



SUPER STORE ANALYSIS



Date

All

Managers

All

Prepared by: Christopher C Enuokoha

Executive Summary: This is a Supper Store Analysis the store operates in four Regions with four Regional managers the analysis spans through January 2015 to June 2015. The analysis shows that the stores made **1.92m** sales, making **224.08k** profit, having East Region as Region with highest sales by **30.77%** with April having the highest sales over time by **20.26%**.

Total Sales

1.92M



Total Profit

224.08K



Total Unit price

212.92K



Total shipping Cost

25.31K



Product Names

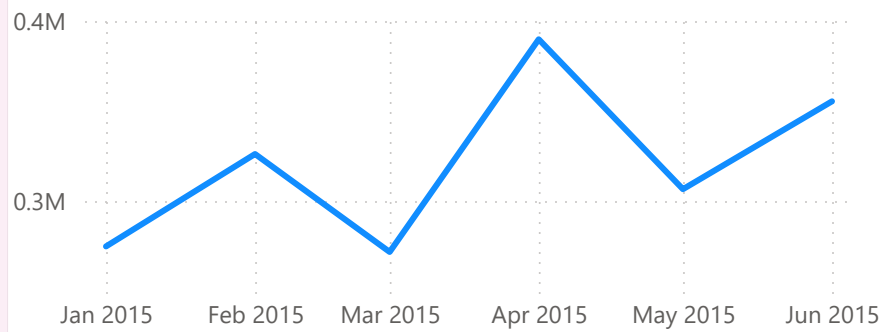
All



Sales Performance Analysis

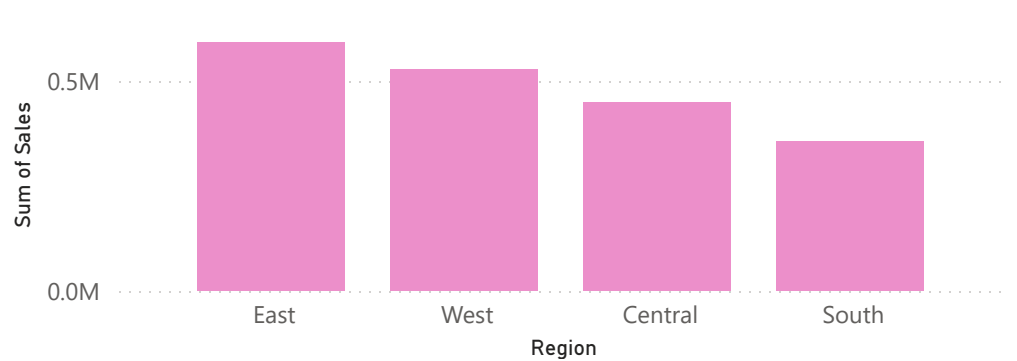
Sales performance overtime:

The Sales performance over time has **April** as month with the highest total sales by **20.26%**, by quarter with **quarter two** having the highest sales by **54.66%**.



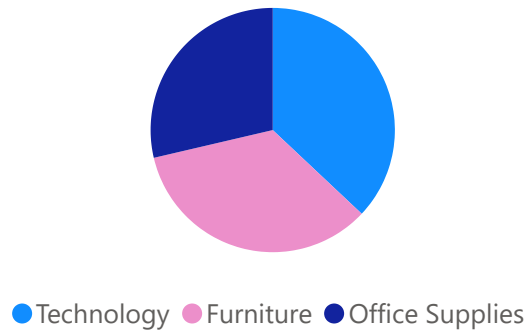
Sales Performance by Region:

Sales Performance by region, **East** has the highest sales by **30.77%** and the lowest sales is south by **18.56%**



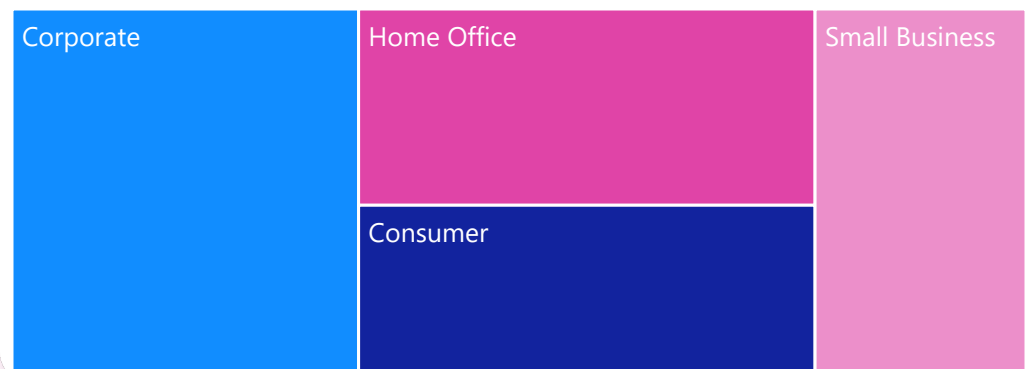
Sales Performance by Product category:

sales by product category, **technology** has the highest sales with **37.01%** and the lowest sales is **office supplies** with **28.65%**



