

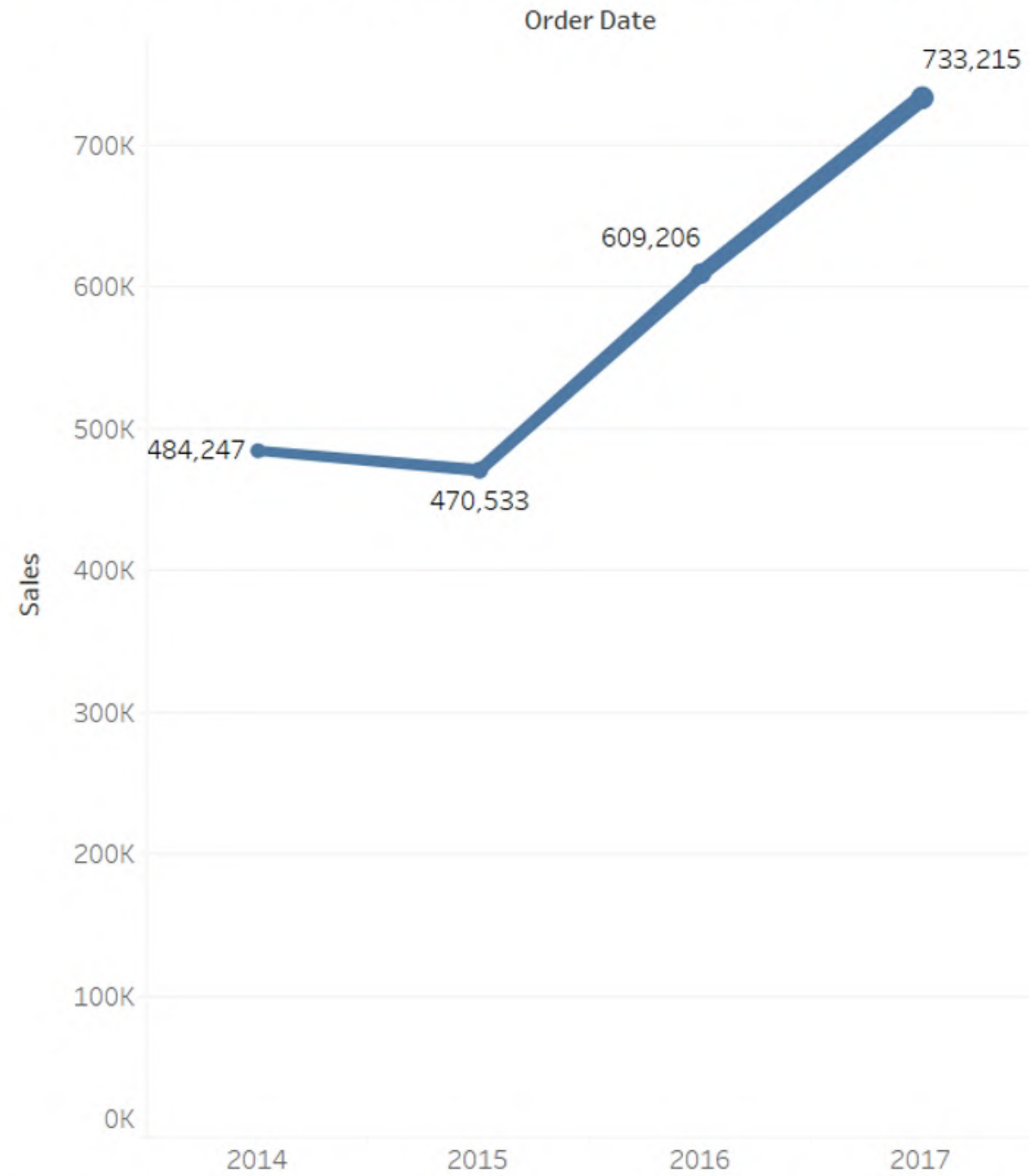


# Global\_SuperNew By Chirag Mittal

# **Global Superstore Sales Analysis**

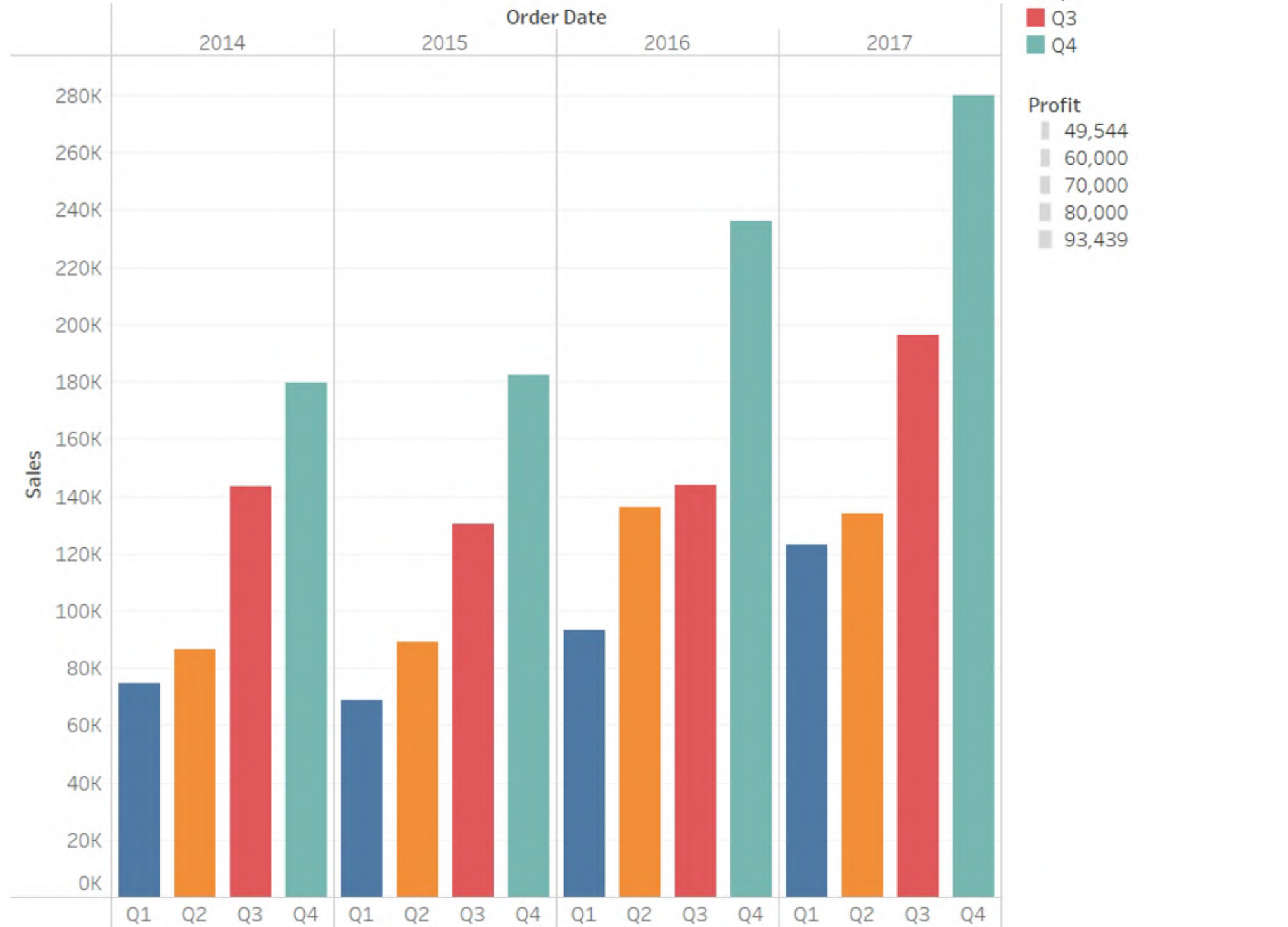
## **A report made by Chirag Mittal**

S1: Year Wise Sales(Width indicating the profits)



The trend of sum of Sales for Order Date Year. Size shows sum of Profit. The marks are labeled by sum of Sales.

S2: Quarterly Sales Analysis



Sum of Sales for each Order Date Quarter broken down by Order Date Year. Color shows details about Order Date Quarter.

