

SUPER STORE

ANALYSIS RESULTS

CHAPTER 1: CASE STUDY

PRESENTATION

FINANCIAL OUTLOOK

INCOME OVERVIEW

50

40

30

20

10

0

March

April

YOY PROFIT

67%

WEBSITE TRAFFIC

77%

BUSINESS GROWTH

73%

INCOME EXPENSES

\$10,000
\$15,000
\$20,000

Expenses

Income

Profit

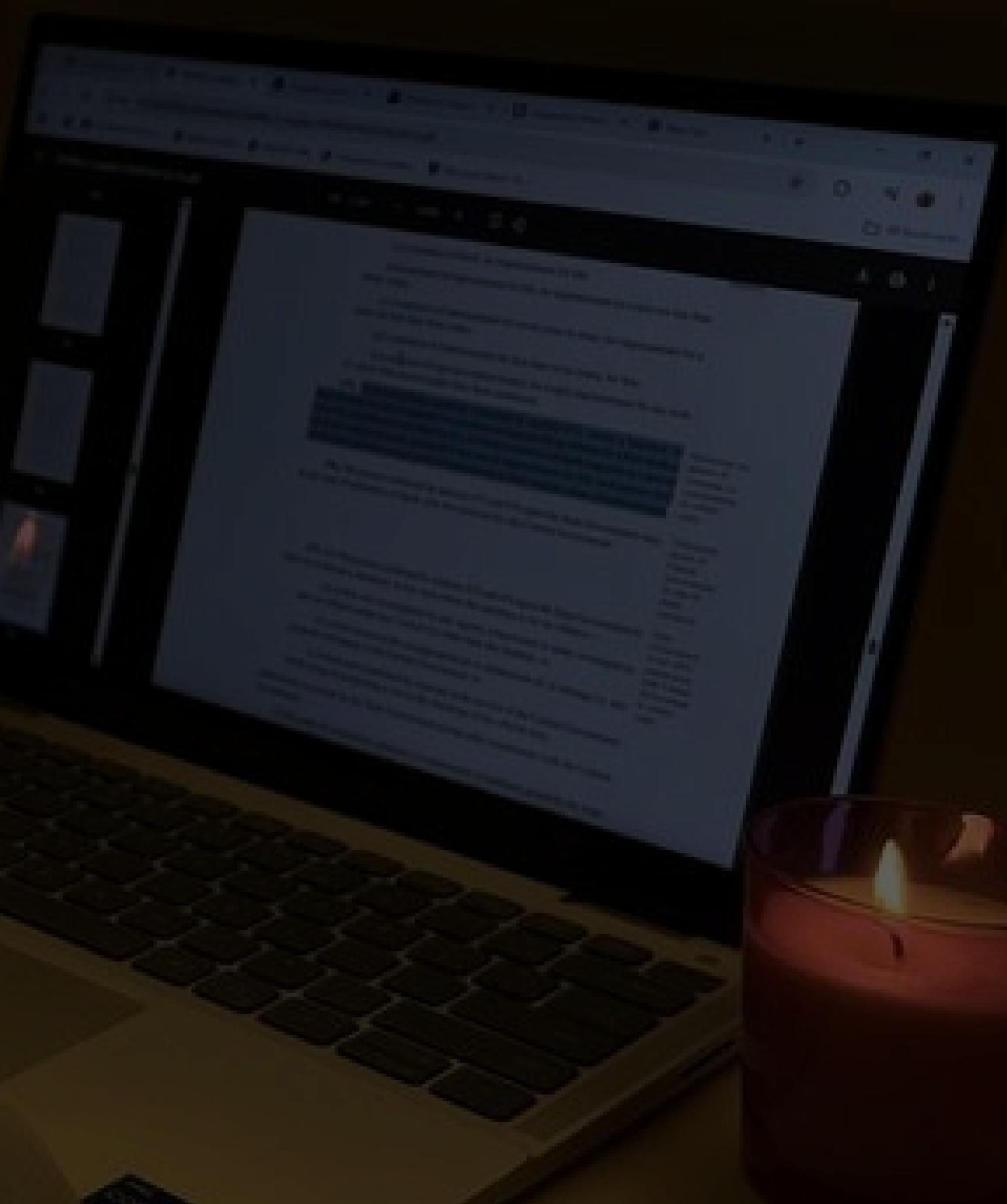
INTRODUCTION

CASE STUDY

THIS DATA IS FOR A SUPERSTORE, COVERING THE YEARS 2011 TO 2014, AND IN THIS PROJECT WE ACT AS PROBLEM-SOLVERS ANALYZING REAL BUSINESS PERFORMANCE.

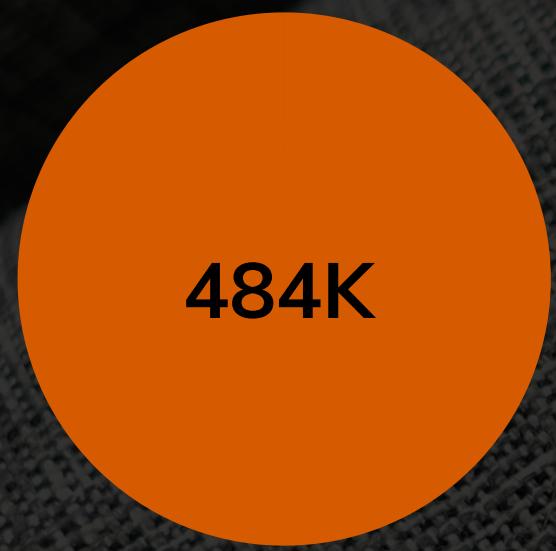
THE DATASET INCLUDES DETAILED INFORMATION ABOUT SALES, PROFITS, CUSTOMERS, PRODUCTS, AND REGIONAL PERFORMANCE ACROSS THE UNITED STATES.

IN THIS PROJECT, WE WILL PRESENT THE KEY INSIGHTS WE DISCOVERED, THE ISSUES WE DETECTED, AND THE RECOMMENDATIONS WE DEVELOPED TO HELP IMPROVE OVERALL PROFITABILITY, CUSTOMER ENGAGEMENT, AND OPERATIONAL PERFORMANCE.



