

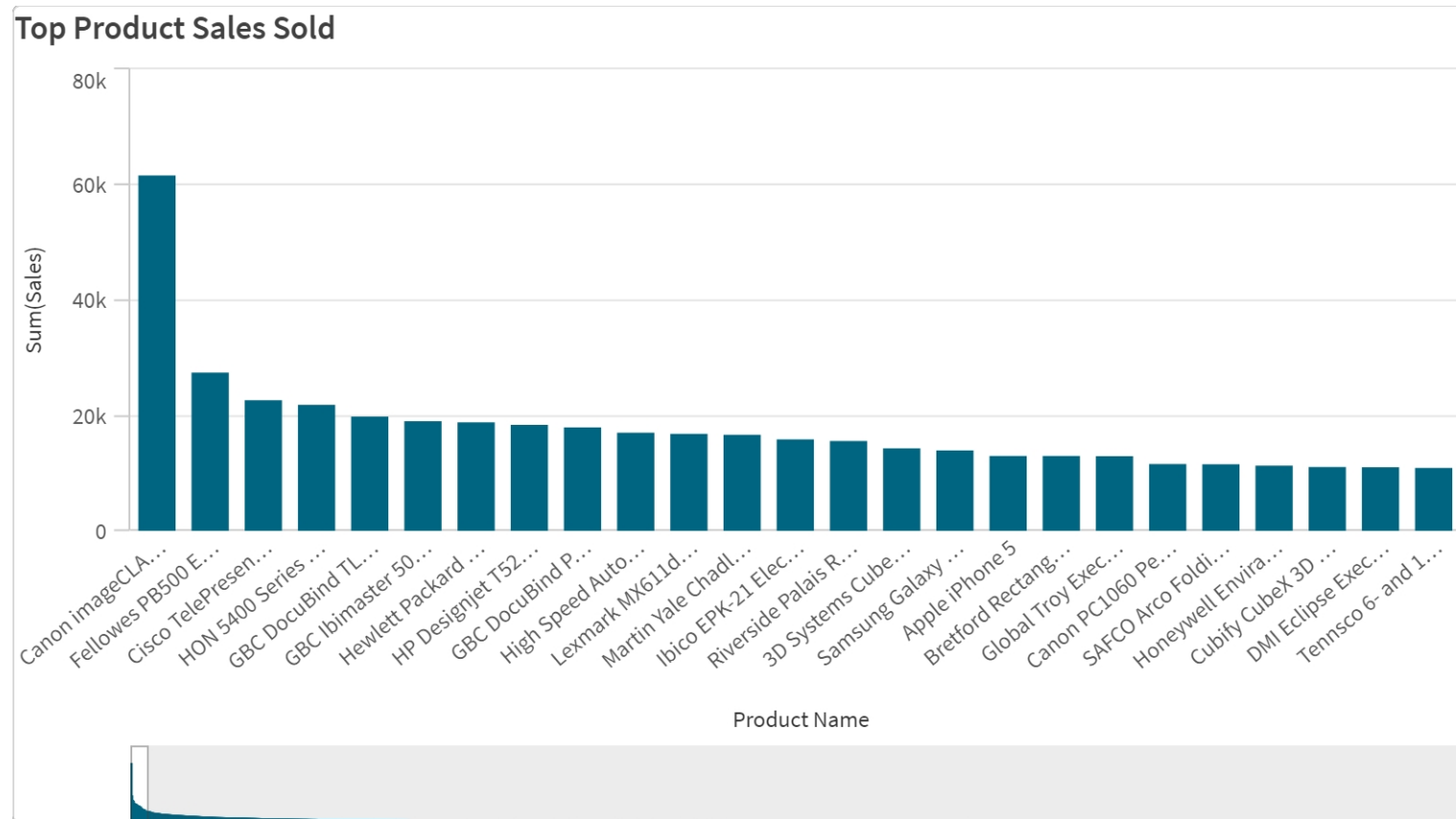
Presentation Report

Summary Analysis On Superstore Data

[Linked to DataSet](#)

