

286.40K

Profit

Region

All

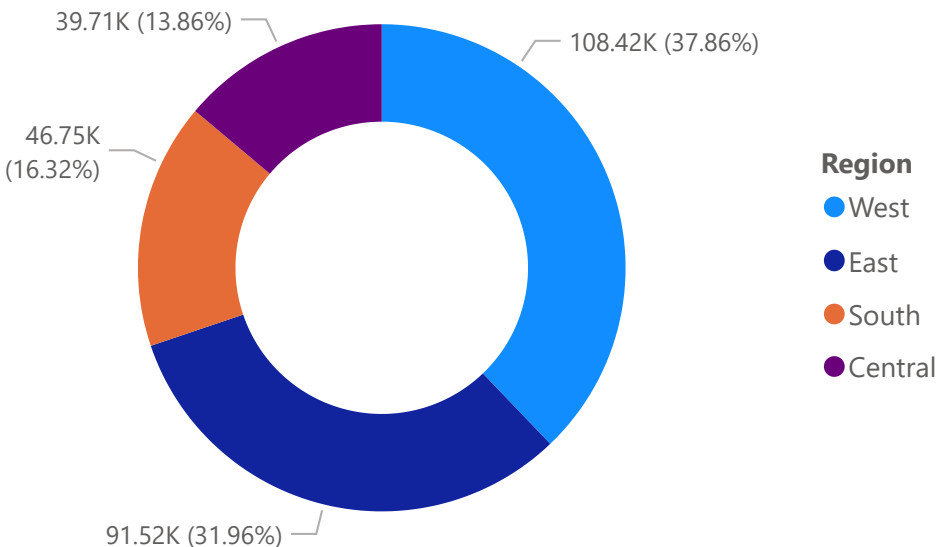
City

All

Category

All

Profit by Region



Profit by City

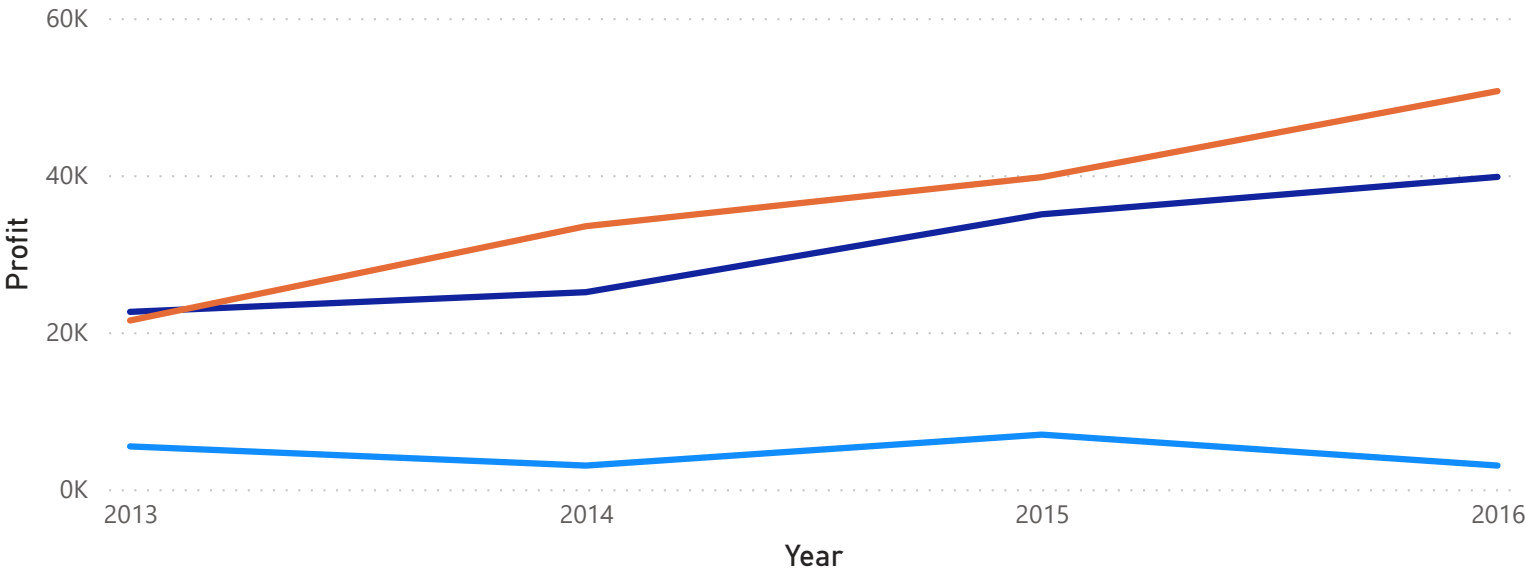
City	Profit
New York City	62,036.98
Los Angeles	30,440.76
Seattle	29,156.10
San Francisco	17,507.39
Detroit	13,181.79
Lafayette	10,018.39
Jackson	7,581.68
Atlanta	6,993.66
Minneapolis	6,824.58
San Diego	6,377.20
Springfield	6,200.70
Columbus	5,897.10
Newark	5,793.76
Columbia	5,606.12

