

# **Super Stores Sales Distribution**

## **Introduction of the Report:**

The Super Stores Sales Distribution analysis evaluates the sales performance, revenue, and regional distribution of a chain of superstores in the United States. The study looks at crucial business parameters such as category distribution, discount impact on profit, sales segmentation, and regional performance. Key findings include the dominance of office supplies in sales, regional variances with the West performing best, and the negative consequences of excessive discounting on profitability. The dashboard is intended to deliver actionable insights for refining pricing strategies, optimising regional marketing efforts, and increasing revenue growth across customer segments and product categories.

## **Analysis of the Superstore Sales Distribution Project:**

This study analyses a superstore chain's sales performance, revenue, and regional distribution throughout the United States. While office supplies, particularly paper and binders, are the best-selling commodities, numerous furniture categories, such as desks and bookcases, are losing money. This suggests potential pricing or discounting issues. Regional research indicates that the West, particularly California, leads in profitability, while the Central region lags. The impact of discounting is critical, with big discounts (more than 20%) resulting in major profit reductions, when medium discounts (about 10%) maintain profitability.

## **Goal:**

The present investigation aims at exploring a chain of superstores sales performance, revenue, and regional distribution. Key business data, such as category distribution, discounts compared to profit, sales segments, and regional performance across the US, are intended to be visually represented via this dashboard.

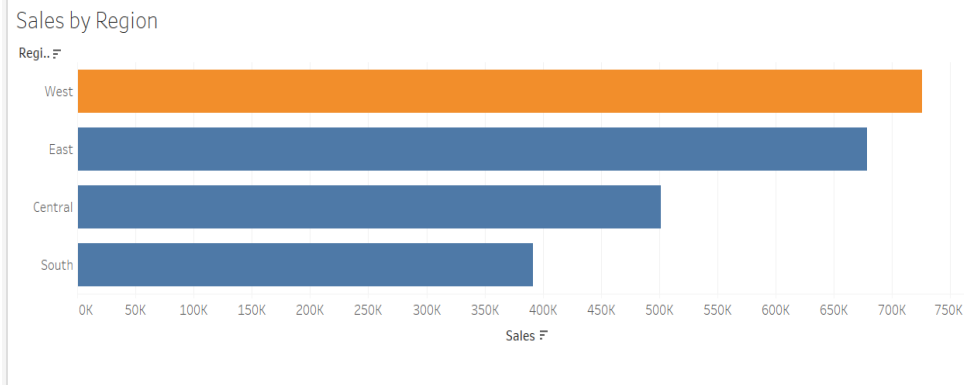
## **A Sectional Distribution:**

1. Office supplies, especially paper and binders, are the most sold items. On the other hand, categories with negative earnings, such as Tables and Bookcases, suggest that there might be problems with the pricing or the high discount rates.

## **B Section Sales:**

1. Office at home: 18.70%
2. 50.56% of consumers
3. 30.74% of corporations

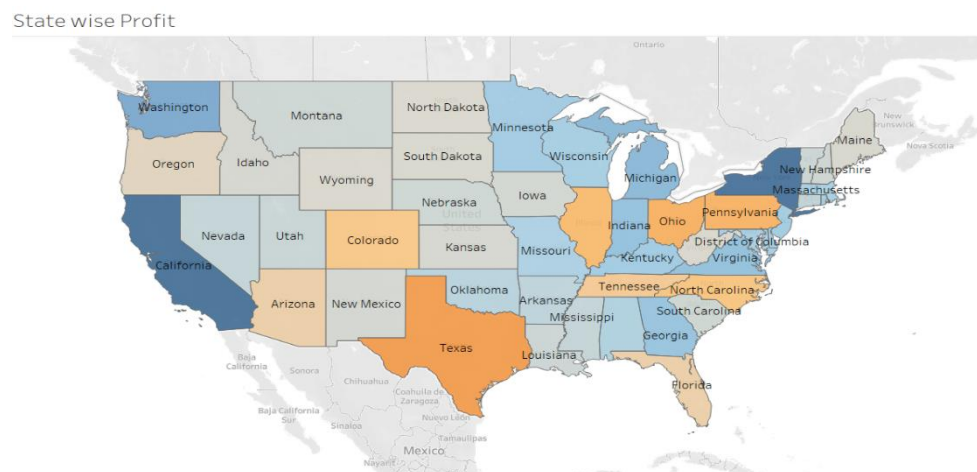
## **C Distribution by Region:**



Sales, quantity, and profit information is dispersed among several regions:

- 1 The West has the most profit and sales, with California showing particularly strong results.
- 2 The Central region paths behind, with considerably lower sales and profit figures.
- 3 The East and South regions exhibit a medium level of sales and profitability.

## D Profit Distributed Throughout the Countries:



1. With a loss of -\$6,528., Colorado reported the biggest loss, next to Oregon with -\$1,190.
2. With the largest profit of \$76,381, California is the state with the best performance.

## E Sale vs. Revenue:

This analysis shows how profit margins and discount percentages are related.

Discounts higher than 20% are associated with lower revenue but, modest discounts of about 10% can still result in a sizable profit.

## F Revenue vs. Quantity:

Products that make between \$5K and \$8K in profit also usually sell in more quantities, showing the effectiveness of popular items in improving profitability.

## Patterns:

### Regional Points of view:

When it comes to profitability, the West leads the way, with California being the most expensive state. Conversely, certain states—like Colorado and Oregon—suffer significant losses, requiring more research into regional business plans.

### Profitability of Services:

When it comes to quantity, office supplies—particularly binders and paper—perform exceptionally well. Nonetheless, furniture-related categories indicate negative profitability, suggesting areas in need of marketing attention or price standardisation.

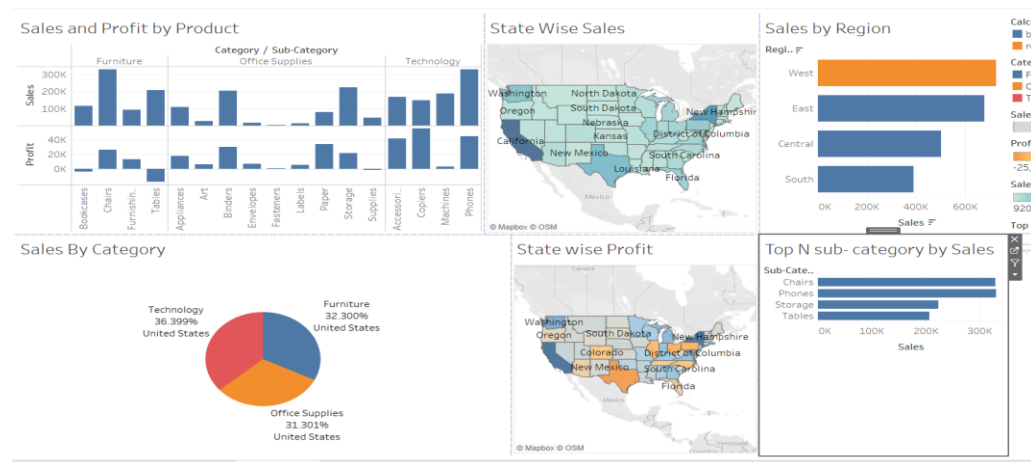
### Impact of Discounting:

Profits are negatively impacted by significant discounting. This indicates that in order to avoid big losses, discount offers must be limited or well organised.

### Category Performance:

The Consumer segment generates the majority of sales 50.56%, making it the most important target audience for revenue growth. Corporate clients are strictly observed, but the Home Office segment has opportunities for growth.

## Conclusion:



This dashboard provides helpful information into revenue growth across many categories, regions, and customer segments. It highlights the importance of maintaining balanced discount strategies, improving underperforming categories, and modifying business strategies to individual locations in order to increase profitability. Continued monitoring and adjustment of discounting and regional marketing strategies is likely to improve the business's overall financial health.

**Recommendations:**

1. Evaluate pricing and discounting strategies for low-performing categories.
2. Special advertising for underperforming regions like south.
3. Focussing on consumer segment growth and company growth.