

Marketing Insight Report on Sample Supermarket Dataset

The Superstore dataset is a collection of transactional sales data from a retail business. It provides insights into various aspects of the store's operations, including sales, profit, discounts, customer segments, and shipping details. The dataset includes information on different product categories, sub-categories, and regional sales performance, making it a valuable resource for analyzing business trends, identifying high-performing products, and optimizing sales strategies.

By examining this dataset, businesses can gain actionable insights into customer purchasing patterns, profitability trends, and the impact of discounts on revenue, ultimately helping in data-driven decision-making.

The dataset is obtained from [kaggle](https://www.kaggle.com/datasets/santoshprasadnair/superstore-dataset). It consists of 9,994 records and 13 columns. It represents a Superstore's sales data, covering various aspects such as ship mode, segment, location, category, sales, quantity, discount, and profit.

Total Sales is \$2,297,200.86

Insights from the dataset

1. Top-Selling/Profiting Categories





Technology is the highest in terms of selling and profits, followed by Furniture Which has less profit compared to other two categories.

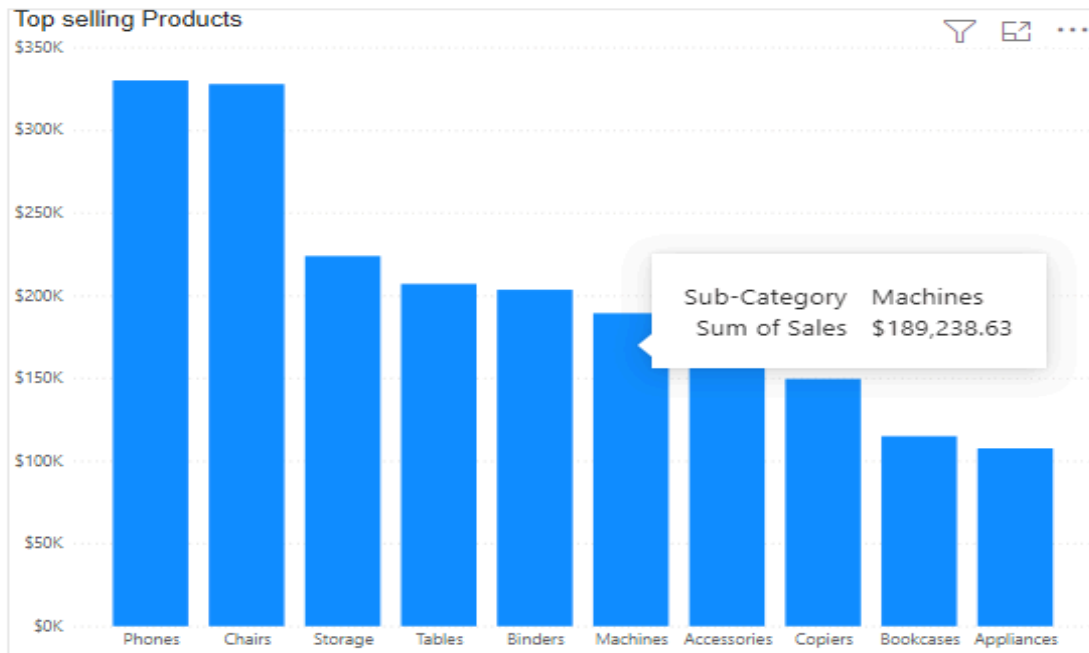
2. Top-Selling Products:

The highest sales come from Phones (\$330,007), followed by Chairs (\$327,777), Storage (\$223,843), Tables (\$206,965), and Binders (\$203,409).