Profit by State

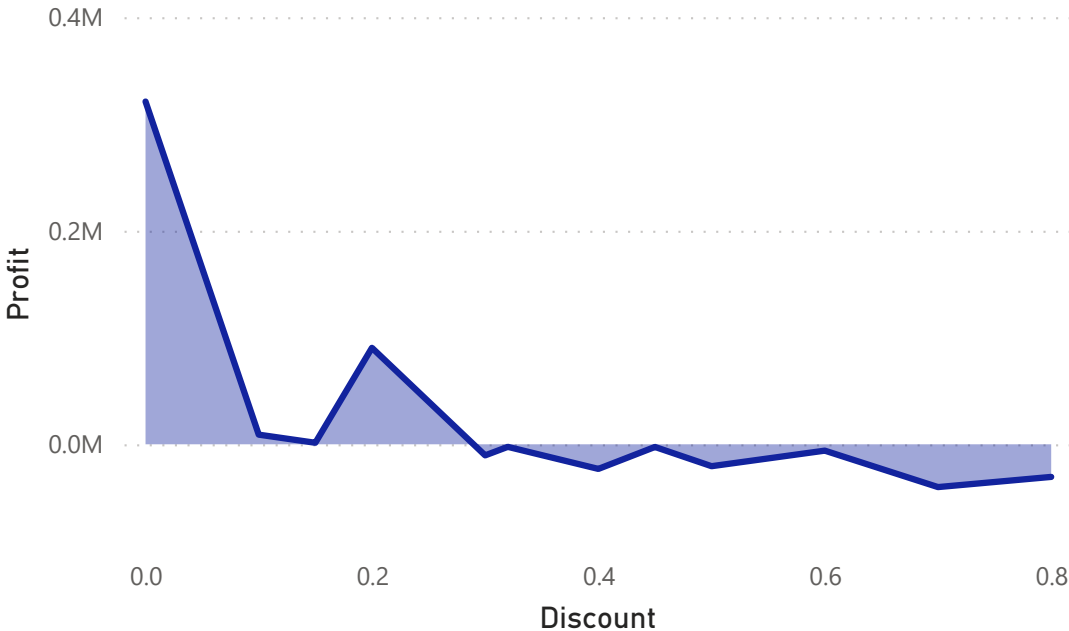
State	Profit
California	76,381.39
New York	74,038.55
Washington	33,402.65
Michigan	24,463.19
Virginia	18,597.95
Indiana	18,382.94
Georgia	16,250.04
Kentucky	11,199.70
Minnesota	10,823.19
Delaware	9,977.37
New Jersey	9,772.91
Wisconsin	8,401.80
Rhode Island	7,285.63
Maryland	7,031.18

