

Analysis document

Data sheet content: Super store sales

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Introduction

In **super store sales** data set:

Is data about orders from a store through 4 years (from 2014 to 2018). For each order data contains:

- Order ID
- Order Date
- Ship Date
- Ship Mode
- Customer ID
- Customer Name
- Segment Country
- City
- State
- Region
- Category
- Sub-Category
- Product Name
- Sales
- Quantity
- Discount (\$)
- Discount (%)
- Profit

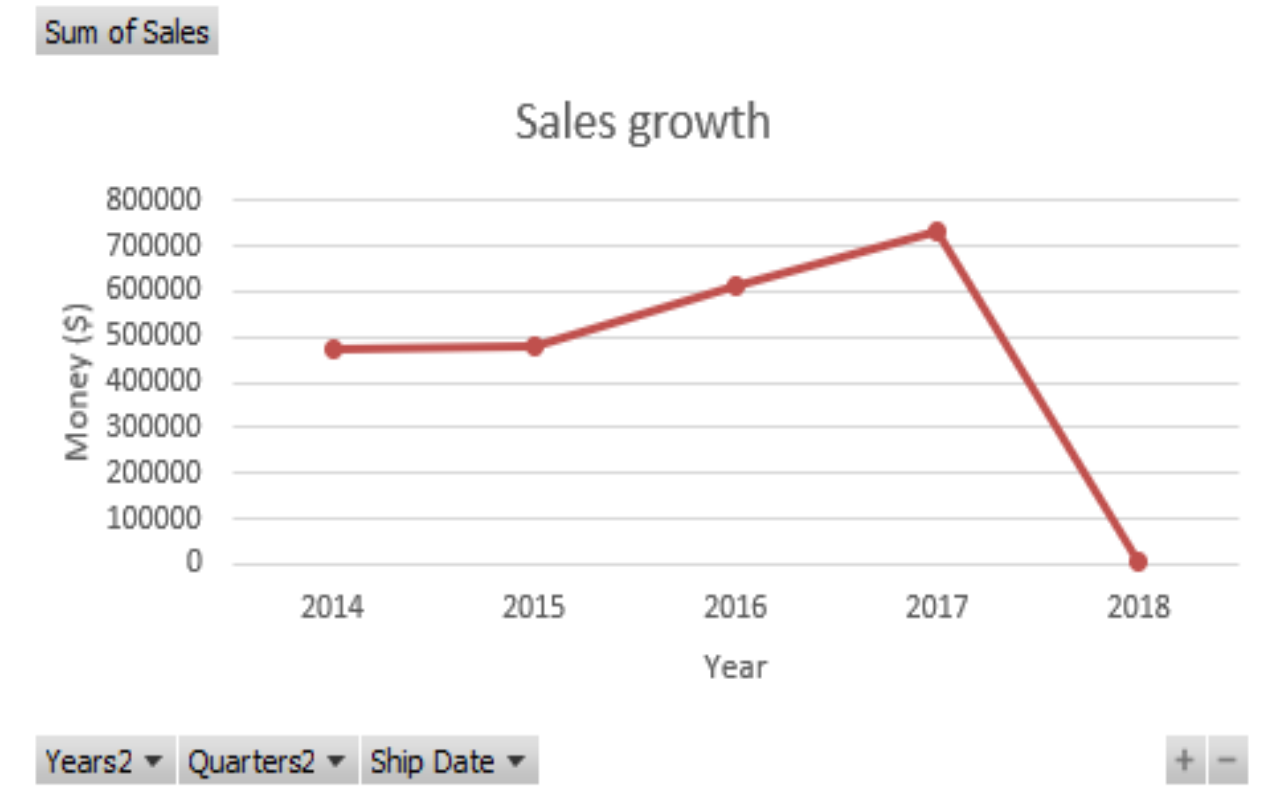
Objective

The store owner notes that there is sales drop in 2018. So he wants take good decisions in order to increase sales once again. Whether changing the policy of store, changing the prices range, or increase discounts. My goal is to support hem to make his decision. My KPIs are sales, profit, and discount.

