

Superstore Sales Performance Analysis

Reporting Period: 2011–2014

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Executive Summary

This report analyzes sales and customer performance for the Superstore between 2011 and 2014. It includes data divided into a general overview and a market analysis focusing on customer demographics, best-selling and returned products, and segment performance. The data reveals growth opportunities, operational strengths, and areas needing improvement.

1. General Overview Dashboard Highlights

Key Metrics Overview

Metric	Value	Notes
YTD Sales	\$2.12M	45.15% increase
YTD Profit	\$263.16K	41.96% increase
Units Sold	35K	48.44% increase
Return Rate	5.9%	Slightly moderate

i. Revenue by Geography

The target for this analysis is to know the regional spread of the revenue. Higher revenue is concentrated in states like California and New York, indicating stronger customer bases or higher market penetration in these areas.

ii. Revenue by Product Categories

Revenue distribution by product category shows:

- Technology: \$0.76M
- Furniture: \$0.68M
- Office Supplies: \$0.67M

Technology is the top performer, but margins and profitability could be further evaluated.

iii. Revenue by Year

Revenue has steadily increased:

- 2011: \$0.46M
- 2012: \$0.43M
- 2013: \$0.57M
- 2014: \$0.66M

This indicates consistent growth, particularly after 2012.

iv. Monthly Revenue Trends

Strong performance is seen Q4, especially around November–December. Seasonal trends may reflect promotional periods or end-of-year demand.

v. Discount vs Revenue Correlation

A scatter plot shows a weak negative correlation (-0.03) between discounts and revenue. This suggests that higher discounts are not significantly driving more revenue, and discounting strategy may need to be revisited.

2. Market Overview Dashboard Highlights

Overall Market Summary

Metric	Value
Total Orders	4,713
Total Customers	667
Total Unique Products Sold	1,854
Total Returned Products	296

i. Top States by Customer Count

California leads with 254 customers, followed by New York (152) and Texas (146). Indicates strong market presence in high-population states.

ii. Best-Selling Products by Revenue

Canon imageCLASS printer tops sales with \$48K, followed by Fellowes PB500 electric punch plastic comb binding machine (\$27K) and Cisco TelePresence System (\$23K). Product concentration may influence inventory and marketing focus.

iii. Most Returned Products

Staples had the highest returns (15). Other products had minor returns (3–4 each), indicating overall product satisfaction. High return rates may signal quality or customer experience issues.

iv. Order Distribution by Shipping Mode

Standard Class dominates with 59.72% of all orders. Second Class (19.46%), First Class (15.39%) follow and Same day (5.43%). Indicates customer price sensitivity and shipping strategy alignment.

v. Best Customer Segment by Revenue

Consumer: \$1.06M

Corporate: \$0.65M

Home Office: \$0.41M

Consumer segment leads in revenue, suggesting primary market focus. Tailored marketing and upselling can further grow this segment.

3. Key Insights Across Dashboards

- Growth in sales and profit is aligned with strong consumer market demand.
- Technology products are top earners, but also prone to returns.
- Discounting doesn't drive significant sales — pricing strategy can be revised.
- California, New York, and Texas are major customer hubs.
- Shipping mode preferences should inform logistics and pricing models.

4. Recommendations

- Expand presence in top-performing states (e.g., localized campaigns).
- Analyze top-returned products for defects, pricing, or expectation mismatch.
- Re-evaluate discount policies that don't correlate with revenue increase.
- Consider optimizing for Standard Class shipping logistics.
- Invest in Consumer segment with personalized product recommendations.

Appendix

Figure 1: General Overview Dashboard

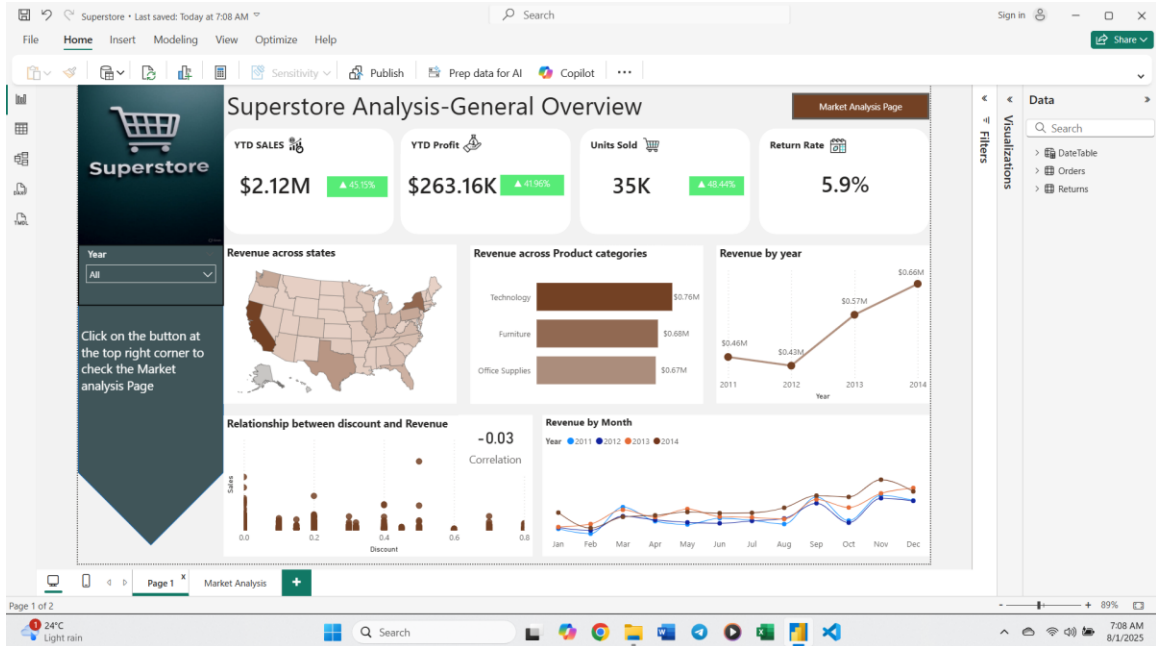


Figure 2: Market Overview Dashboard

