

Superstore Analysis

Executive Summary

Product & Sales Analysis

Customer Analysis

Insight & Recommendation

Filters

Region

All

Year

All

Category

All

Trend View

- ☒ Monthly
- ☐ Quarterly
- ☐ Yearly

\$2,296.92K

Total Sales

\$286.41K

Total Profit

12.03%

Avg Profit Margin

5009

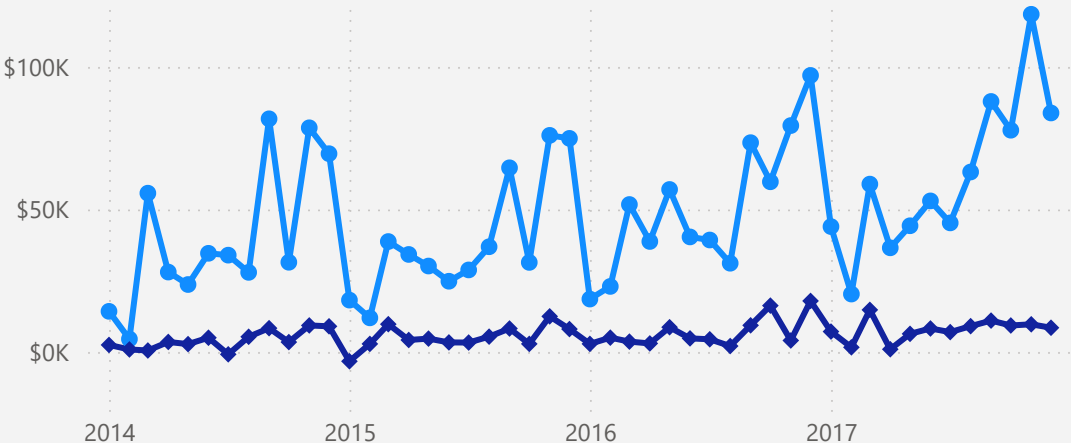
Total Orders

4

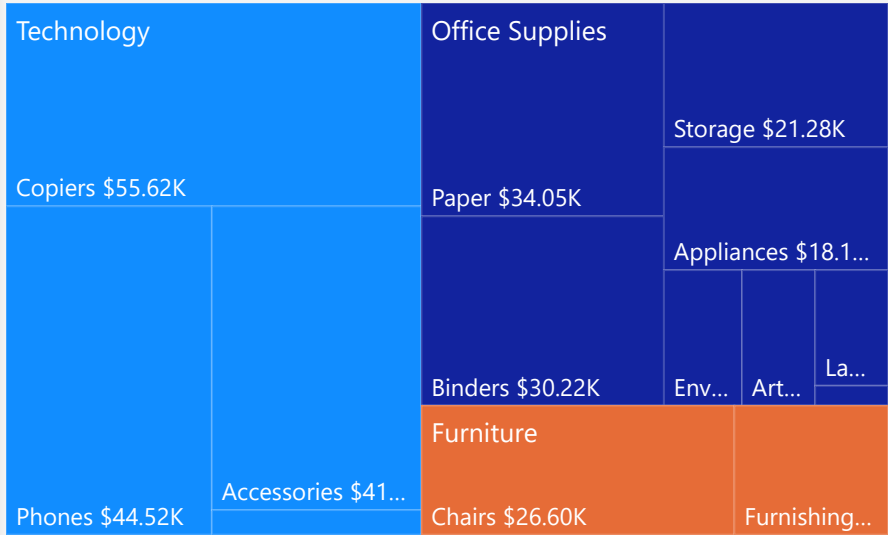
Avg Delivery Days

Total Sales and Total Profit by Monthly