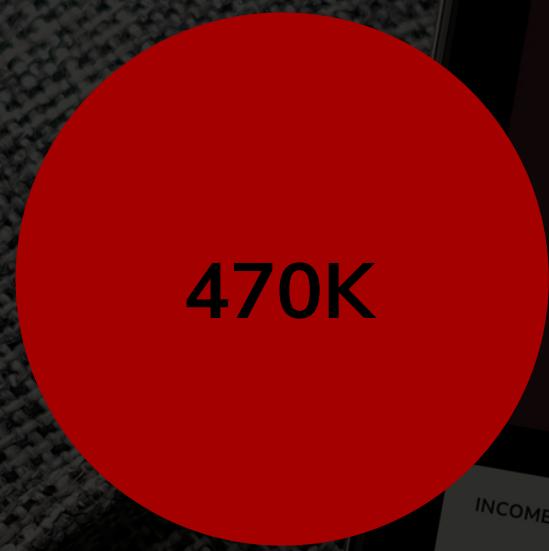
SALES EACH YEAR

2011



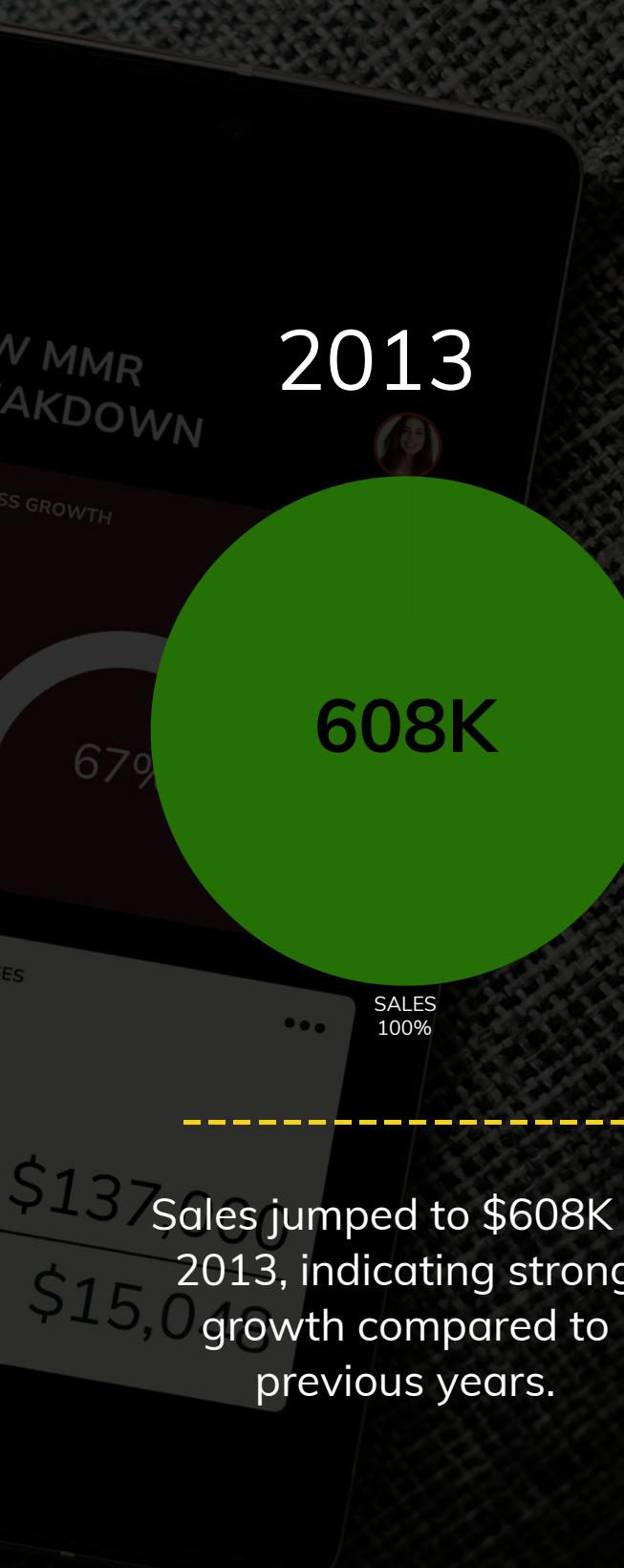
Sales in 2011 were \$484K, providing a reference point for the following years.

2012



"A slight decrease to \$470K in 2012 shows minor fluctuations in sales."

2013



608K

2014

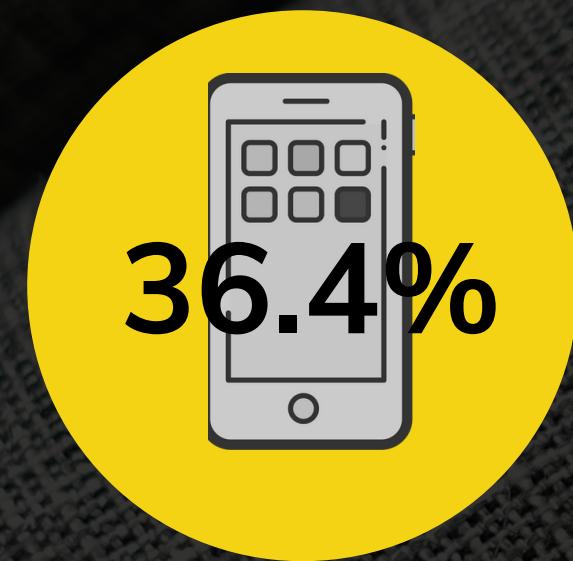


The highest sales occurred in 2014 at \$733K, showing a clear upward trend over the four years.

SUPER STORE

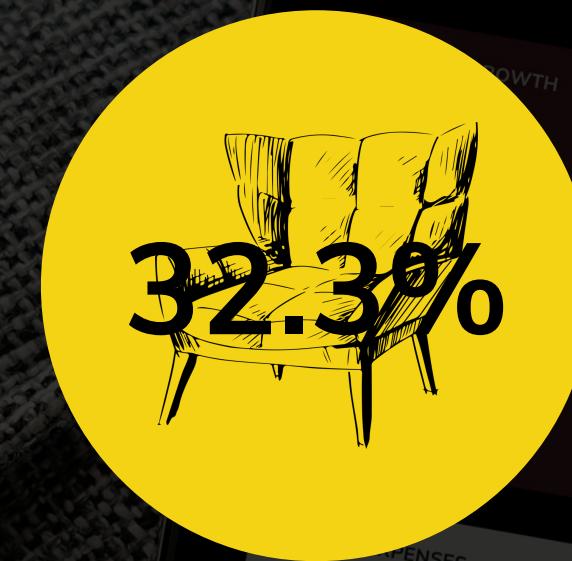
CATEGORIES

SUPER STORE



TECHNOLOGY

High-demand, fast-moving products like laptops, phones, and accessories that attract frequent buyers.