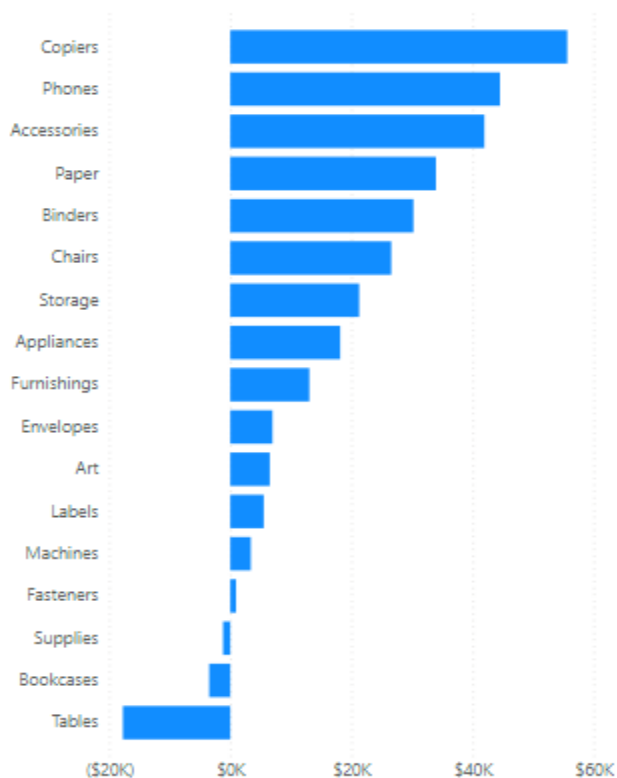
This suggests that technology and office furniture categories drive major revenue.

3. Most Profitable Products:

Copiers (\$55,617) and Phones (\$44,515) generate the highest profits, followed by Accessories, Paper, and Binders.



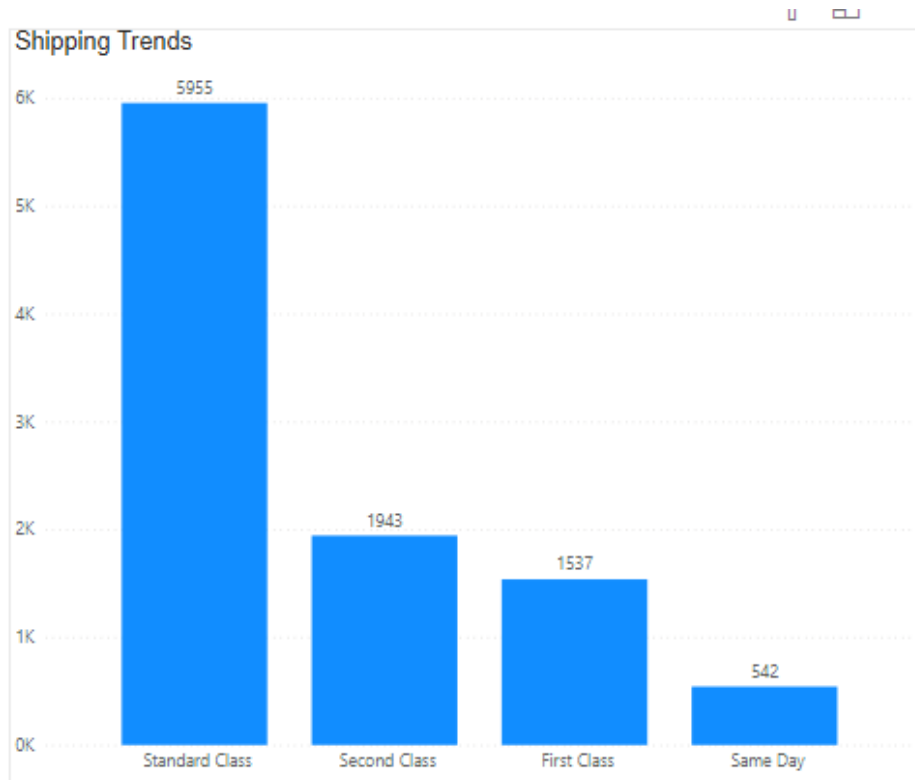
Profitable products



Insights: While Phones and Chairs are the top-selling products, their high sales do not necessarily correlate with the highest profit margins. Copiers on the other hand, generates significant profit although it's not among the highest in sales

