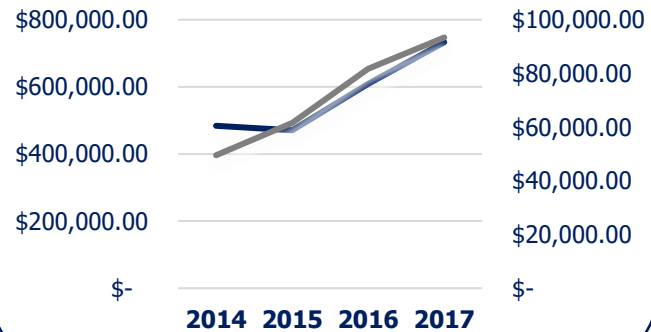
Sales by Region



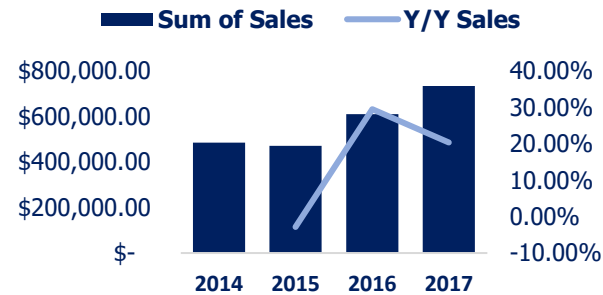
Top 5 Sales by Sub-Category



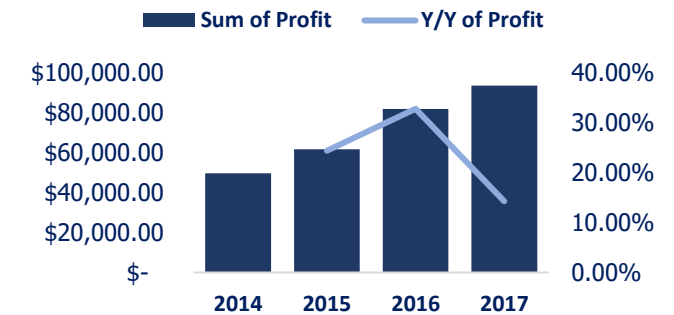
— Sum of Sales — Sum of Profit



Y/Y Growth Of Sales



Y/Y Growth Of Profit



INSIGHTS AND RECOMMENDATIONS

- 2015 experienced a Y/Y sales decline of -2.83%, indicating potential challenges in that year.
- Strong sales growth was observed in 2016 and 2017, with Y/Y increases of 29.47% and 20.36%, respectively.
- While 2015 saw a decrease in sales, profit still increased, suggesting improved operational efficiency or cost management.
- Meanwhile, even though 2016 and 2017 showed strong sales growth, the rate of profit growth started to taper off by 2017, indicating possible increased expenditures or reduced profit margins.
- Investigate the reasons behind the sales decline in 2015.
- Analyze market conditions, internal challenges, and competitive landscape for that year.
- Identify factors that contributed to the impressive recovery in 2016 and continued growth in 2017.
- Understanding these drivers can provide insights for future strategic decisions.
- Even with increased sales, it's vital to ensure profit margins aren't shrinking.
- Regularly review cost structures and pricing strategies to maintain healthy profit growth.