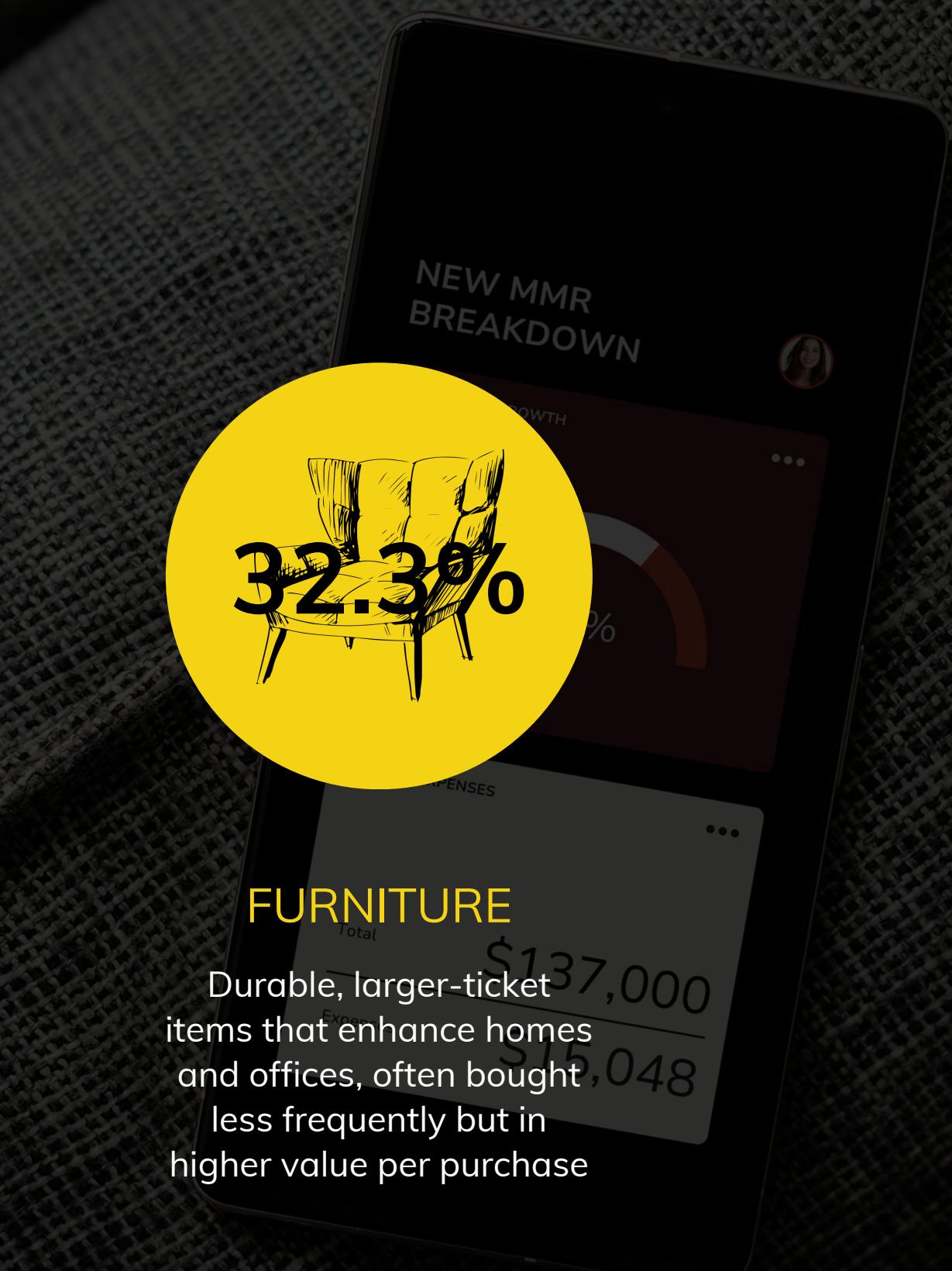
FURNITURE

Durable, larger-ticket items that enhance homes and offices, often bought less frequently but in higher value per purchase



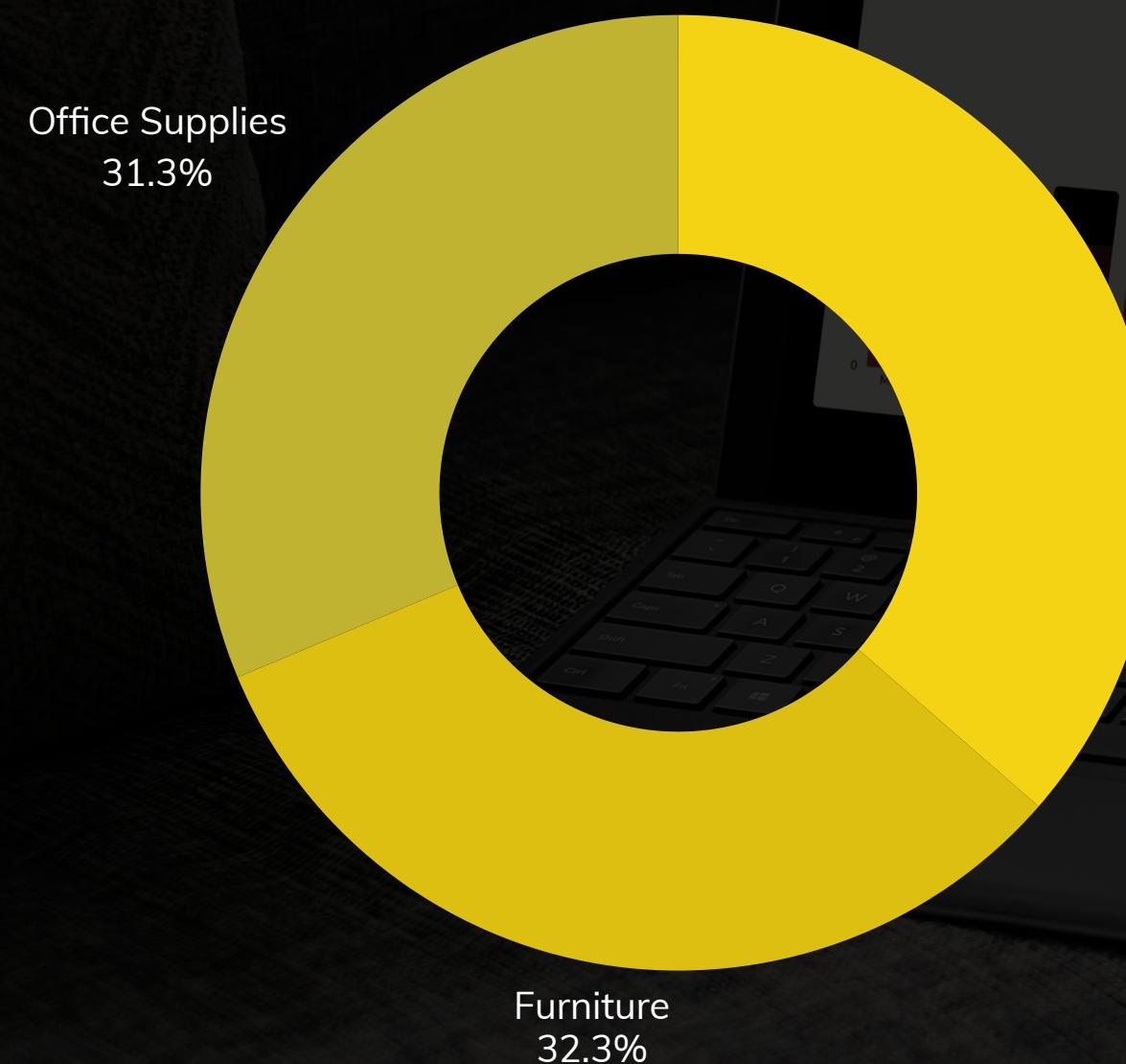
OFFICE SUPPLIES

Everyday essentials like paper, pens, and organizers that are needed consistently, ensuring steady, reliable sales.