Used theme

First part of analysis:

is to analyze the growth of sales through 4 years.



To see the behavior of sales growth from 2014 to 2018. We note the line has increasing behavior from year 2014 till year 2017. But, from year 2017 till 2018 the line has drop.

Second part of analysis:

Is to analyze the sales profits in that period from 2014 to 2018.

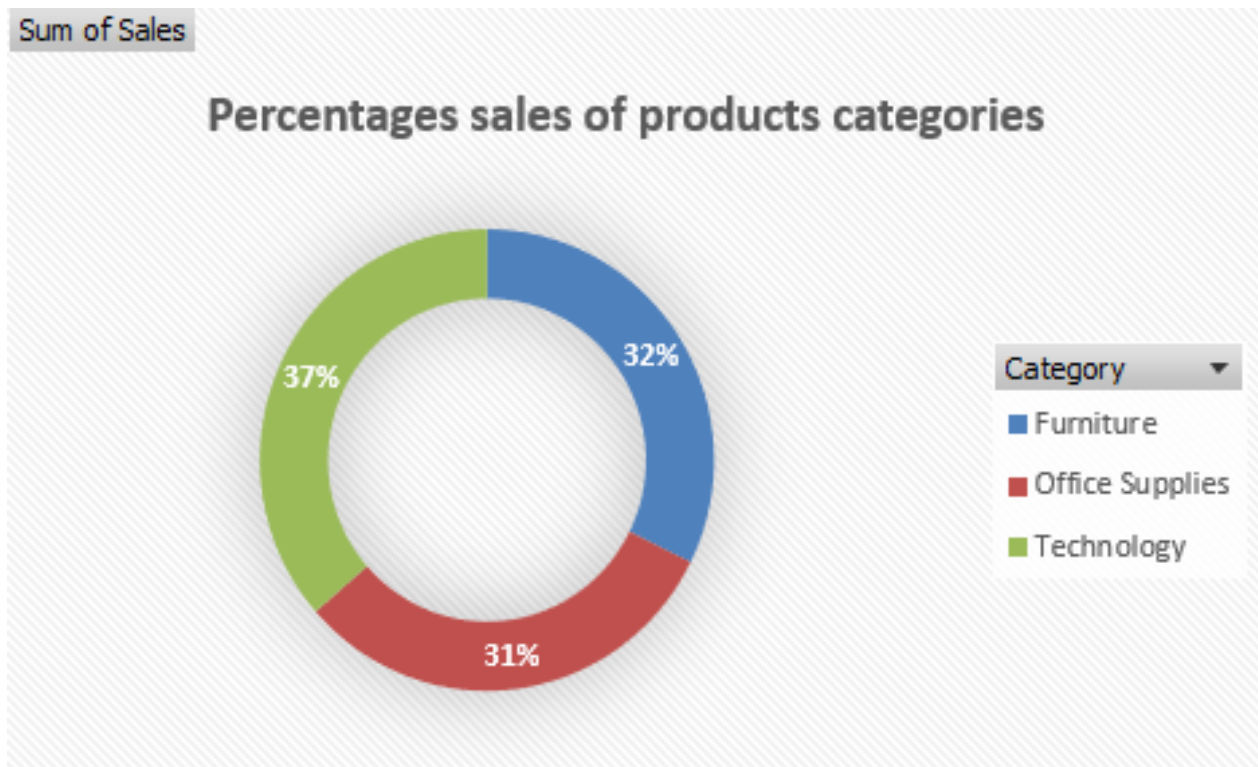


We note that the line is climbing from year 2014 to year 2017.

In the period from 2017 to 2018 the line is falling same as the first part of analysis.

Third part of analysis:

is to determine sales percentages of each product category.



We note that we have three categories those are:

Furniture, Office Supplies, and Technology. The technology category has the highest percentage in sales. The next category is furniture. And the lowest percentage is office suppliers category.

