Superstore Sales Analysis Report

Group 7

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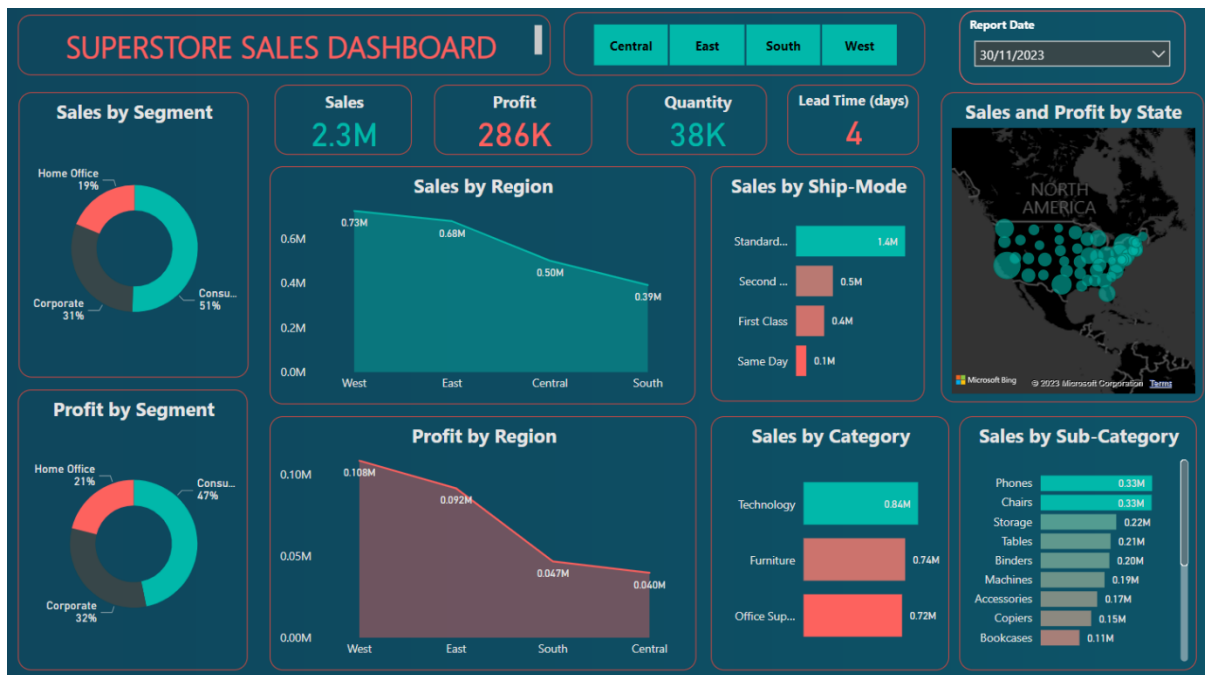
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Dataset

This dataset contains data related to the sales and profits of the Superstore retail chain. Overall, it contains 9995 records along with 21 columns.

Link for the dataset: https://www.kaggle.com/datasets/vivek468/superstore-dataset-final

Analysis on Sales & Profits

Sales and Profit based on Segment

The sales and profit analysis based on segments reveals a robust dominance of Consumer sales, accounting for 51% of total sales and 47% of profit, showcasing a substantial revenue stream from individual consumers. As per the results, it is recommended to explore opportunities to expand the Home Office segment through targeted marketing campaigns, product bundles, or niche-specific offerings to increase market share in this segment.

Sales and Profits based on Region

The examination of different regions' performances reveals a range of results. The West stands out as the leader, showcasing the greatest sales at $0.73 million and the most substantial profitability, reaching $0.10 million. This success highlights its strong market

position and adeptness in turning sales into profits. In contrast, the South region records the least sales, totaling $0.39 million, yet manages a respectable profitability of $0.047 million.

## Sales based on Category and Sub-Category

The sales analysis across categories and subcategories reveals intriguing insights into product performance. Among categories, technology emerges as the top performer, raking in $0.84 million in sales, closely followed by furniture at $0.74 million and office supplies at $0.72 million. Phones within the technology category soar as the highest-selling subcategory, generating $0.33 million in sales. Conversely, fasteners, within the office supplies category, represent the lowest sales at a figure close to $3023.94.

