

THE SUPERSTORE STORY

Data Analysis using Pivot Tables in Excel

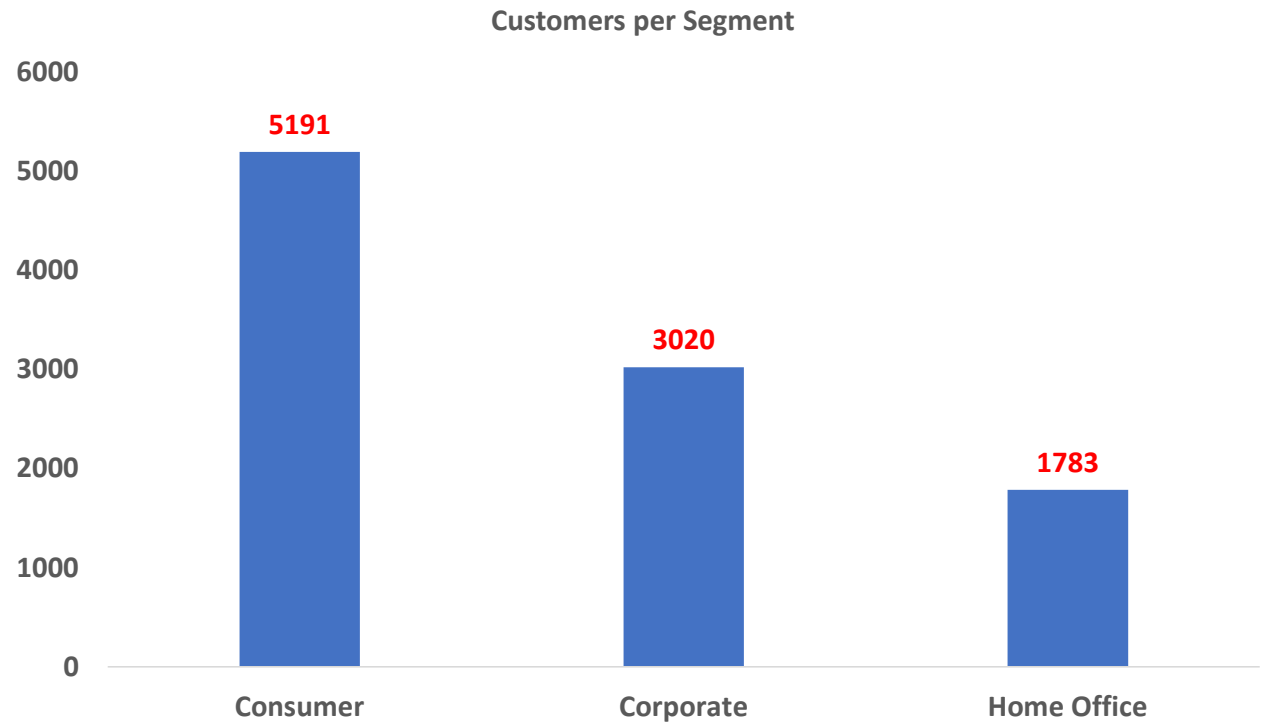
**A PRODUCT, CUSTOMER and ORDER based
Analysis using Pivot Tables**



