**Overview:** Our client – Super Store - is a small to mid-sized business that sells furniture, office supplies, and technology products to consumers, corporations, home offices, and small businesses. Superstore operates in the U.S. and Canada. After noticing a significant drop in sales and profits, they reached out to us for assistance to:

1. Better price their products to key customers in the U.S. market
2. Revive sales and profits in the Canadian market

**Methodology**: We use a combination of science and art to tell a story to Superstore on how to better price for profit the U.S market and how to gain back share in the Canadian market.

The U.S. Market:

We approached the U.S market by understanding the following:

1. Sales and profit variability by state
2. Sales and profit variability by product category and product sub-category
3. Product and customer segmentation using a classification algorithm (k-means clustering)
4. Top customers and products

The Canadian Market:

1. Sales and profit variability by providence
2. Sales and profit variability by product category and product sub-category
3. Product and customer segmentation using a classification algorithm (k-means clustering)
4. Top customers and products
5. Price variation compared to the U.S. market