

# SQL Project: How can I help Superstore?

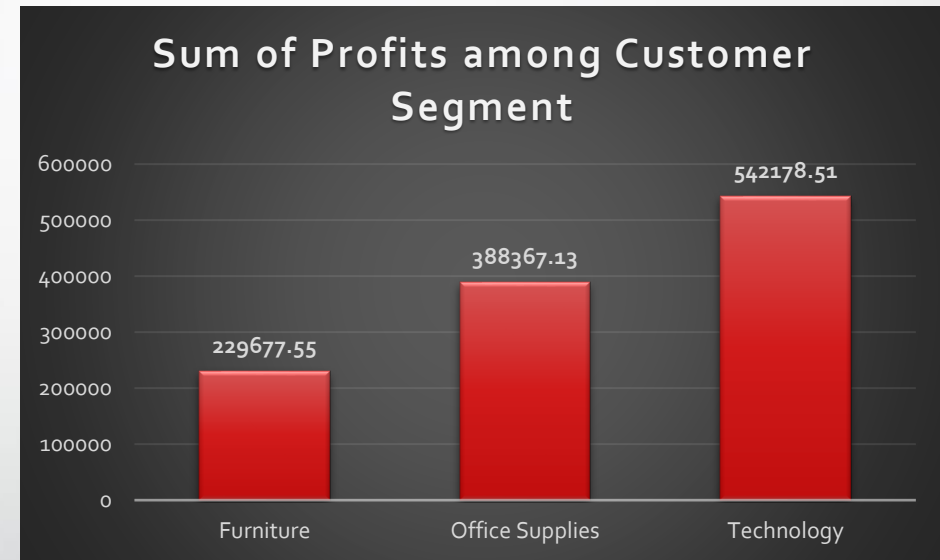
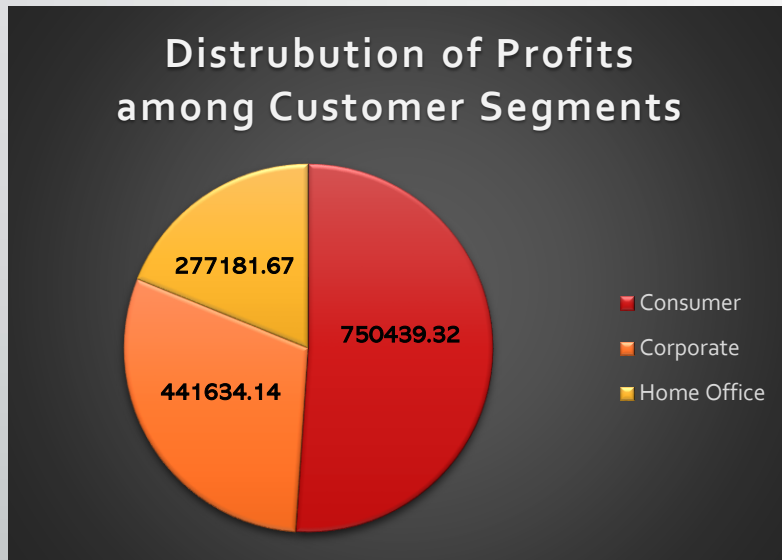
Derrick Bruno