CUSTOMER BASED ANALYSIS

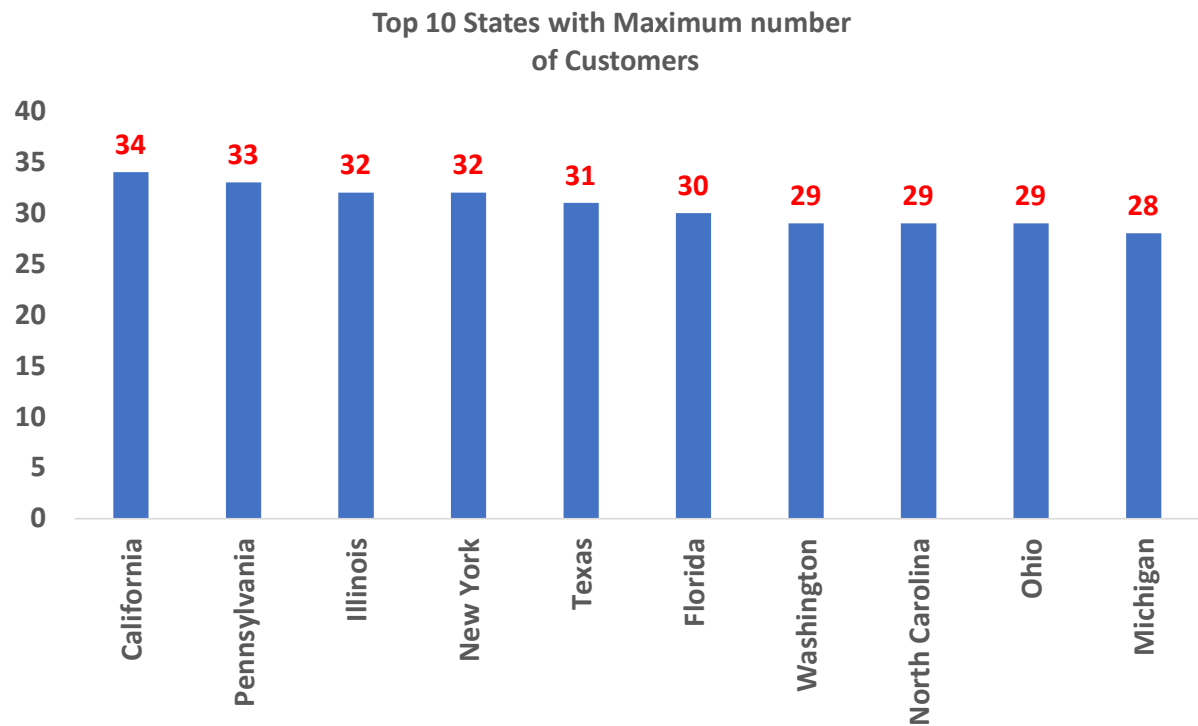
Which segment has maximum customers?

- Most number of Customers comes from Consumer Segment.
- Is this what our stakeholders want?



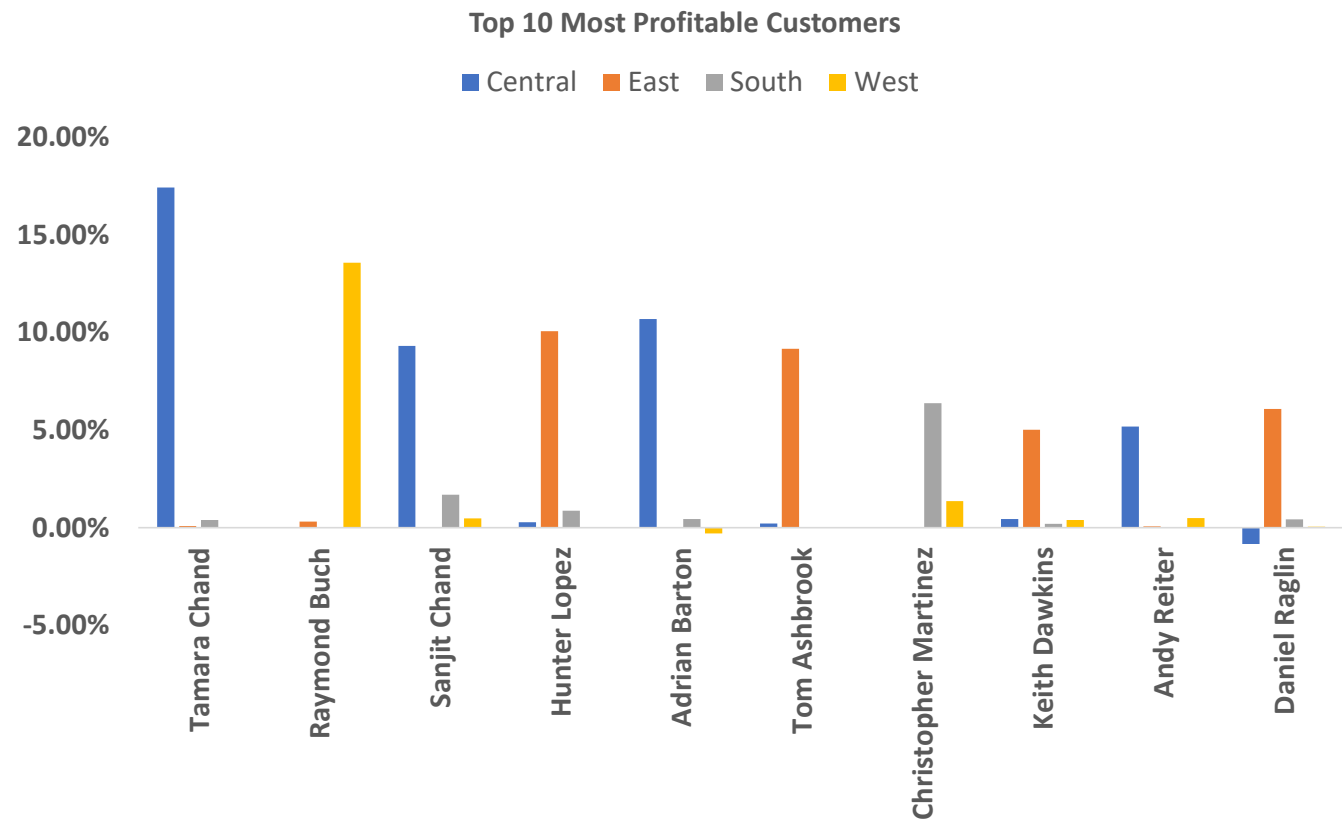
Which state has most number of Customers?