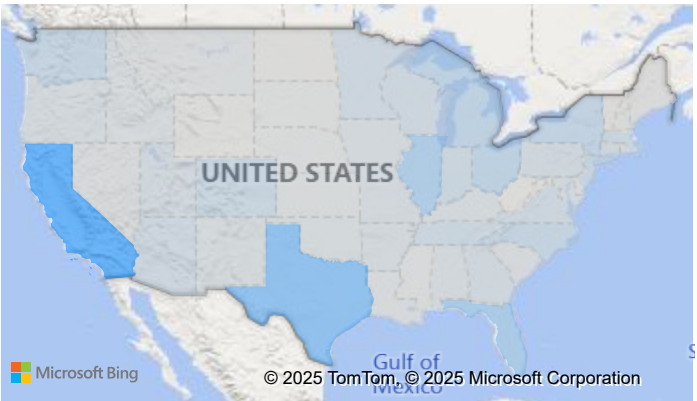
● Total Sales ◆ Total Profit



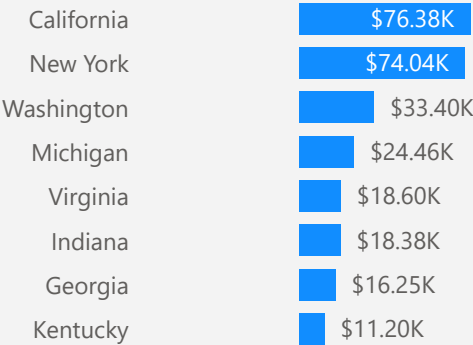
Performance by Category



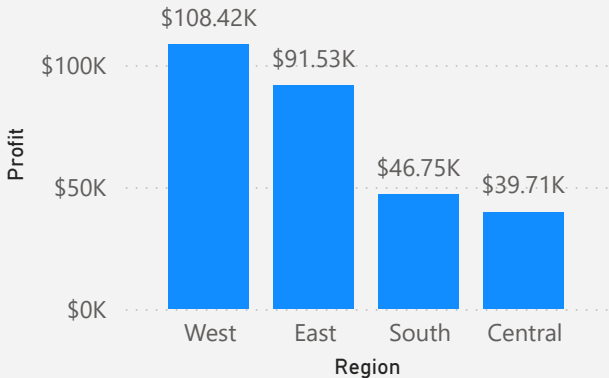
Performance by State



Profit by State



Profit by Region



Superstore Analysis

Executive Sumary

Product & Sales
Analysis

Customer Analysis

Insight &
Recommendation

Filters

Year

All

Category

All

Region

All

Ship Mode

All

\$2,296.92K

Total Sales

\$286.41K