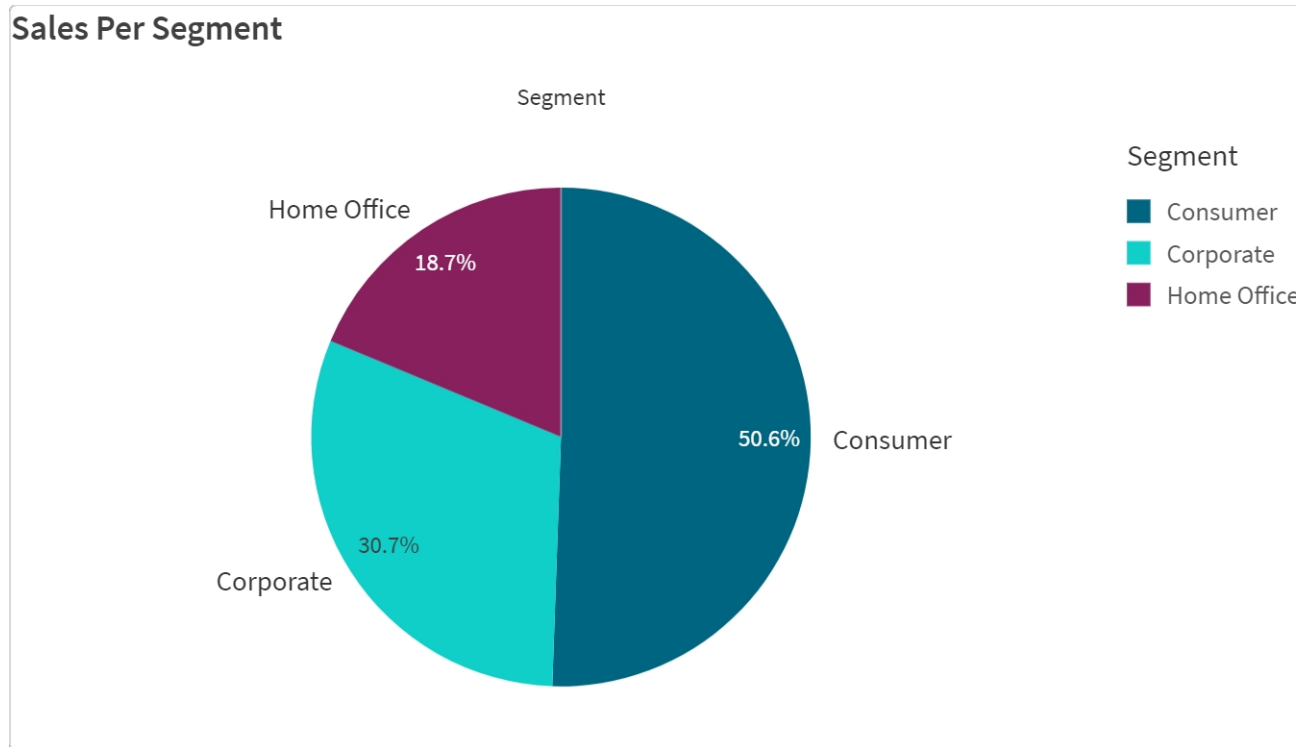
By: Renaldi Khosesa

Sales Report



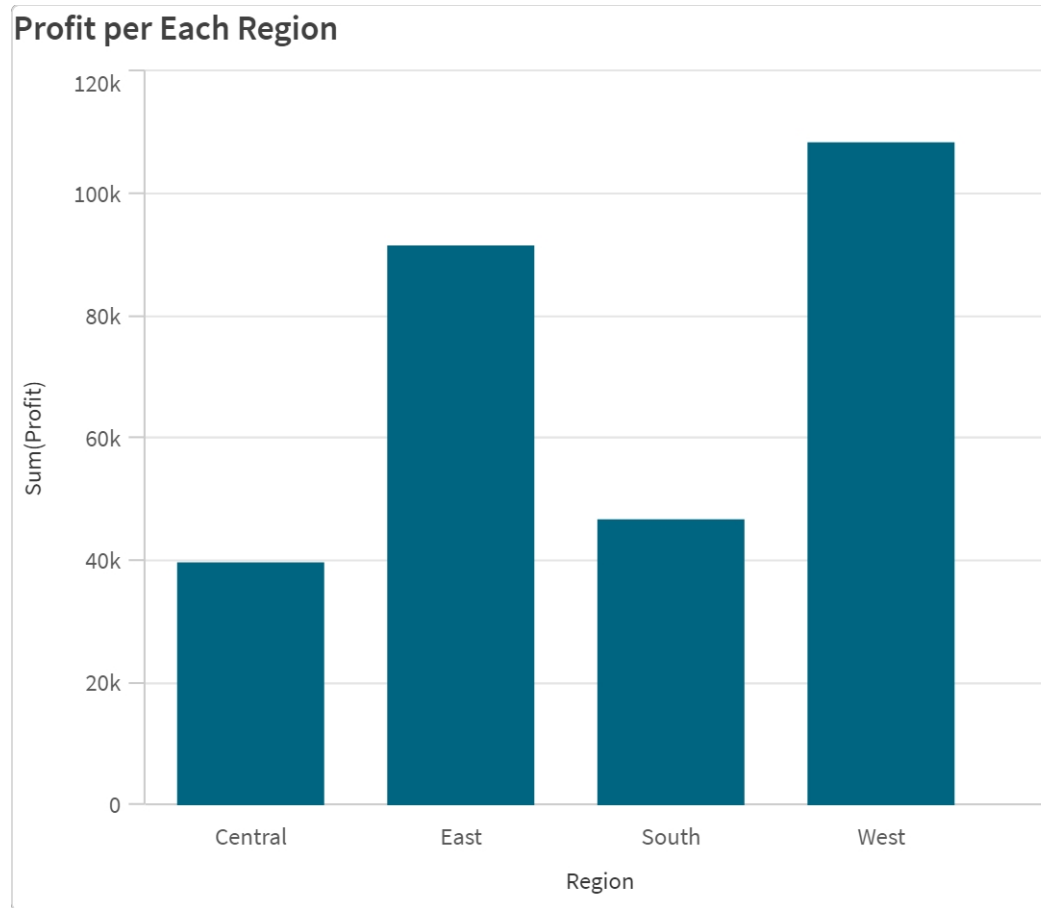
Based on the graph above, Canon ImageClass 2200 Advanced Copier has the most units sold, reaching to more than 60000 sales and the lowest one is Eureka Disposable Bags, with just only reach 1,624 sales. Using this data, we can create 2 options, by eliminating the sales of Eureka Disposable Bags on the upcoming year, or we can increase the advertising and distribution of this product