- **California** being one of the largest state tops in terms of number of customers, followed by **Pennsylvania** closely.



Who is the most profitable Customer region-wise ?

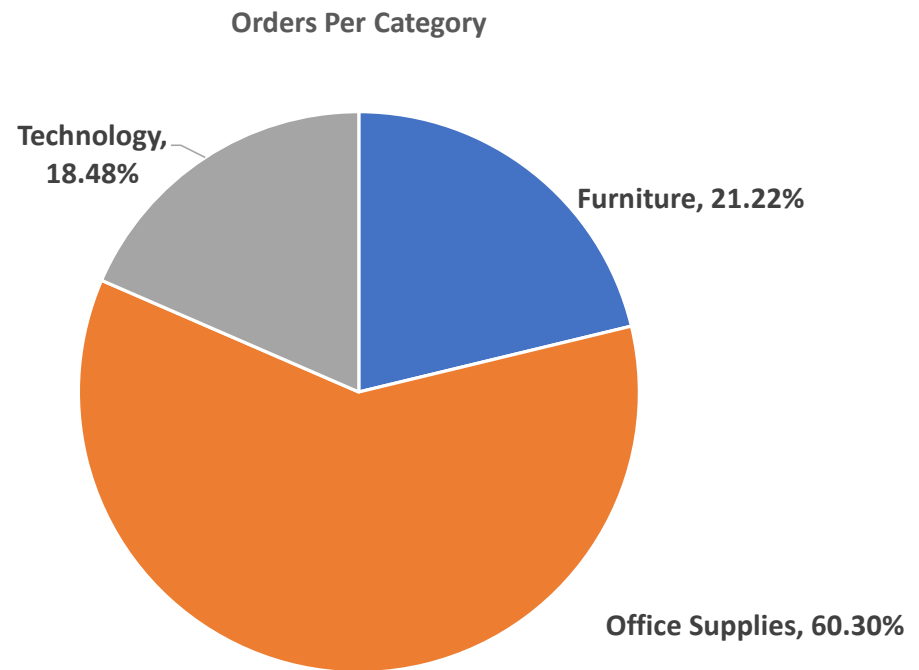
- **Tamara Chand** is the most Profitable Customer from **Central Region** with net profit of **17.43%** , **Raymond Buch** from **West** with **13.57%**