Total Profit

12.03%

Avg Profit Margin

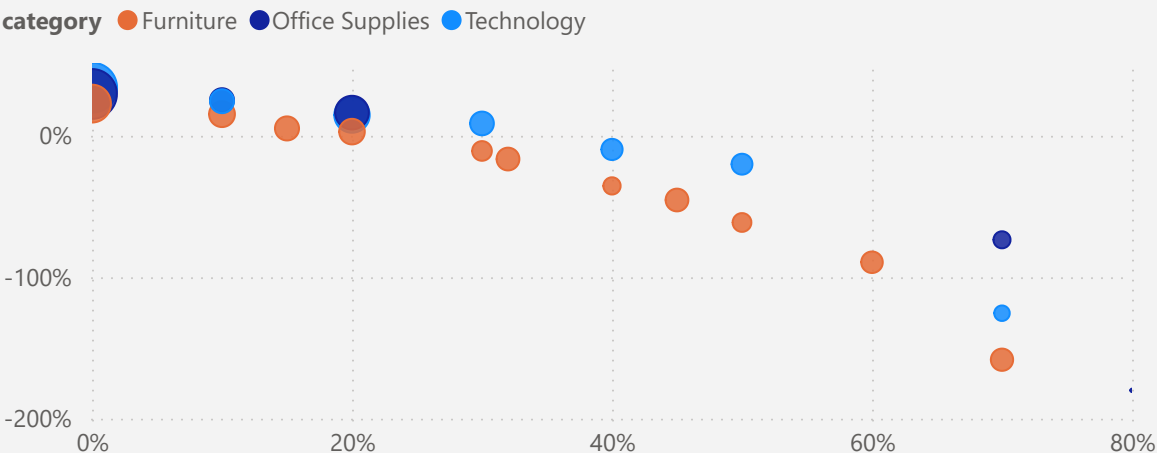
5009

Total Orders

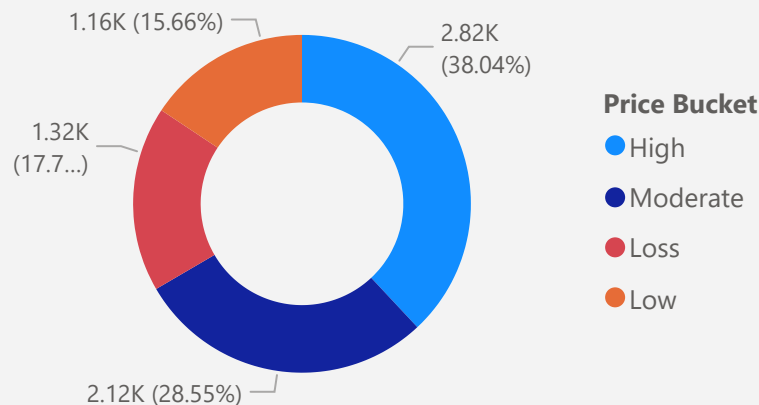
4

Avg Delivery Days

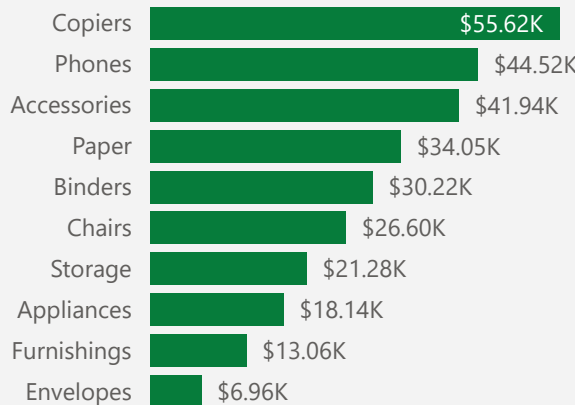
Discount Impact



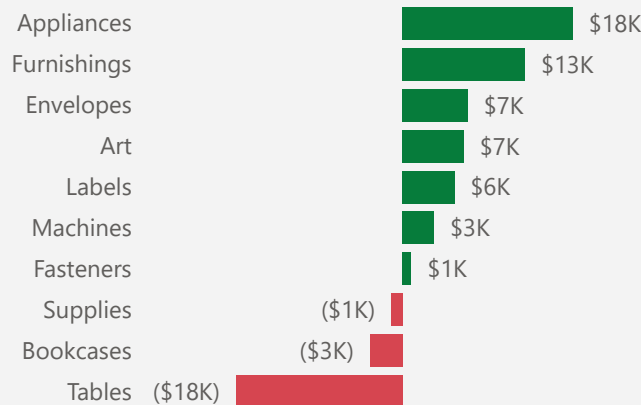
Profit Bucket Analysis



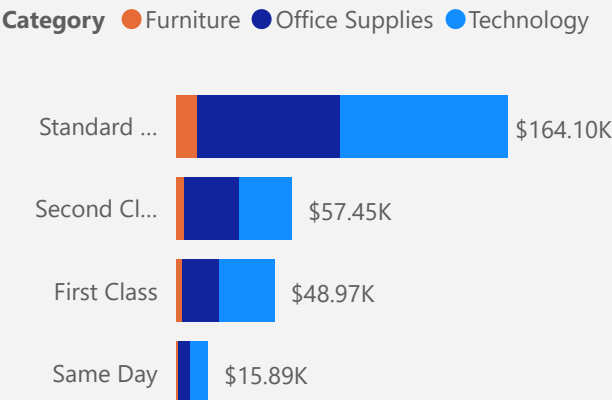
Top 10 Products by Profit



Bottom 10 Products by Profit



Ship Mode Performance



Superstore Analysis