Sales Report



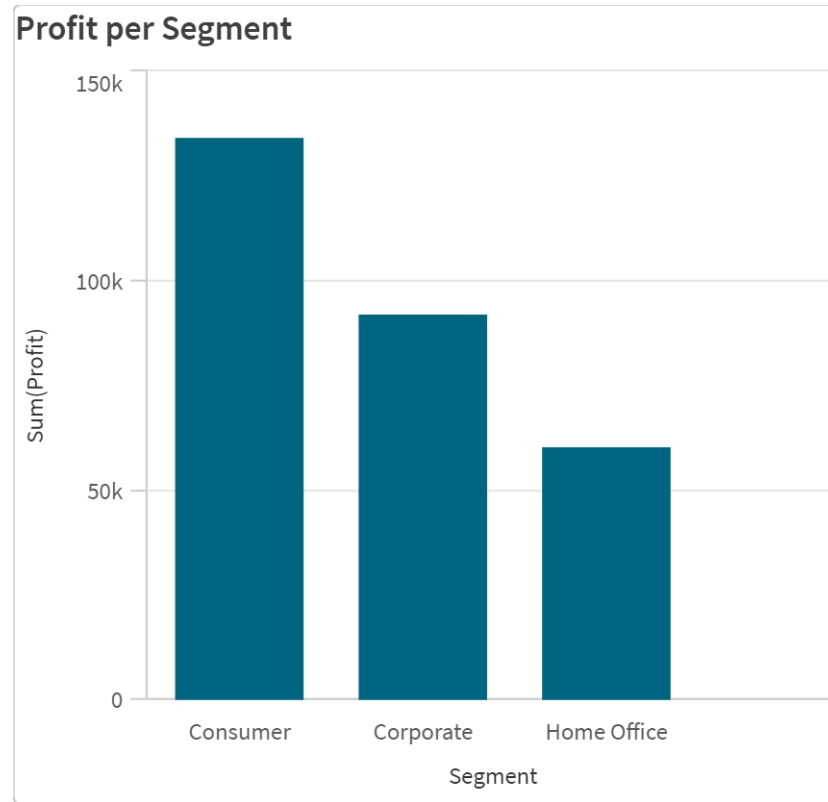
In the two charts above, we can see that consumer data has reached the highest percentage of sales between 3 segments. Reaching more than 50%, we can conclude that most of our customers are an individual people, not a corporation, since corporate only got 30% of amount sales. Therefore, we need to target more to a individual consumer, which we can increase the advertising on social media ads to some of the people or we can built more offline store so people nearby can buy our products directly.

Profit Report



From the chart above, West Region held the most profit to our company, reaching almost 110.000 profit from just one region. Central got the lowest profit which only produce 39.000 of the profit. From this we can conclude that our sales only focusing more on the west and east region, which means we didn't penetrate more our sales to the central region. Therefore, starting for next year, we can open more stores and advertise more targeting audience in the central region to make our sales distribute equally.

Profit Report



Using the graph above, we can conclude that consumer segment is not only bring the most sales, but also the most revenues, reaching almost 140k sum of profit

THANK
YOU