

Marketing Insight Report

Introduction

This report looks at sales and marketing data from a supermarket sample. The aim is to find ways to improve sales, reach the right customers, and make operations more efficient. We found six key insights about product sales, customer groups, shipping choices, and regional performance. These recommendations will help the supermarket make decisions based on data to boost profits and enhance customer satisfaction.

Dataset Description: This report provides an analysis of a retail dataset containing 9,994 rows with 17 duplicate rows and 13 columns(5 numerical and 8 categorical variables)

Insights

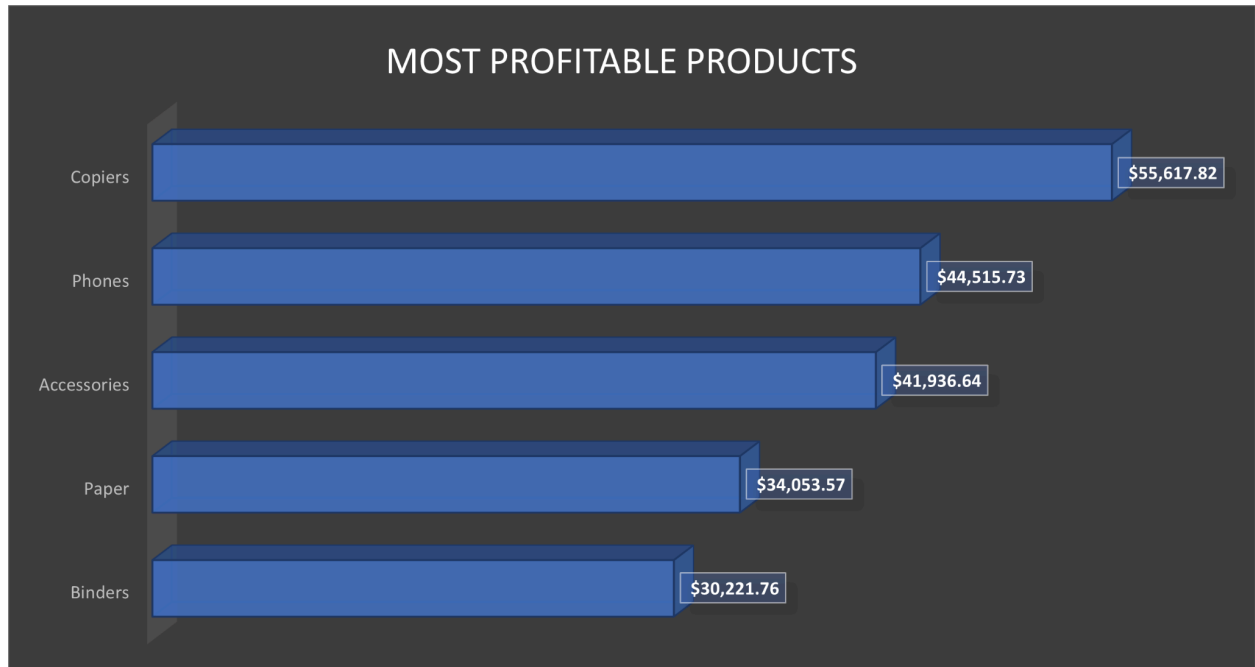
1. Most Profitable Products

Insight: Copiers generate the highest profit (\$55,617.82), followed by Phones (\$44,515.73) and Accessories (\$41,936.64). On the other hand, bookcases and Tables contribute the least profit.

Actionable Solutions:

- **Promote top earners:** Offer bundle deals like "Buy a Copier, Get Free Ink for 6 Months" or "Buy a Phone + Accessory for 10% Off."
- **Increase sales of low-margin items:** Run bulk purchase discounts such as "Buy 10 packs of Table, Get 1 Free."

