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Superstore Sales Analysis – Insights & Recommendations

PREPARED BY ASHISH KUMAR

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Key Insights – Overall Performance



TOTAL SALES: \$1.6M
ACROSS 22K
TRANSACTIONS WITH AN
AVERAGE SALE OF
\$175K.



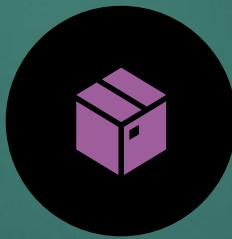
WEST REGION LEADS
WITH 33% OF TOTAL
SALES, FOLLOWED BY
EAST (29%) AND
CENTRAL (22%).



CONSUMER SEGMENT
DOMINATES WITH 48%
SHARE, CORPORATE
(33%), AND HOME
OFFICE (19%).



COD IS THE PREFERRED
PAYMENT MODE (43%),
FOLLOWED BY ONLINE
(35%) AND CARDS
(22%).

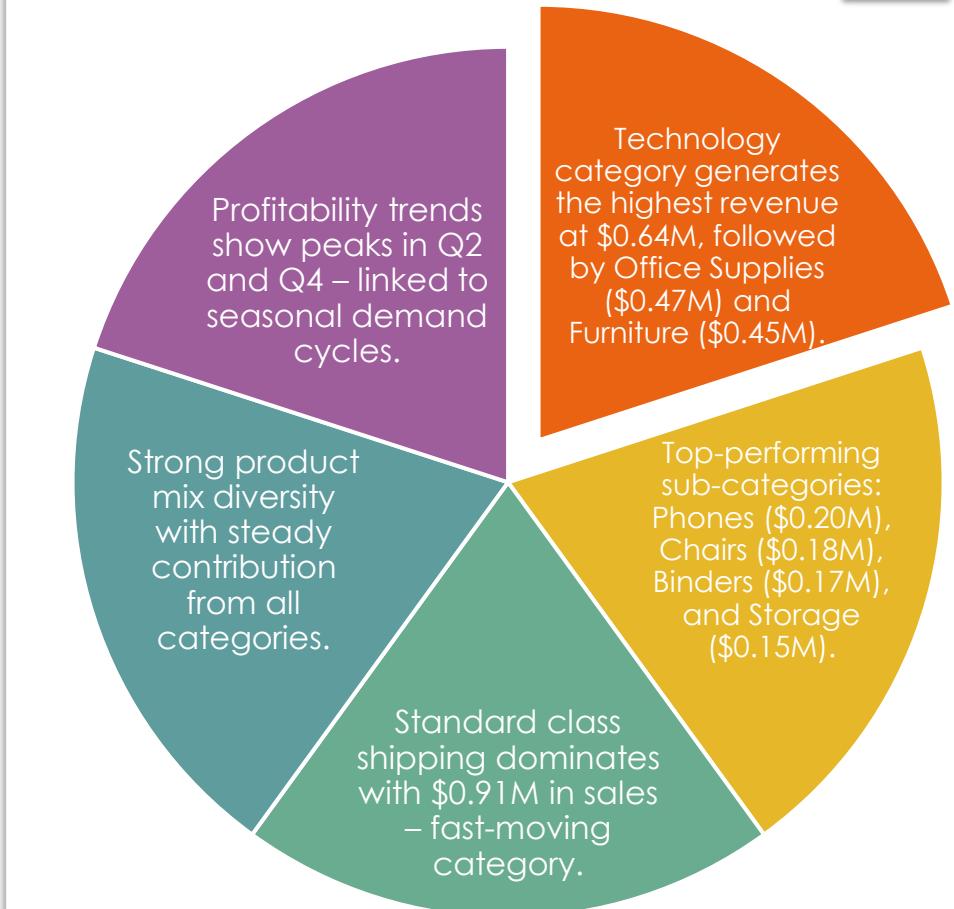


AVERAGE DELIVERY TIME
OF 4 DAYS INDICATES
EFFICIENT LOGISTICS
OPERATIONS.



SALES GROWTH PATTERN
SHOWS CONSISTENT
YEAR-ON-YEAR
IMPROVEMENT ACROSS
MONTHS.

Key Insights – Product & Category



Key Insights – Regional & Forecast Analysis

California leads with \$0.34M in sales, followed by New York (\$0.19M) and Texas (\$0.12M).

Western states dominate performance, while Midwest regions show growth potential.

Sales forecast for the next 15–20 days predicts stable growth between \$8K–\$10K daily.

Forecast highlights consistent demand, suggesting effective marketing and product alignment.

East region shows steady sales volume, but margin optimization opportunities exist.

South region underperforming with only 16% share – improvement opportunity.

Recommendations – Sales & Growth Strategy



Focus marketing and discount campaigns in South and Central regions to balance sales distribution.



