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MARKET INSIGHT REPORT

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HNG 12 INTERNSHIP

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INTRODUCTION

The dataset SampleSuperstore.csv contains transactional data for a superstore, including shipping mode, customer segment, geographic location, product categories, sales, quantity, discount, and profit. This analysis aims to uncover key insights that can inform marketing strategies and business decisions. By exploring trends in sales, profitability, and customer behavior, we aim to identify opportunities for growth and optimization.

|	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount	Profit
0	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Bookcases	261.9600	2	0.00	41.9136
1	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Chairs	731.9400	3	0.00	219.5820
2	Second Class	Corporate	United States	Los Angeles	California	90036	West	Office Supplies	Labels	14.6200	2	0.00	6.8714
3	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Furniture	Tables	957.5775	5	0.45	-383.0310
4	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Office Supplies	Storage	22.3680	2	0.20	2.5164

OBSERVATIONS

1. Top-Selling Products

- **Phones** and **Chairs** are the top-selling products by sales volume, contributing significantly to the superstore's revenue.
- **Binders** and **Paper** also show strong sales performance, indicating high demand in the **Office Supplies** category.
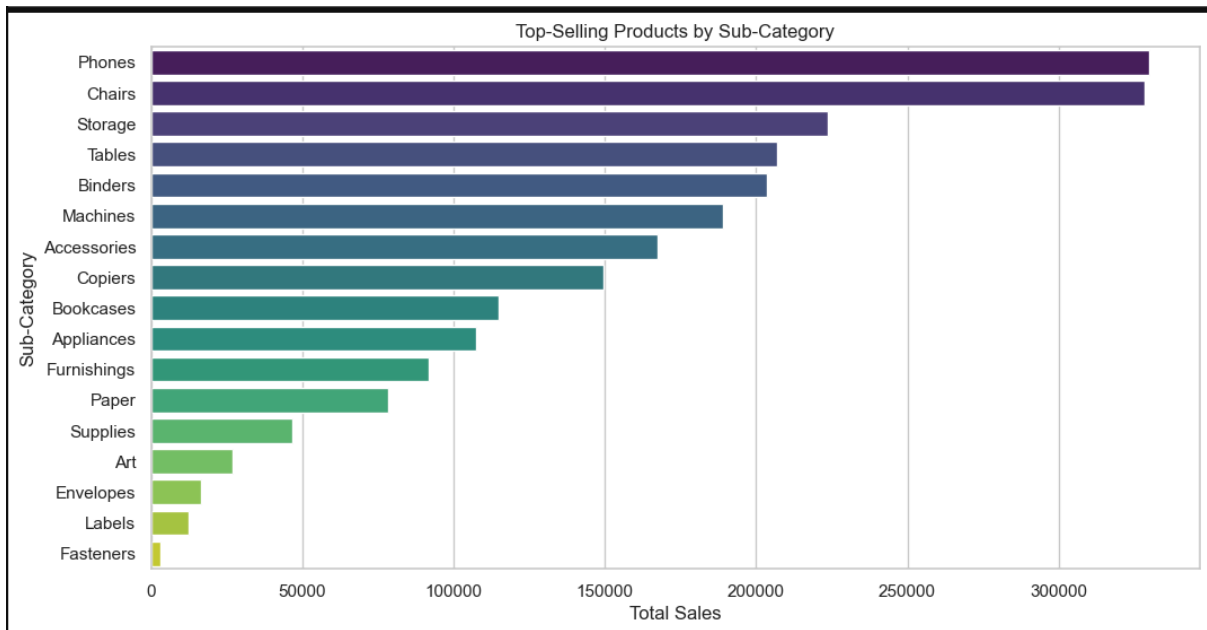
2. Most Profitable Products

- **Copiers** and **Phones** are the most profitable products, with high profit margins despite lower sales volume than other products.
- **Tables** and **Bookcases** have lower profitability, likely due to higher costs or excessive discounts.