Year wise Profit Trend by Category

Category Furniture Office Supplies Technology



Profit by Discount



2.30M

Sales

Region

All

State

All

City

All

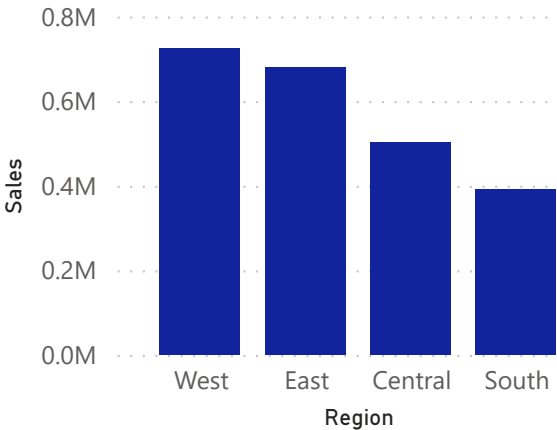
Category

All

Segment

All

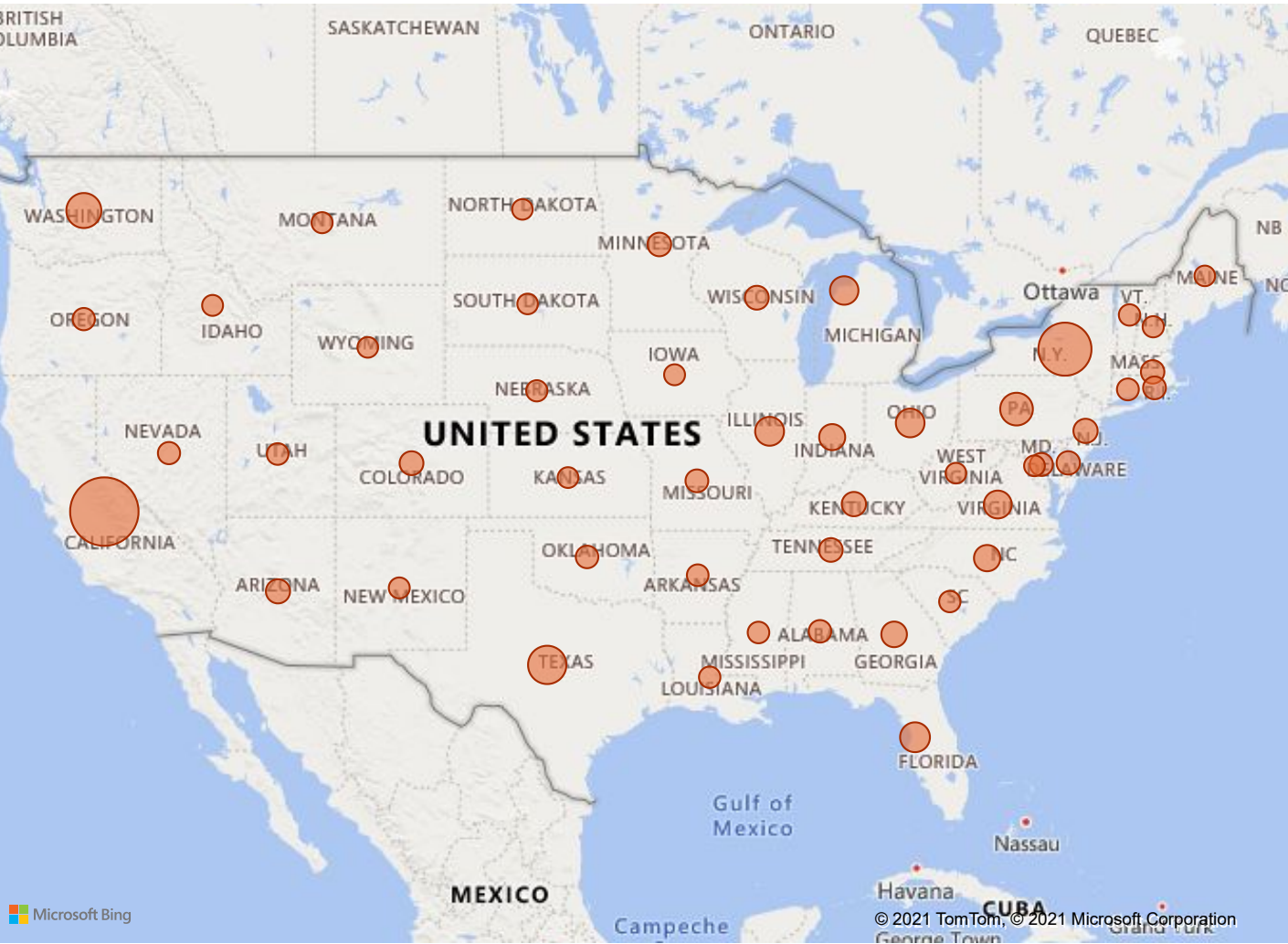
Sales by Region



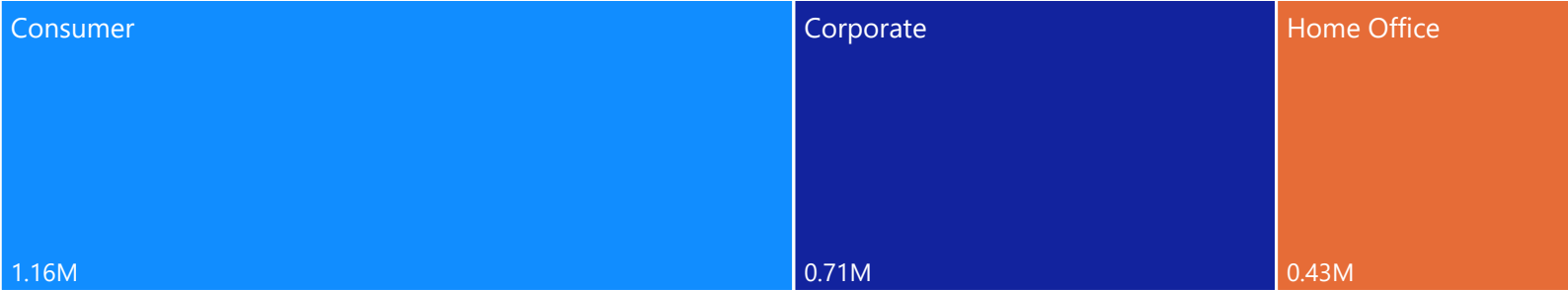
Sales by City

City	Sales
New York City	2,56,368.16
Los Angeles	1,75,851.34
Seattle	1,19,540.74
San Francisco	1,12,669.09
Philadelphia	1,09,077.01
Houston	64,504.76
Chicago	48,539.54
San Diego	47,521.03
Jacksonville	44,713.18
Springfield	43,054.34

