

Supply Chain Analysis Case Study Report

Objective:

This summary outlines key insights from SQL analysis of superstore sales data to support retail and supply chain decision-making.

Key Findings:

1. Sales Analysis

- The total sales across all transactions amount to **14,647,187.9**.
- The average sales value per transaction is **1,757.1**.

2. Customer & Regional Distribution

- Customer distribution varies across regions, with the **West** region having the highest number of customers.
- The total number of customers in the West region is **382**.

3. Product Sales & Demand

- **Paper** is the most sold product by quantity, followed by **Binders and Binder Accessories**.
- Both products fall under the **Office Supplies** category, indicating consistently high demand in this category.

4. Product Category & Profitability Analysis

- **Technology** is the most profitable product category, generating a total profit of **886,313.52**.
- **Telephones and Communication** is the most profitable product sub-category, with total profits of **316,951.62**.
- **Furniture** is the least profitable product category, with total profits of **75,968.73**.
- The least profitable product sub-category is **Tables**, resulting in total losses of **113,468.18**.

Strategic Recommendations:

- Focus on expanding and promoting high-profit product categories such as **Technology**.
- Review pricing, discounting, and logistics strategies for loss-making sub-categories such as **Tables** to reduce financial impact.
- Leverage regions with high customer concentration, such as the **West**, for targeted sales and marketing initiatives.