*(Refer to the **Top Selling Products** image for details.)*



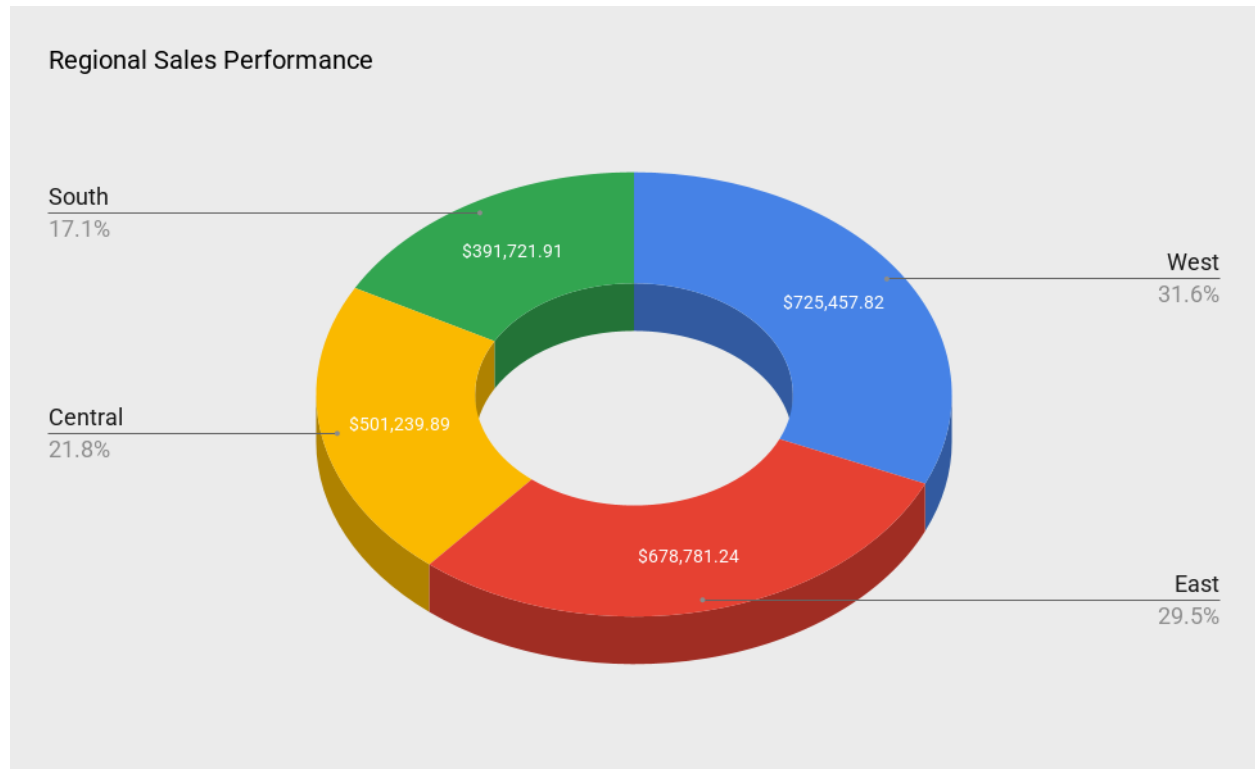
2. Regional Sales Performance

Insight: The **West region** leads in sales (\$725,457.82), followed by the **East (\$678,781.24)**. The **South** has the lowest sales (\$391,721.91).

Actionable Solutions:

- **Boost Southern sales with localized marketing:** Offer region-specific discounts such as "Exclusive 20% Off for Southern Customers!"
- **Expand partnerships:** Collaborate with local influencers, stores, schools, and offices in the South to increase visibility and sales.

(Refer to the **Regional Sales Performance** image for details.)