Most Profitable Products by Sub-Category
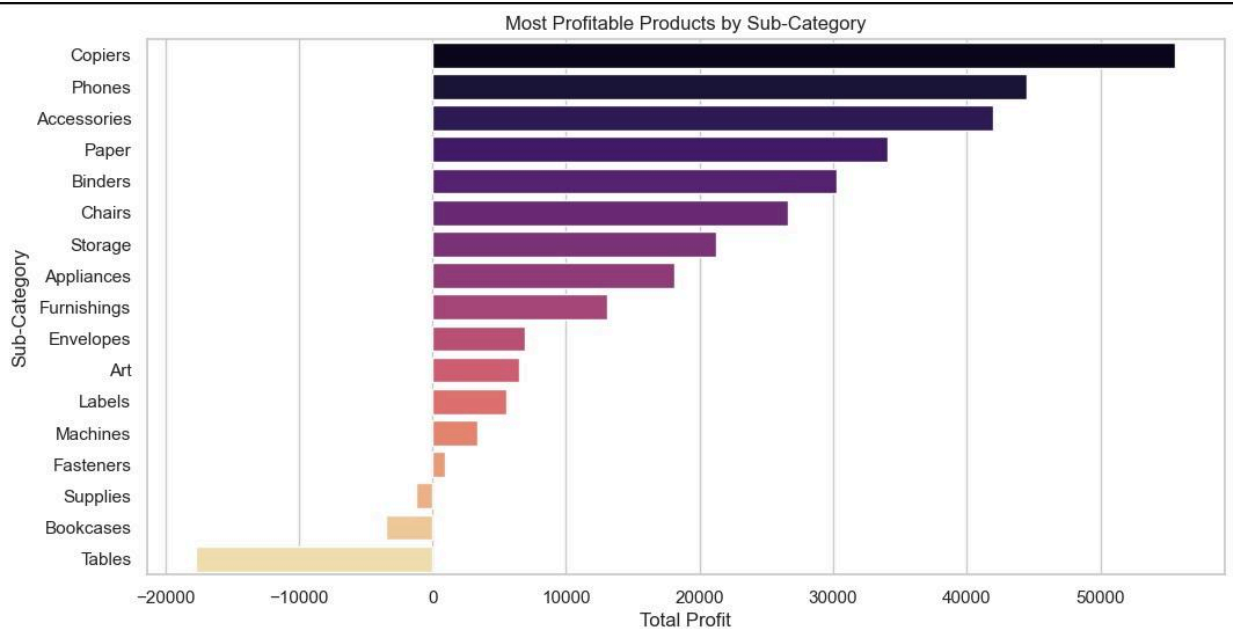
3. Regional Performance

- The **West** region generates the highest sales and profit, followed by the **East** region.
- The **Central** region has the lowest profitability, suggesting potential issues with pricing, costs, or market penetration.

Total Profit by Region

Total Sales by Region
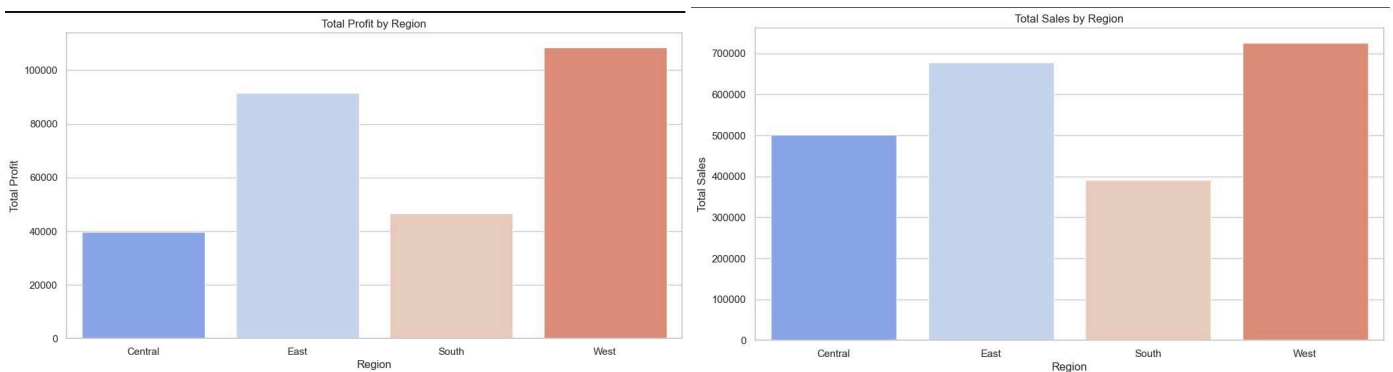
4. Customer Segment Analysis

