

Key Insights from the global superstore data analysis

- Top performing product categories:
 - From the analysis of 4 years data, it is evident that technology products led in overall sales in all these years.
 - Among the top 5 products which made highest profit during these years, the product 'Canon imageCLASS 2200 Advanced Copier' shows a highest growth in profit from 2013 to 2014.
- Sum of profit by segment:
 - Over the years from 2011 to 2014, consumer segment has contributed 51% of the total profit, there must be stronger market demand for the products in these segment allowing for higher pricing or more frequent sales.
- Ship mode preferences:
 - Customers show a strong preference for the standard class ship mode (59%), indicates that customers prioritize cost savings over faster delivery times associated with other shipping modes.
 - Since standard class handles large portion of sales, it should require more resources and attention to ensure efficiency.
- Sales by region
 - Among all the region, total sales is large in central region, It indicates that the sales and marketing strategies employed in central region may be particularly effective, leading to better customer out reach.
 - Analysing why the central region performs well could provide insights for replicating this in other regions
- Both sales and profit have been consistently increasing over these years, it indicates a positive trends and strong performance with the store business.