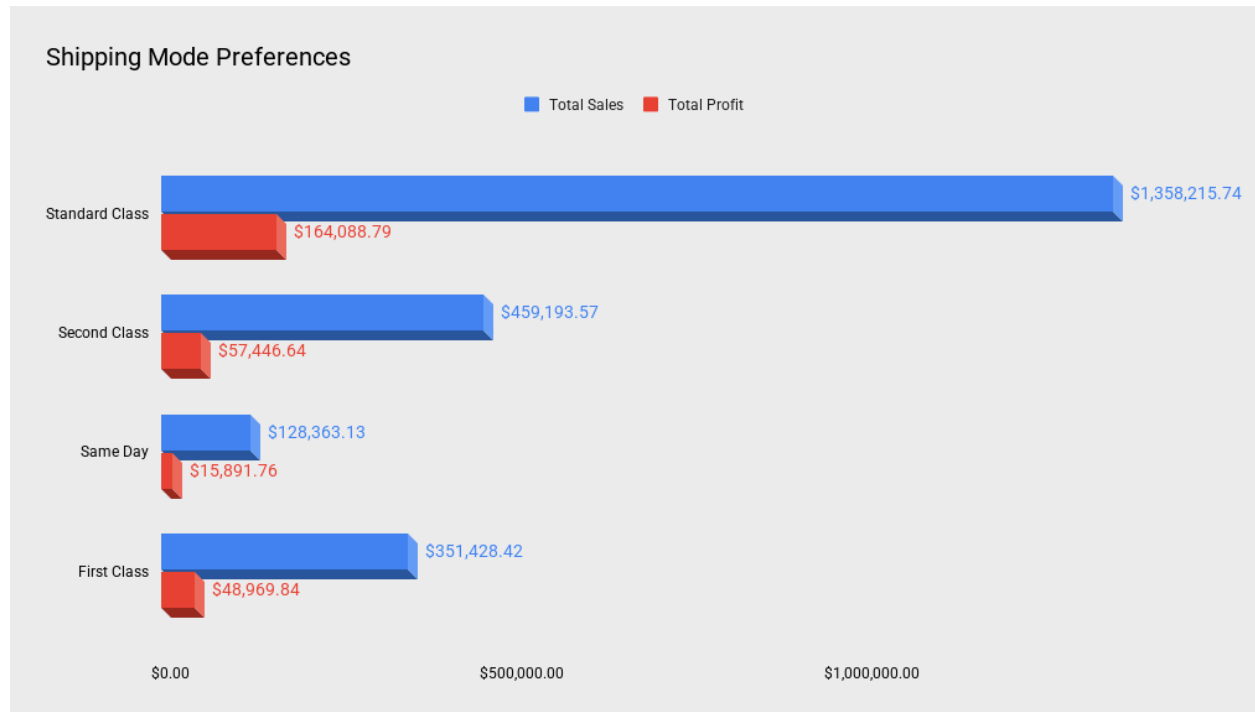
3. Shipping Mode Preferences

Insight: Customers prefer **Standard Class Shipping**, which accounts for **\$1,358,215.74 in sales** and **\$164,088.79 in profit**. Same Day Shipping, however, has lower profitability.

Actionable Solutions:

- **Encourage Standard Shipping:** Add a checkout message like "Save \$5 when you choose Standard Shipping!"
- **Reassess Same Day Shipping costs:** Charge a flat \$15 fee to reduce losses.

(Refer to the **Total Sales per Segment by Ship Mode** image for details.)