Executive Sumary

Product & Sales
Analysis

Customer Analysis

Insight &
Recommendation

Filters

region

All

Segment

All

Year

All

\$2,296.92K

Total Sales

\$286.41K

Total Profit

12.03%

Avg Profit Margin

5009

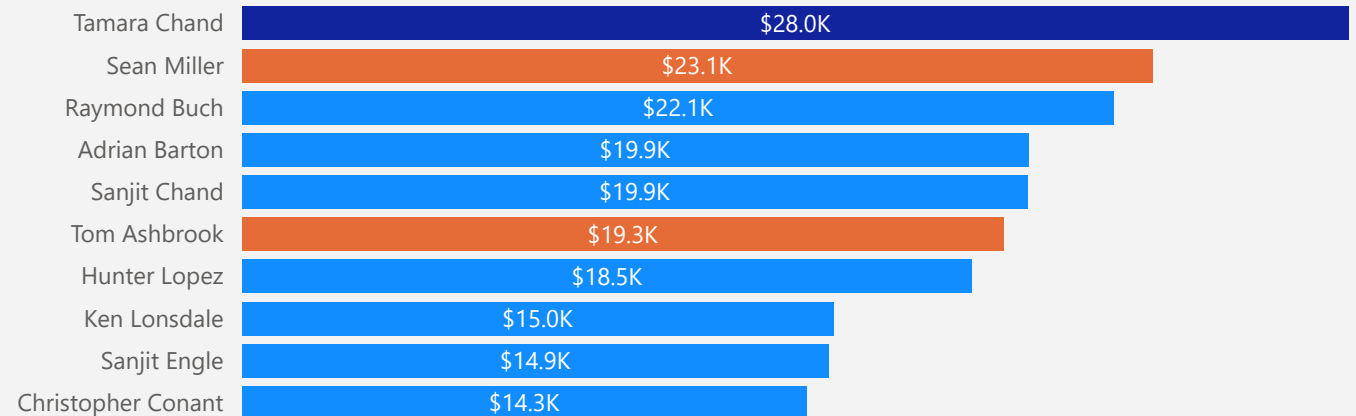
Total Orders

4

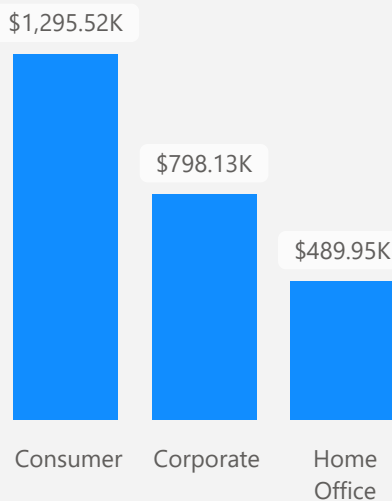
Avg Delivery Days

Top 10 Customer by Lifetime Value

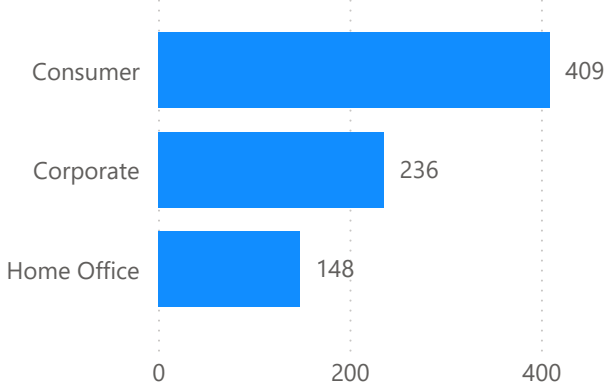
segment ● Consumer ● Corporate ● Home Office