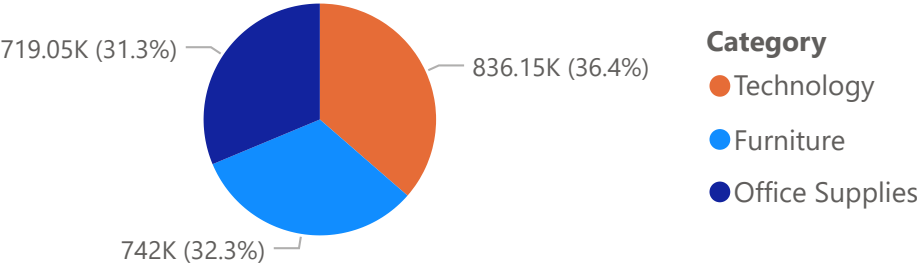
Sales by State



Sales by Segment



Sales by Category



Region

All

State

All

City

All

Category

All

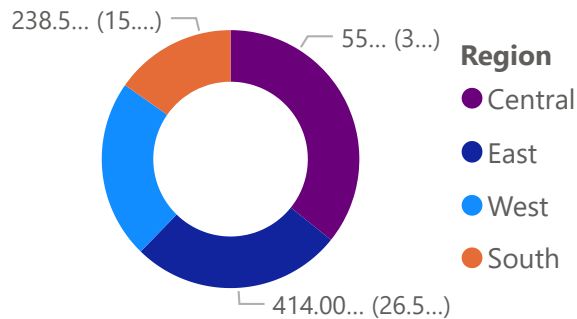
Sub-Category

All

Segment

All

Discount by Region



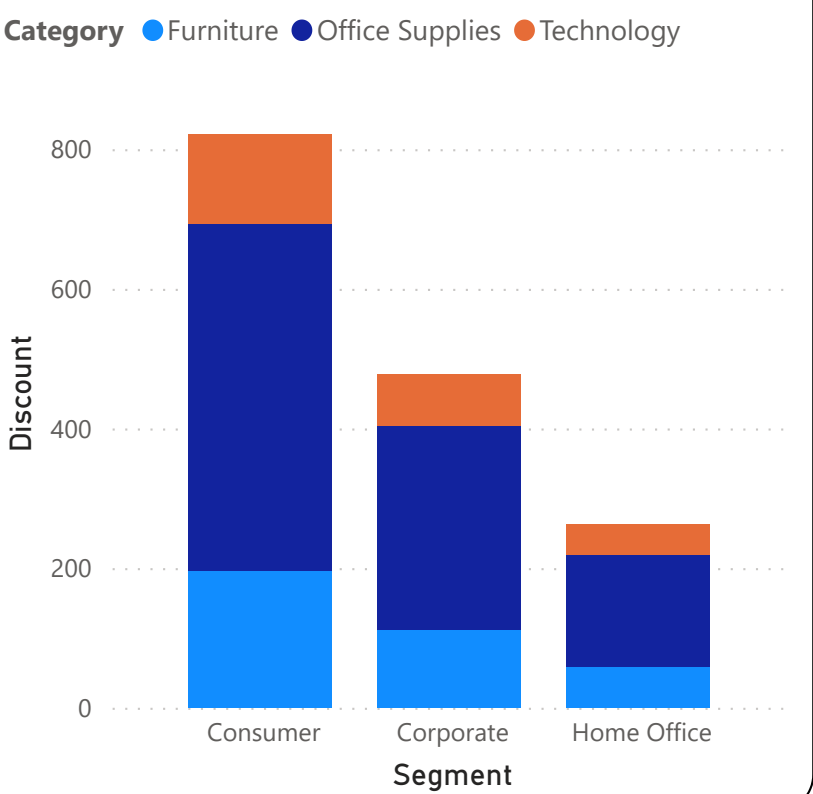
Discount by City

City	Discount
Philadelphia	175.50
Houston	143.14
Chicago	120.50
Dallas	56.30
Los Angeles	55.50
New York City	51.40
Columbus	38.50
Jacksonville	35.85