3. Shipping Trends:

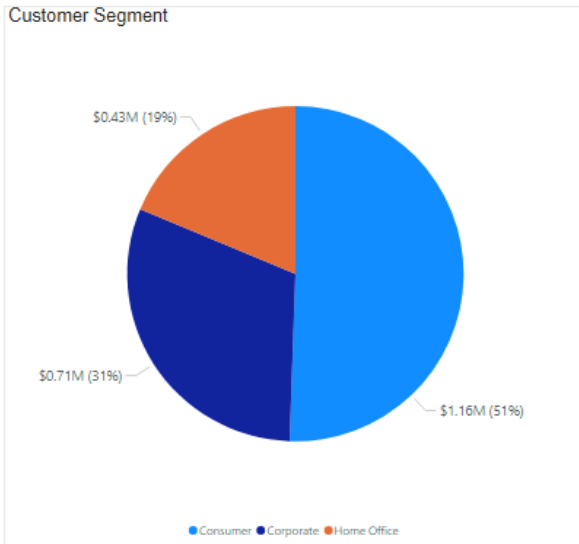
Standard Class (60%) is the most frequently used shipping method, followed by Second Class (19%) and First Class (15%). Same-day delivery (5%) is the least used shipping method, which could indicate a lower number of orders or higher costs.



4. Customer Segments:

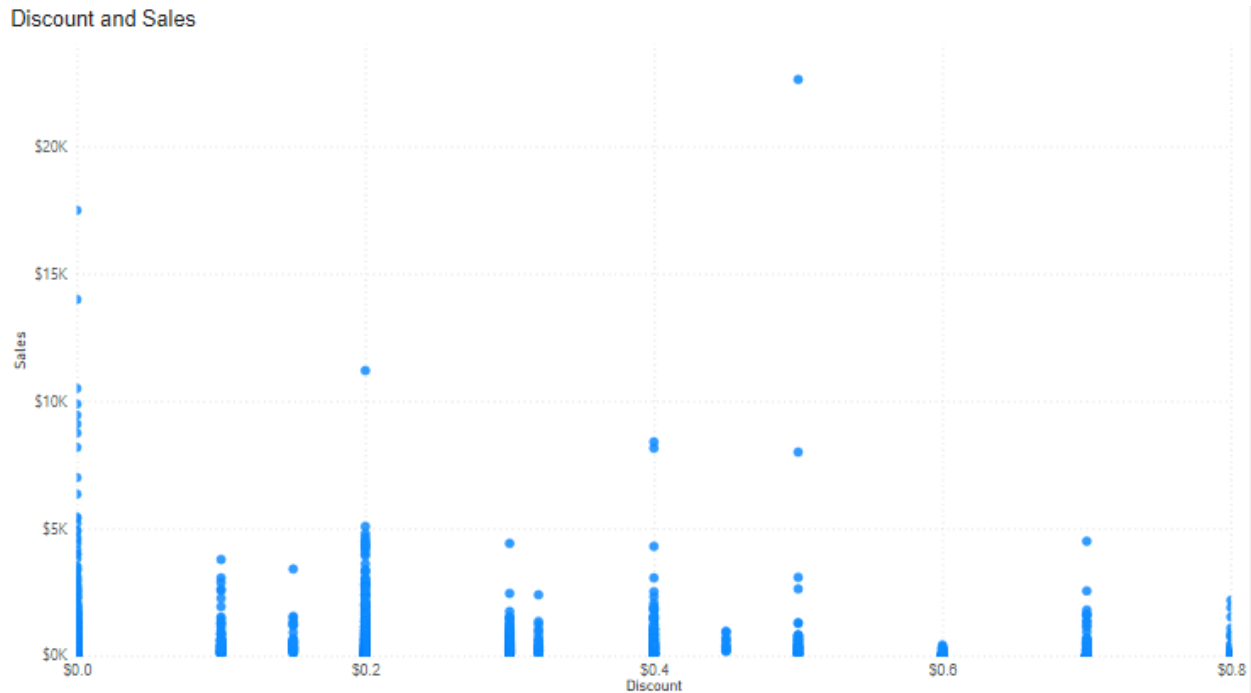
Consumers (52%) make up the largest segment, followed by Corporate (30%) and Home Office (18%).