PRODUCT BASED ANALYSIS

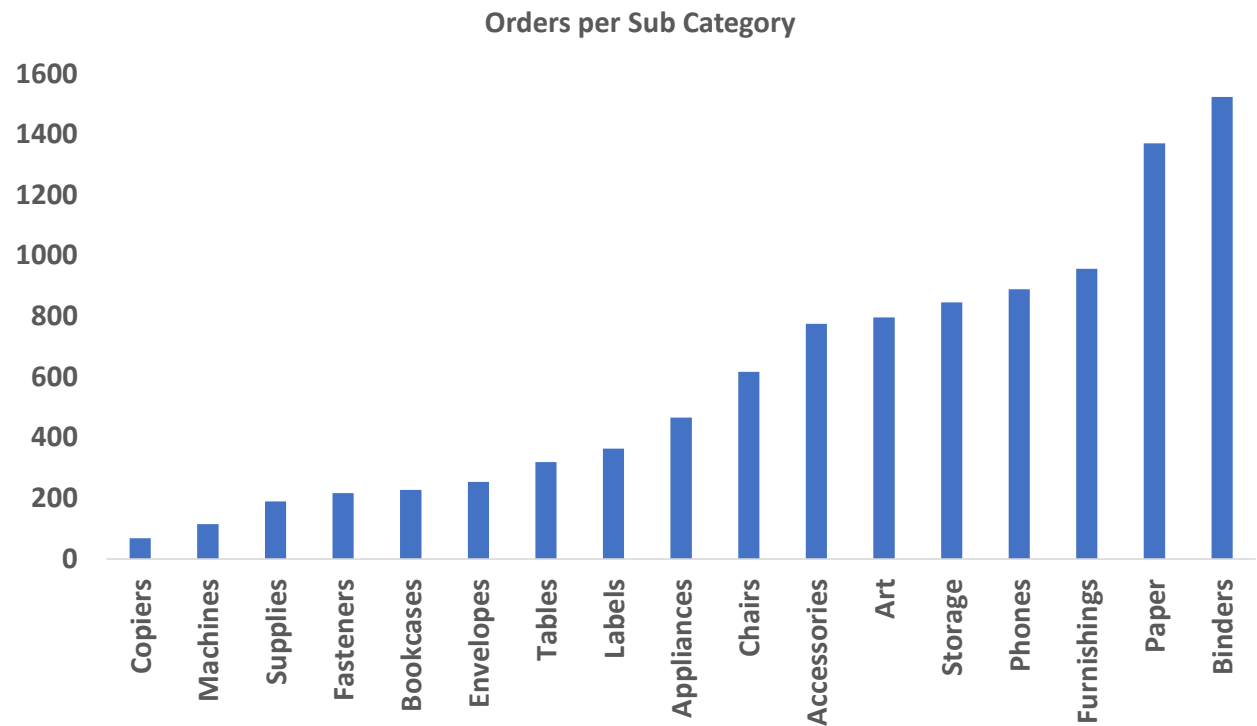
Which Category has maximum orders?

- **Office Supplies** are ordered the most by the Customers, contributing to **60%** of the orders.
- So depending on the focus of our stakeholders, we can market the category accordingly.



