



Figure 1: Our observations are:

- All 3 categories — Furniture and Office Supplies were make similar amount of sales but Technology amount of sales was way far
- Technology is Best Selling and it's good to know that this category is the Most Profitable too. Only minimal quantity is sold as these products are usually one-off purchases that can last at least 4–5 years.
- Furniture is the least profitable and quantity sold are at a minimum too.
- Office Supplies sells the most in terms of quantity as it is relatively cheap product.

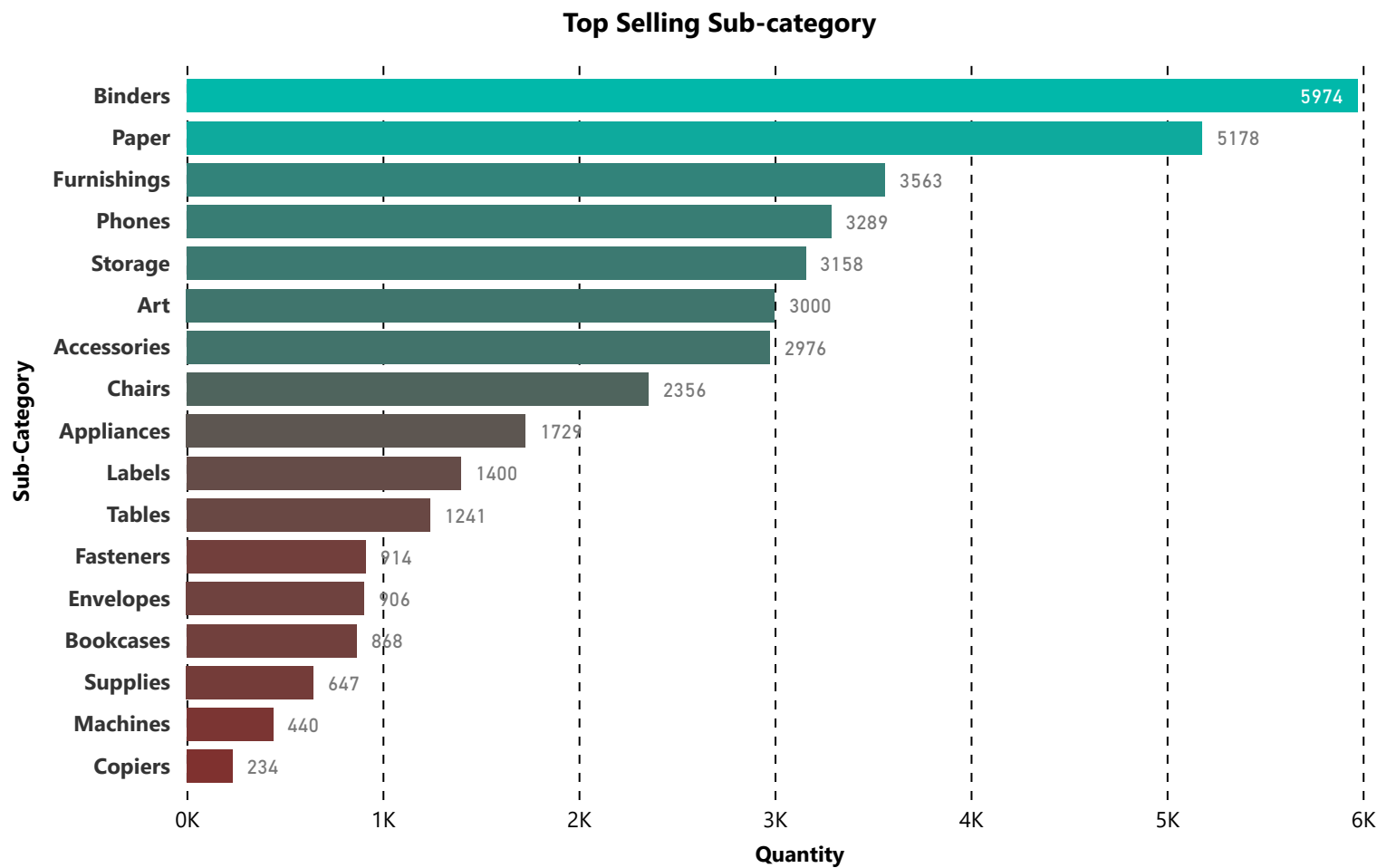


Figure 2: Here, we can deduce that

