

Superstore Sales

Based on Survey with 9,995 rows of and 23 columns data.

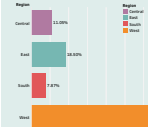
A Superstore (also hyperstore, Supercenter, or Megastore) is a physically large retail establishment, often offering a wide variety of merchandise for sale.

Commercially, Superstores can be broken down into two categories: general merchandise (examples include Walmart, Target, and specialty stores such as Barnes & Noble, BestBuy) which specialize in goods within a specific range, such as office appliances, furniture or consumer electronics respectively.



Sales by Region & Customers

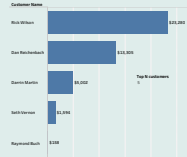
Sales by Region



63% sales from the western region.

Rick Wilson is our top customer with \$23,208 as the highest sales.

Top customers by sales



Profit by Region



we made more profit from the western region with

\$35,636. In comparison with the profit and sales by region. The higher the sales of product, the more profit gained i.e profit is directly proportional to sales

How can superstore yield more sales & profit?

Superstore should focus more on Advertising maybe through Email Marketing ,Ads Campaign on the south and central region.

Discount should be increased for least customers to make them buy more product.

Superstore should Improve Customer Service & Marketing team either through trainings , recruitment of experienced employee or any other method.