Sales based on Shipping Mode

In sales by shipping mode, standard class shipping leads with $1.4 million in sales, reflecting widespread consumer preference. Conversely, same-day shipping records the lowest sales at $0.1 million, indicating minimal adoption despite its faster delivery option.

Overall, the company achieved total sales of $2.3 million, resulting in a profit of $286,000. This success was driven by a quantity of 38,000 units sold, with an average lead time (Order fulfillment time) of 4 days. These figures collectively indicate a strong performance in sales and profitability, reflecting efficient operations and a consistent delivery timeline.

Sales Forecast

SUPERSTORE 15 DAYS SALES FORECAST
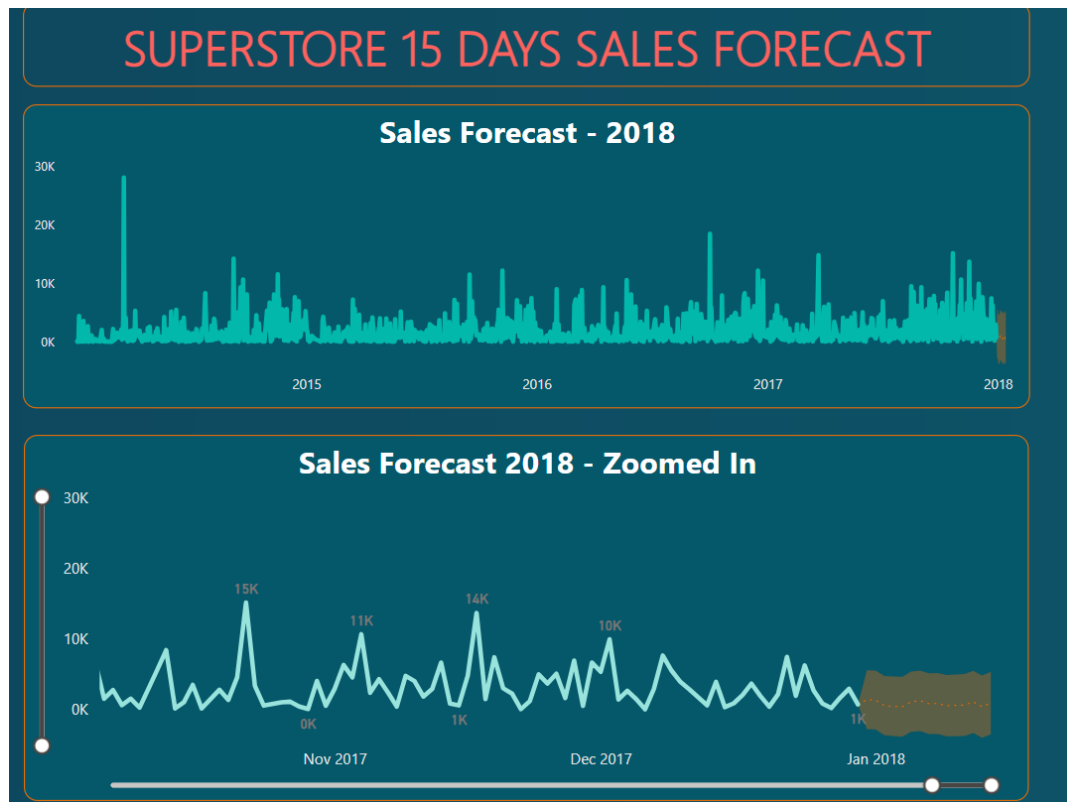
As per the above graph, it is clear that there will be a stable market environment in the first 15 days in 2018 without drastic fluctuations which signifies from the moderate trend.

Recommendations / Suggestions

- For regions with lower sales and profits, consider localized marketing campaigns. Customize promotions to resonate with regional preferences, collaborate with local influencers, or offer region-specific deals to boost sales.
- If certain categories lag in sales and profits, focus on product innovation or diversification within those categories. Conduct market research to understand why these categories are underperforming and adjust product offerings accordingly.
- For segments like Home Office that might be lagging in sales, tailor offerings or discounts to suit their specific needs. Create customized bundles or subscription services to entice these segments and improve sales.
- Partner with efficient logistics providers and optimize shipping routes to expedite delivery times. Explore alternative shipping options or local distribution centers to reduce transit times.