

A large, light blue circular graphic serves as a background for the title. It features five smaller, semi-transparent circles arranged in a ring around the top half. Each of these smaller circles contains a blue line-art icon: a hand holding coins, a gear with a percentage sign, a bar chart with an upward arrow, a dollar sign with a gear, and a target with an arrow. A vertical line extends from the bottom of the top-most circle (the gear with a percentage sign) down towards the title.

Superstore Sales Analysis

January 2, 2024

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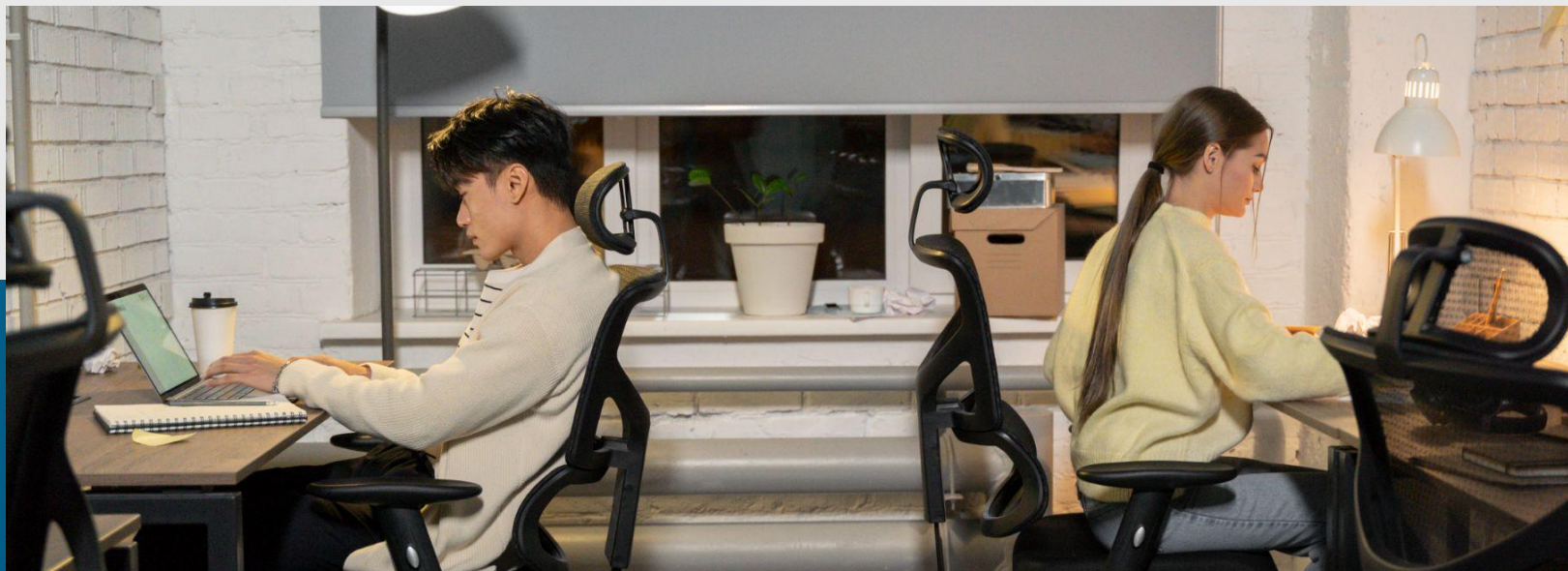
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01 Data Understanding