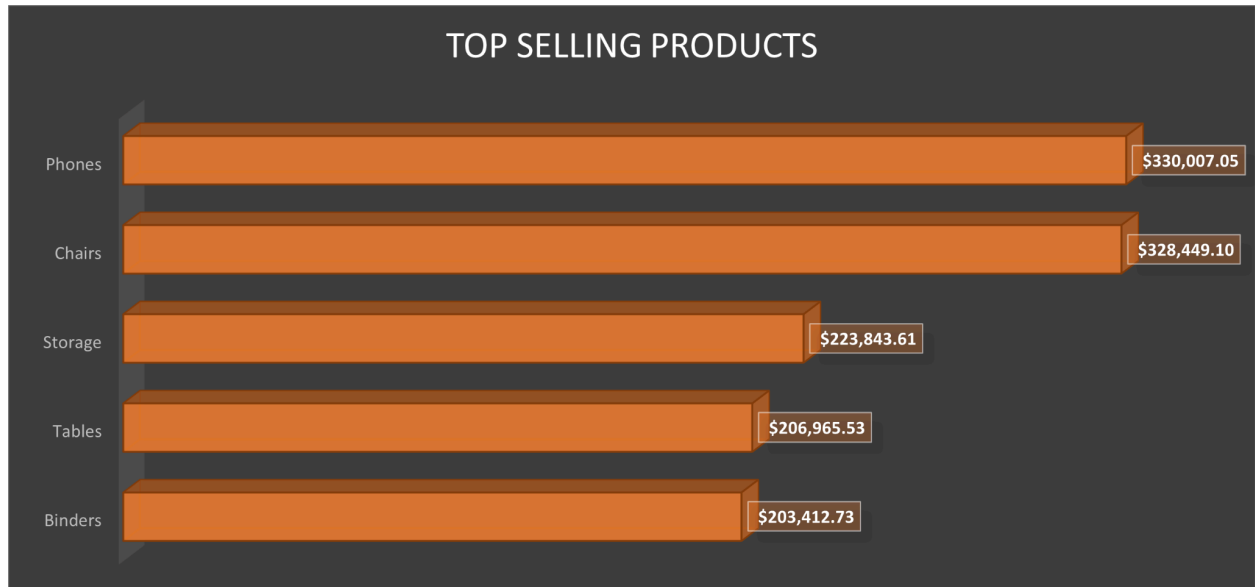
4. Top-Selling Products

Insight: The top-selling products are phones at \$330,007.05, chairs at \$328,449.10, and storage solutions at \$223,843.61, demonstrating a strong demand for quality essentials.

Actionable Solutions:

- Bundle offers: Pair Phones with Accessories (cases, chargers) for deals like "Buy a Phone, Get 20% Off Accessories."
- Extended warranty upsell: Encourage customers to add protection plans or extended warranties at checkout for an additional fee.
- Targeted marketing: Use social media ads targeting professionals, students, or tech enthusiasts with promotions on the latest models.

(Refer to the **Top Selling Products** image for details.)



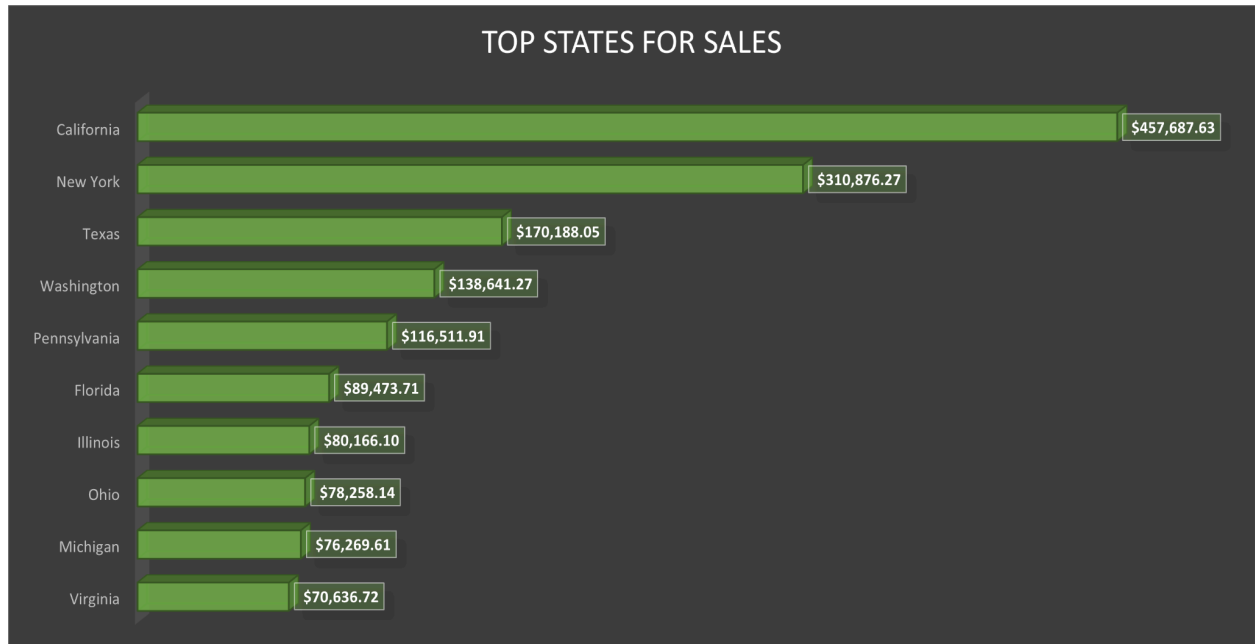
5. Top States for Sales

Insight: California (\$457,687.63), New York (\$310,876.27), and Texas (\$170,188.05) generate the highest revenue, while West Virginia (\$1,209.82), and North Dakota (\$919.91) have lower sales.