# What are the most profitable product and customer segments and why?

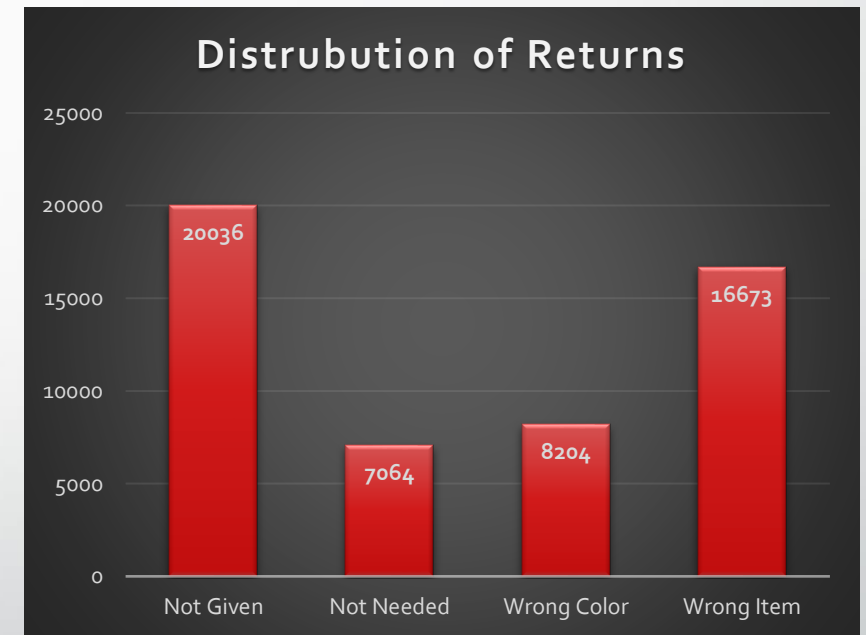
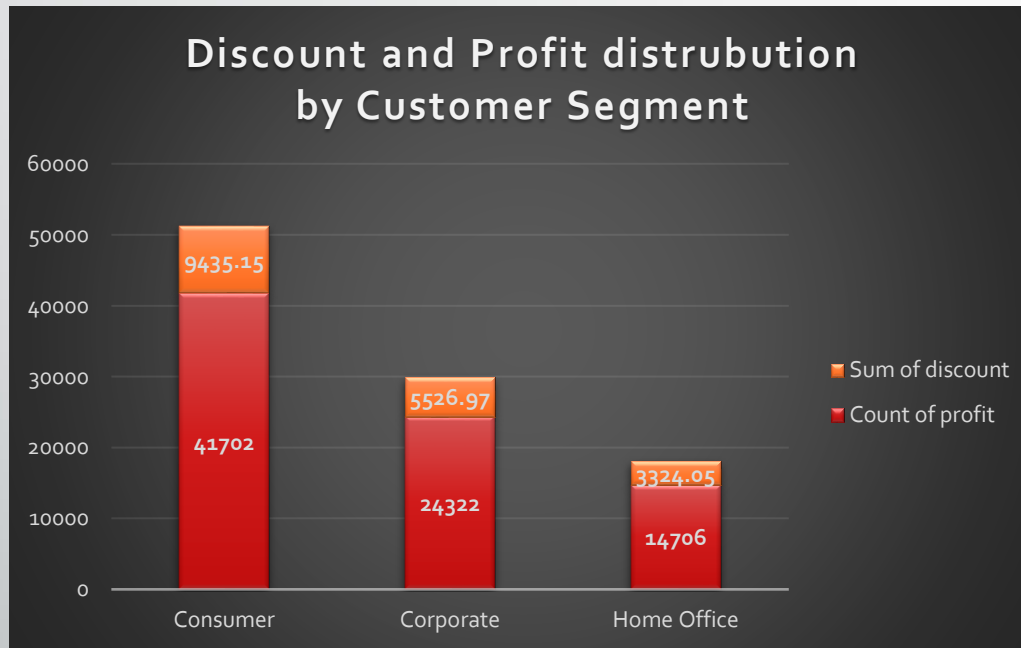
- Which factors contribute to making a segment profitable?
- Is Superstore neglecting potential areas for growth?
- Is there a particular area of the world that is more profitable than others?
- Does ship mode impact profits?
- What can superstore do to increase profits?