SALES BY CATEGORY

SUPER STORE



2.29M

TOTAL SALES OF 2.29M

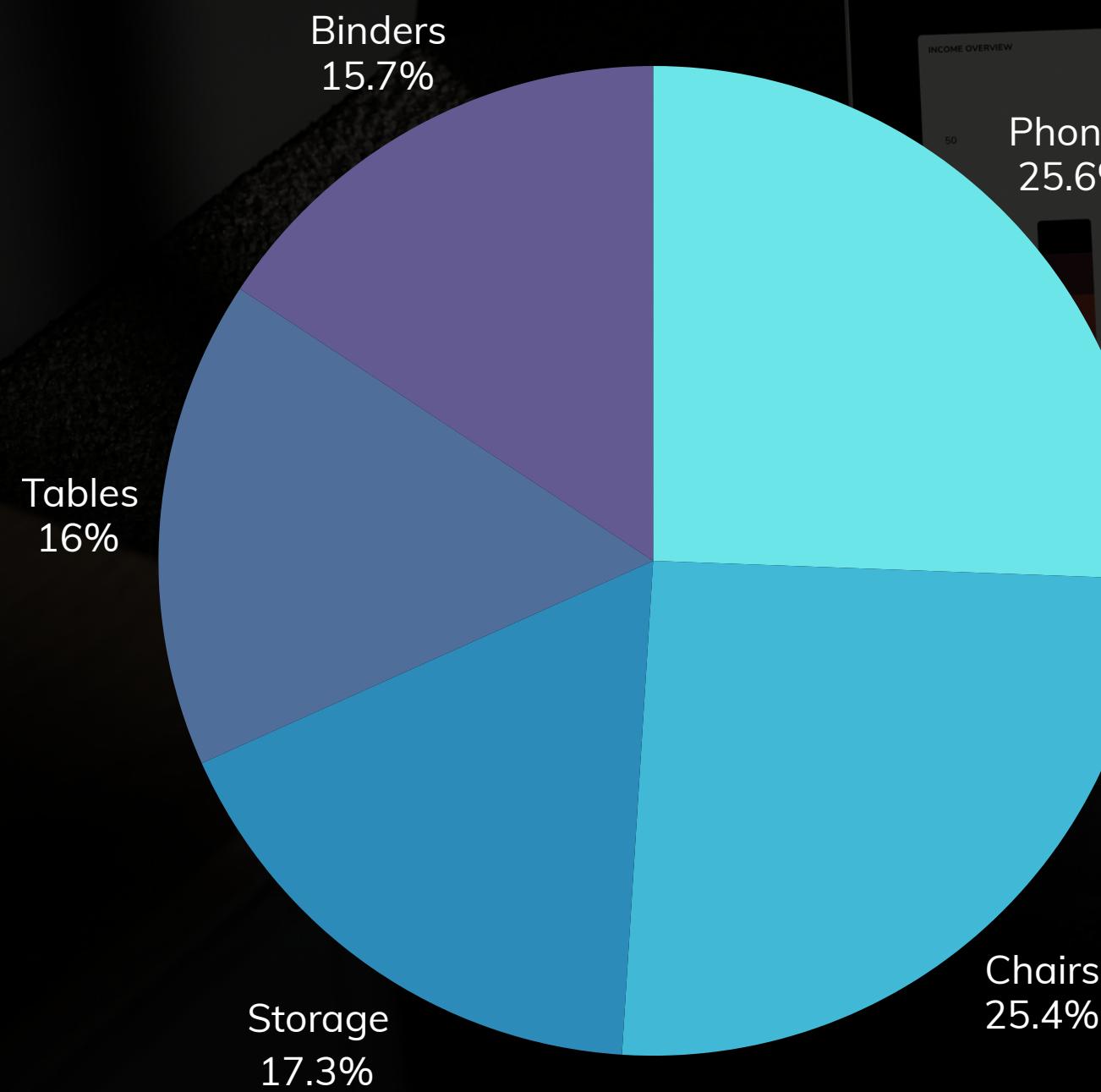
From 2011 to 2014, the superstore achieved total sales of \$2.29M, reflecting strong performance across all major categories. Technology led the sales, followed closely by Furniture and Office Supplies, showing a balanced demand across the store's offerings.

WHAT DOES IT SAY?

Sales across categories were almost equal, but Technology came out on top, with Furniture next and Office Supplies just behind.