Actionable Solutions:

- **Leverage repeat customers in high-sales states:** Offer loyalty rewards like "Spend \$500 in a month, get 20% off next purchase."
- **Expand in low-performing states:** Host pop-up sales events in malls or partner with schools for bulk purchases.

(Refer to the **Top States for Sales** image for details.)



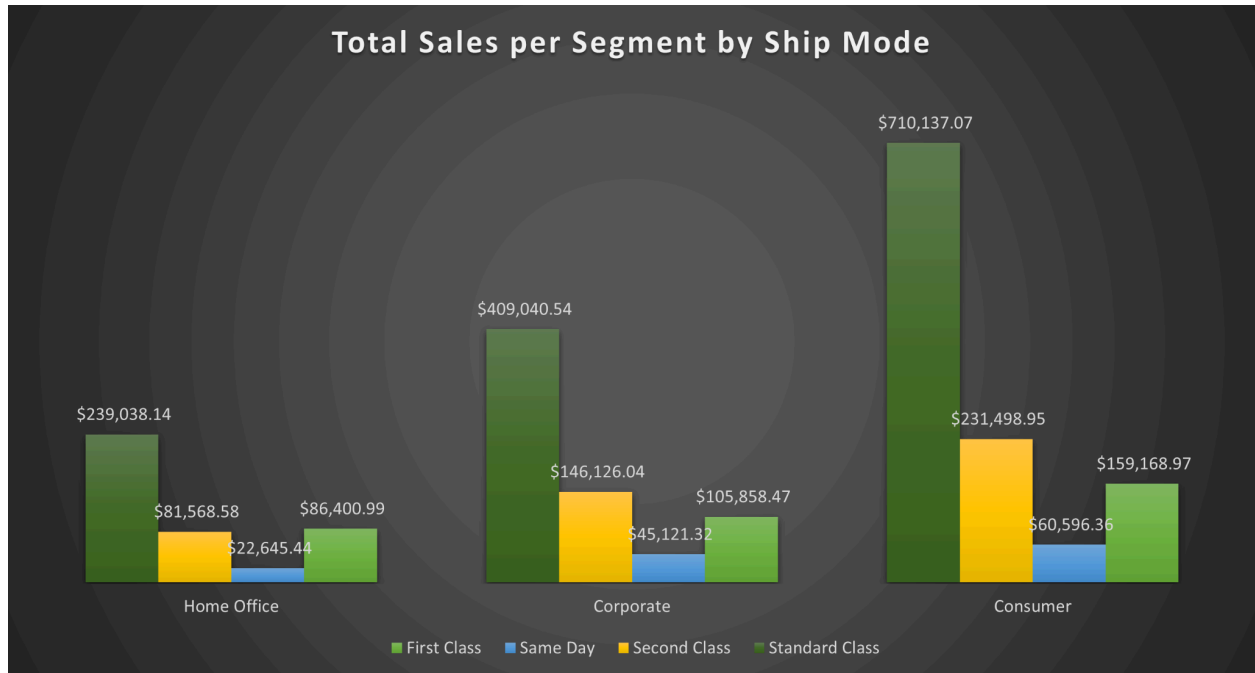
6. Total Sales per Segment per Ship Mode

Insight: Consumer Segment dominates sales across all shipping modes, while **Corporate and Home Office** customers contribute less.

Actionable Solutions:

- **Attract more Corporate buyers:** Offer exclusive corporate deals like "Bulk Office Supplies at Special Rates."
- **Personalize marketing for Home Office customers:** Run ads for remote workers featuring "Work-From-Home Essentials."

(Refer to the **Total Sales per Segment by Ship Mode** image for details.)



Summary of Action

- Promote Copiers and Phones heavily with discounts and bundles.
- Boost sales in the South with local deals and influencer partnerships.
- Push Standard Shipping by offering discounts and free shipping thresholds.
- Organize community events and collaborations to target West Virginia and North Dakota customers.

Conclusion

The supermarket can boost sales and profits by focusing on high-profit products, creating regional strategies, improving shipping options, and targeting the right customer groups. These straightforward strategies will promote growth and enhance customer satisfaction.

Want to learn more about how data analysis can drive marketing success? Check out [HNG Internship](#) to join the learning experience!