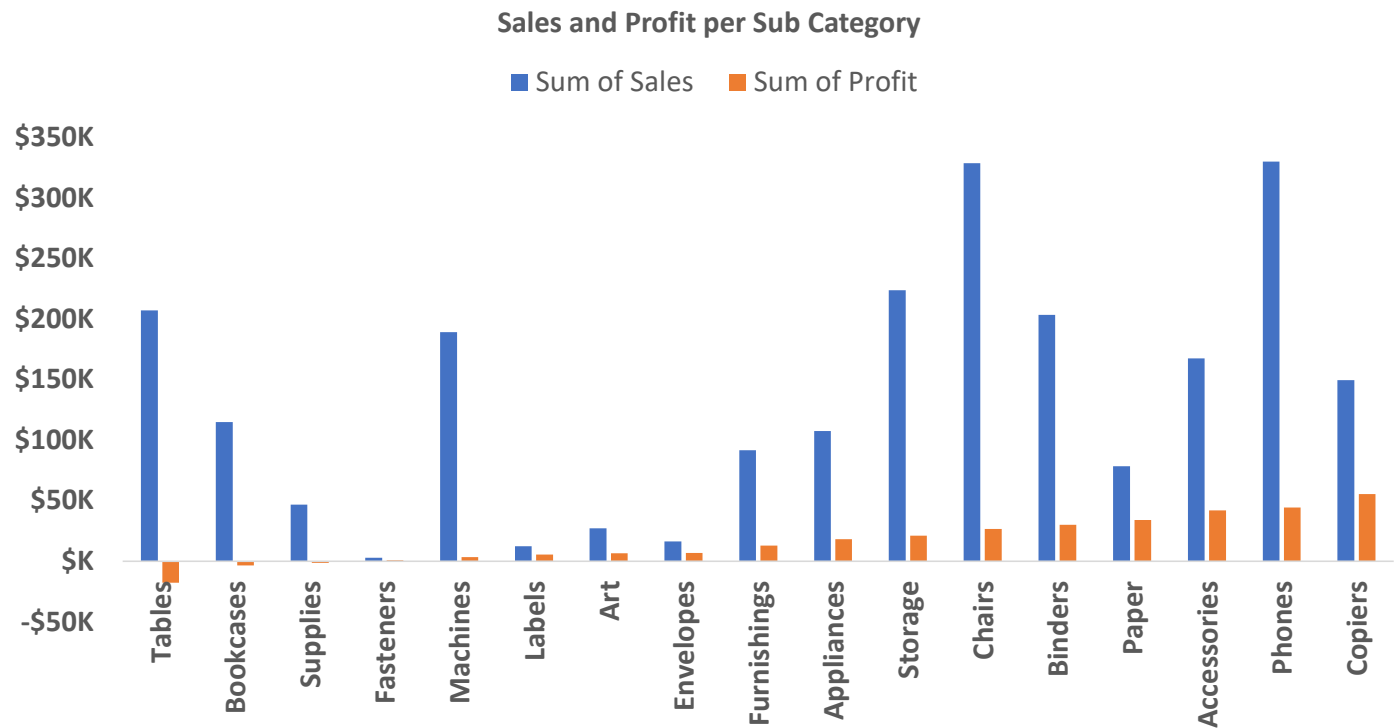
Which Sub-Category is ordered the most?

- Binders is the most ordered sub-category followed by paper, and Copiers being the least.
- We can focus on advertising the other products to increase their sales.