Global Superstore Data

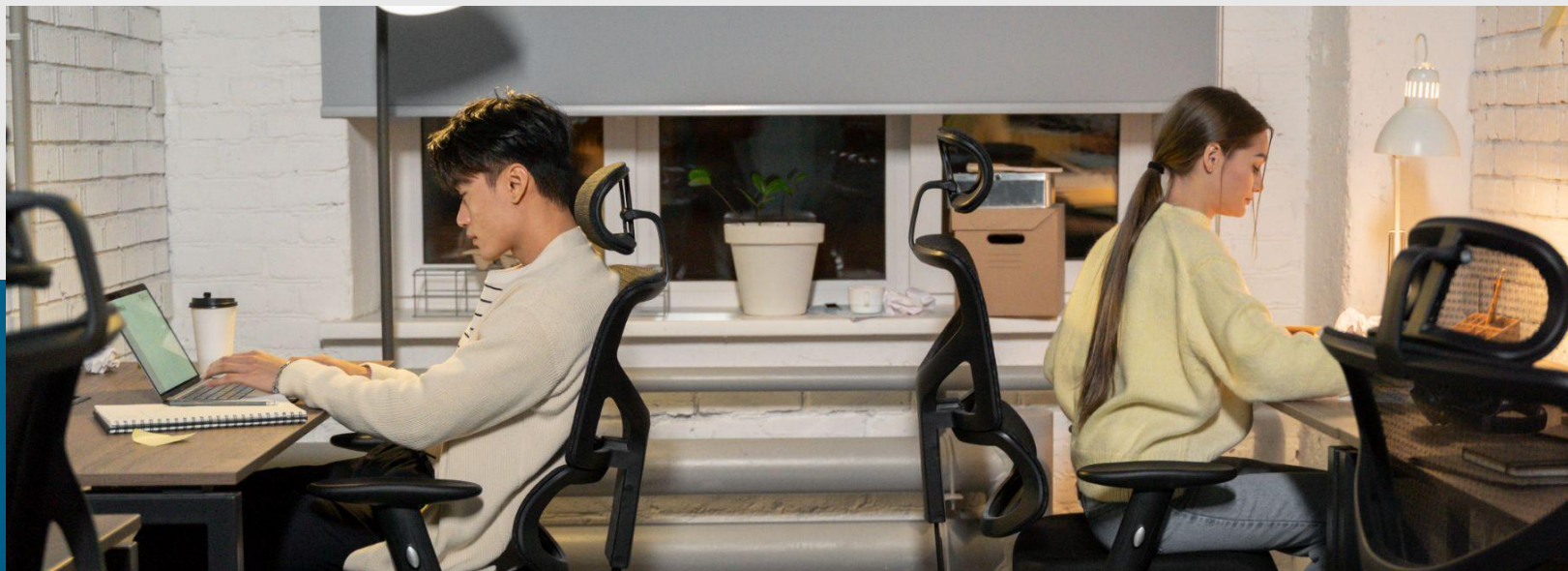
Record of purchase orders.

Orders from January 1, 2011 to
December 31, 2014.

51,290 entries

21 columns including information on
customer segmentation, location,
shipping, revenue, and profit.





— 02 Product Breakdown

Product Category

Office supplies are the company's bread and butter.

Sales volume of technology products is the lowest of the 3 but brings comparatively high profit and has good profit margin.