- Super Store should ensure inventory are always well-stocked for the top selling sub-category such as Binders, Paper, Furnishings and Phones.
- Despite being most profitable, Copiers sell the least only 234, but as it is a relatively expensive office equipment that is usually used for few years, it is understandable that it sells the least among all.

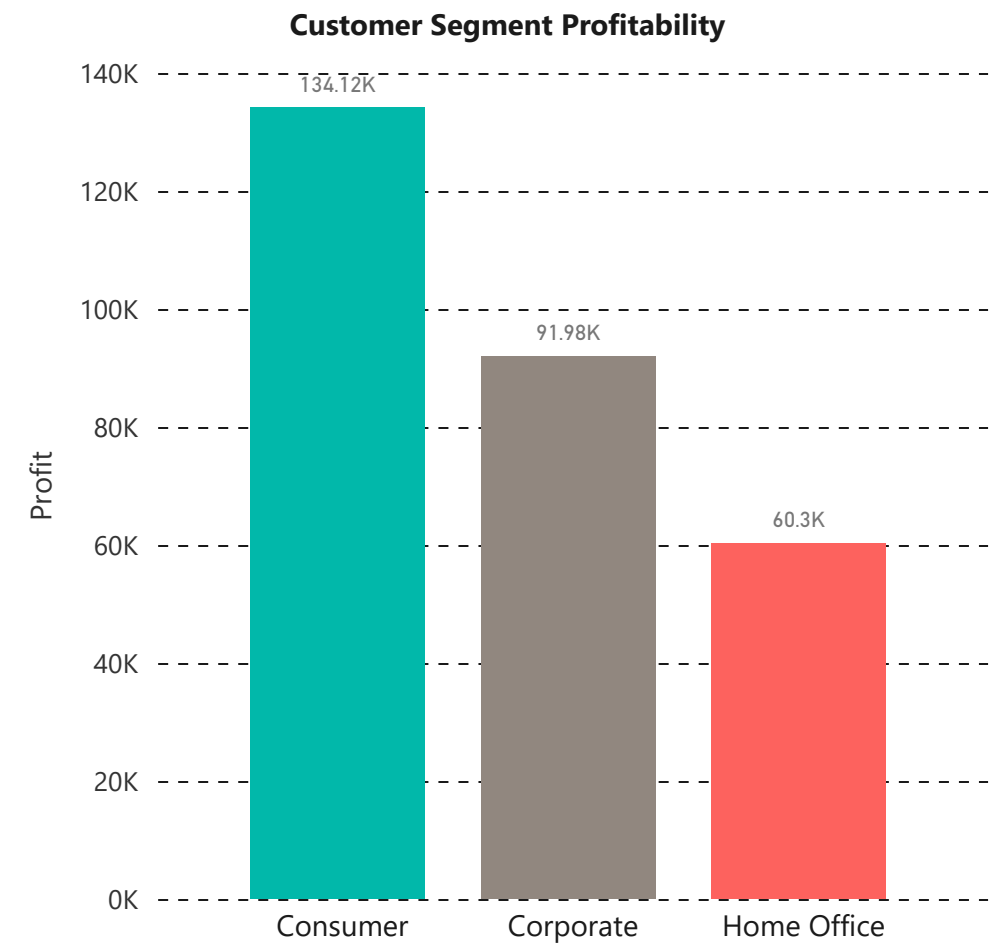


Figure 3: Consumer segment is most profitable, followed by Corporate Segment and Home Office. Hence, marketing strategy has to target or place more focus on retaining Consumer and Corporate Segment customers.