# Year Wise Analysis

## Findings

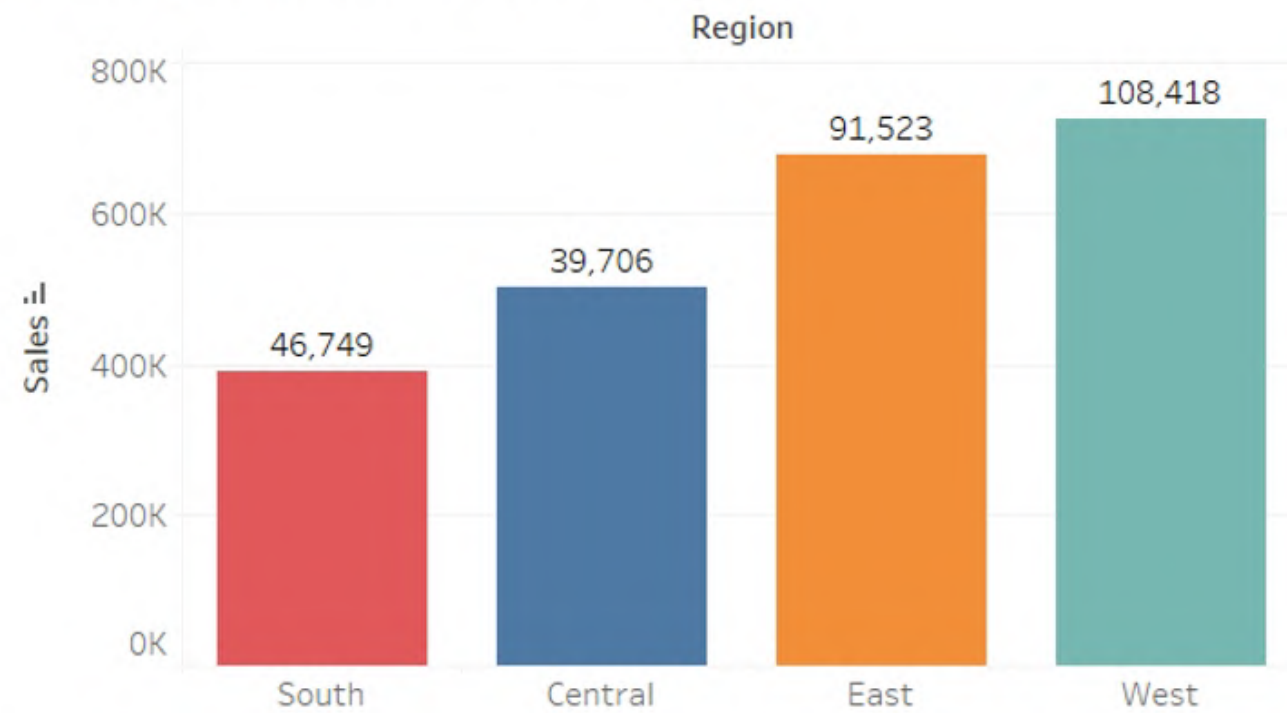
- Over time, Store's revenue and Profits have increased.
- Every year store's revenue has increased from 1st quarter to 4th quarter.

## Implications

- The store is in profit.
- Discounts should be given in 1st and 2nd quarters to increase the revenue and ultimately the profits.