BEST-SELLING PRODUCTS

SUPER STORE

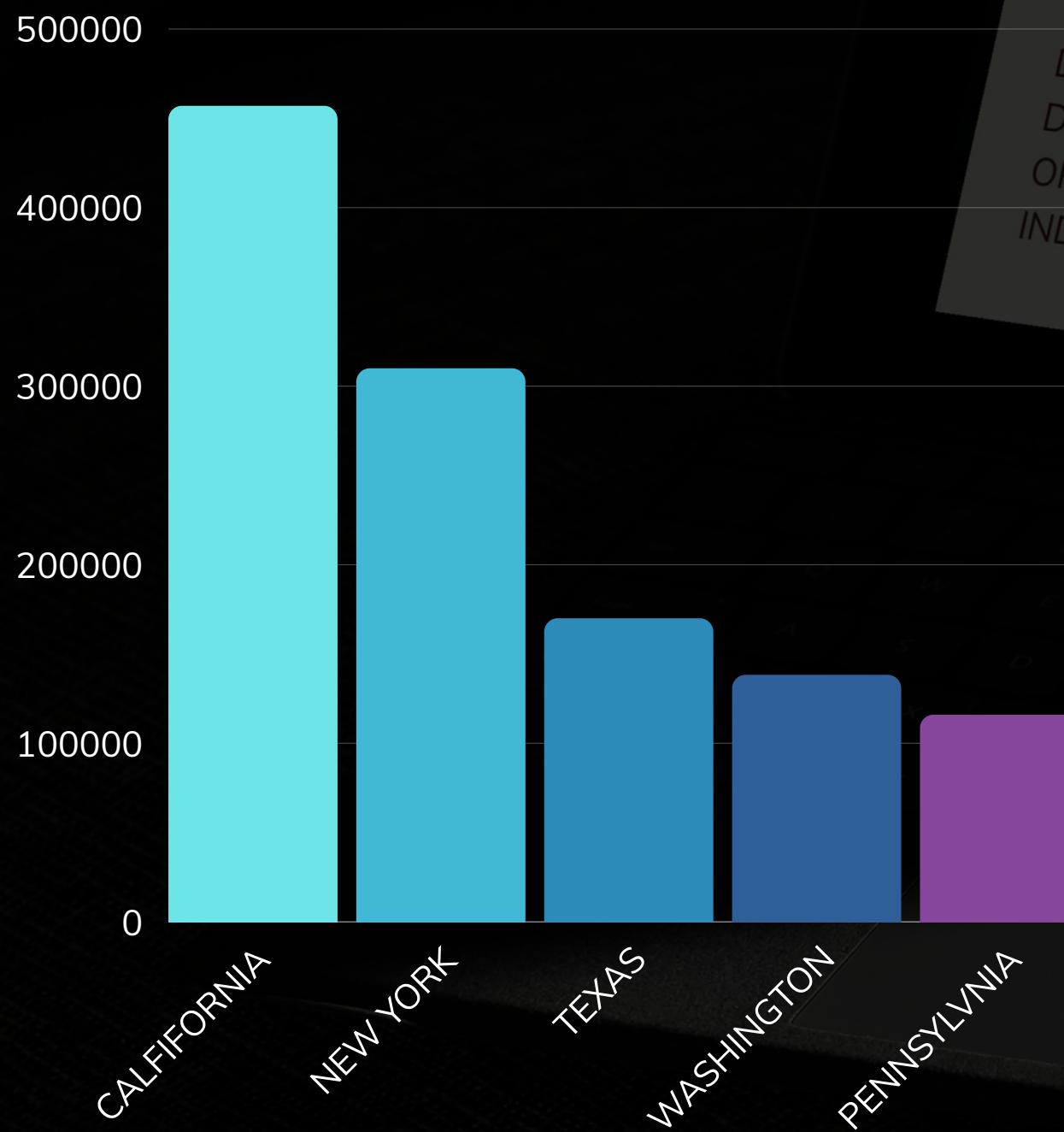


Looking at the top-selling items, phones lead with \$330K in sales, closely followed by chairs at \$322K. Storage units, tables, and binders also show strong demand, with sales ranging from \$203K to \$223K. This highlights that while technology drives the highest revenue, furniture and office supplies remain key contributors to overall sales.

SALES BY STATE

TOP 5:

- CALIFORNIA
- NEW YORK
- TEXAS
- WASHINGTON
- PENNSYLVANIA



WHAT IS THE INDUSTRY'S HISTORY
AND WHAT ARE ITS USUAL TRENDS?
DO YOU SEE NEW PATTERNS
DEVELOPING? GIVE A PREDICTION
OR OUTLOOK ABOUT WHERE THE
INDUSTRY IS HEADED.

2.29M

SUPER STORE

TOTAL SALES OF 2.29M

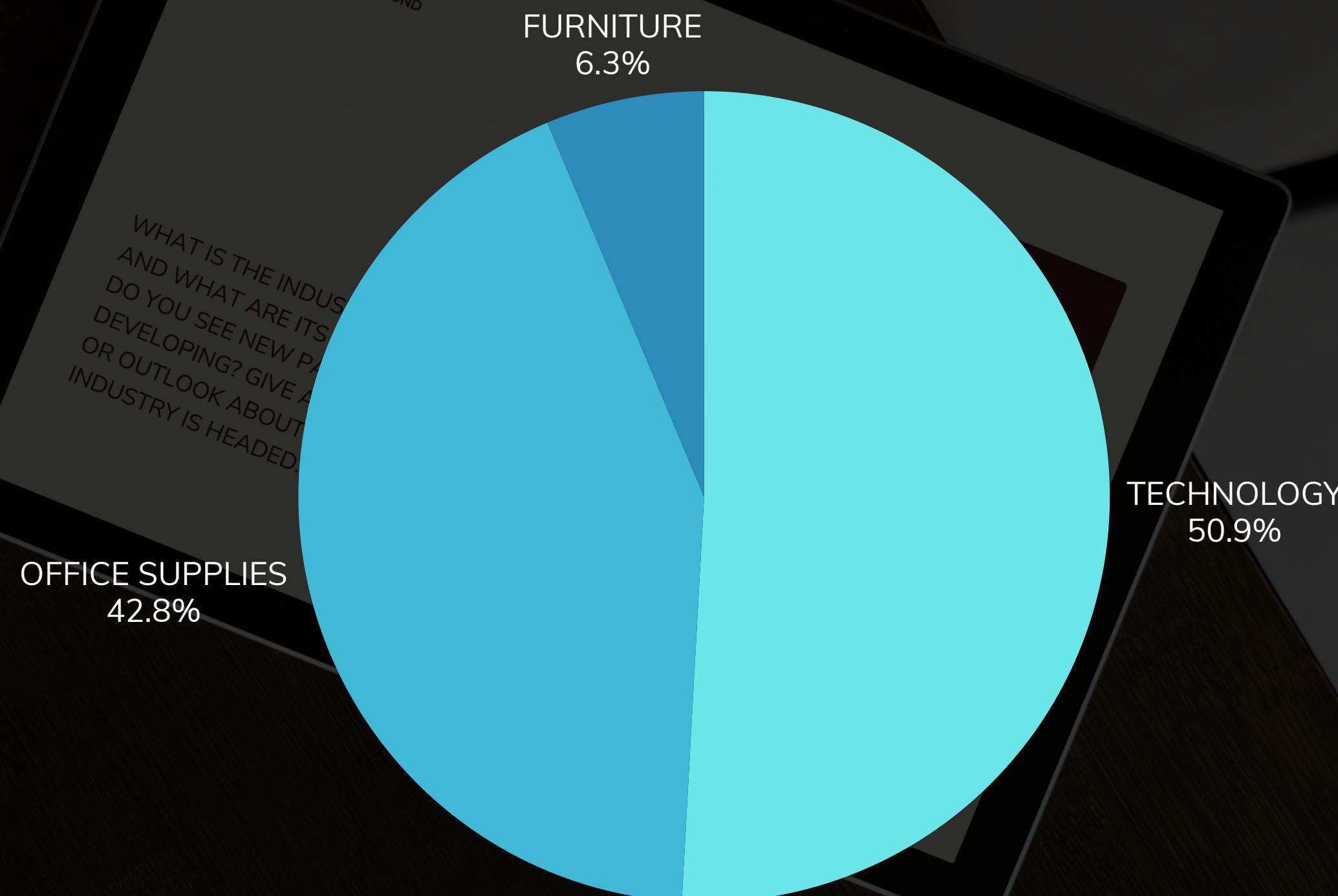
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TOTAL ITEM SALES

California leads all states with nearly \$457K in sales, followed by New York at around \$310K. Texas, Washington, and Pennsylvania complete the top five, showing strong but smaller contributions between \$120K and \$170K.

