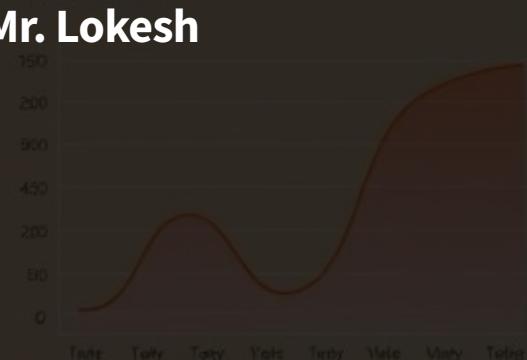# Superstore Project Power BI Dashboard: Detailed Insights and Recommendations

This report provides an explanation of the highlights, key findings, and includes actionable recommendations to optimize business performance. Each insight is extracted to address trends, opportunities, and operational efficiency.
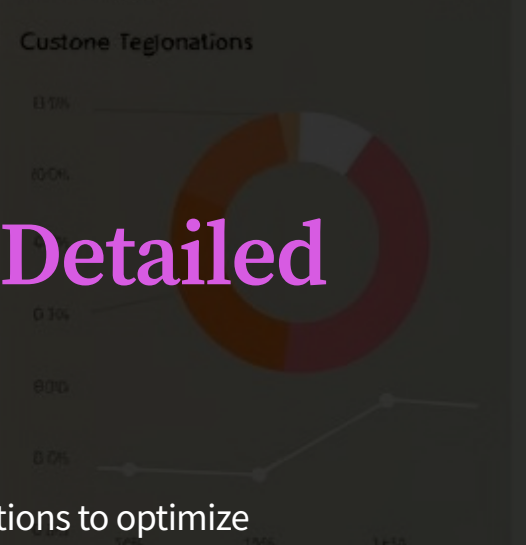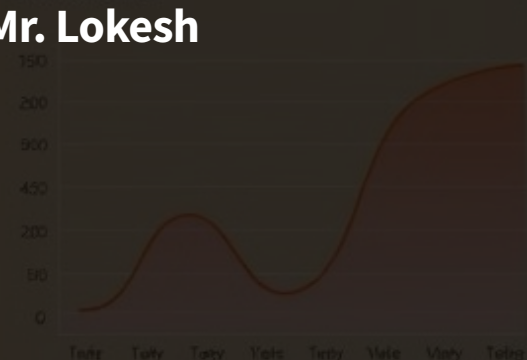
by Mr. Lokesh

Overview and KPIs
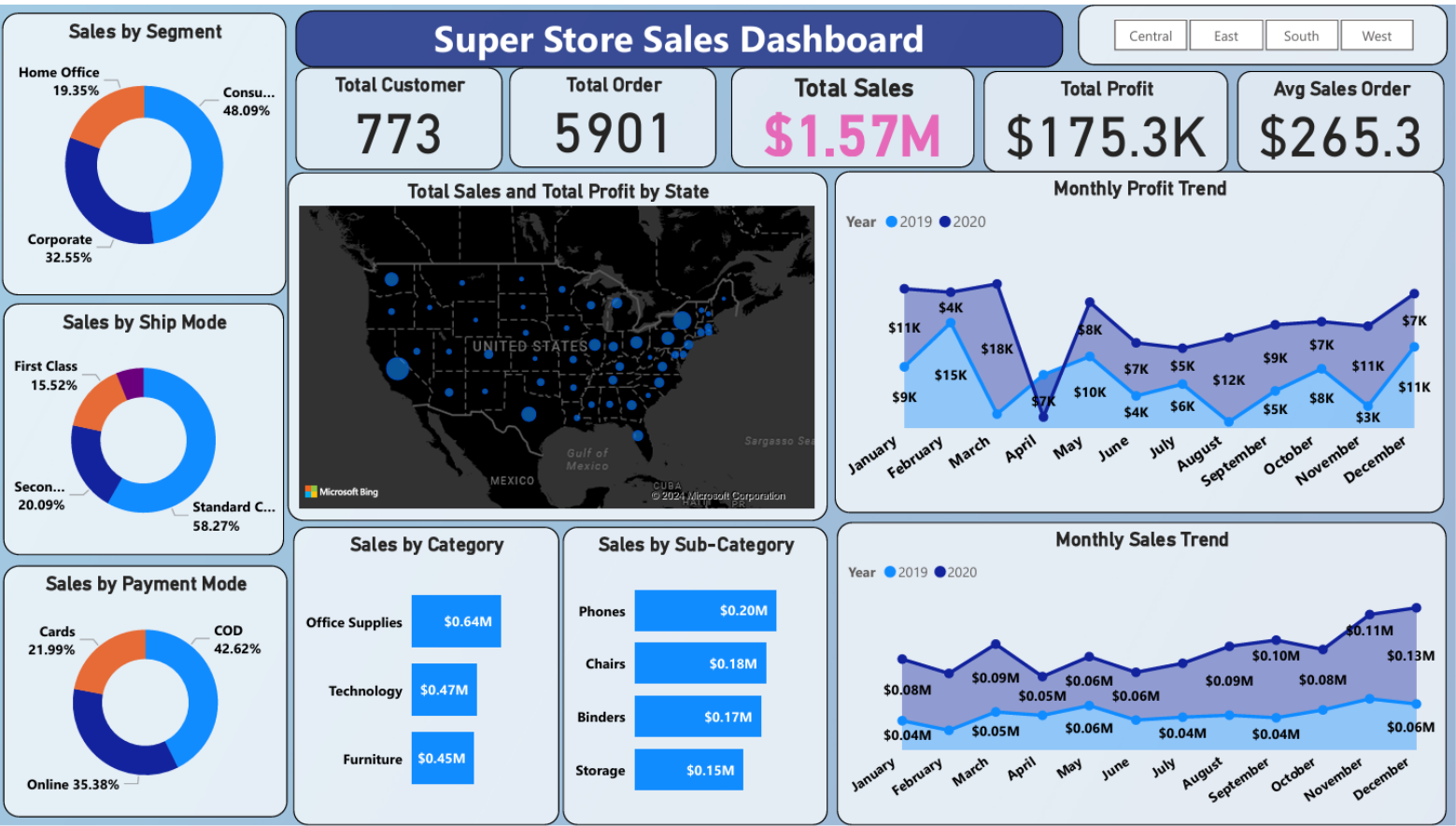
Key Metrics:

- Total Orders: 5,901

- Total Sales: $1.57M

- Total Customers: 773

- Total Profit: $175.3K

Insights:

- The company generates significant sales but profit margins are relatively lower, indicating possible areas of cost inefficiencies or high operational expenses.

- A limited customer base (773) contributes to these figures, emphasizing the importance of customer retention and acquisition.

Recommendations:

1. Introduce loyalty programs or discounts for repeat purchases to enhance customer retention.
2. Review operational costs to identify profit leakage points.

Sales by Category, Sub-Category, and Segment

Sales by Category

Office Supplies	$0.64M
Technology	$0.47M
Furniture	$0.45M

Sales by Sub-Category

Phones	$0.20M
Chairs	$0.18M
Binders	$0.17M
Storage	$0.15M
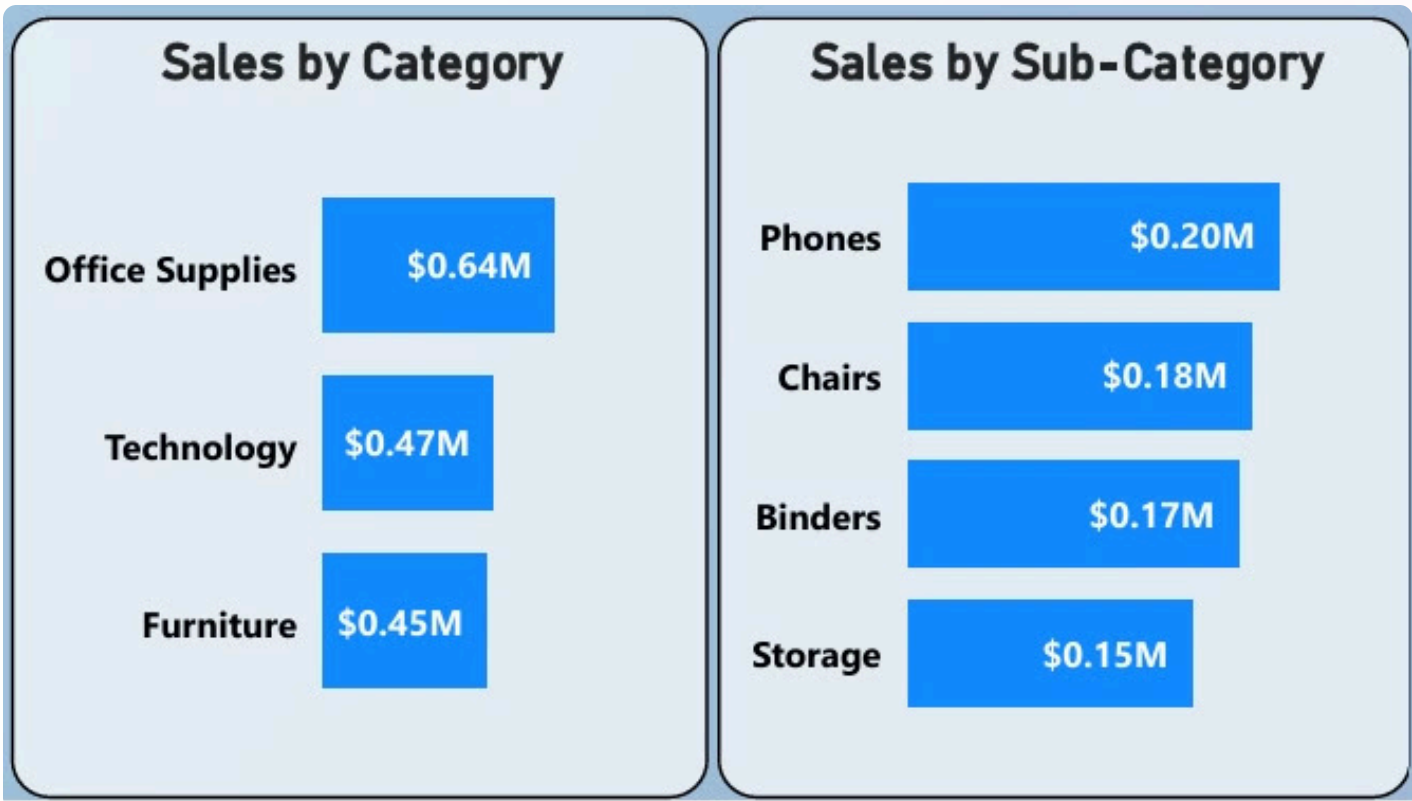
Highlights:

- **Top Categories by Sales**:
  - Office Supplies: $0.64M
  - Technology: $0.47M
  - Furniture: $0.45M
- **Top Sub-Categories**:
  - Phones: $0.20M
  - Chairs: $0.18M
  - Binders: $0.17M
- **Segments**:
  - Consumer accounts for 48.09% of sales, followed by Corporate (32.55%) and Home Office (19.35%).