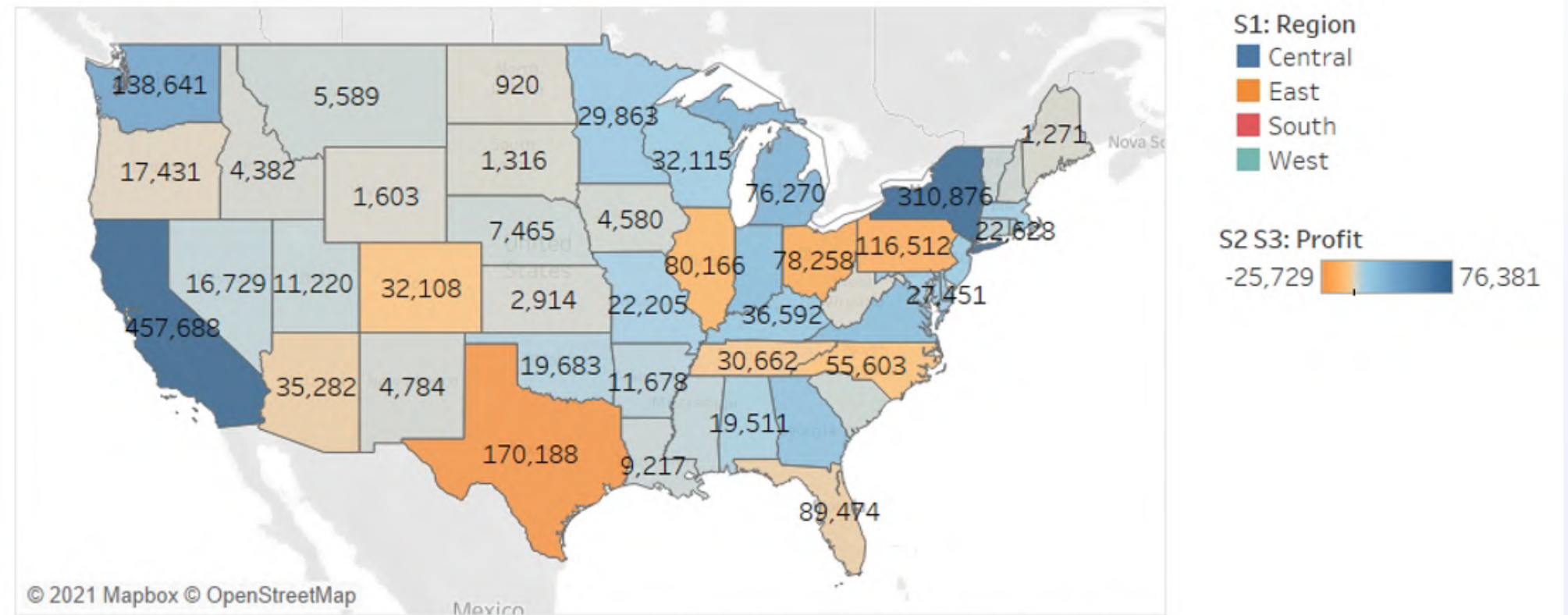


### S1: Region wise Sales



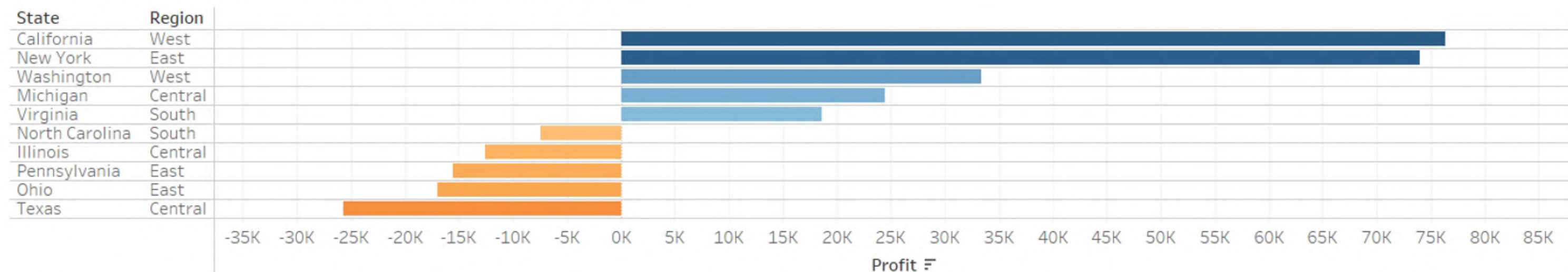
Sum of Sales for each Region. Color shows details about Region. The marks are labeled by sum of Profit.

## S2: Statewise sales



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. The marks are labeled by sum of Sales. Details are shown for State.

### S3: Top 5 and Bottom 5 States in terms of profits



Sum of Profit for each Region broken down by State. Color shows sum of Profit. The marks are labeled by sum of Sales. The data is filtered on Top N & bottom N, which keeps 10 members.

# Overall findings and implications

## Findings

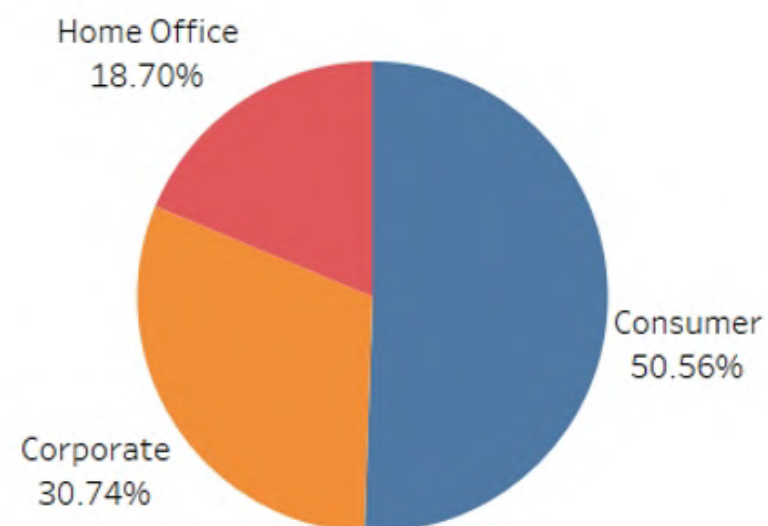
- Western Region has the maximum revenue and contributes the most in the total profit.
- Southern Region has the least revenue and 2nd least profit.
- Central Region has 2nd least revenue and contributes the least in the total profit of the store.
- California is the most profitable state while Texas incurred most losses.