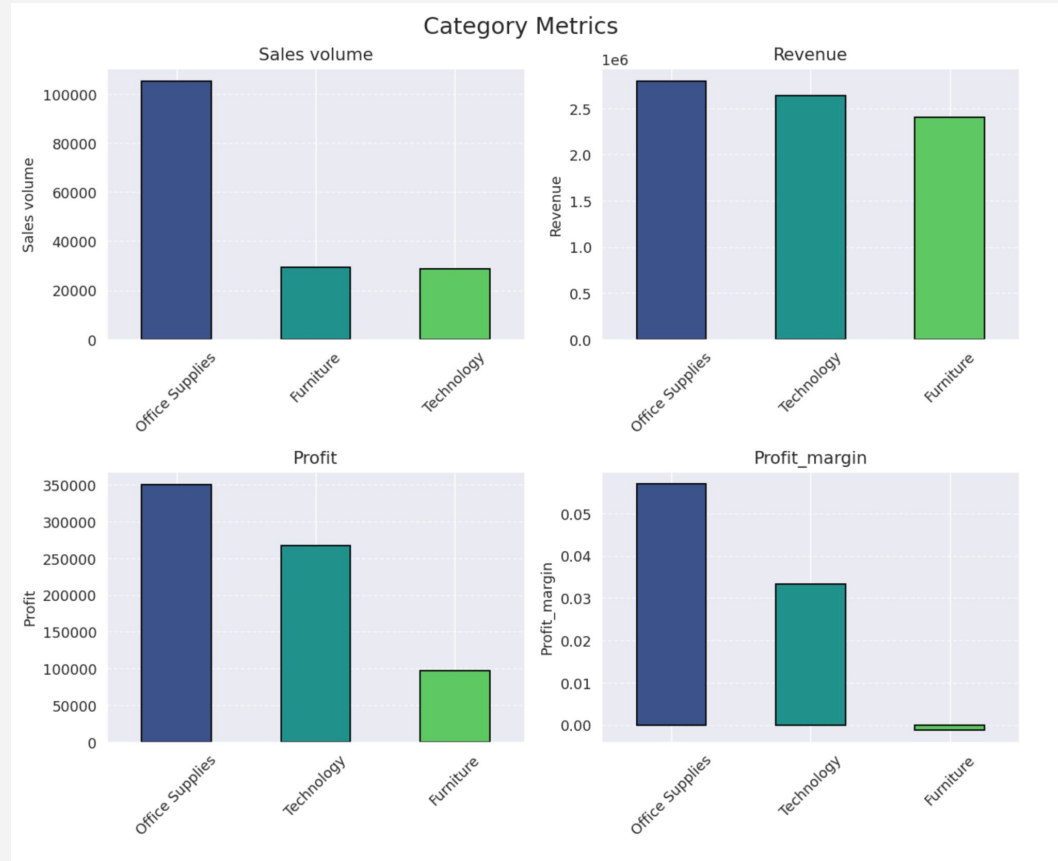
Furniture category has negative profit but is still profitable. This is a trend we will continue to see.



Increase sales
of technology
products



Optimize cost
control for
furniture
products



Product Subcategory

Copiers, accessories, and phones (all in the technology category) are in the mid to low range of sales volume but are highly profitable.



Strengthen sales these product in these specific subcategories.

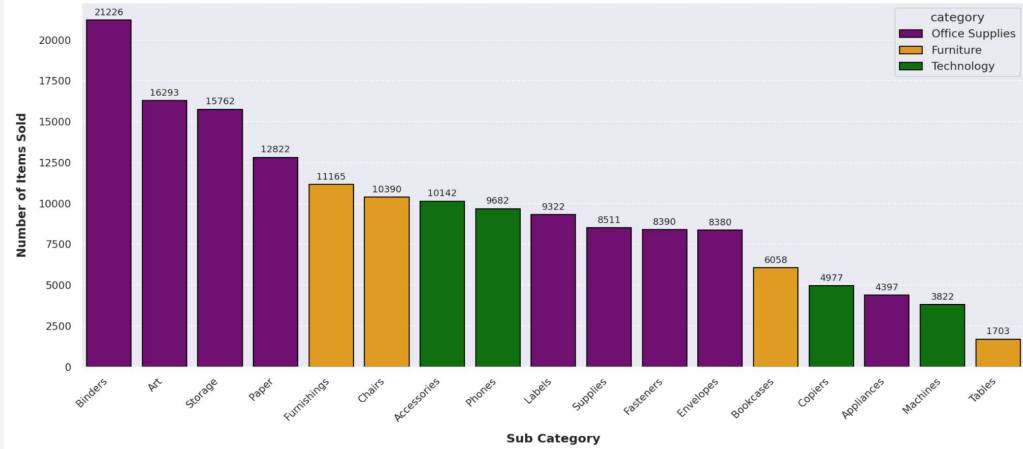
Furnishings are the top sellers in the furniture subcategory but bring relatively low profits.

Tables are the lowest subcategory by sales volume and operate at an immense loss.