San Francisco	34.00
Seattle	27.80
Aurora	24.00
Springfield	23.20
San Antonio	22.60
Phoenix	22.30
Miami	18.65

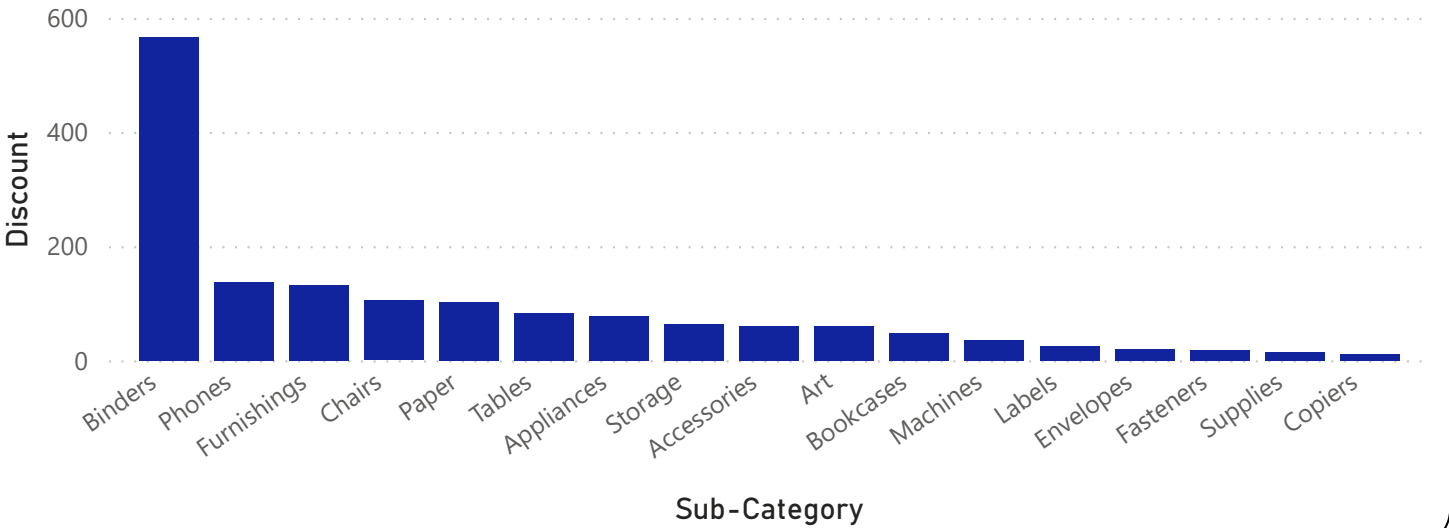
Discount by State

State	Discount
Texas	364.64
Pennsylvania	192.90
Illinois	191.90
Ohio	152.40
California	145.60
Florida	114.65
North Carolina	70.60
Arizona	68.00
New York	62.40
Colorado	57.60
Tennessee	53.30
Oregon	35.80
Washington	32.40
Utah	3.20
Nevada	2.40
New Mexico	2.20
Massachusetts	2.10