## Implications

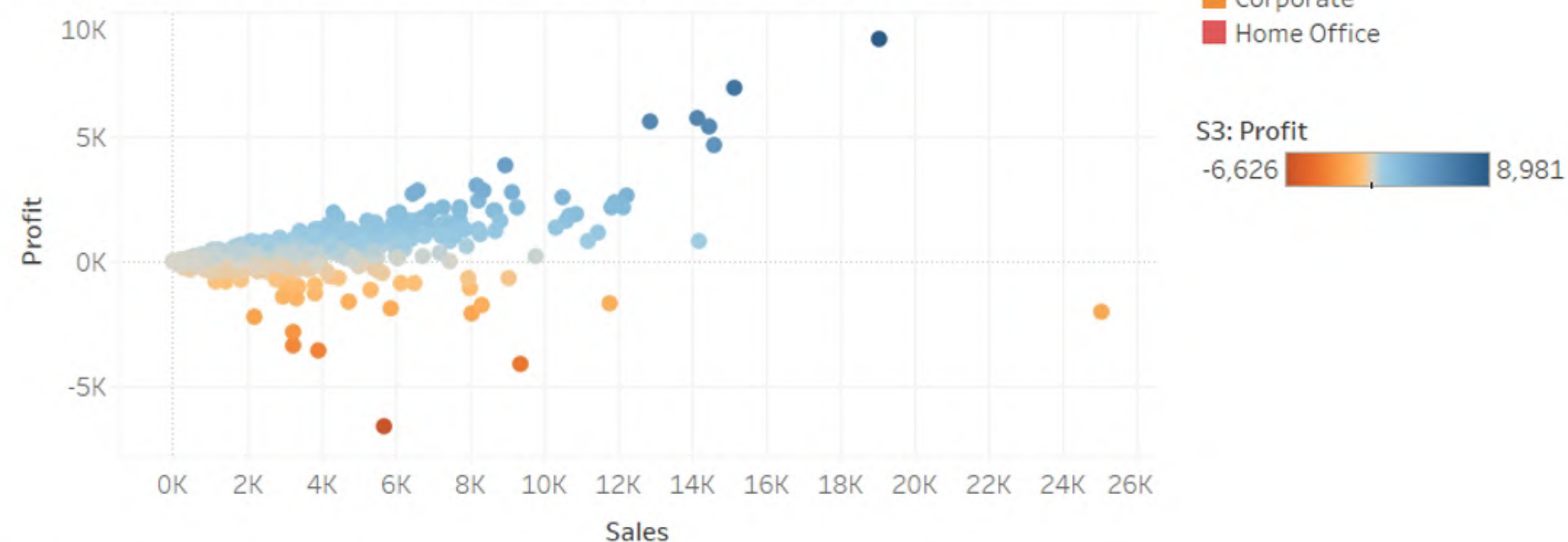
- Should increase the production and supply in the western region.
- Give more discounts to increase the revenue
- Give more discounts to increase the revenue.
- Increase the production and supply to California state.
- What for Texas?



### S1: Customer Segment Revenue Distribution %



### S2: Distribution of Customers by Sales and profit



### S3: Top 5 and bottom 5 customers in terms of profit



Sum of Profit for each Customer Name. Color shows sum of Profit. The marks are labeled by sum of Profit. The data is filtered on Top N & Bottom N customers, which keeps 10 members.

# Overall Findings and Implications

## Findings

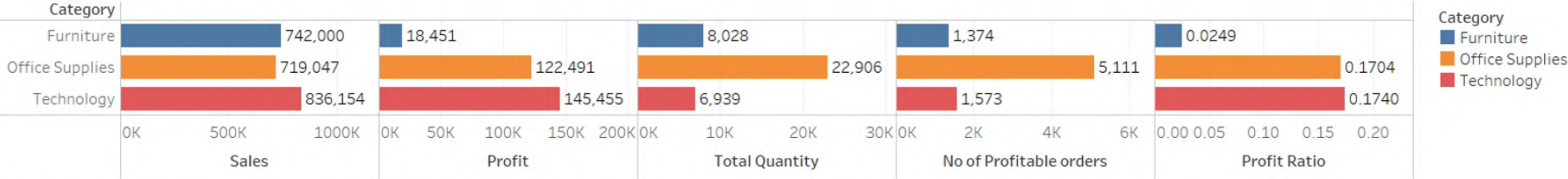
- 50% of the total revenue comes from Consumer Segment
- Home Office has the minimum share(18%) in the total sales of the store.
- Top Customer(Tamara Chand) while Worst Customer(Cindy Stewart)

## Implications

- Should keep on investing in the consumer segment
- Store should focus on marketing the Home Office Products.
- Incentives should be given to Top customers to shop more.
- For the worst customers, discount coupons should be given for the products which have greater profits(Technology and Office supplies)