# Customer and Product Segments



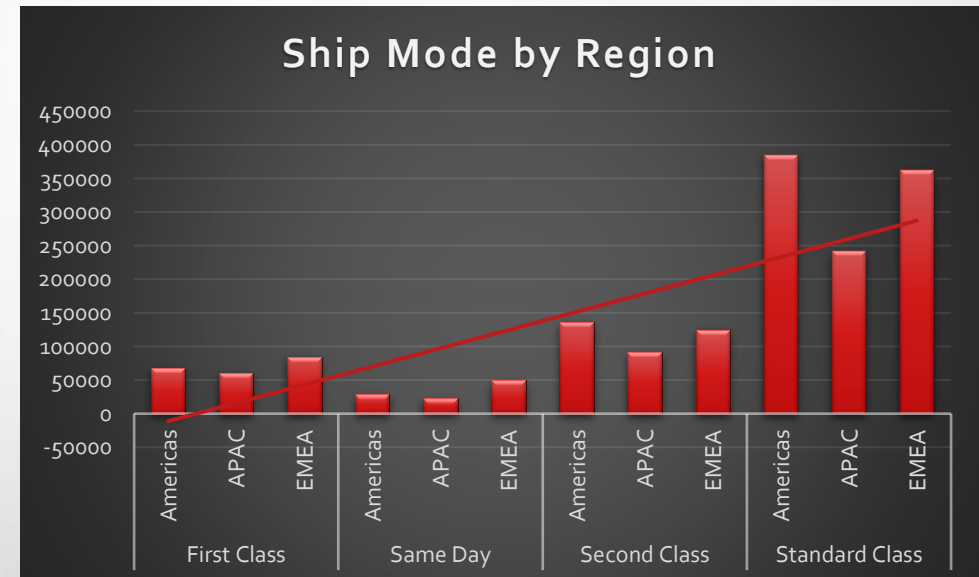
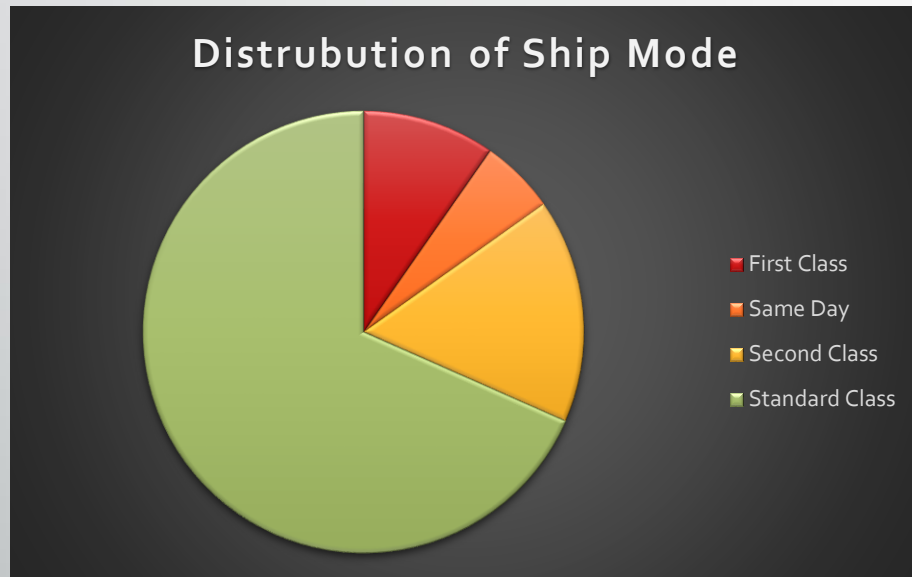
Consumers make up the majority of the customer base for superstore in terms of profit, Technology being their most profitable item. This could be the case because of the advancement and necessity of technology in today's world.