Promote high-demand subcategories (Phones, Chairs, Binders) through bundled offers and online campaigns.



Introduce loyalty programs for Consumer and Corporate segments to improve retention.



Optimize sales calendar around Q2 and Q4 peak demand seasons.



Encourage online payment adoption by providing additional rewards or discounts for digital transactions.



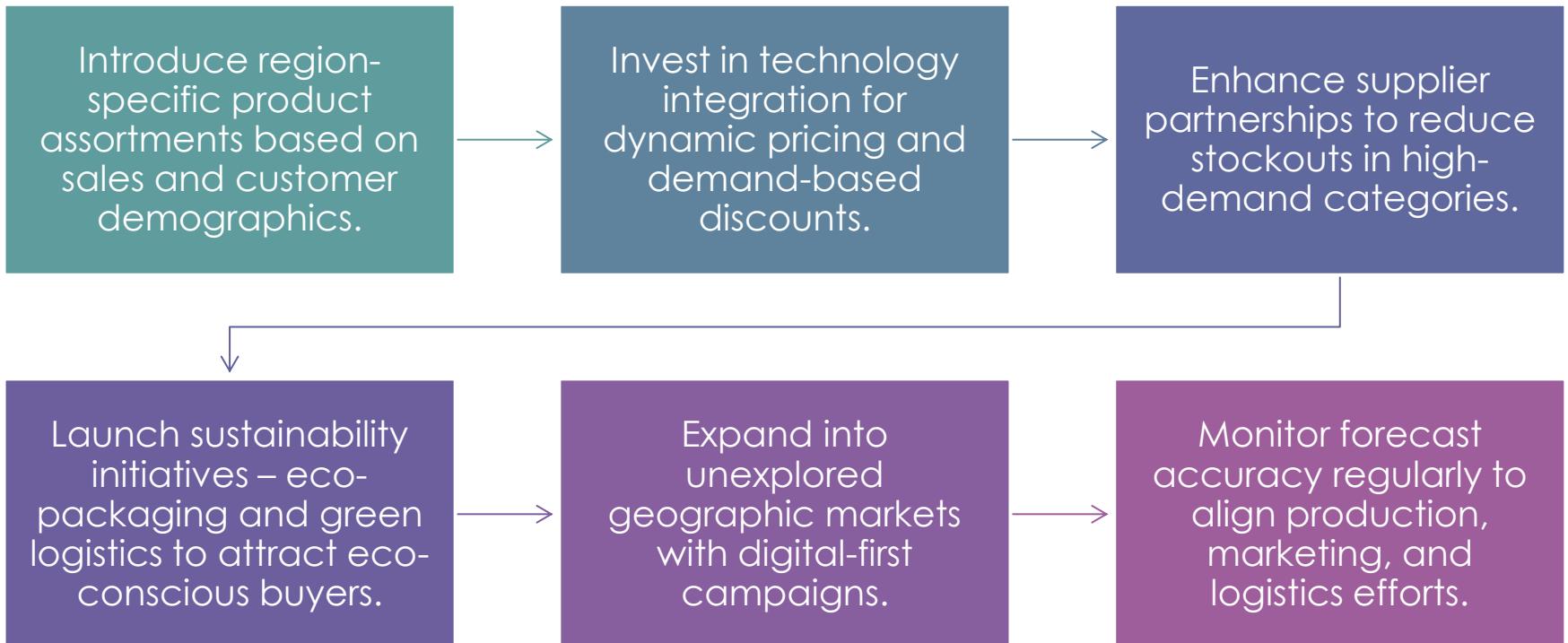
Partner with logistics for faster delivery and same-day options in metro regions.

Recommendations – Operations & Customer Engagement

- ▶ Streamline inventory forecasting for top categories using predictive analytics.
- ▶ Improve underperforming regions with region-specific marketing and price adjustments.
- ▶ Enhance customer experience by reducing average delivery days from 4 to 3 via route optimization.
- ▶ Leverage data from high-performing states (CA, NY, TX) to identify successful regional practices.
- ▶ Strengthen after-sales engagement through email and loyalty communication.
- ▶ Expand online channel visibility through targeted social media ads and product promotions.



Recommendations – Long-Term Strategy



Conclusion

- ▶ The Superstore sales data highlights strong overall performance with consistent revenue growth led by the West and East regions. Technology and Office Supplies remain key drivers, with high engagement from Consumer and Corporate segments. By enhancing regional focus, leveraging predictive analytics, and promoting digital payment adoption, the Superstore can further scale its \$1.6M revenue base and sustain profitability growth across all segments.
- ▶ In conclusion, Superstore stands in a strong growth phase. By combining **data-led decision-making, customer-centric strategies, and operational excellence**, it can transform its current performance into long-term sustainable success and achieve **consistent double-digit growth in revenue and profitability**.



THANK
YOU