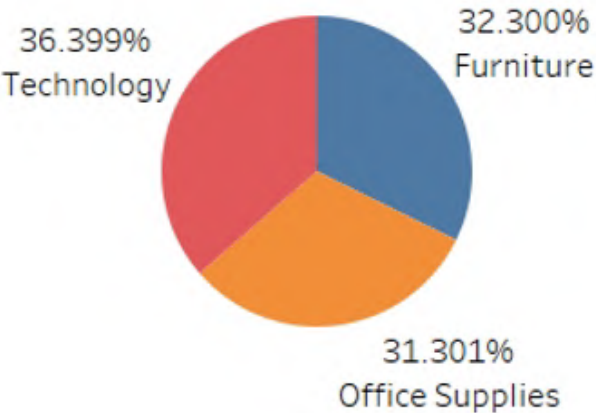


S1: Category Summary



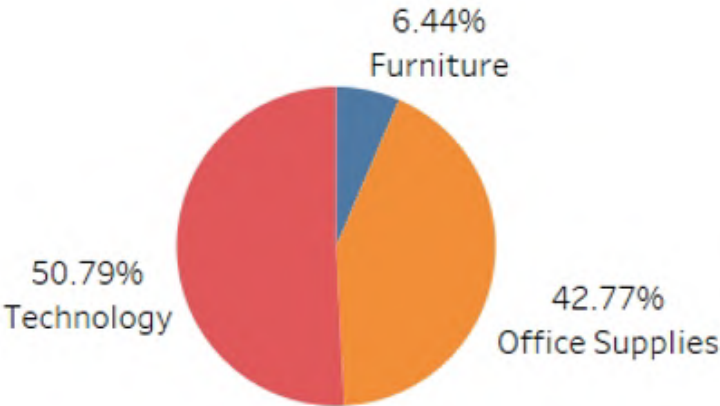
Sum of Sales, sum of Profit, sum of Quantity, sum of Profitable? and Profit Ratio for each Category. Color shows details about Category.

S2: Category Wise Revenue



% of Total Sales and Category. Color shows details about Category. The marks are labeled by % of Total Sales and Category.