PROFIT ANALSYS

SUPER STORE



INDUSTRY BACKGROUND

WHAT IS THE INDUSTRY
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DO YOU SEE NEW PATHS
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OFFICE SUPPLIES
42.8%

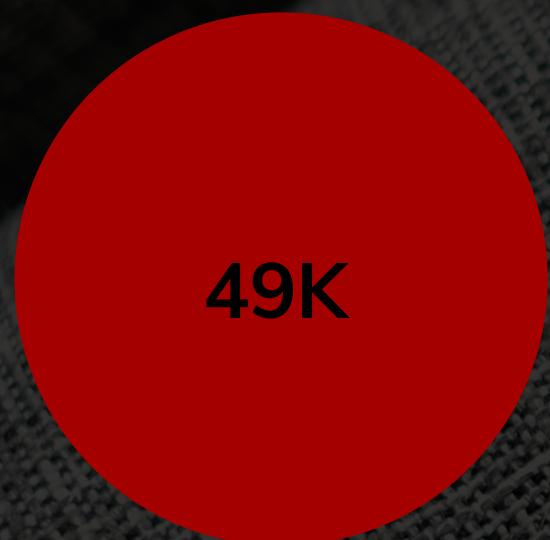
FURNITURE
6.3%

TECHNOLOGY
50.9%

PROFIT EACH YEAR

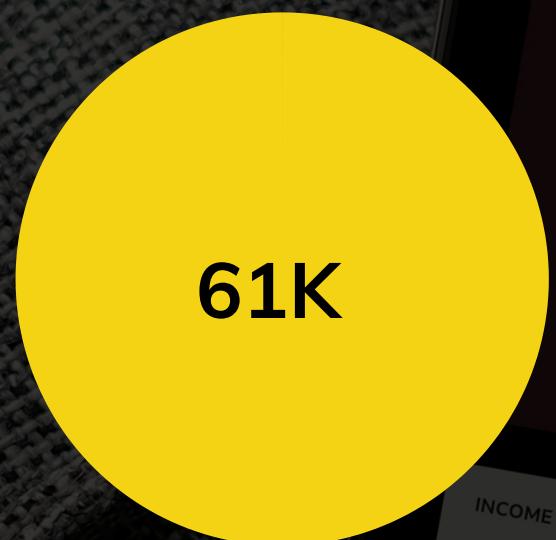
SUPER STORE

2011



profit in 2011 were \$49K, which is about 10% of the sales providing a reference point for the following years.

2012



Despite lower sales in 2012, profit increased indicating better cost control and a stronger mix of high-margin products

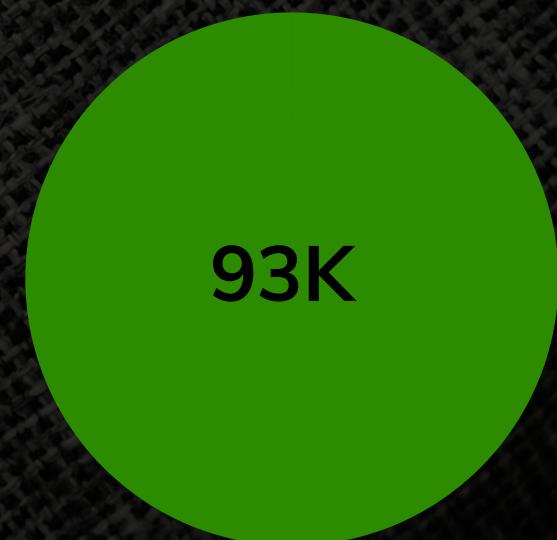
2013



\$137,000
\$15,010
Total

profit jumped to \$81k in 2013, indicating strong growth compared to previous years.

2014



The highest profit occurred in 2014 at \$93K, showing a clear upward trend over the four years.

PROFIT ANALYSIS

IT'S INTERESTING TO SEE THAT EVEN THOUGH SALES ACROSS TECHNOLOGY, FURNITURE, AND OFFICE SUPPLIES ARE FAIRLY CLOSE, THE PROFITS TELL A VERY DIFFERENT STORY.

TECHNOLOGY IS CLEARLY THE STAR HERE, BRINGING IN 50.79% OF THE TOTAL PROFIT, OR \$145,454.

OFFICE SUPPLIES SURPRISES US TOO IT'S THIRD IN SALES BUT STILL CONTRIBUTES 42.77% OF THE PROFIT, TOTALING \$122,490.

MEANWHILE, FURNITURE, DESPITE STRONG SALES, BARELY MOVES THE NEEDLE, ADDING ONLY 6.44% OR \$18,451. THIS SHOWS THAT HIGH SALES DON'T ALWAYS MEAN HIGH PROFIT

SUPER STORE

286K

TOTAL PROFIT

The superstore generated a total profit of \$268K over the four years

\$137,000
\$15,048

12.5%

PROFIT PERCENTAGE

Total profit representing 12.5% of total sales.

SALES VS PROFIT

2.29M

TOTAL SALES OF 2.29M

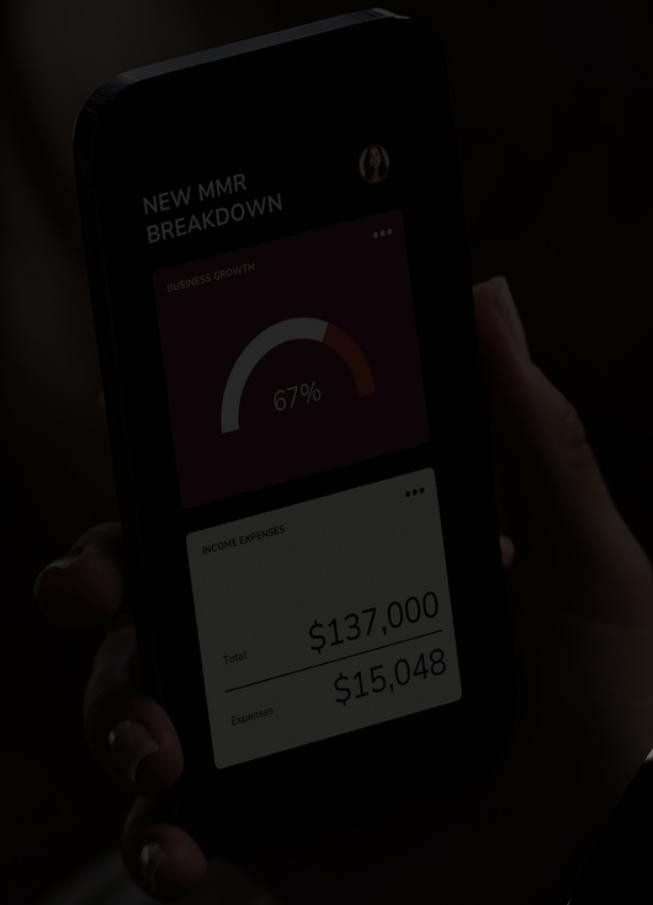
Present with ease and wow any audience with Canva Presentations.