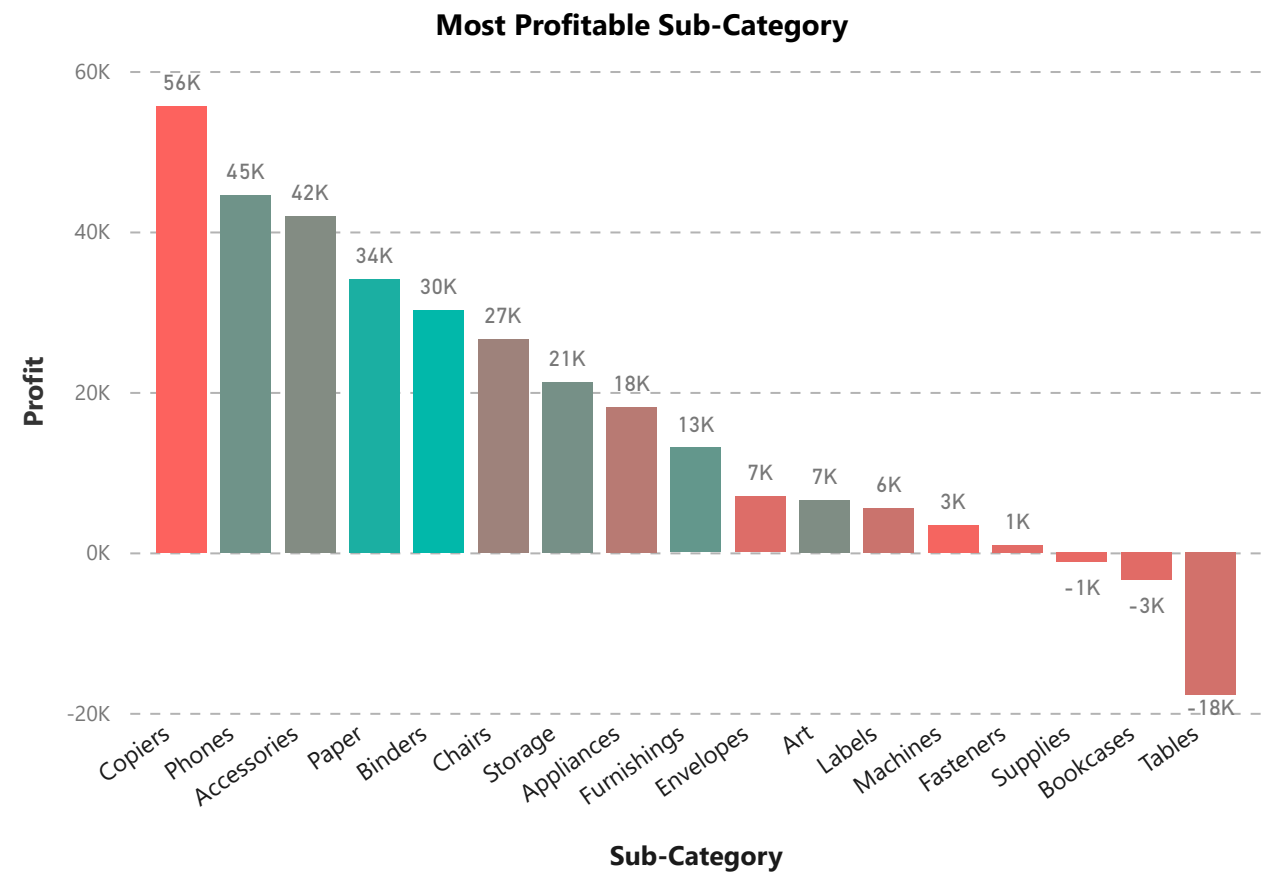
