SUPERSTORE ANALYSIS

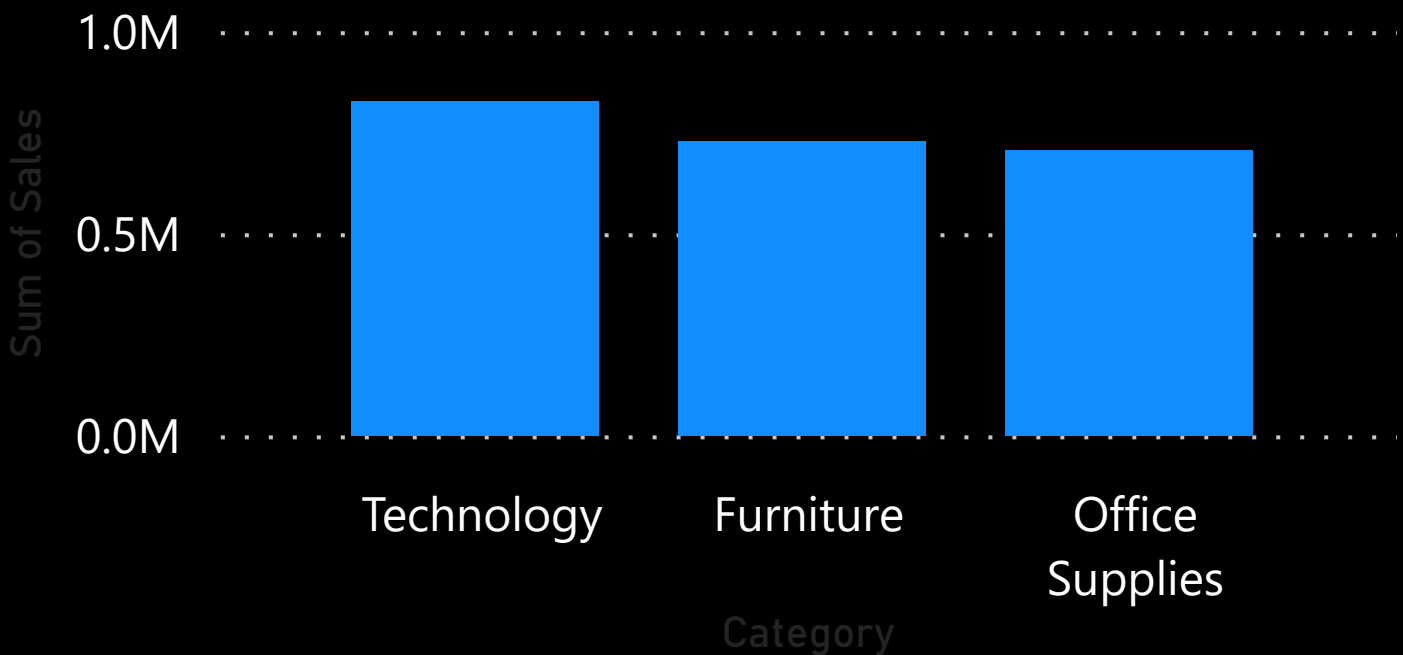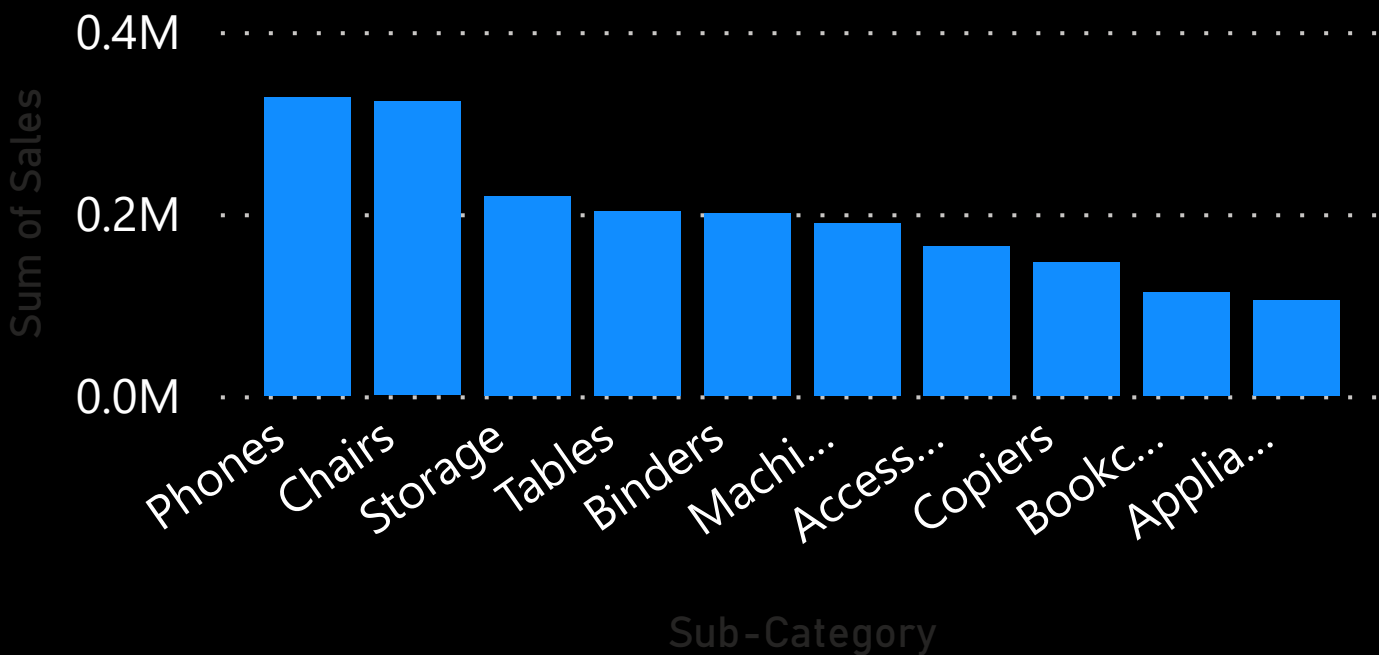