Trends:

- Office Supplies dominate sales but may have lower profit margins compared to Technology.
- The Consumer segment drives almost half the revenue, indicating an opportunity to expand Corporate and Home Office markets.

Recommendations:

1. Focus marketing efforts on Corporate and Home Office segments to balance revenue distribution.
2. Promote higher-margin products in Technology to improve profitability.

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Sales by Ship Mode
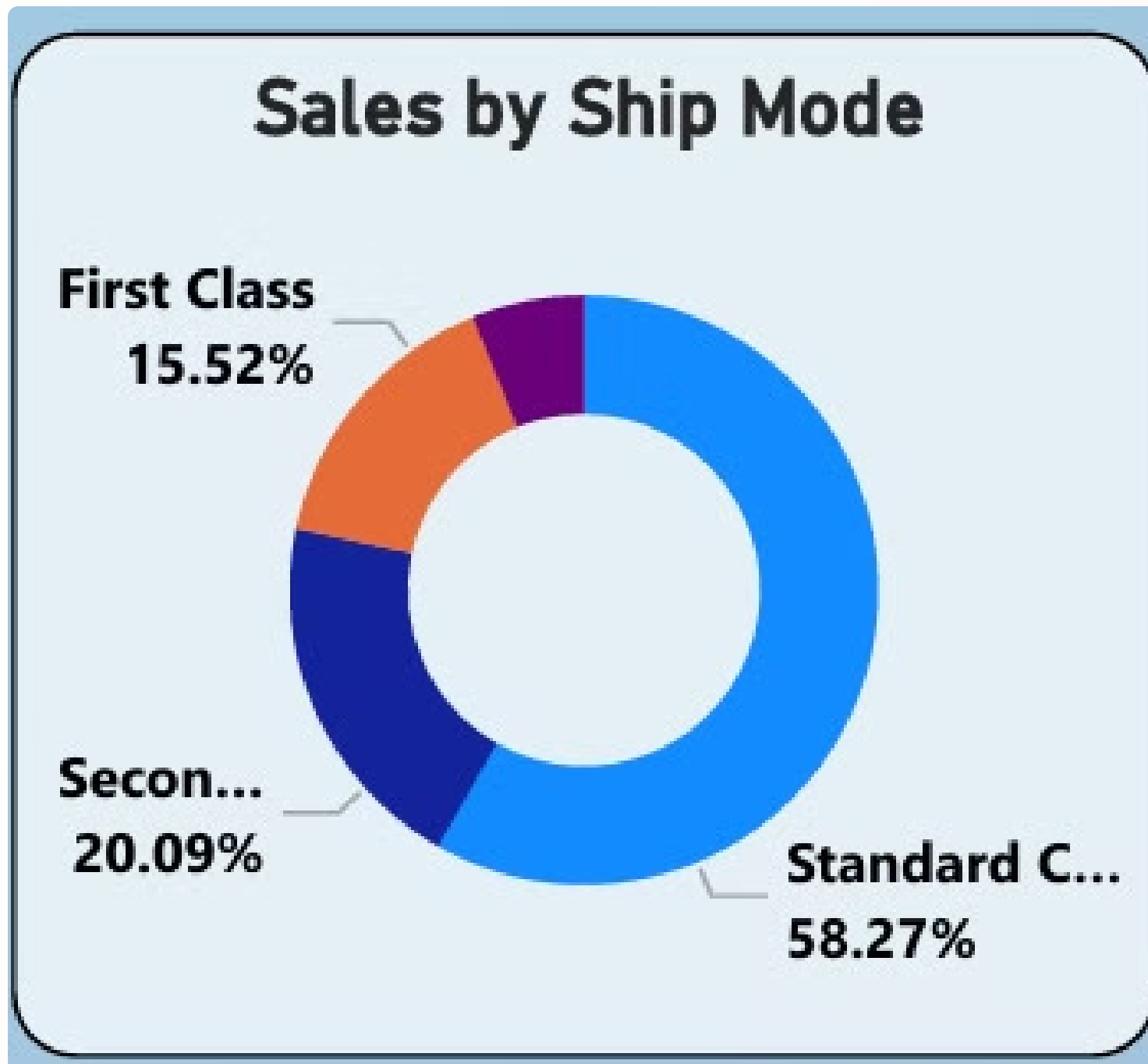
Insights:

- **Shipping Methods**:
  - Standard Class: 58.27%
  - Second Class: 20.09%
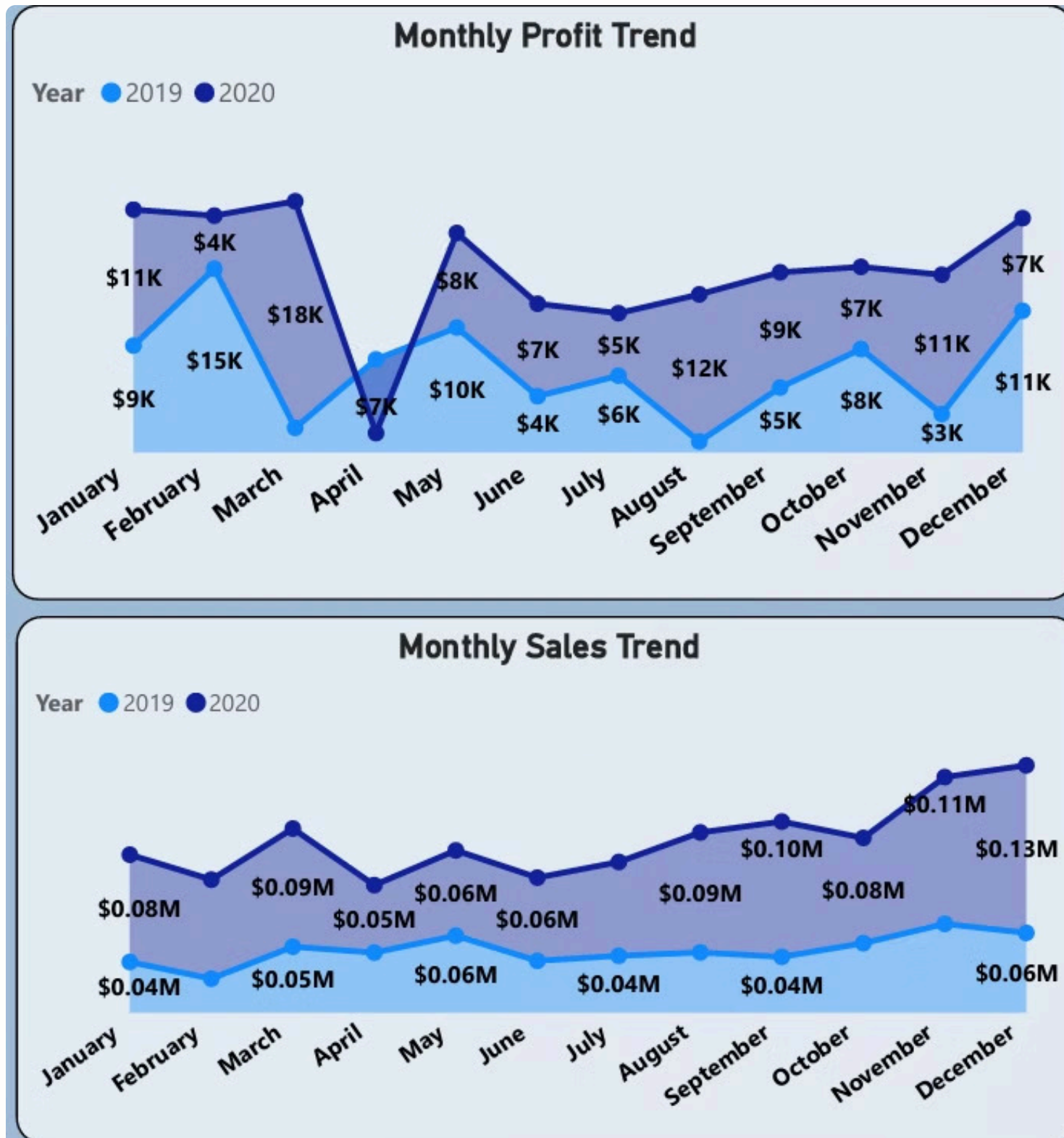 - First Class: 15.52%
  - Same Day: 6.12%

Analysis:

- Standard Class dominates shipping, possibly due to lower costs, but customer satisfaction might benefit from First Class or Same Day delivery options.

Recommendations:

1. Encourage premium shipping options with bundled discounts for faster delivery.
2. Evaluate Standard Class logistics to reduce costs while maintaining service quality.

Monthly Sales and Profit Trends

Monthly Profit Trend

Year ● 2019 ● 2020

$11K, $4K, $18K, $15K, $9K, $7K, $8K, $7K, $5K, $12K, $9K, $7K, $11K, $7K, $11K, $10K, $4K, $6K, $5K, $8K, $3K

January, February, March, April, May, June, July, August, September, October, November, December

Monthly Sales Trend

Year ● 2019 ● 2020

$0.08M, $0.09M, $0.05M, $0.06M, $0.06M, $0.09M, $0.10M, $0.08M, $0.11M, $0.13M

$0.04M, $0.05M, $0.06M, $0.04M, $0.04M, $0.06M

January, February, March, April, May, June, July, August, September, October, November, December

Trends:

- **Sales Peaks**:
  - Notable spikes in sales occur during August, November, and December, potentially due to seasonal promotions or holiday shopping.
- **Profit Trends**:
 - Profitability varies, with significant dips in June and September.

Insights:

- Seasonal trends influence sales and profit consistency. Lower profits in June and September may require strategic cost control.

Recommendations:

1. Implement seasonal promotions in low-profit months to boost sales.
2. Optimize inventory and workforce planning based on sales forecasts.