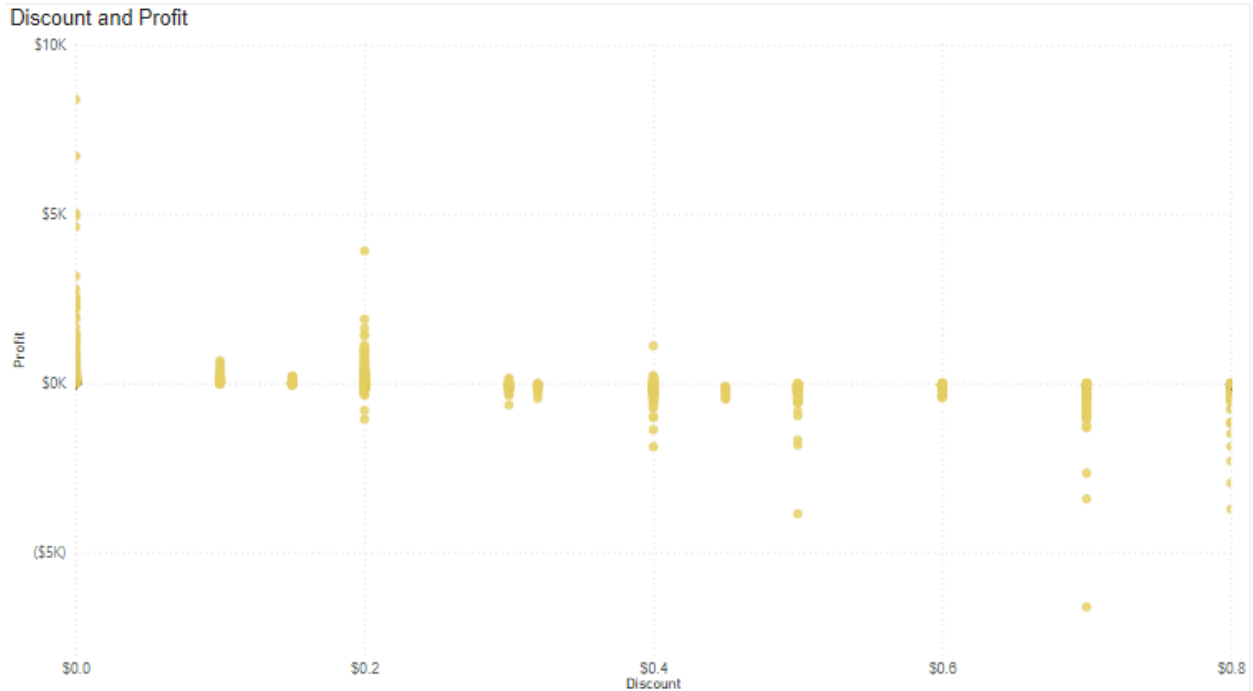
Businesses (Corporate + Home Office) account for nearly half of the sales, highlighting a key market opportunity



5. Impact of Discounts on Sales and Profit

The relationship between discounts and sales can be a key factor in determining overall profitability. Based on the data: High discounts may increase sales volume but decrease profit margins. Insights: A deeper analysis of discounting strategies may reveal whether certain discount ranges (e.g., 10-20%) lead to an increase in total sales without negatively impacting profit.





Conclusion and Recommendations

1. **Category & Subcategory Performance:** Technology and Office Supplies generate consistent profit. Furniture has high sales but lower profitability, possibly due to higher costs or discounts. Focus on Technology & Office Supplies as they are consistently profitable.

2. **Impact of Discounts on Profitability:** Higher discounts tend to reduce profitability, especially in Furniture and high-discount transactions. Striking a balance between discounts and profit margins is crucial.

3. **Ship Mode Optimization:** Leverage the high volume of Standard Class shipments and explore opportunities for Same Day shipping to cater to premium customers

Acknowledgement

This assessment was from hng.tech in partial fulfillment of the assessment for [Data Analyst track](#). Please go through any of the links to sign up for any track of your choice.