



SUPERSTORE SALES REPORT

2014-2017

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OVERVIEW

During the reading of the dashboard of "SuperStore sales" that was provided, this report is considered a conclusion of the work by presenting the most important figures, numbers, and observations, with presenting proposed solutions to improve sales, income and profits.



1 TOTAL SALES

The total sales that were achieved amounted to **"2.30 million"** over the four years, as **"484.25 thousand"** were achieved in 2014, **"470.53 thousand"** in 2015, **"609.21 thousand"** in 2016, and **"733.22 thousand"** in 2017.



2 PROFIT

The total profit that was achieved amounted to **"286.40 thousand"** over the four years, as **"49.54 thousand"** were achieved in 2014, **"61.62 thousand"** in 2015, **"81.80 thousand"** in 2016, and **"93.44 thousand"** in 2017.



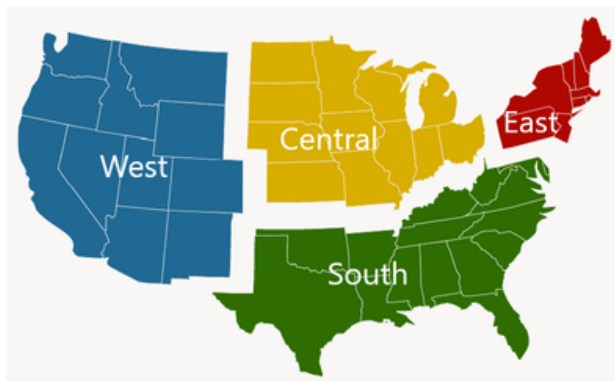
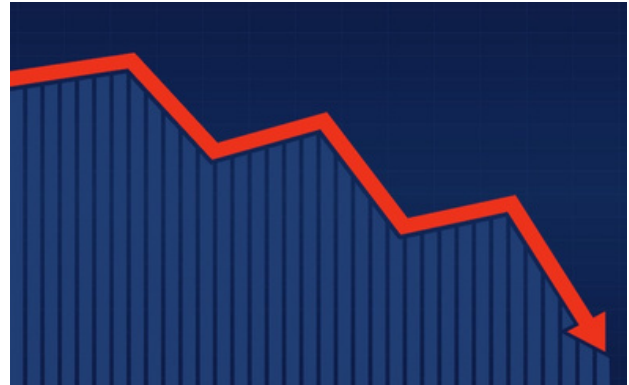
3 MARGIN

The margin amounted to **"12.47% percent"** during the four years, as the ratio was **"10.23% percent"** in 2014, **"13.10% percent"** in 2015, **"13.43% percent"** in 2016, and **"12.74% percent"** in 2017.

OBSERVATIONS

SALES THROUGHOUT THE MONTH.

We notice a decrease in sales in the last week of the month, with the lowest amount recorded during this period, specifically on the 29th.



BEST REGION

The presence of the western region in the first place in total sales is justified and expected, given the fact that the western region of the United States is home to many different landforms, and farms. Some of the country's most amazing natural wonders and national parks are found here.

NEGATIVE PROFIT

Losses were recorded in the state of Texas, the second-largest state in the United States of America. The losses amounted to over \$25,000, which begs the question: why was this number recorded in a major state like Texas, which is considered a state favorable for business?



SUGGESTED SOLUTIONS

1

SALES THROUGHOUT THE MONTH.

We talked about a decrease in sales during the last week of each month, we recommend making discounts or special offers at the end of the month.

2

BEST REGION

It would be good for business and profit, to focus more on the western region due to many factors previously mentioned.

3

NEGATIVE PROFIT

The most surprising thing for us is the negative profit recorded in Texas. There must be comprehensive control of work in the state of Texas, such as monitoring the quality of customer service.