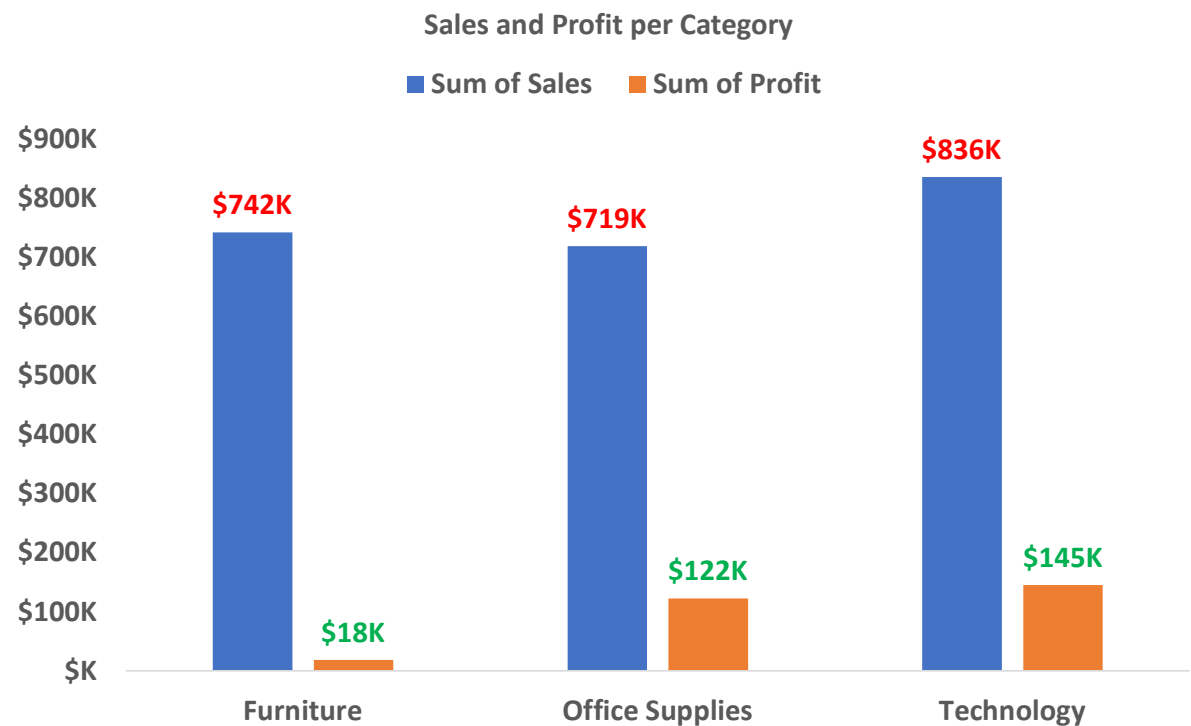
Which Category is most profitable?

- **Phones** and **Chairs** tops the Sales list, whereas, **Copiers** being the least ordered item makes the most of the **profit** of **55K** out of all Sub-categories
- **We can focus on increasing the sales of Copiers.**



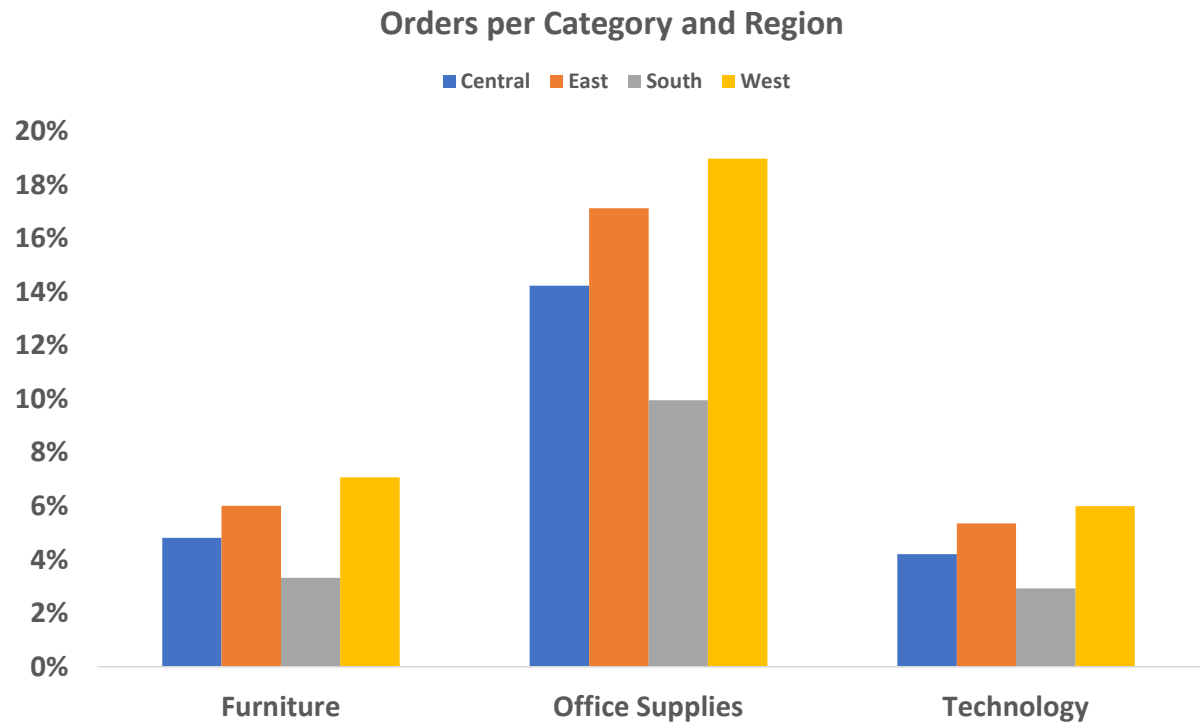
Which Category makes maximum Profit?