- The **Consumer** segment drives the majority of sales, but the **Home Office** segment has higher profit margins.
- The **Corporate** segment shows moderate performance in both sales and profit.
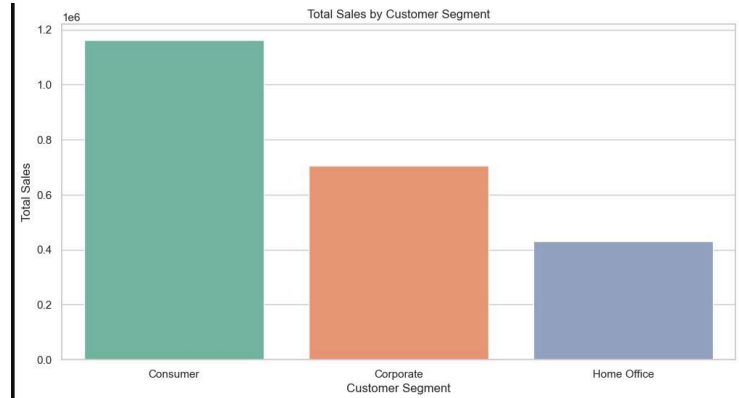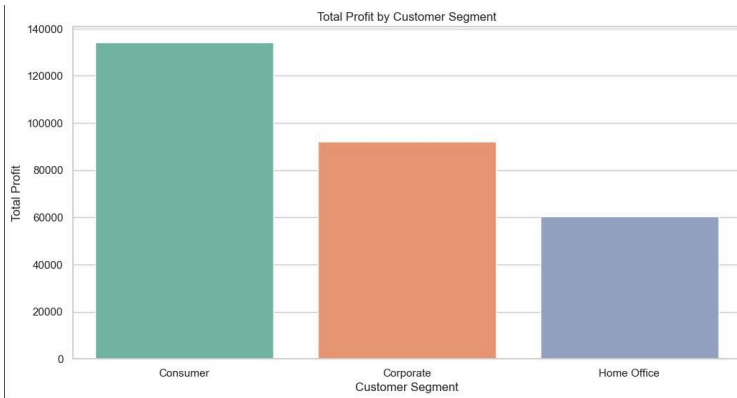
5. Discount Impact on Profit

- Higher discounts (above 20%) are associated with lower or negative profits, particularly in the **Furniture** category.
- Moderate discounts (10-20%) strike a balance between driving sales volume and maintaining profitability.

6. Shipping Mode Analysis

- **Standard Class** is the most commonly used shipping mode, but **Same Day** shipping yields higher profits.
- **Second Class** shipping is popular for lower-value transactions.

CONCLUSION

The analysis reveals several actionable insights for the superstore:

1. **Focus on High-Margin Products**: Prioritize the sale of **Copiers** and **Phones**, which have the highest profit margins.
2. **Optimize Discounts**: Avoid excessive discounts, especially in the **Furniture** category, to maintain profitability.
3. **Target High-Profit Segments**: Increase marketing efforts towards the **Home Office** segment, which has higher profit margins.
4. **Improve Regional Performance**: Investigate and address the lower profitability in the **Central** region.
5. **Leverage Shipping Options**: Promote **Same Day** shipping for high-margin products to attract customers willing to pay a premium.

- **Top-Selling Products**: Phones, Chairs, Binders, and Paper.
- **Most Profitable Products**: Copiers and Phones.
- **Regional Insights**: West and East regions are top performers, while the Central region requires attention.
- **Customer Trends**: The Home Office segment offers higher profit margins.
- **Discount Strategy**: Moderate discounts (10-20%) are optimal for balancing sales and profitability.