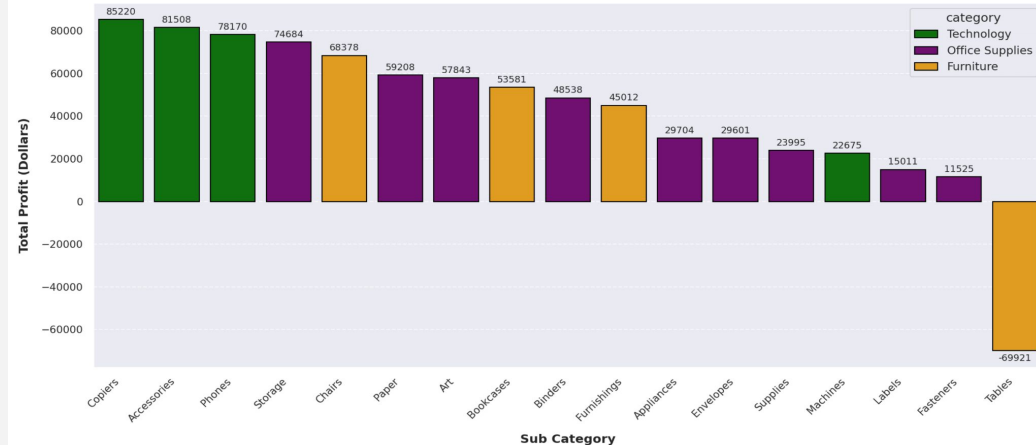


Focus cost control on furnishing products and discontinue tables.

Total Sales Volume by Sub Category



Profit by Sub Category



Discounts

The company's discount system is unorganized and inefficient.

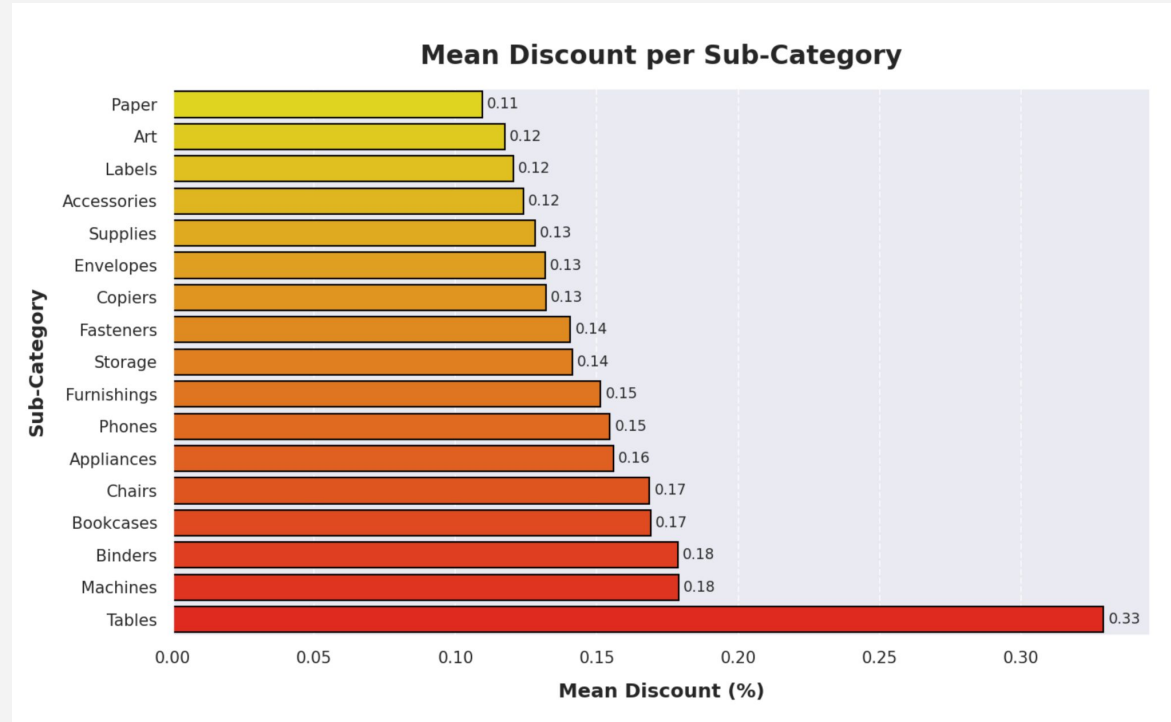
Tables are the most heavily discounted subcategory despite operating at a loss.