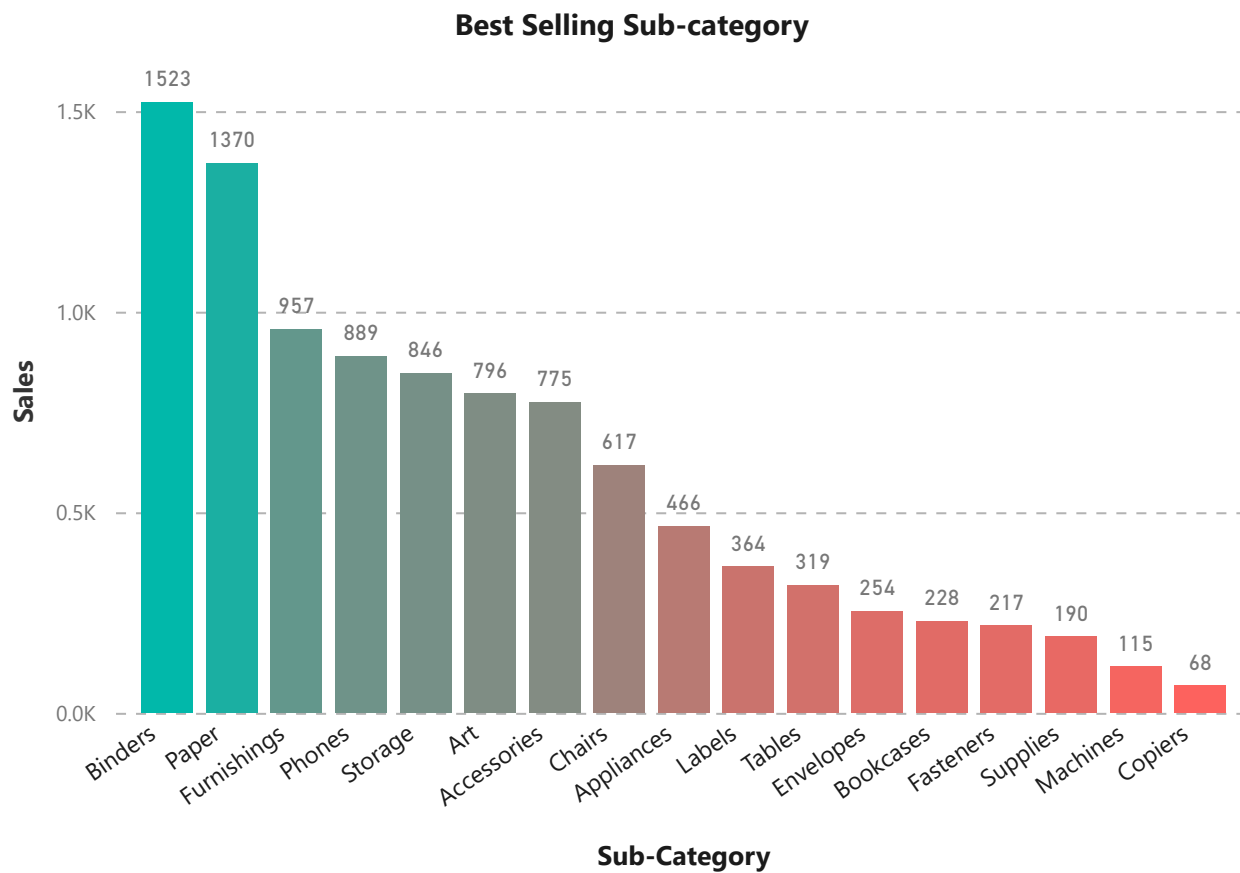