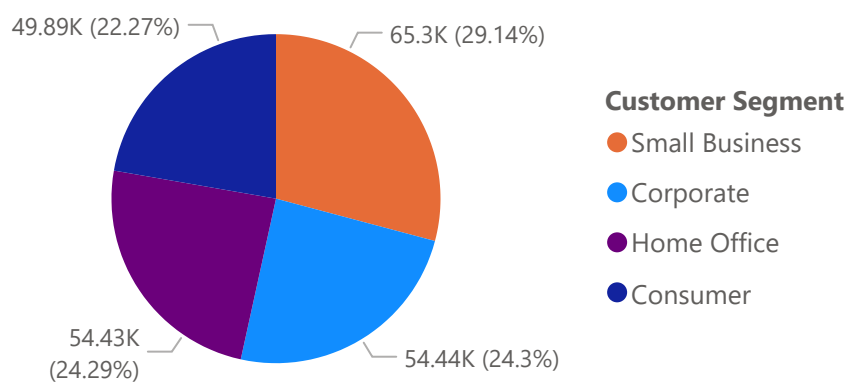
Sales Performance by Customer Segments:

sales by customer segments **Corporate customers** having the highest sales with **34.18%** and the lowest is **small business customers** by **20.8%**.

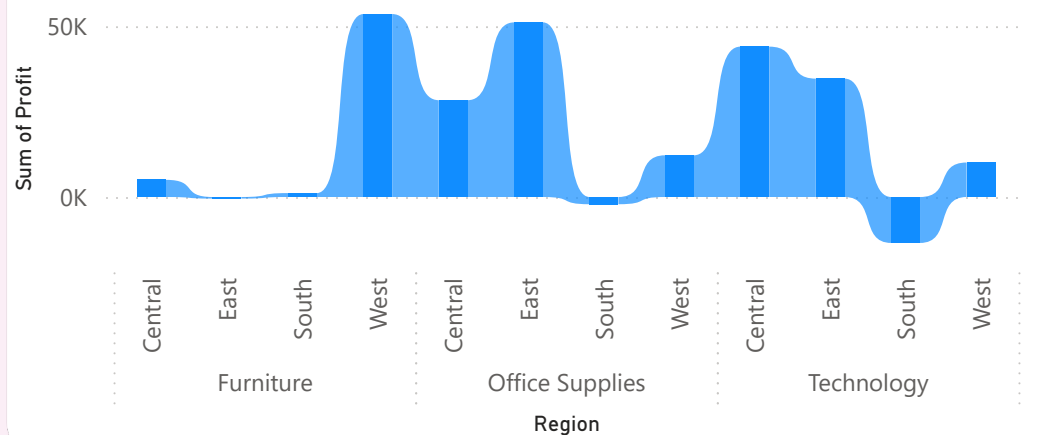


Profitability Analysis

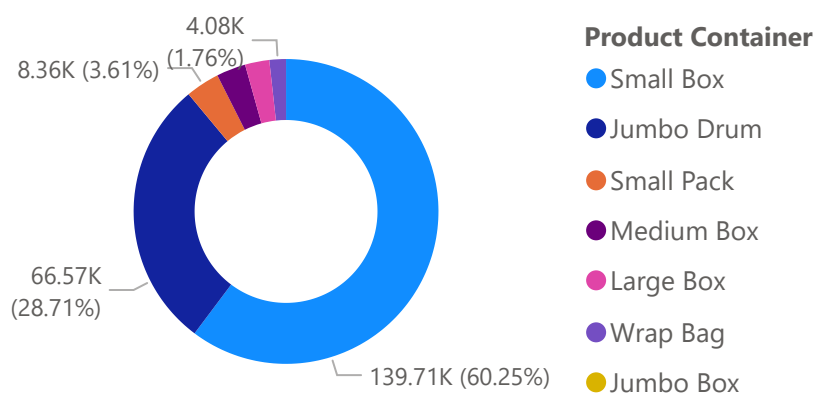
Profit by Customer Segment



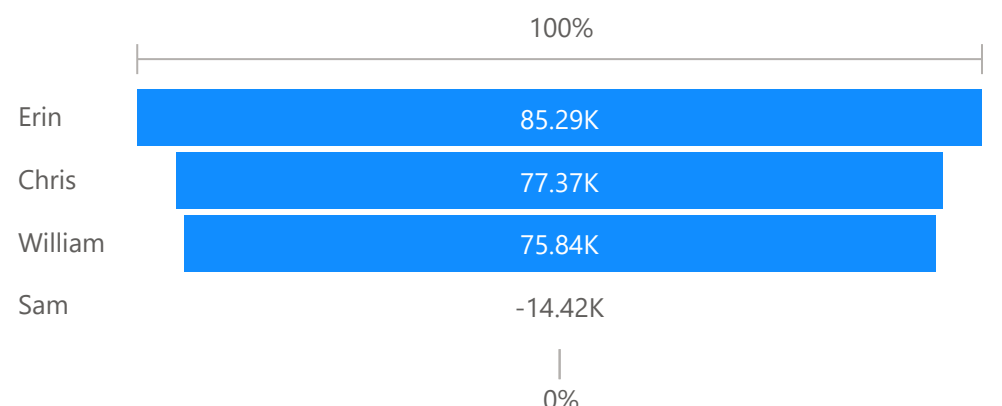
Profit by Product Category and Region



Sum of Profit by Product Container



Profit Line by Managers



Observations

- Small business has the least sales by customer segments and the highest profits by customer segments, adding too much profits to small business items is the reason for poor sales too much profit making the cost too big for customers.

Recommendations

- Cut down the profit from small business segments to enable customers buy more, that will increase more sales.
- Change the Regional manager for south, he seems not to be capable.