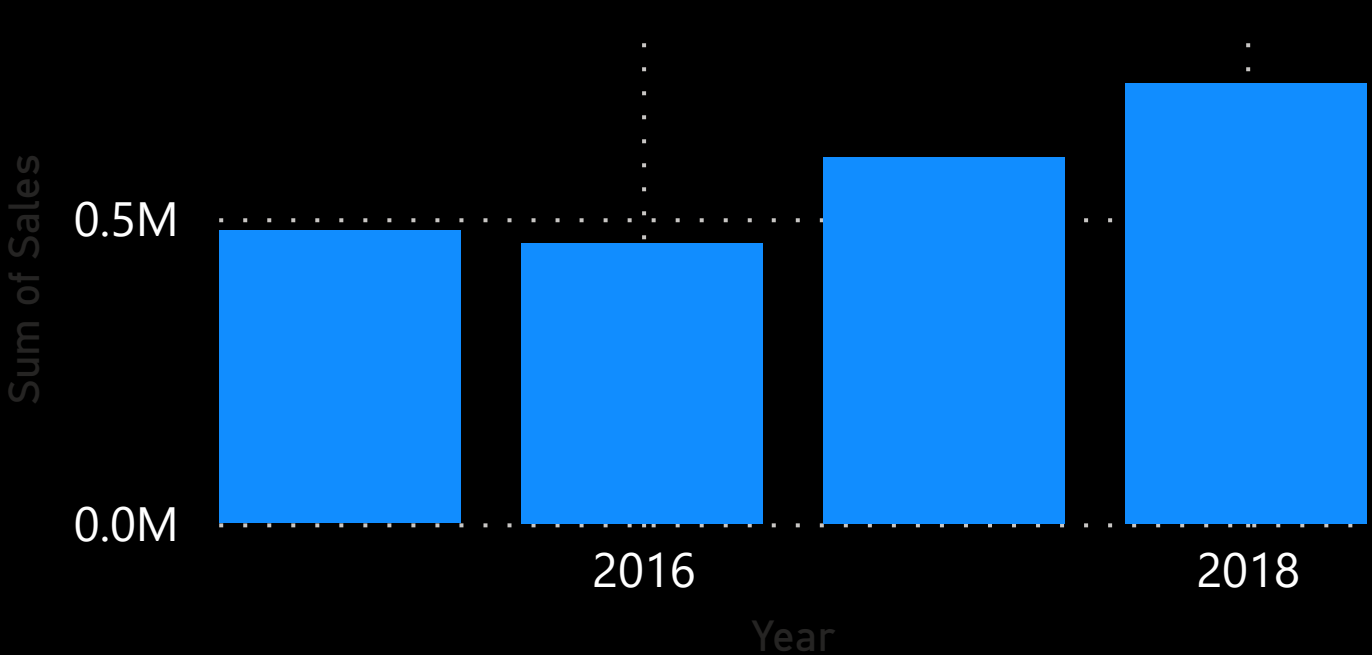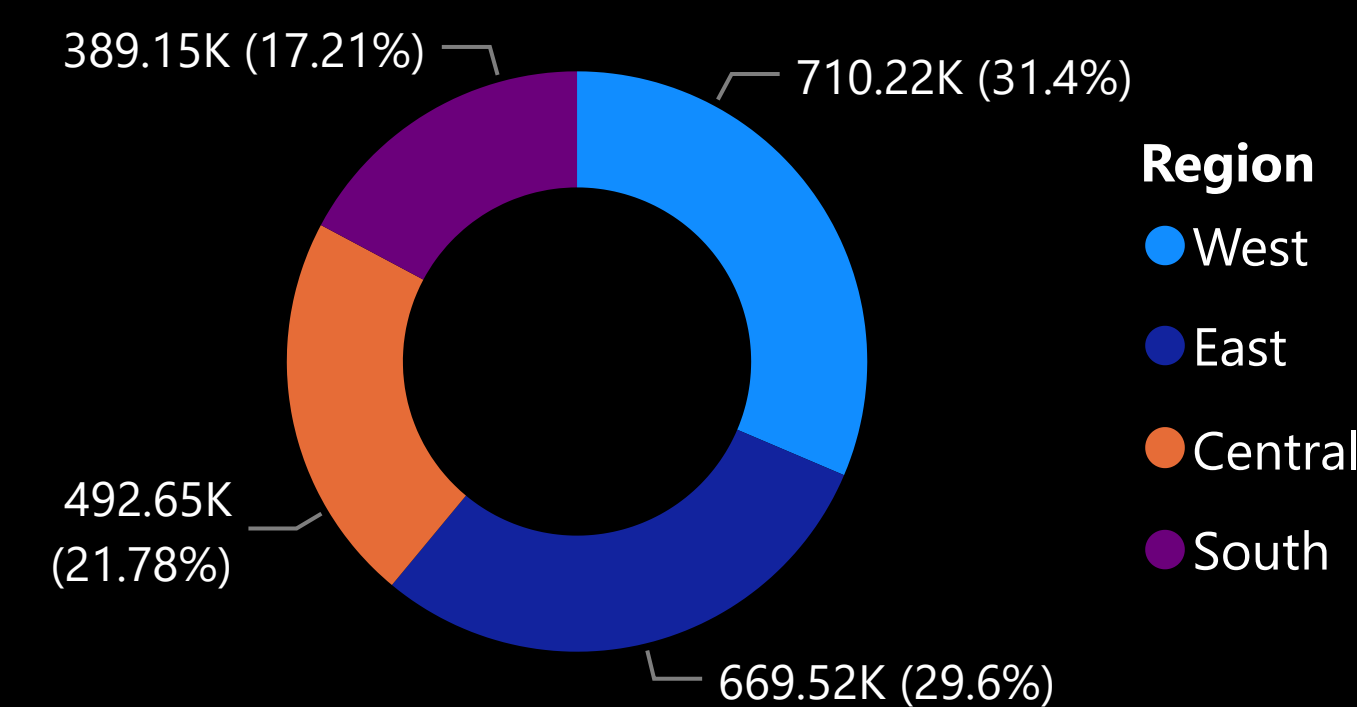| 2.26M	4922	230.77	1861
Sales_Sum	Total_Orders	Average of Sales	Total_Products