Figure 4: Let's analyze the bar plots:

- Phones and Chairs are Top 2 best selling sub-category.
- Copiers produces most profit, followed by Phones, Accessories, Papers and Binders. The marketing strategy has to focus on marketing these products.
- On the other end of the spectrum, Machines, Fasteners, Supplies, Bookcases and Tables make close to zero margin to losses. These are products that Super Store can consider dropping from the product catalogue or increase the sale price and profit margin or bargain for a lower price from the supplier.

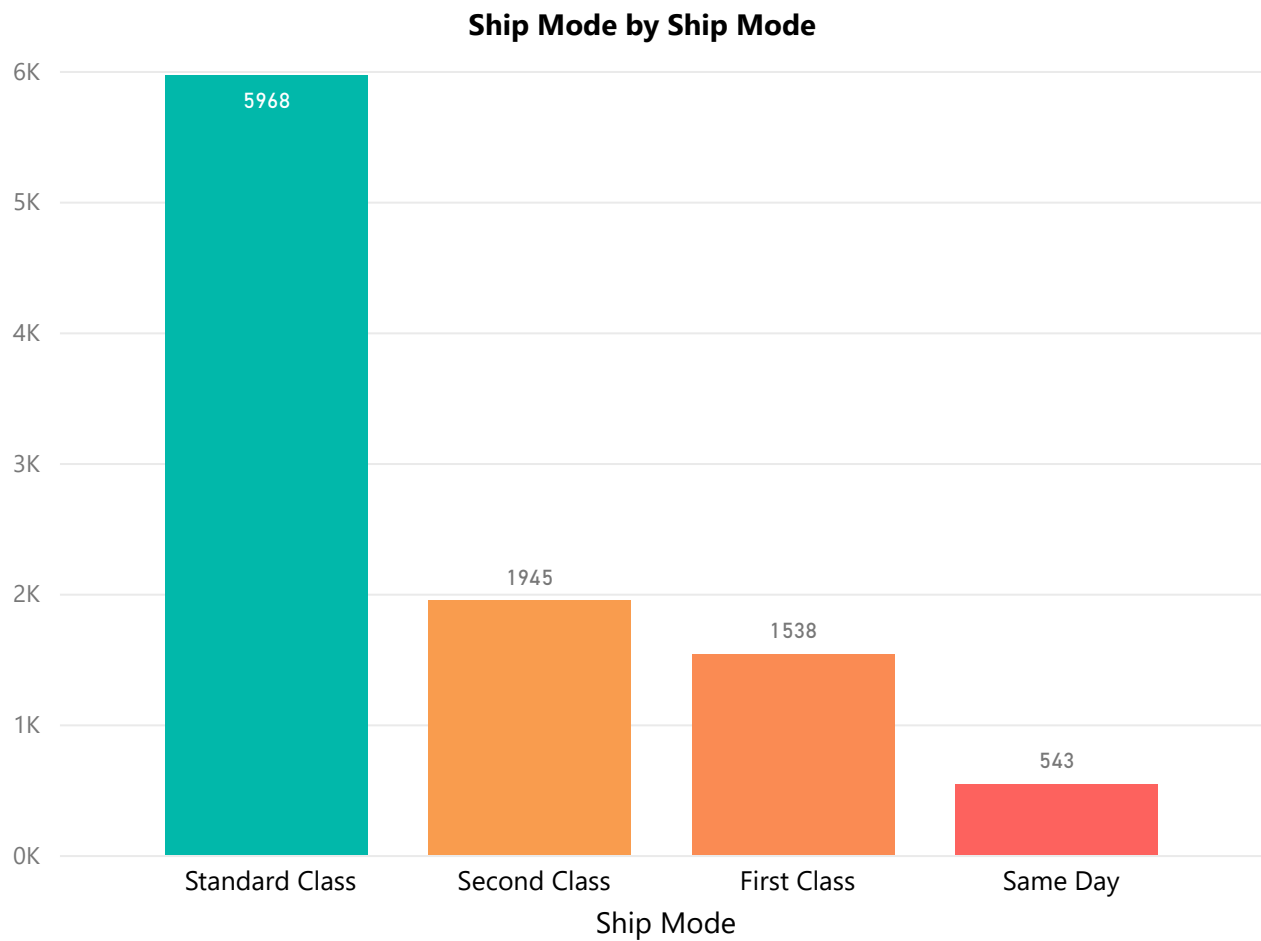


Figure 5: By a landslide, Standard Class is the preferred method of shipment and perhaps the cheapest one too. The other modes are not popular among the customers and may be too costly.