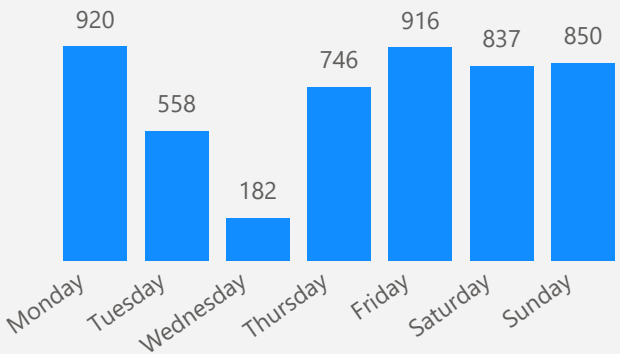
CLV Segment



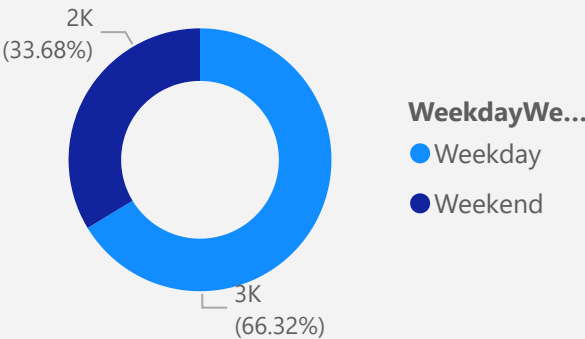
Customer Count by Segment



Total Orders by Weekday



Total Orders by WeekdayWeekend



Superstore Analysis

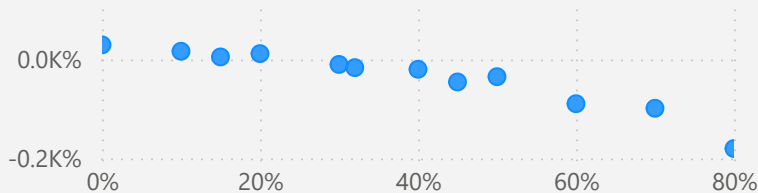
Executive Summary

Product & Sales Analysis

Customer Analysis

Insight & Recommendation

Discount Impact



Finding:

"Products with discounts of **30% or more** lead to **financial losses**, even if sales volume increases."

Recommendations:

- Implement discount cap below **25%** to protect margins.
- Reserve deeper discounts exclusively for clearance items and slow-moving inventory.
- Instead of large discounts, consider **offering bundle deals** to minimize losses.

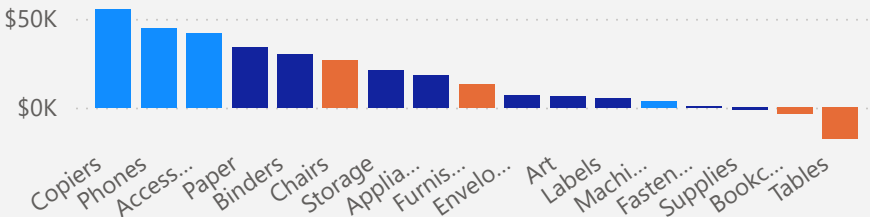
Finding:

"Most of the profit comes from **Technology (\$145k, 51%)** and **Office Supplies (\$122k, 43%)**, while **Furniture contributes only (\$18k, 6%)**. At the sub-category level, **Copiers generate the highest profit (\$55k)**, but **Tables lose money (-\$-17k)**."

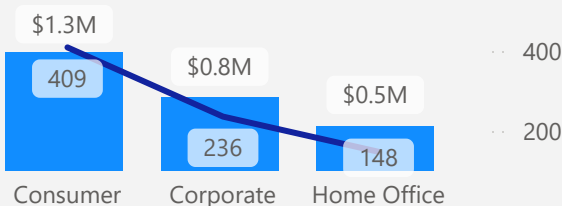
Recommendations:

- Increase strategic investment in **Technology category** and **Copier products**.
- Conduct comprehensive review of **Furniture category** pricing and cost structure.
- Develop **growth strategy** for **Office Supplies** category.

category ● Furniture ● Office Supplies ● Technology



● Total CLV ● Customer Count



Finding:

"While Consumers represent **50% of total CLV** due to **volume**, **Corporate and Home Office** segments demonstrate **higher value per customer** despite smaller in numbers."

Recommendations:

- **Implement VIP retention program** for Corporate and Home Office segments
- **Develop tiered loyalty program** with personalized perks and dedicated support
- **Create targeted email campaigns** for Corporate customers with bulk discounts and premium support.

Finding:

"Despite being the slowest option, **Standard Class** is by far the most profitable delivery method, generating **57.3% of total profit**. In contrast, premium options (**First Class** & **Same Day**) contribute significantly less, despite offering greater speed and convenience."

Recommendations:

- **Establish minimum order value** requirements for (**First Class** or **Same Day**) premium option.
- **Promote "Free Standard Shipping"** as a key benefit to encourage customers to choose this **cost-effective option**.
- **Position Second Class** as a balanced alternative for **faster delivery without premium costs**.