- **Technology** tops the list with maximum sales of **\$836K** and profit of **\$145K**.
- **Our Focus should be on increasing profit in Furniture, though we are selling a lot here but not making much of a profit**
- **Profit in Furniture is not even 2.5 % of our total sales in Furniture.**



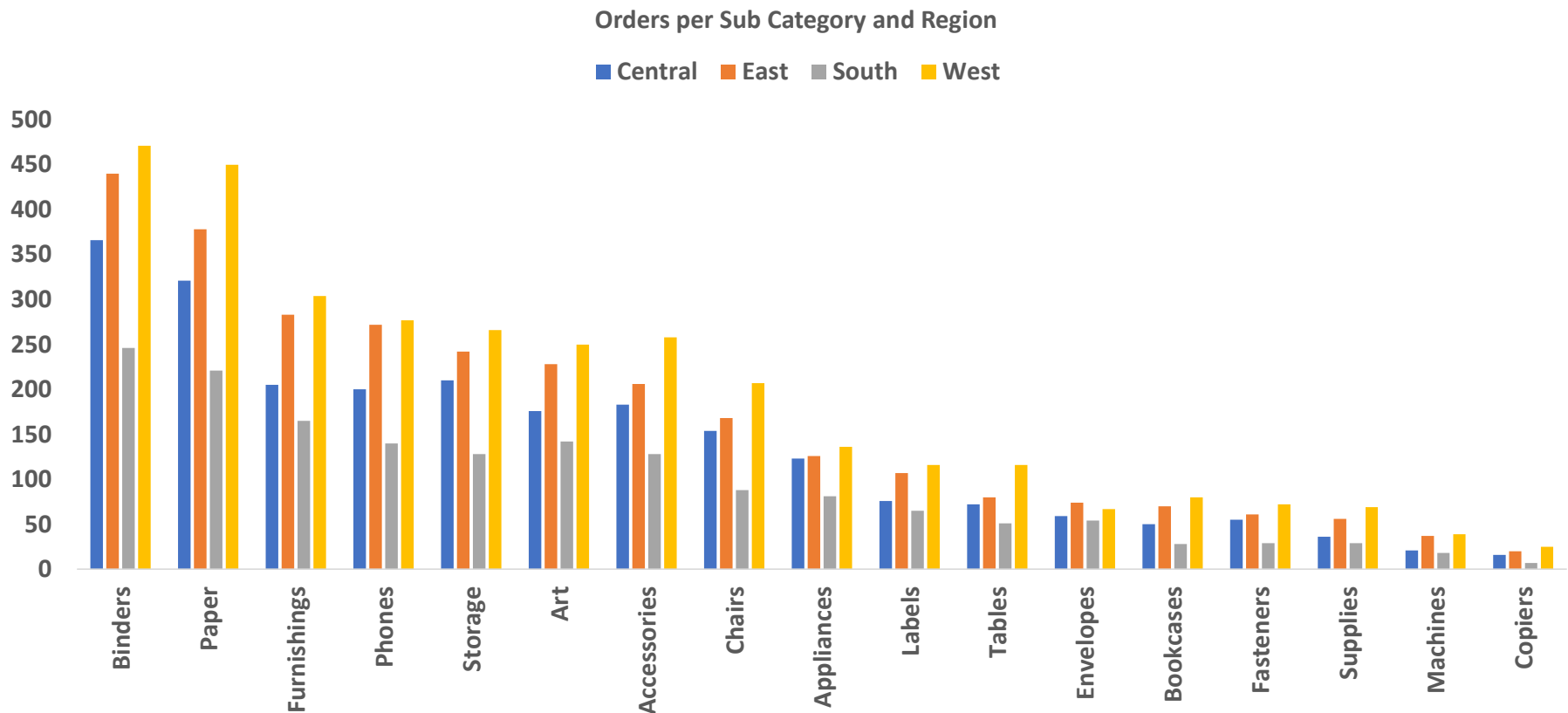
Which region makes most number of orders in each category?