S3: Most Profitable Product Category

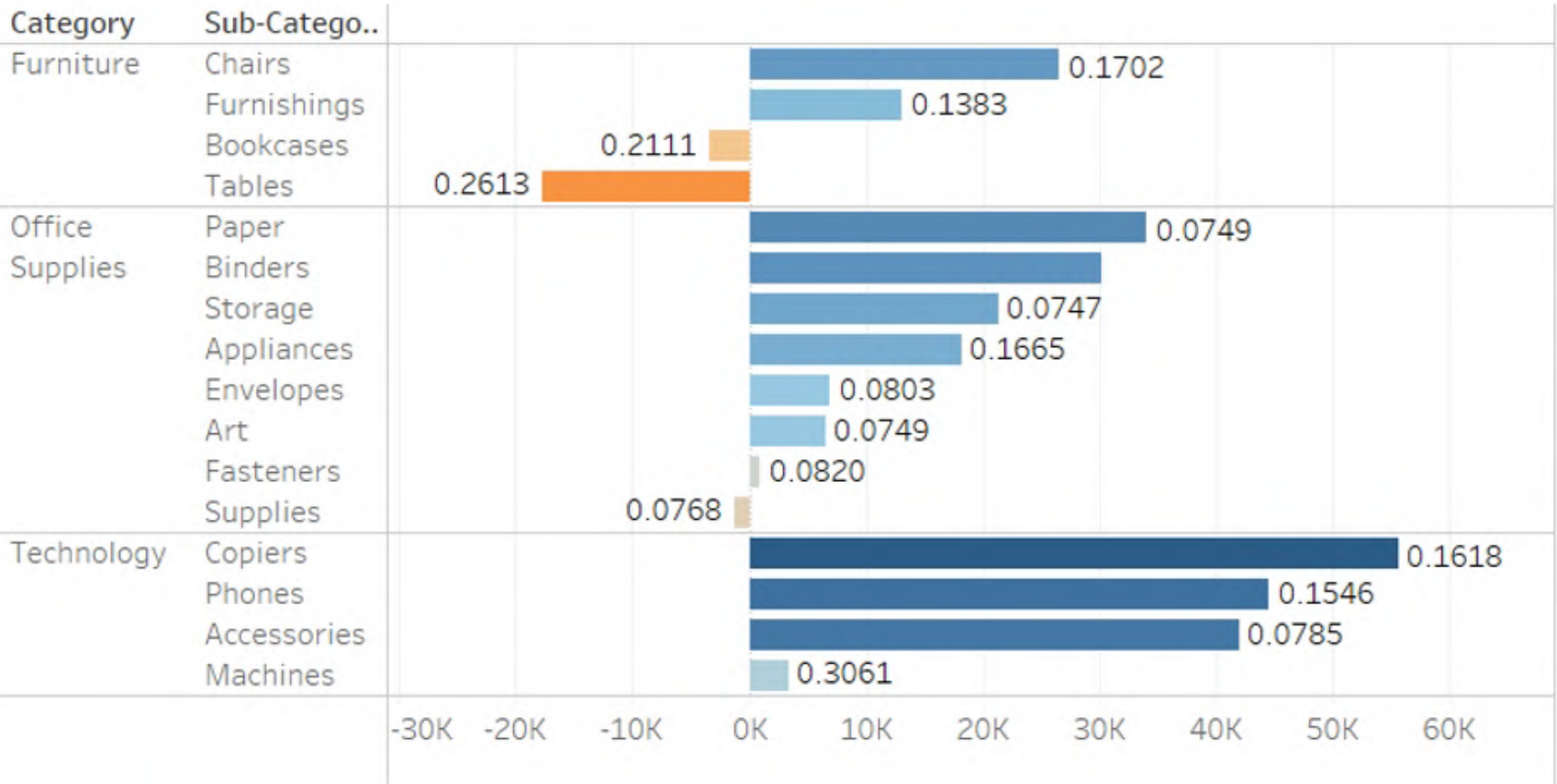


% of Total Profit and Category. Color shows details about Category. The marks are labeled by % of Total Profit and Category.

# Give Title here

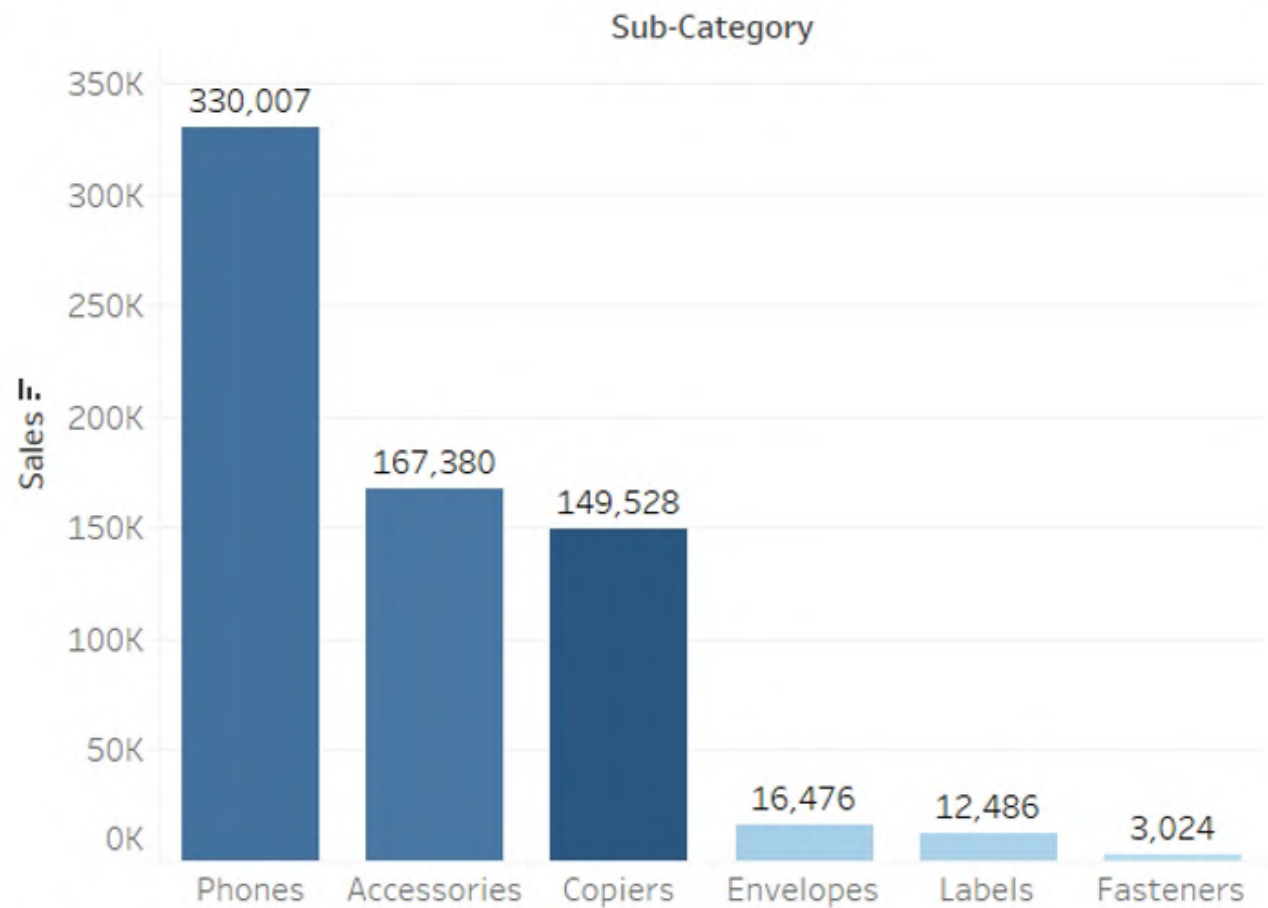
- Furniture is the least profitable category (least profit ratio of 3%) while Technology is the most profitable one(highest profit ratio 17%)
- Furniture contributes least to the total profits (despite the fact all the three categories have an equal share in sales)
- The top 3 profitable subcategories belong to technology and the bottom 2 non – profitable subcategories belong to furniture.
- Category Colour to be changed.