Discount by Segment and Category



Discount by Sub-Category



Region

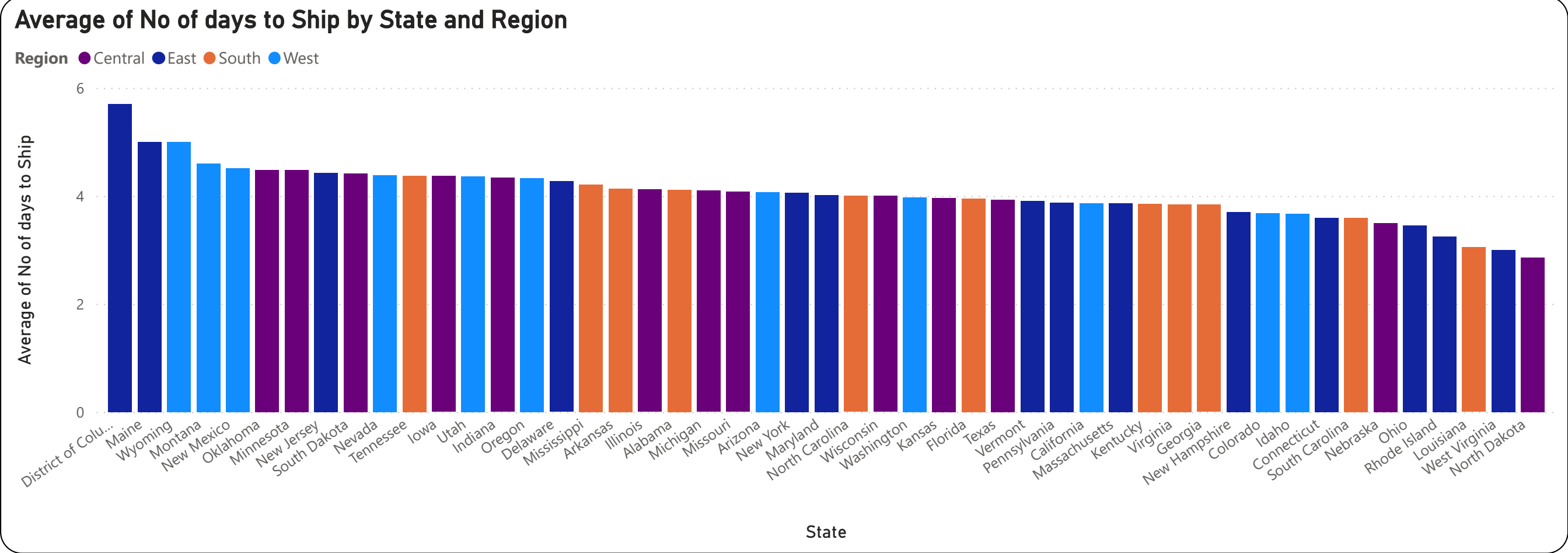
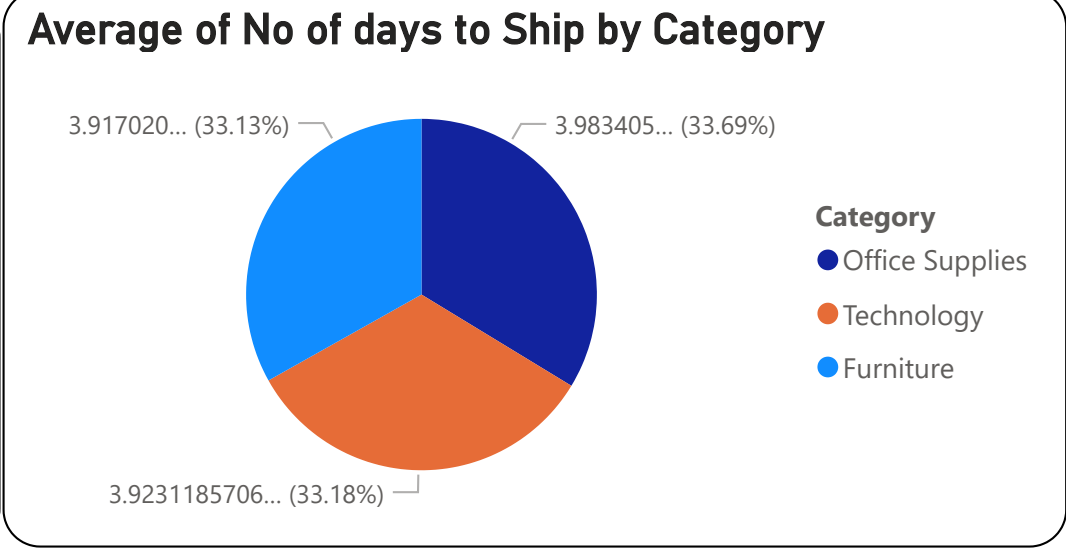
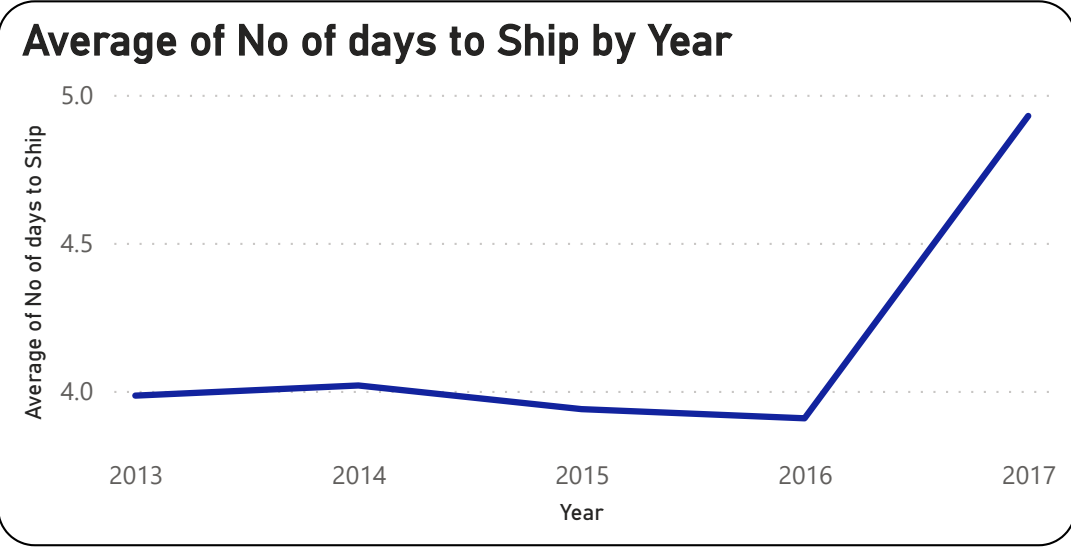
All