Regional Sales and Profitability

Total Sales and Total Profit by State

Top Performing State by Sales

Top Performing State by Profit
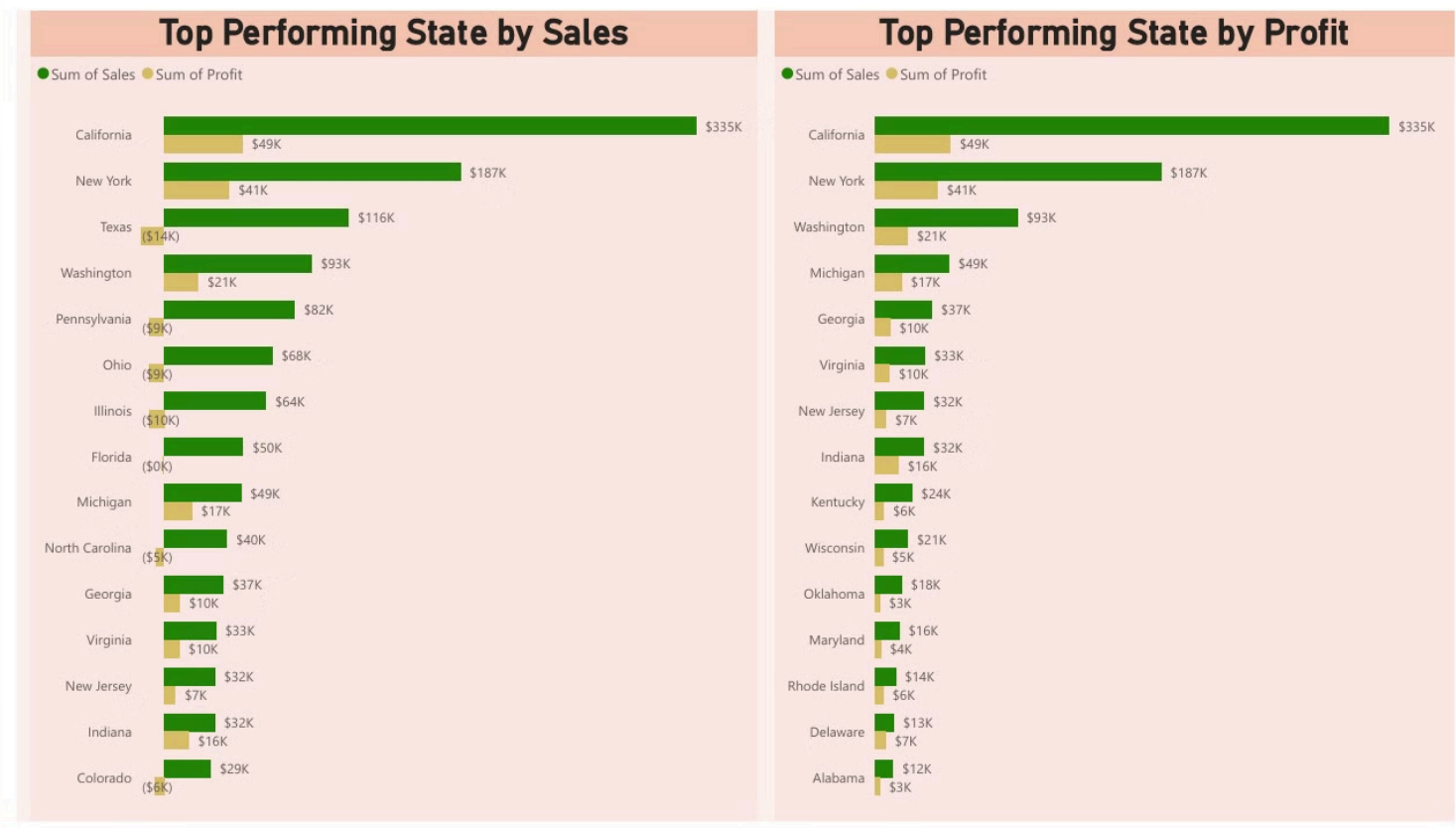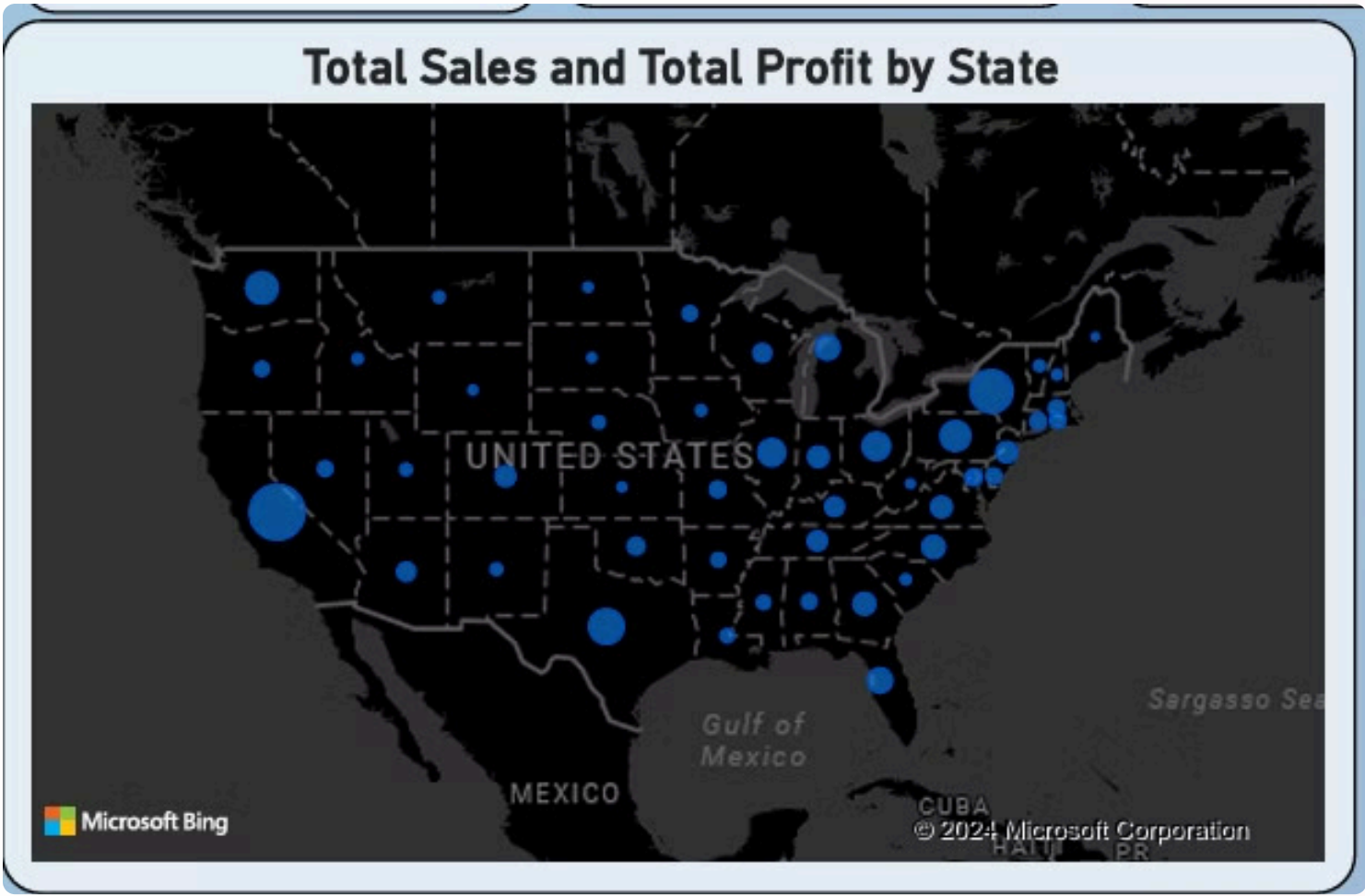
Top Performing States:

- **Sales**: California ($335K), New York ($187K), Texas ($116K)
- **Profit**: California ($49K), New York ($41K), Washington ($21K)

Underperforming States:

- Utah, New Mexico, Montana, and Vermont show sales under $5.3K.

Insights:

- Regional performance varies widely, with underperforming states contributing minimally to overall sales.

Recommendations:

1. Conduct market analysis in underperforming regions to identify barriers (e.g., lack of presence, low demand).
2. Focus on growing high-potential markets with targeted advertising.

Customer Analysis
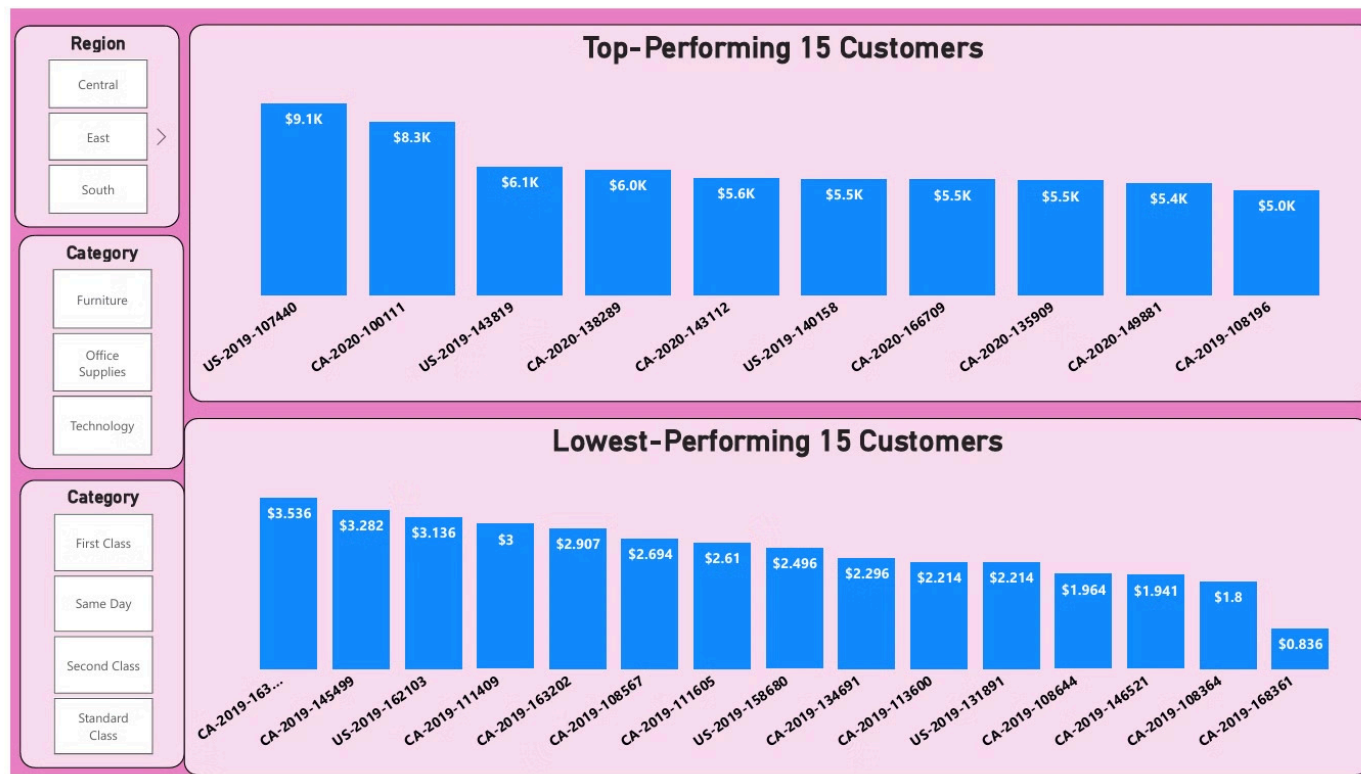
Top Customers:

- The highest-performing customer contributes $9.1K to sales.
- **Lowest Performers**:
  - Several customers contribute below $3.5K.

Insights:

- There's a stark contrast between top and bottom customers, indicating potential untapped opportunities.

Recommendations:

1. Strengthen relationships with top customers through exclusive offers.
2. Reassess engagement strategies with low-performing customers to convert them into higher contributors.

Product Performance
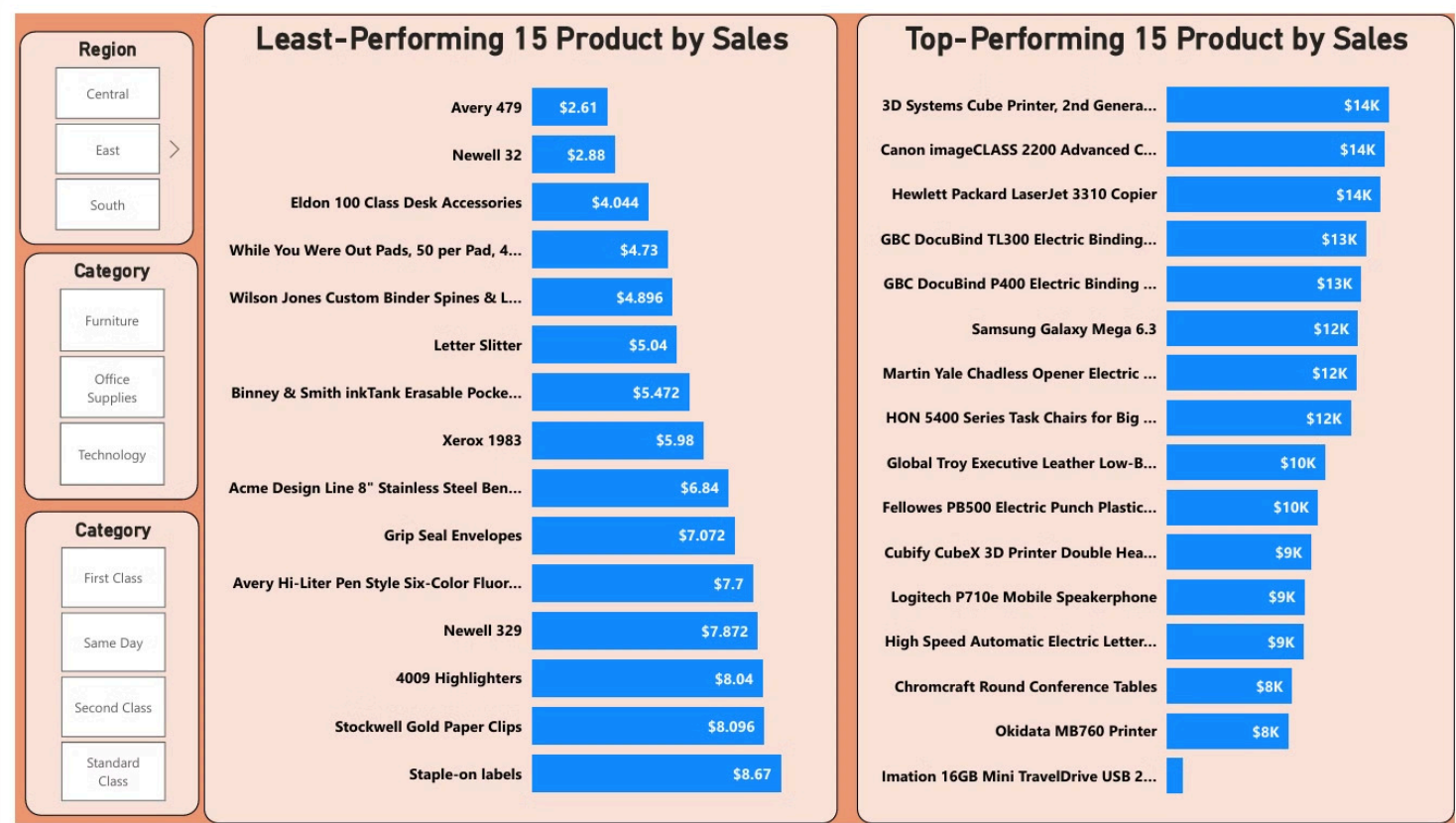
Top Products by Sales:

- 3D Systems Cube Printer ($14K)

- Canon imageCLASS Copier ($14K)

- Hewlett Packard LaserJet Copier ($14K)

Least-Performing Products:

- Several items generate less than $5, including "Letter Slitter" and "Binney & Smith InkTank."
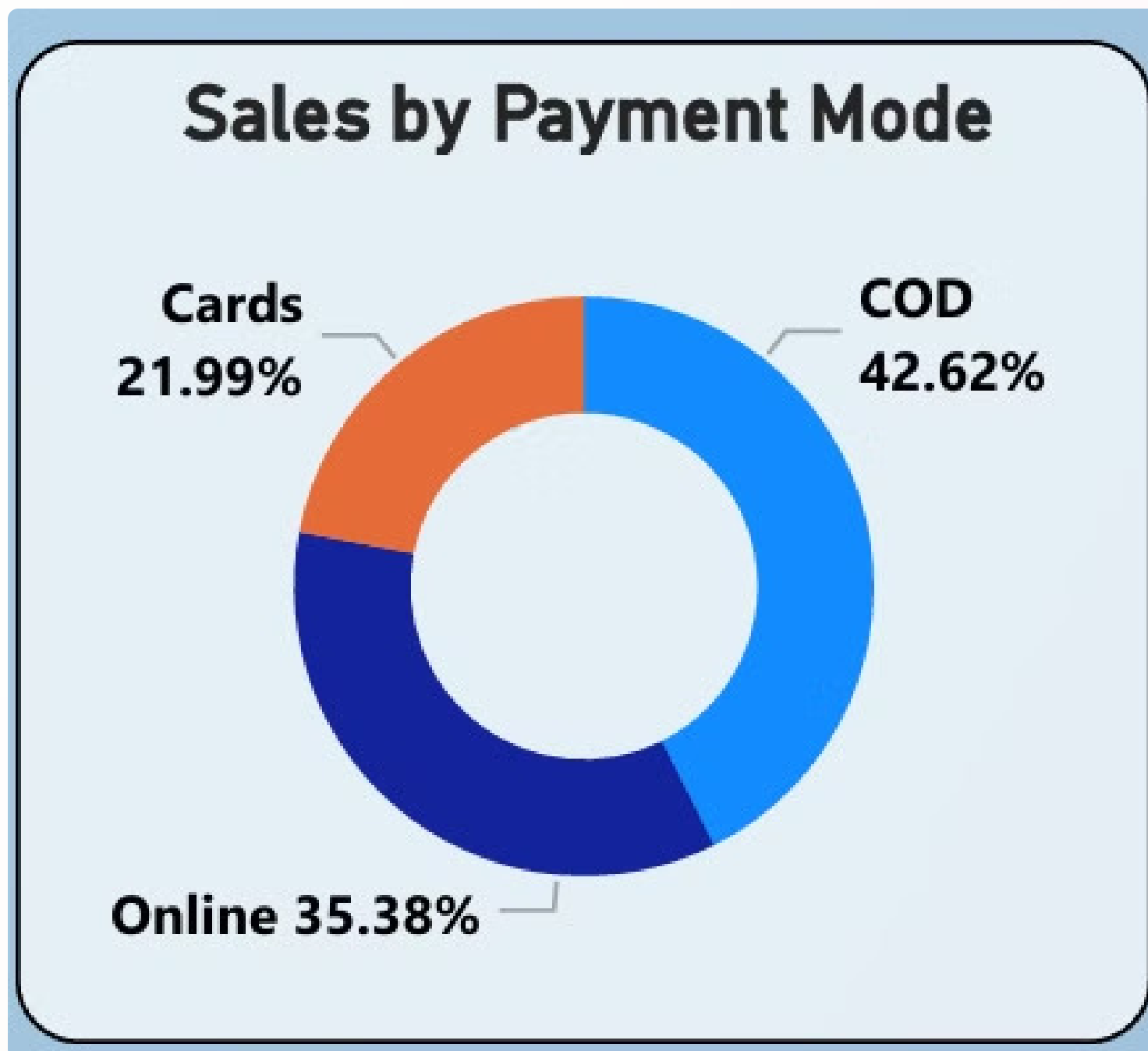
Insights:

- High-performing products skew towards Technology, whereas low-performing products are concentrated in Office Supplies.

Recommendations:

1. Reevaluate low-performing products to determine if they should be discounted or removed.

2. Invest in marketing for high-margin products to boost their visibility.

Sales by Payment Mode

Sales by Payment Mode

Cards 21.99%

COD 42.62%

Online 35.38%

Breakdown:

- Online: 42.62%
- COD: 35.38%
- Cards: 21.99%

Insights:

- Online payments dominate, but COD indicates trust barriers among some customers.

Recommendations:

1. Offer incentives for online payments to reduce dependency on COD.
2. Implement payment security measures to build customer trust.

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Key Recommendations to Boost Call Center Operations

Customer Support Insights:

- Analyze call patterns during peak sales months (e.g., November, December) to ensure adequate staffing.

Feedback Integration:

- Use customer feedback from underperforming regions and products to enhance service strategies.

Technological Optimization:

- Introduce AI-driven chatbots for first-level customer queries to reduce call resolution time.

Agent Training:

- Train agents to cross-sell high-performing products and promote premium shipping or payment options.