S1: Effect of discounts on profits(x axis represents profits, y Subcategory/category



Sum of Profit for each Sub-Category broken down by Category. Color shows sum of Profit. The marks are labeled by average of Discount. Details are shown for Category and Sub-Category. The view is filtered on average of Discount and sum of Profit. The average of Discount filter ranges from 0.0687 to 0.3723. The sum of Profit filter includes everything.

S2: Top 3 and Bottom 3 SubCategories Revenue wise



Sum of Sales for each Sub-Category. Color shows sum of Profit. Details are shown for Category. The data is filtered on Top 3 & Bottom SubCategories, which keeps 6 members.

S2: Profit  
950 55,618

S2: Avg. Discount  
0.0687 to 0.3723

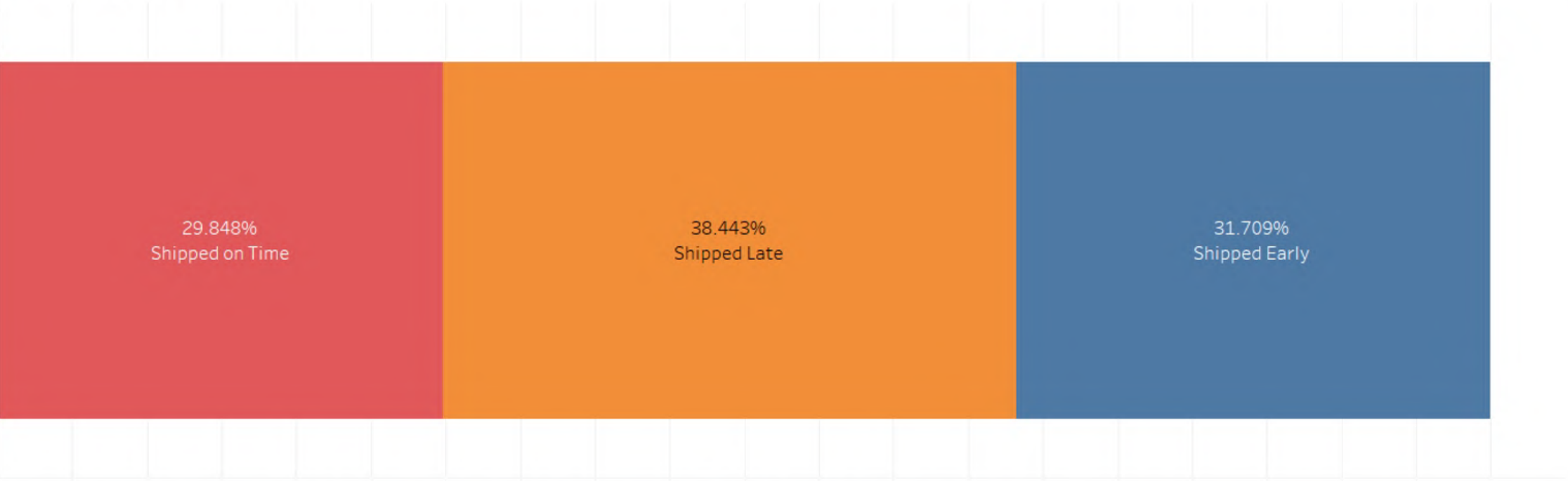
S1 : Profit  
-17,725 55,618

# Give Title here

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Shipping Status



Count of Quantity. Color shows details about Ship Status. The marks are labeled by % of Total Count of Quantity and Ship Status.