# Discounts, Profits, and Returns



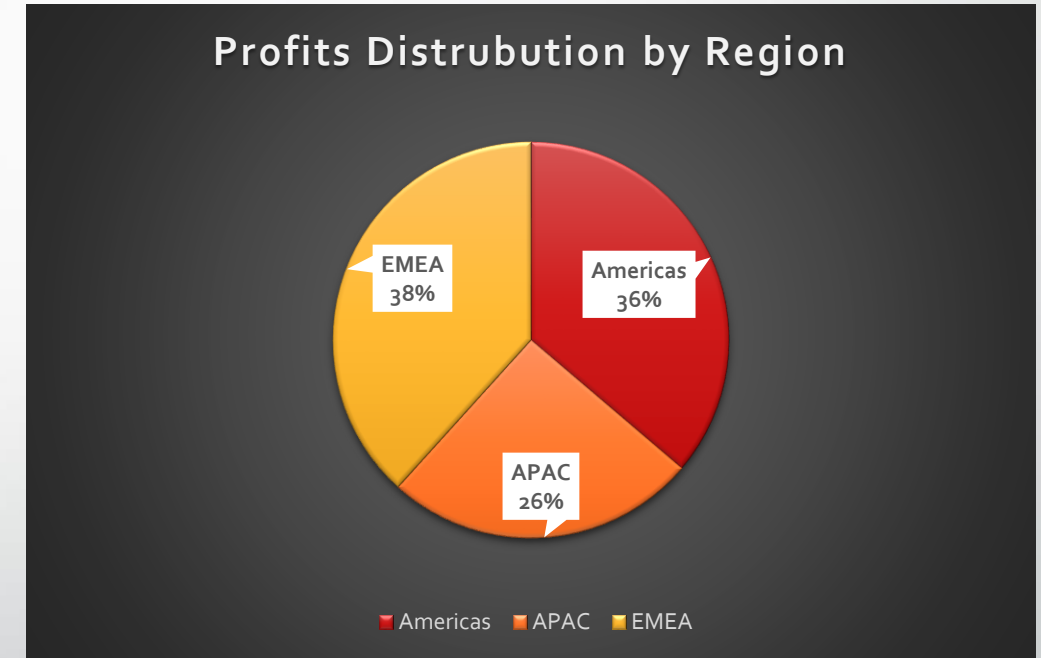
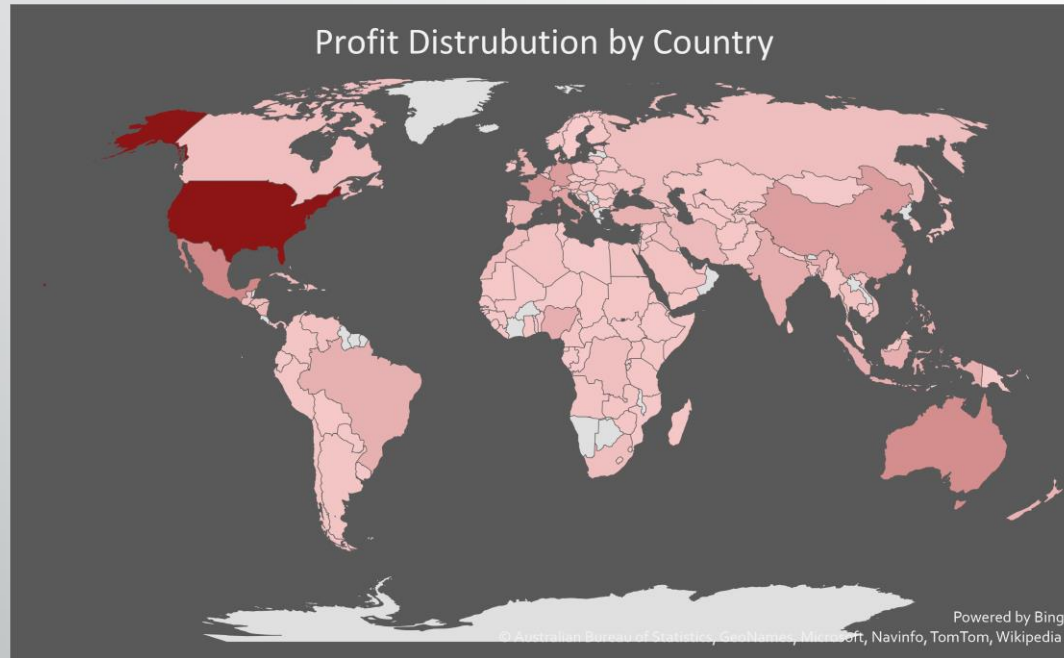
Consumers make the profit but have the most discount as well, many of these customers who happened to return items or interestingly enough get the wrong item.

# Which Ship Mode is Preferred ?



Standard Class is the primary ship mode course for customers. Most of those customers coming from the Americas and EMEA. This is most likely due to the cost of expedited shipping. Unless it is near the holiday season it is not worth the additional cost to customers.

# Profits across the World



The Americas and EMEA are the most profitable countries for Superstore. Especially the United States as seen with darkest shade of red on the map.

# Insights

- Superstore does very well in the Americas and EMEA in terms of profits. It could be ideal to market more of their products to the countries and regions in which profits are less than satisfactory.
- Technology is their best selling product category, because of the need of technology is today's society however Superstore also gives the Technology category the bulk of its discounts. The positive relationship proves it may be fruitful of Superstore to offer more discounts on the other product categories
- It seems clear that the demand for the product and discount distribution play a huge role in how profitable a segment is. That would explain why technology and consumer are the leading product category and customer segment.
- The ship mode of choice for most was standard class and though the quantity of the selection is high I do not feel this impacts profits. The choice of ship mode is often tied to the type of customer and most average consumers will not select high priced shipping on products to save money
- To increase profits superstore should do research into what kinds of products have high demand in both South America and Africa, based on the analysis it seems superstore focus the on maintaining a stronghold on areas that are already quite profitable. To increase their success as a global corporation they should have more of an understanding of what each region truly needs.
- If given more time I would dive deeper into the reason returned and ship mode. I find myself wondering if the type of ship mode has a relationship with the attention to detail give on each order filled by Superstore.