Best-selling products (binders, art, storage, paper) should be sold with no discount.



Products with limited sales and higher profitability (copiers, accessories, phones) should be sold at a higher discount to attract customers.



Most/Least Popular Products

File carts are the specific product highest in both volume and profit.



File carts should be treated as our 'milk.'

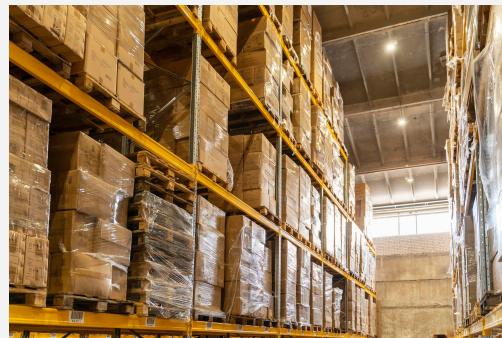


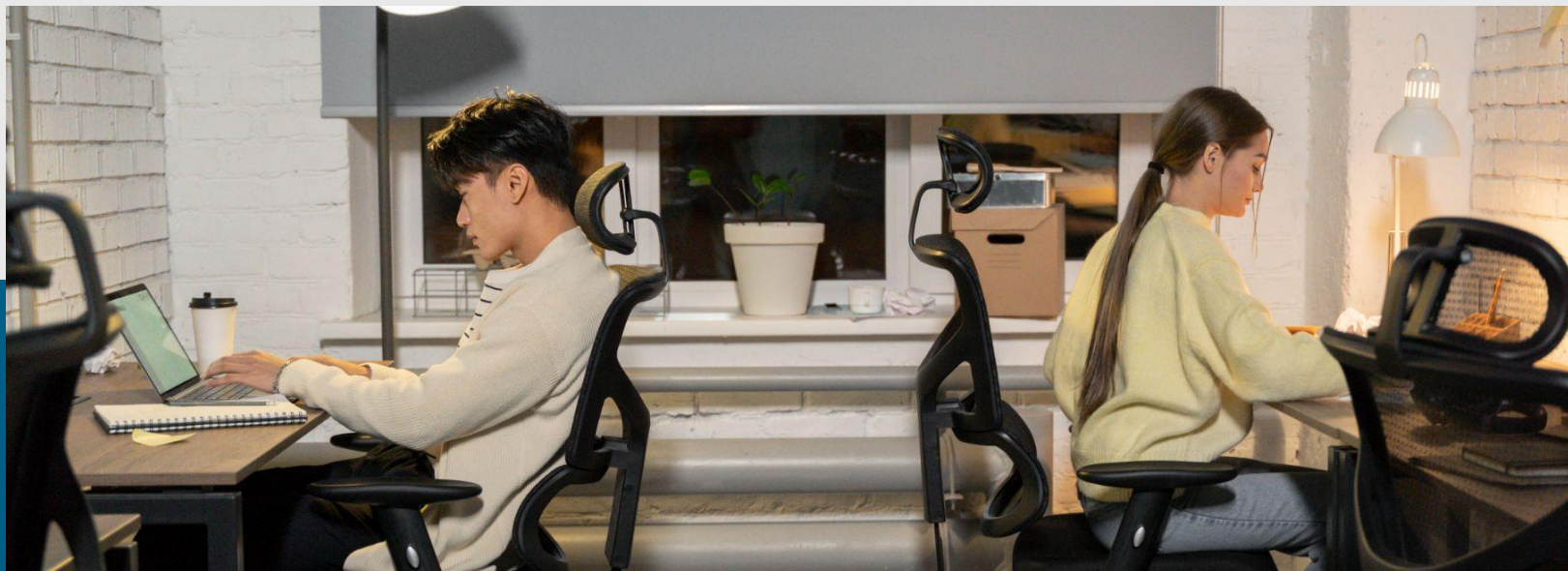
There are hundreds of items that were only sold a small number of times over the course of the four year span of data collection.