Sum of Sales by Category

Sum of Sales by Sub-Category

Sum of Sales by Year

Sum of Sales by Region

389.15K (17.21%)
710.22K (31.4%)
492.65K (21.78%)
669.52K (29.6%)

Region
- West
- East
- Central
- South

Sum of Sales by Segment

0.42M (18.79%)
1.15M (50.76%)
0.69M (30.44%)

Segment
- Consumer
- Corporate
- Home Office

Sum of Sales by Ship Mode

0.35M (15.28%)
1.34M (59.29%)
0.45M (19.8...)

Ship Mode
- Standard Cl...
- Second Class
- First Class
- Same Day
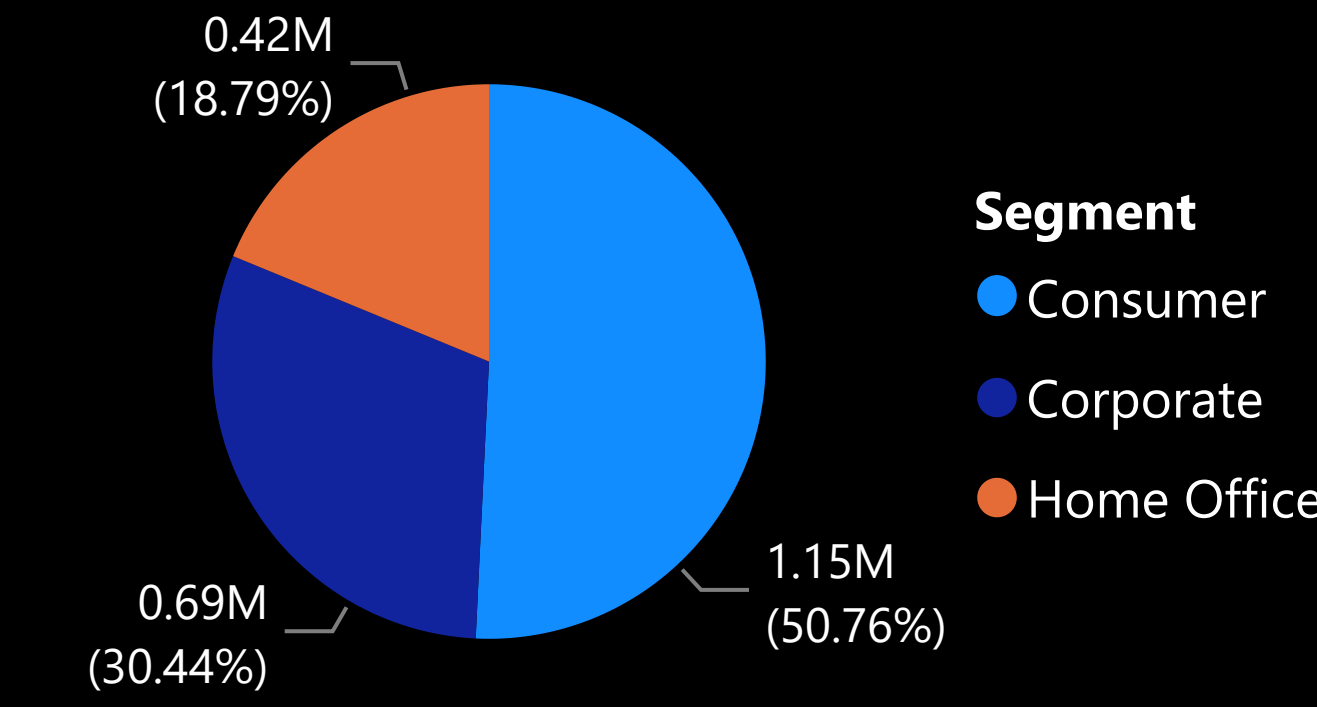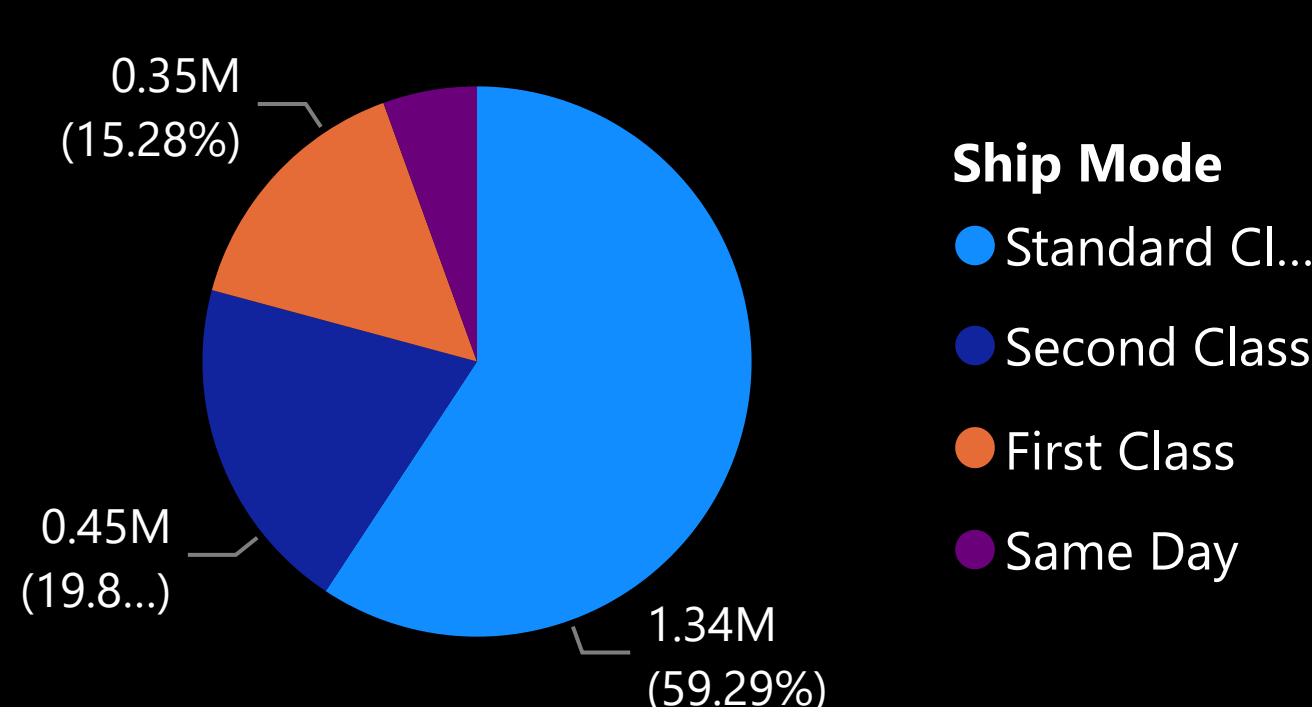
SUPERSTORE ANALYSIS