- People from every region are shopping more of Office Supplies, however, people from West are shopping a lot of Office Supplies, and this trend is consistent for other categories as well.
- So our target Customer lives in West.



Which Sub-category makes most number of orders in each Region?

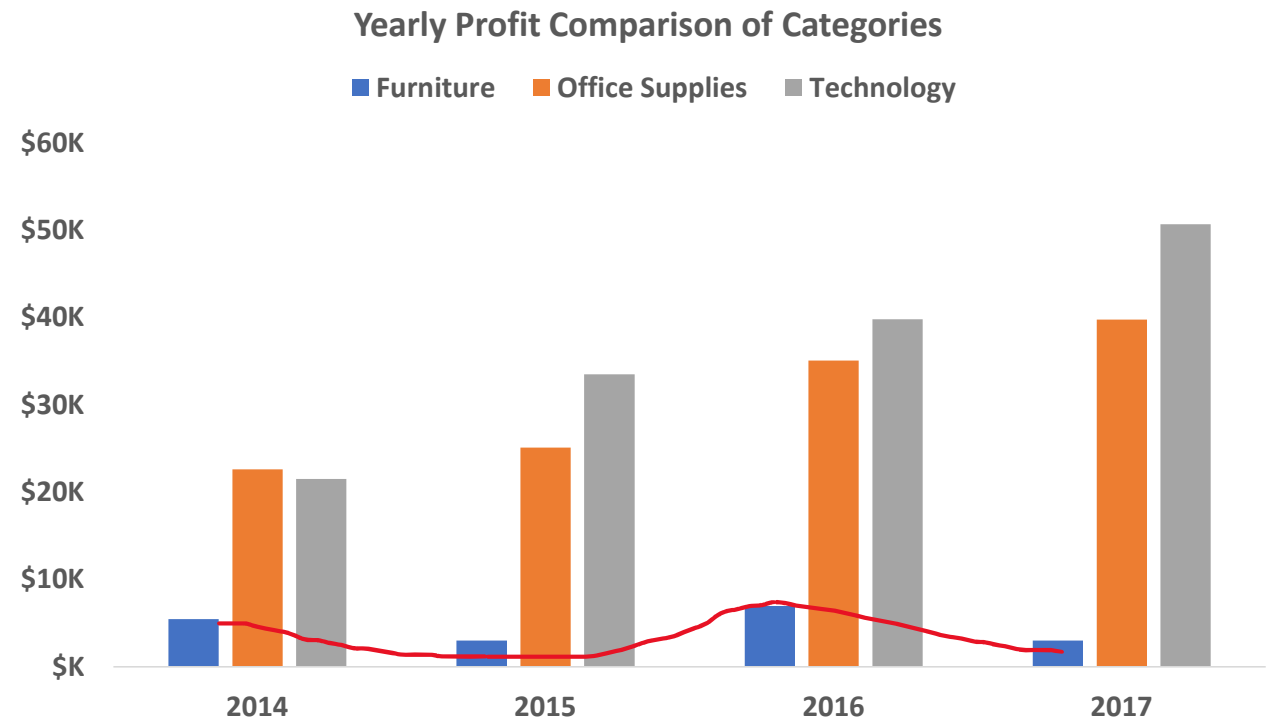
People from West are shopping a lot of Office Supplies like Binders and Paper



ORDER BASED ANALYSIS

What is Profit trend of Categories over the years?

- There is linear increase in Profit of Office Supplies and Technology from 2014 onwards, however for Furniture it fluctuates.



How yearly profit trends over the years for Sub-Categories?