State

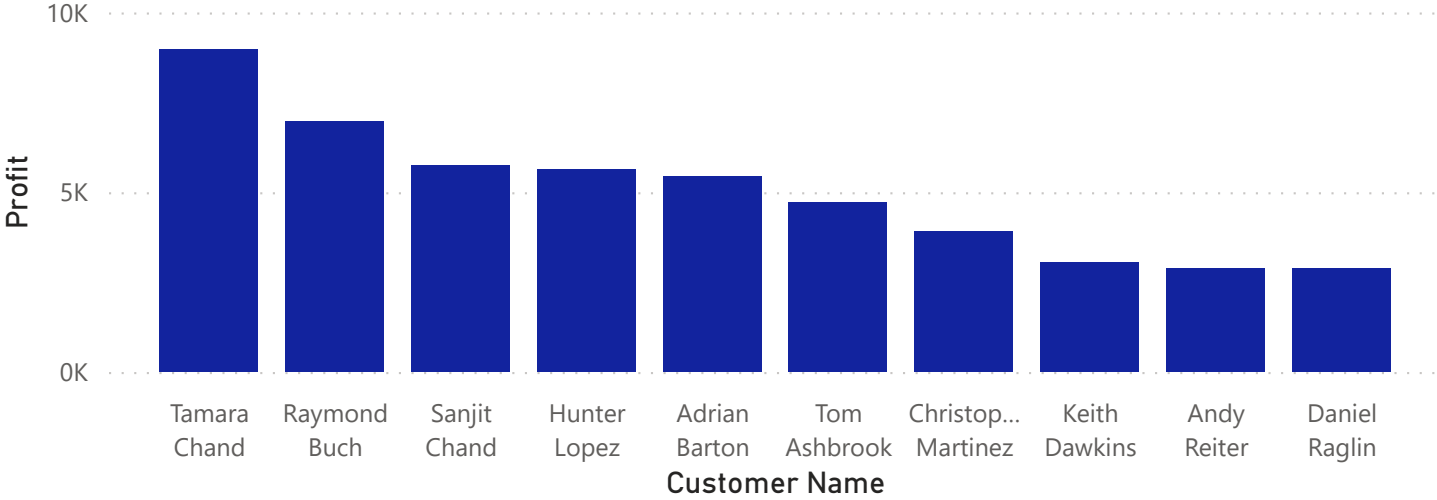
All

Category

All



Top 10 Customers by Profit

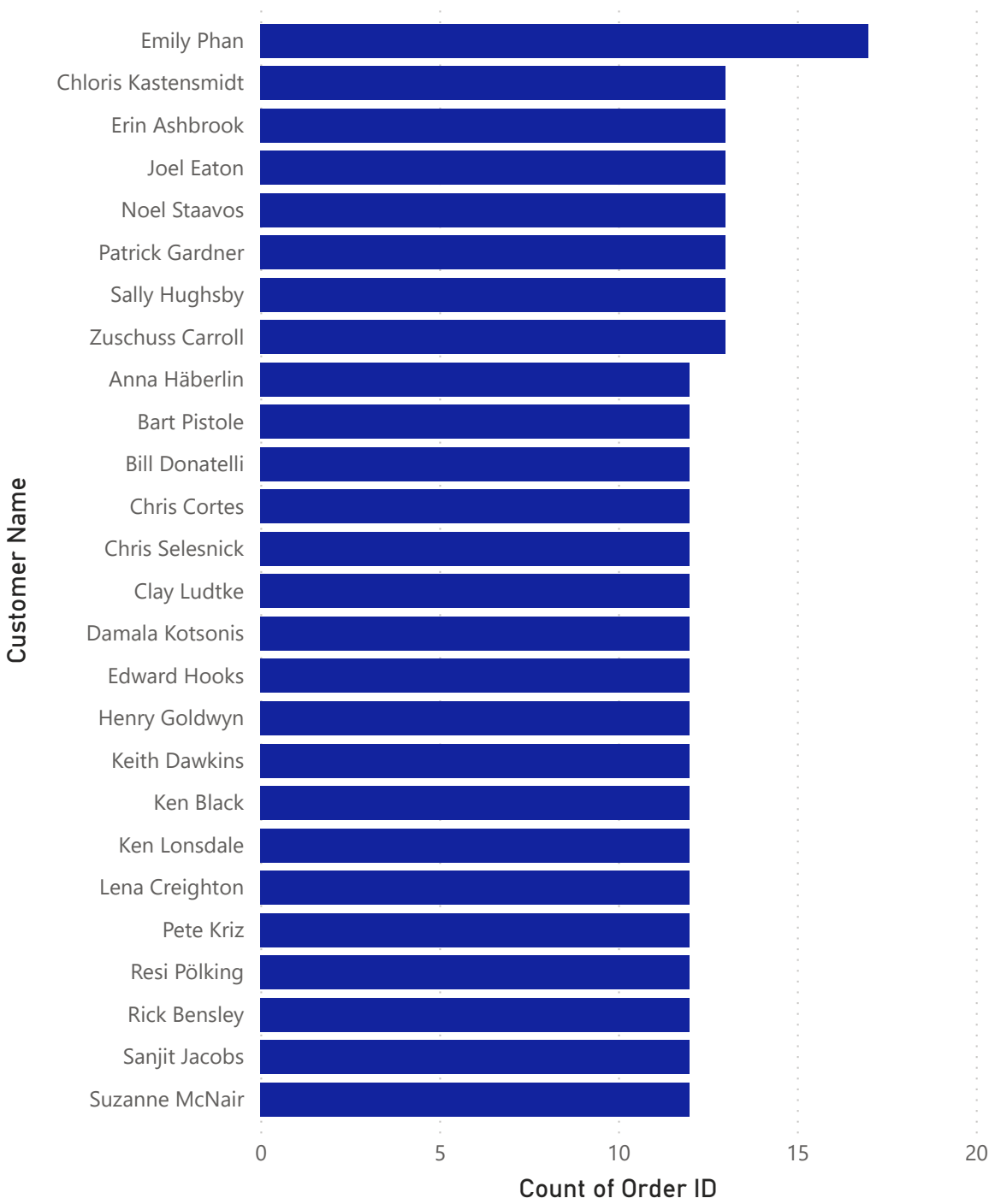


Top 10 Customers by Sales



- Tamara Chand made more profit to the superstore, even though he is not a regular customer (No of Orders is less)
- Emily Phan has highest no of orders but didn't contribute more to sales and profit since her most of the orders were with discount.
- Sean Miller has contributed the most towards sales of the Superstore.

Top 10 Customers by Order count



Business Insights

- Concentrate more on south and central region since profit is less compared to other 2 region.
- Reduce discount price to make more profit. With discount, superstore is making loss. Especially, Texas state has more discount than any other state in the country.
- Concentrate more on Furniture, since there is no increase in profit trend and sales trend of furniture.
- Increase no of sales of Corporate and Home Office Segment.
- The No of days to ship has increased trend in all regions except South.
- The average No of days to ship the products is about 4 days. Reducing it to 2 days would improve customer satisfaction which might increase sale.
- Binder is the Sub-Category where superstore offers more discount which needs to reduced .
- There are customers who order often, but using discounts so that superstore has no profit from those orders. (Ex: Emily Phan)
- Customers who contributed more to superstore sales are not the reason for superstore profit. (Ex: Sean Miller)
- Some customers who contribute more towards profit are not regular customers. Customer retention can be achieved by using some strategies like Membership cards and Coupons to increase the profit.