Phones
Sub-Category with High Sales

California
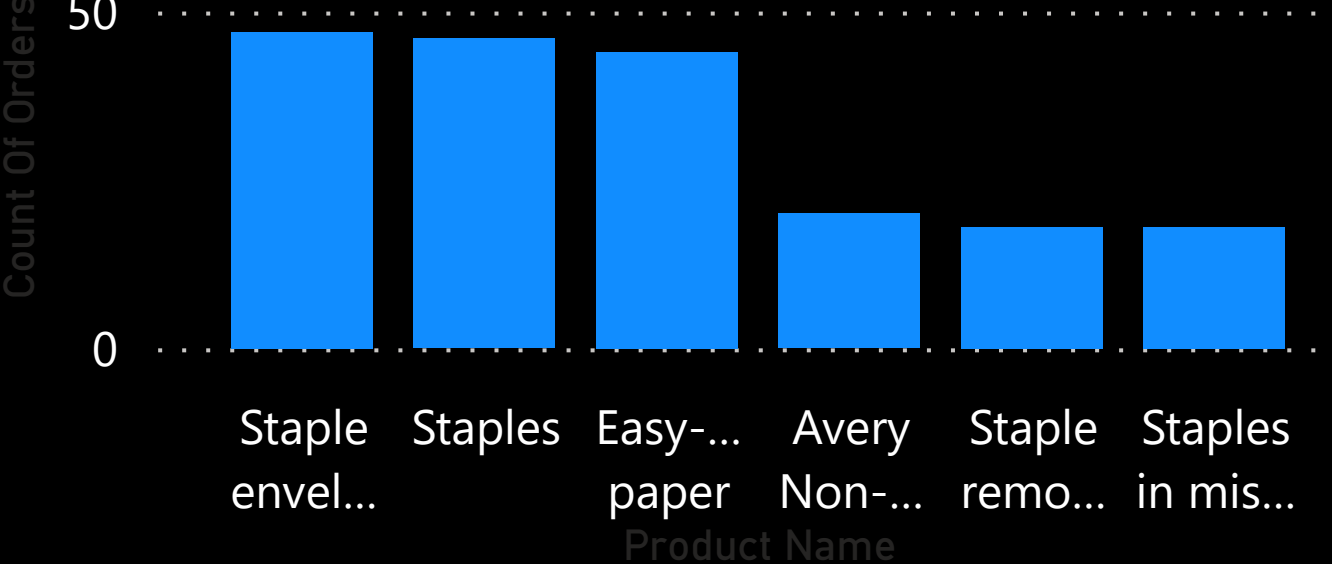State with High Sales

Fasteners
Sub-Category with Low sales

Sum of Sales by State

Sum of Sales by City

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Microsoft Bing   © OpenStreetMap
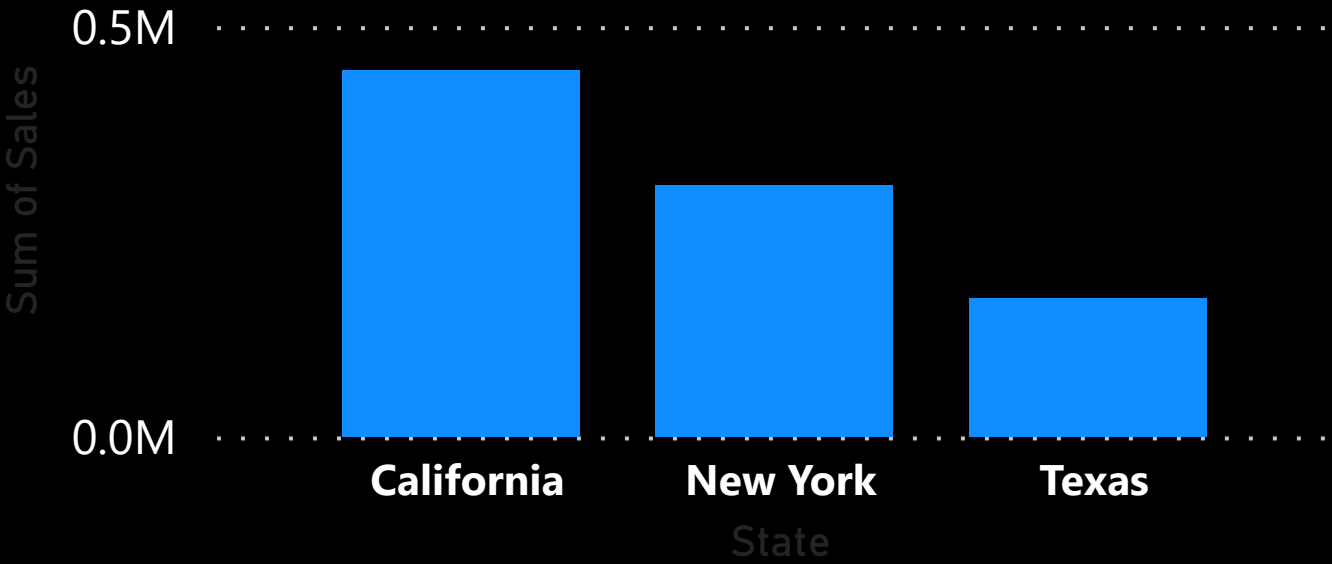
Count of Orders by Product Name

Top 5 Products based on Sales

Canon imageCLASS 2200 Advanced Copier

61,599.82
Sum of Sales

Cisco TelePresence System EX90 Videoconferen...

22,638.48
Sum of Sales

Customer ID	NO OF ORDERS
EP-13915	17
CK-12205	13
JE-15745	13
PG-18820	13
ZC-21910	13
AH-10690	12
Total	**4922**

Customer Name	NO OF ORDERS	Region
Aaron Bergman	1	West
Aaron Hawkins	1	South
Aaron Smayling	1	Central
Aaron Smayling	1	East
Adam Bellavance	1	Central
Adam Bellavance	1	South
Total	**4922**	

INSIGHTS:

1. The SuperStore Sales are gradually increasing from 2015-2018
2. West region has higher sales and South Region has lower sales
3. The highest Sales are generated by the product Phones
4. The lowest Sales are generated by Fasteners
5. California State has more sales
6. People are showing much interest in Standard Class Shiipmode

RECOMMENDATIONS:

1. As the Superstore have to stock up the items that are in demand stock up with the products that are related to Technology Category, especially from the Phones Sub-Category
2. Increase the Marketing in West Region to maintain the sales
3. Find the reasons and take the required actions to increase the sales in South Region
4. Don't stock up more from the fasteners Sub-category