It is very likely that to procuring and keeping these items stored incurs a loss that exceeds sale price



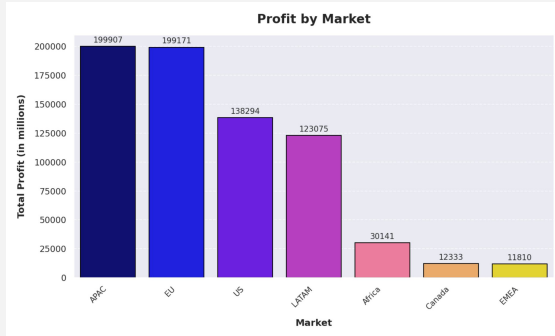
The company should stop offering these items



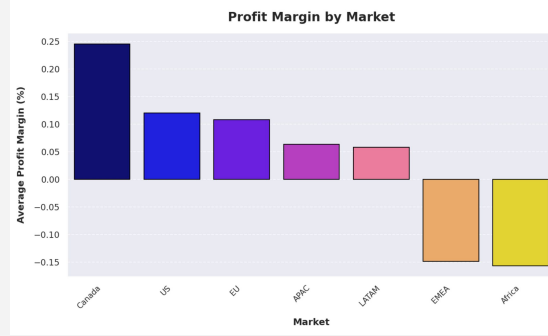


— 03 Geographic Breakdown

Markets



Canada. Despite being the smallest market, has the highest average profit margin. Canada may have more high-end consumers.



Competition in different regions may vary wildly, which can also affect sales and profit margins.



EMEA and Africa have a negative average profit margin but are still profitable. It is possible that the Africa and EMEA purchases clustered in the negative profit area are throwing off the calculation for their average profit margin. Especially since they are the smallest market along with Canada.



An investigation and/or audit of the Africa and EMEA markets is highly recommended to get an in-depth understanding of their financial situations

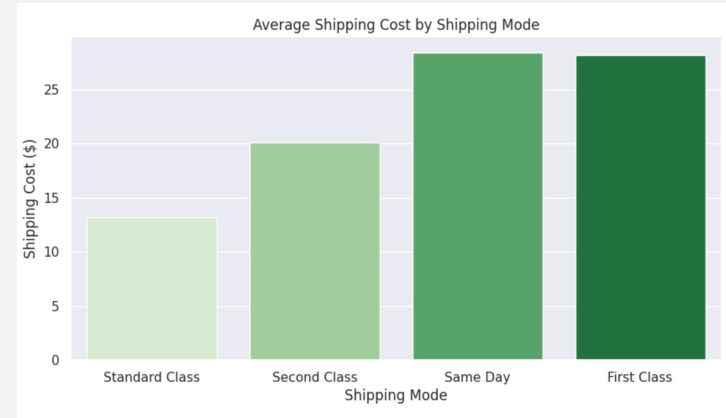
Shipping Mode

The relationship between lead time and shipping cost makes sense except for the fact that same day and first class shipping cost the same.

Same day shipping IS available in all countries where first class shipping is available.



The company should renegotiate rates with its shipping partners



Solutions

Subcategory

Increase sales of copiers accessories and phones.
This can be achieved through

Promotion and discount programs

Product Innovation

Targeted Marketing

Additional sales channels (i.e online sales)

Cost Control of Furnishing Products
such as optimizing procurement costs, production costs, and shipping costs, to improve their profit margins. In addition, offering furniture products that are up to date with current fashion trends should be heavily considered to attract more consumers to purchase furniture products.

Discounts

Fix discount system so that best-selling products (binders, art, storage, paper) are sold with little to no discount.

Products with limited sales and higher profitability (copiers, accessories, phones) should be sold at a higher discount to attract customers.

Products

Place file carts at the back of stores and discontinue unpopular products.

Markets

Investigation and/or audit of
Africa and EMEA markets

Thanks!

Do you have any questions?

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CREDITS: This presentation template was created by Slidesgo, and includes icons by Flaticon, and infographics & images by Freepik