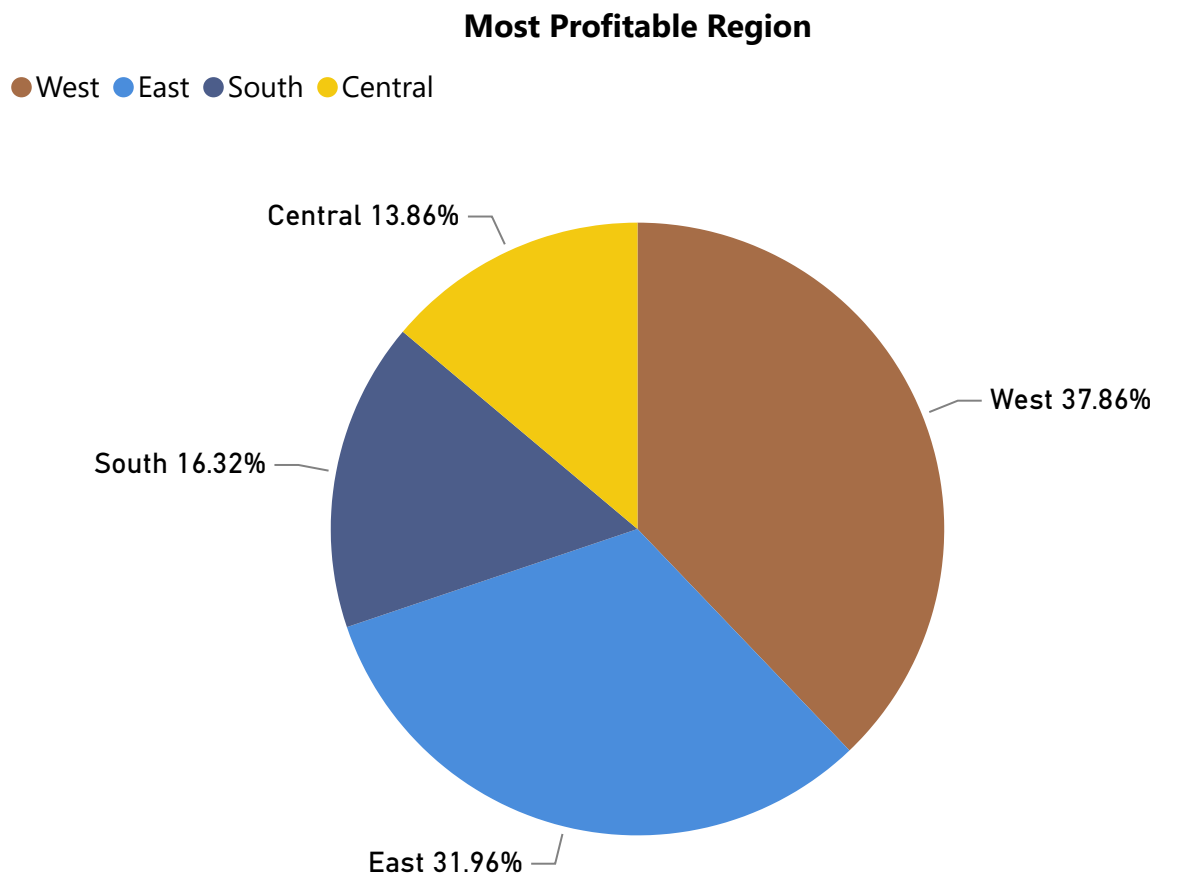


Figure 6: East and West region are most profitable.