Fourth part of analysis:

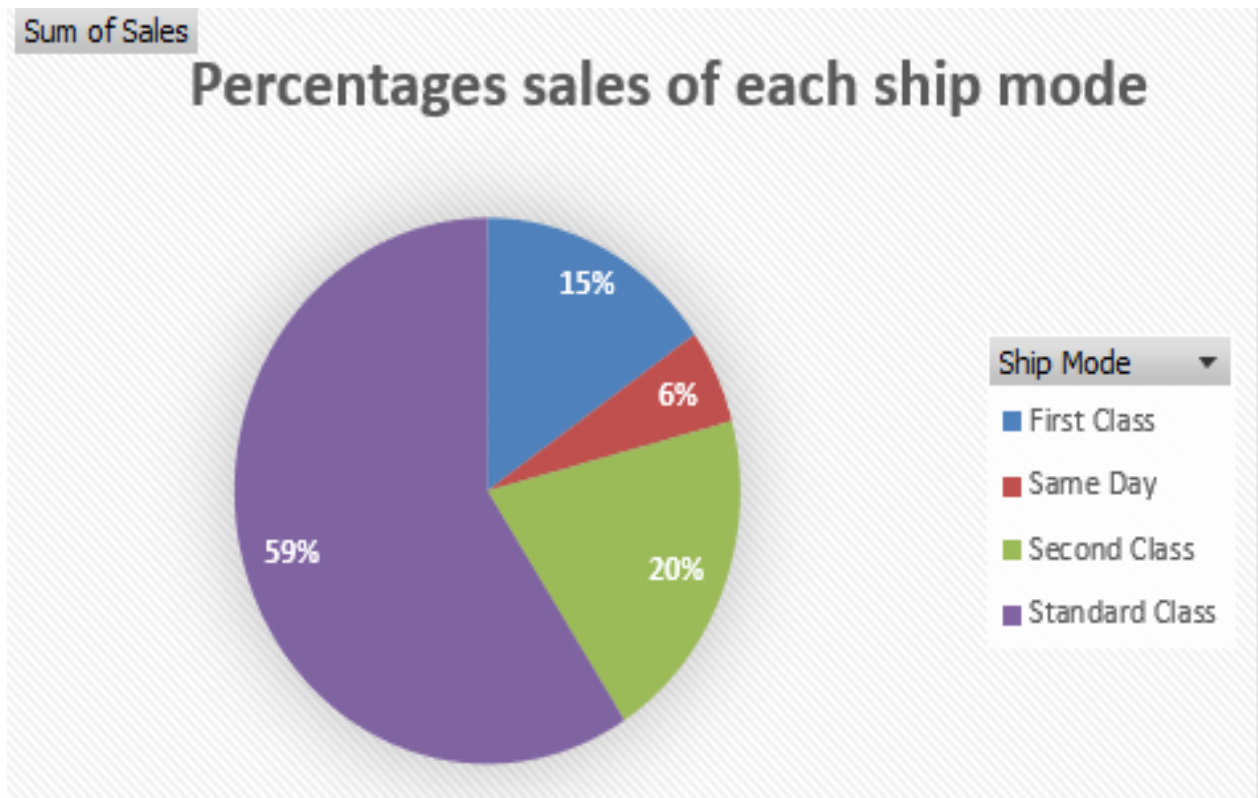
Is to analyze sums of discounts money for each category.



We note that office suppliers category has the lowest sum of discounts money.

Fifth part of analysis:

Is to analyze the percentages sales of each ship mode.



As we know that the price of each ship mode is different, hence we can deduce that the ship mode has an effect on sales. Here we can see that the same day ship mode has the lowest percentage in sales.

Recommendations

According to the previous five parts of analysis we observe that the store owner should:

- Increase the sums of discounts money (at least for office suppliers category).

As we have seen that, although technology category has the highest discount sum, it has the highest percentage in sales(% 37).

- Decrease the ship price for same day ship mode. And does not ignore to decrease the ship price for first class and second class ship modes.
- Increase offers for customers.
- Increase more different ship modes with different prices.