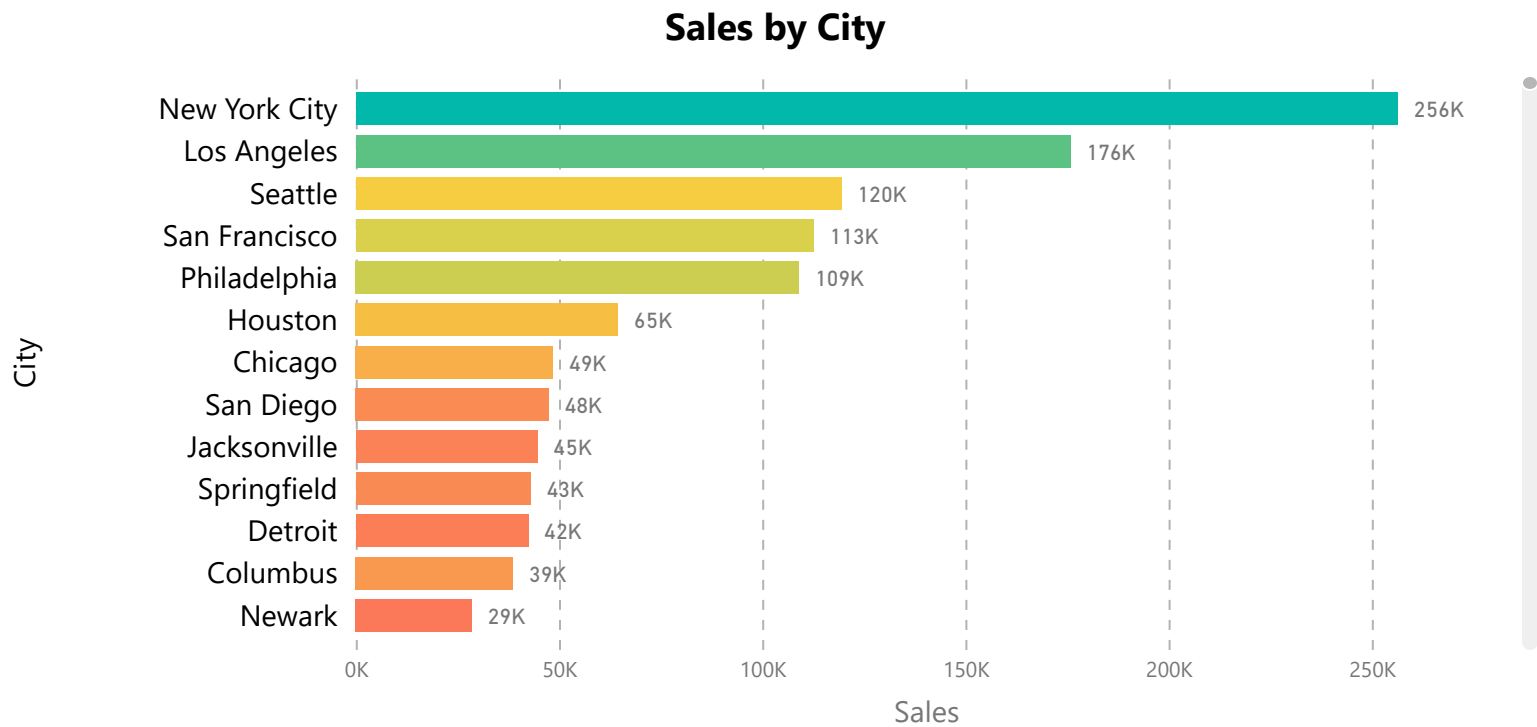
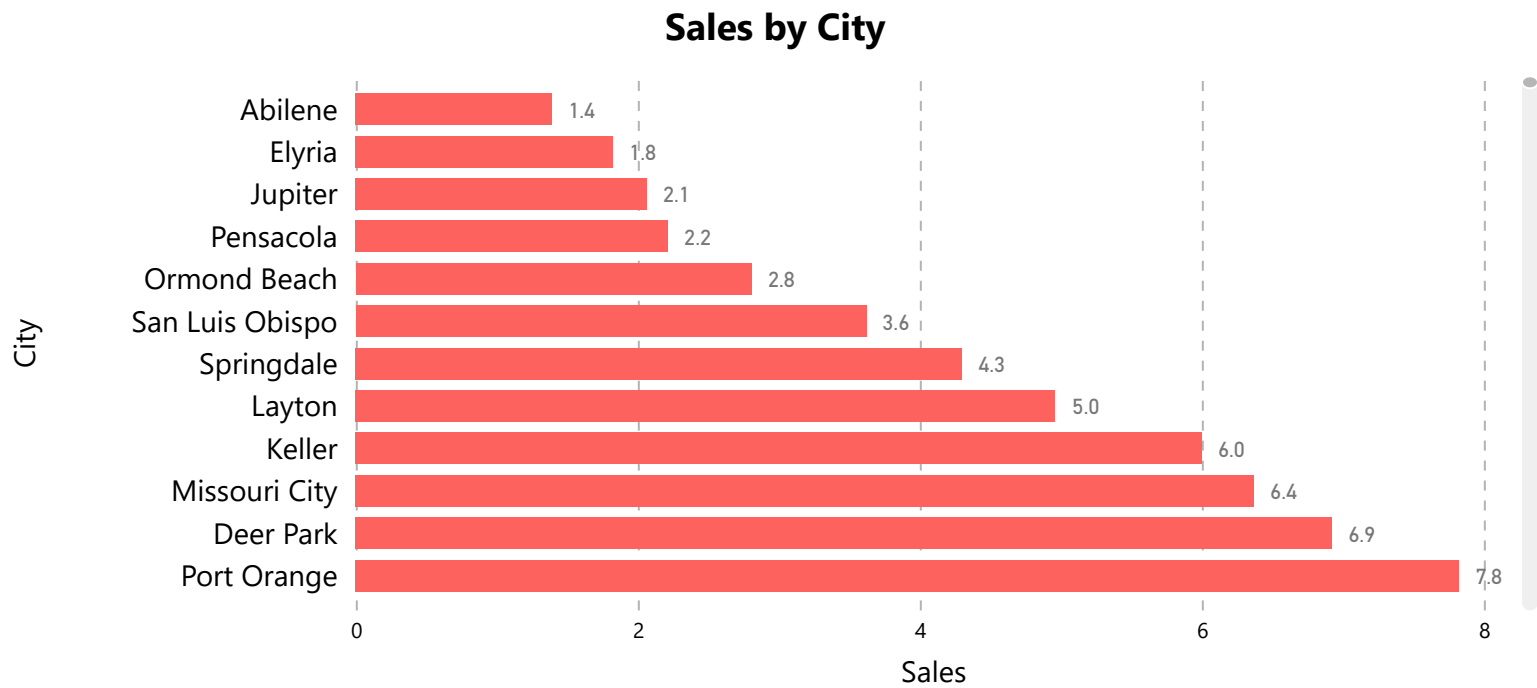


Figure 7: The above bar graph shows the top cities and below one shows the bottom cities according to sales.



There is a huge disparity between the cities with highest sales and lowest sales. Marketing strategy has to target the top 10 cities.

Recommendations:

- .Focus on Technology sub-category and Phones and Chairs as they are highest selling and most profitable. Bundle them with the less profitable products such as Bookcases, Table and Chairs to offset the losses.*
- .Selling Bookcases and Tables result in huge losses, so Super Store has to consider to bundle them together with High Selling or Profitable sub-category such as Chairs, Copiers, Phones and Office Supplies products.*
- .For Home Offices customers, these people might be busy with work and less likely to spend time selecting individual products, so create a Home Office package with products used for offices such as table, chairs, phone, copiers, storage, label, fasteners, bookcases.*
- .For loss-making products like Supplies, Bookcases, Tables, consider to either drop these from the catalogue or change suppliers and bargain for cheaper price.*
- .Consumer and Corporate Segment make up more than 70% of customer base. Target them, especially customers from the East and West region in the Top 10 cities with Highest Sales by introducing special promotions and bundles for mass Consumer and Home Offices and send promotional emails or flyers.*