286K

TOTAL PROFIT

Present with ease and wow any audience with Canva Presentations.

SUPER STORE



SUPER STORE

ANALYSIS RESULTS

CHAPTER 2: SWOT

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Expenses

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Profit

STRENGTHS:

SUPER STORE

TECHNOLOGY

Since Technology contributes the most to overall profitability, increasing investment and promotional focus in this category can maximize returns

CLEAR 80/20 FOCUS

Sales are heavily concentrated: just 6 products contribute 80% of total revenue. These are our high-impact 'blockbuster' categories that deserve strategic focus

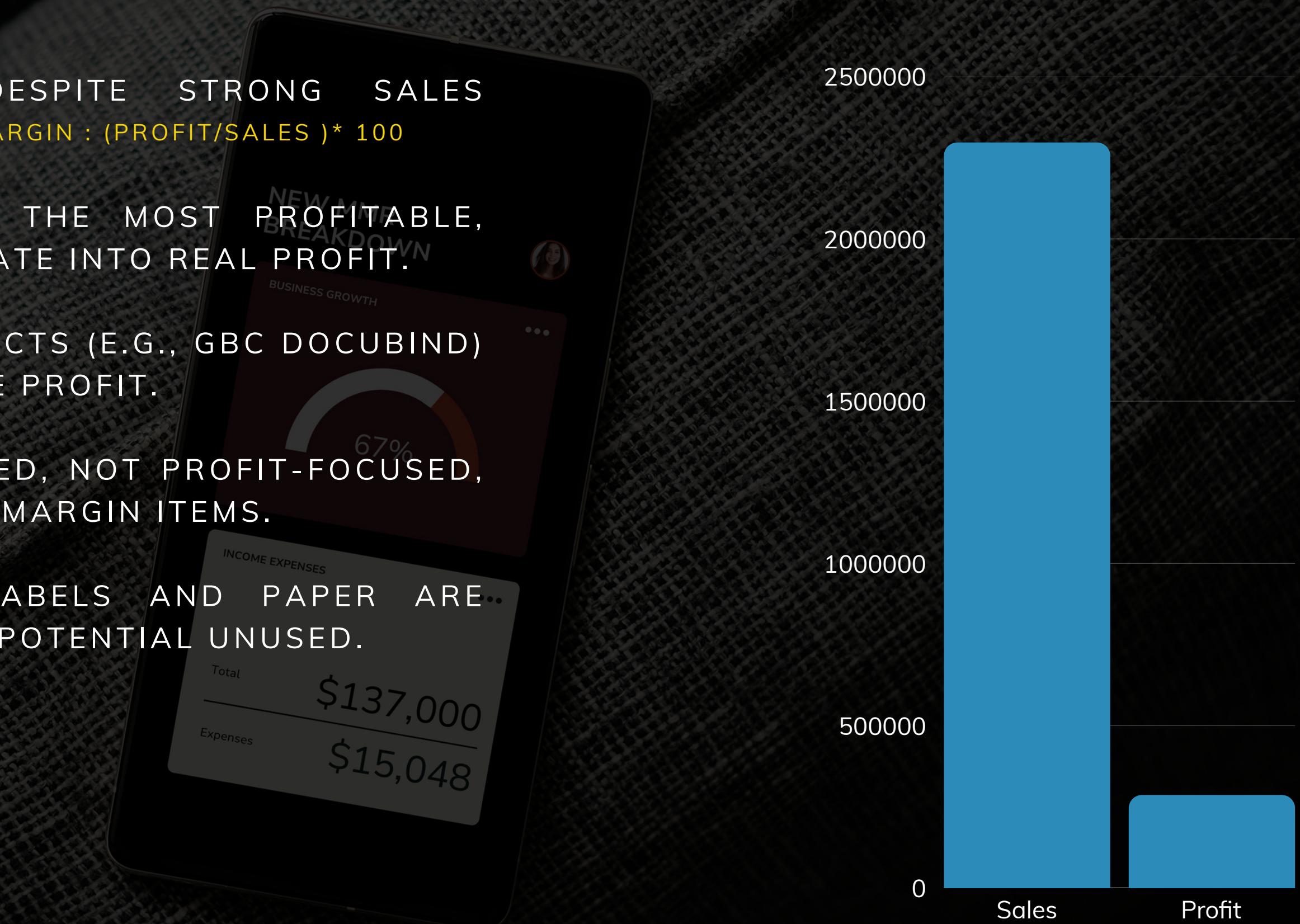
HIGH-MARGIN ITEMS AND EVERYDAY-USE PRODUCTS

A diverse catalog that includes both high-margin items and everyday-use products—such as Paper and Labels—creates strong opportunities to boost overall profitability.



WEAKNESSES: (WHAT'S HOLDING THE STORE BACK)

- LOW OVERALL PROFITABILITY DESPITE STRONG SALES
AVERAGE MARGIN IS ONLY 12.5% **MARGIN : (PROFIT/SALES) * 100**
- TOP-SELLING PRODUCTS ARE NOT THE MOST PROFITABLE,
MEANING REVENUE DOESN'T TRANSLATE INTO REAL PROFIT.
- PROFIT BLEED FROM CERTAIN PRODUCTS (E.G., GBC DOCUBIND)
THAT ACTUALLY GENERATE NEGATIVE PROFIT.
- SALES STRATEGY IS VOLUME-FOCUSED, NOT PROFIT-FOCUSED,
CAUSING OVER-PROMOTION OF LOW-MARGIN ITEMS.
- HIGH-MARGIN CATEGORIES LIKE LABELS AND PAPER ARE
UNDER-PROMOTED, LEAVING PROFIT POTENTIAL UNUSED.



OPPORTUNITIES:

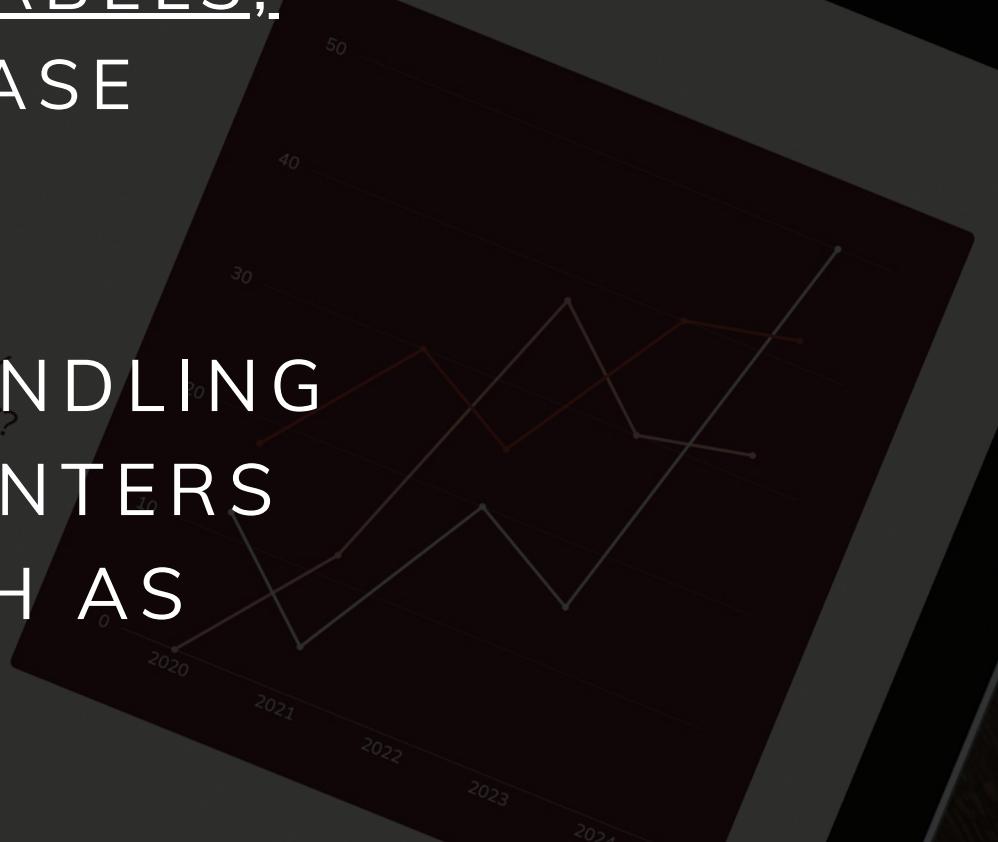
SUPER STORE
OPTIMIZE THE SALES MIX BY PROMOTING HIGHER-MARGIN ITEMS SUCH AS LABELS, PAPER, AND ENVELOPES TO INCREASE OVERALL **PROFITABILITY**.

LEVERAGE CROSS-SELLING BY BUNDLING TOP-SELLING PRODUCTS LIKE PRINTERS WITH PROFITABLE ADD-ONS SUCH AS PAPER AND INK.

REDUCE PROFIT LOSS BY REVIEWING PRICING STRATEGIES OR DISCONTINUING CONSISTENTLY UNPROFITABLE PRODUCTS.

INDUSTRY BACKGROUND

WHAT IS THE INDUSTRY'S HISTORY?
AND WHAT ARE ITS USUAL TRENDS?
DO YOU SEE NEW PATTERNS
DEVELOPING? DATA PREDICT
INDUSTRY IS HEADING.



THREATS:

SUPER STORE

PRICE COMPETITION:

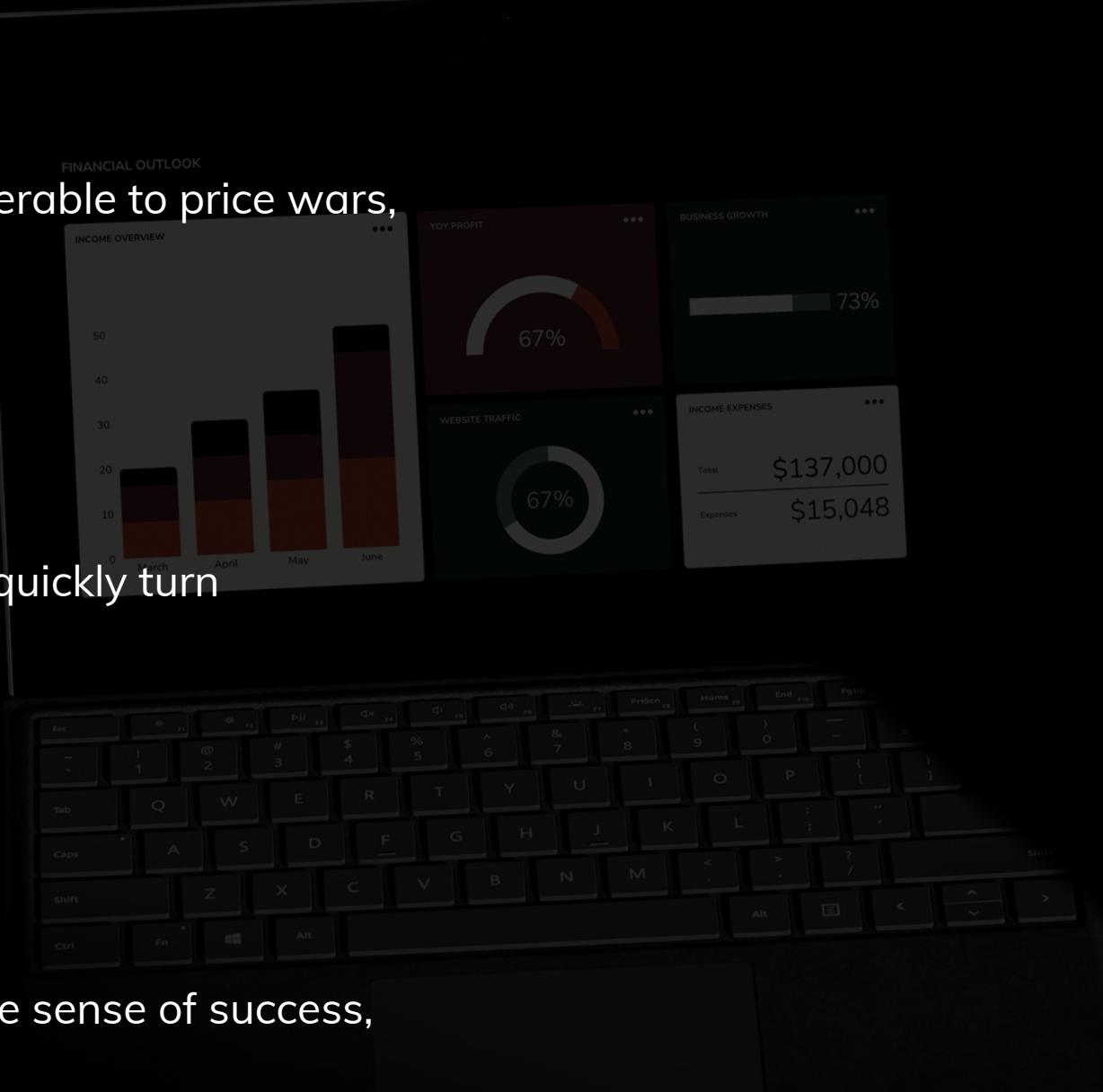
Low-margin products are highly vulnerable to price wars, risking further margin erosion.

COST INFLATION:

Rising shipping or material costs can quickly turn borderline products into losses.

MISLEADING PERFORMANCE:

Strong sales figures may create a false sense of success, hiding deeper profitability problems.



EXECUTIVE RECOMMENDATION

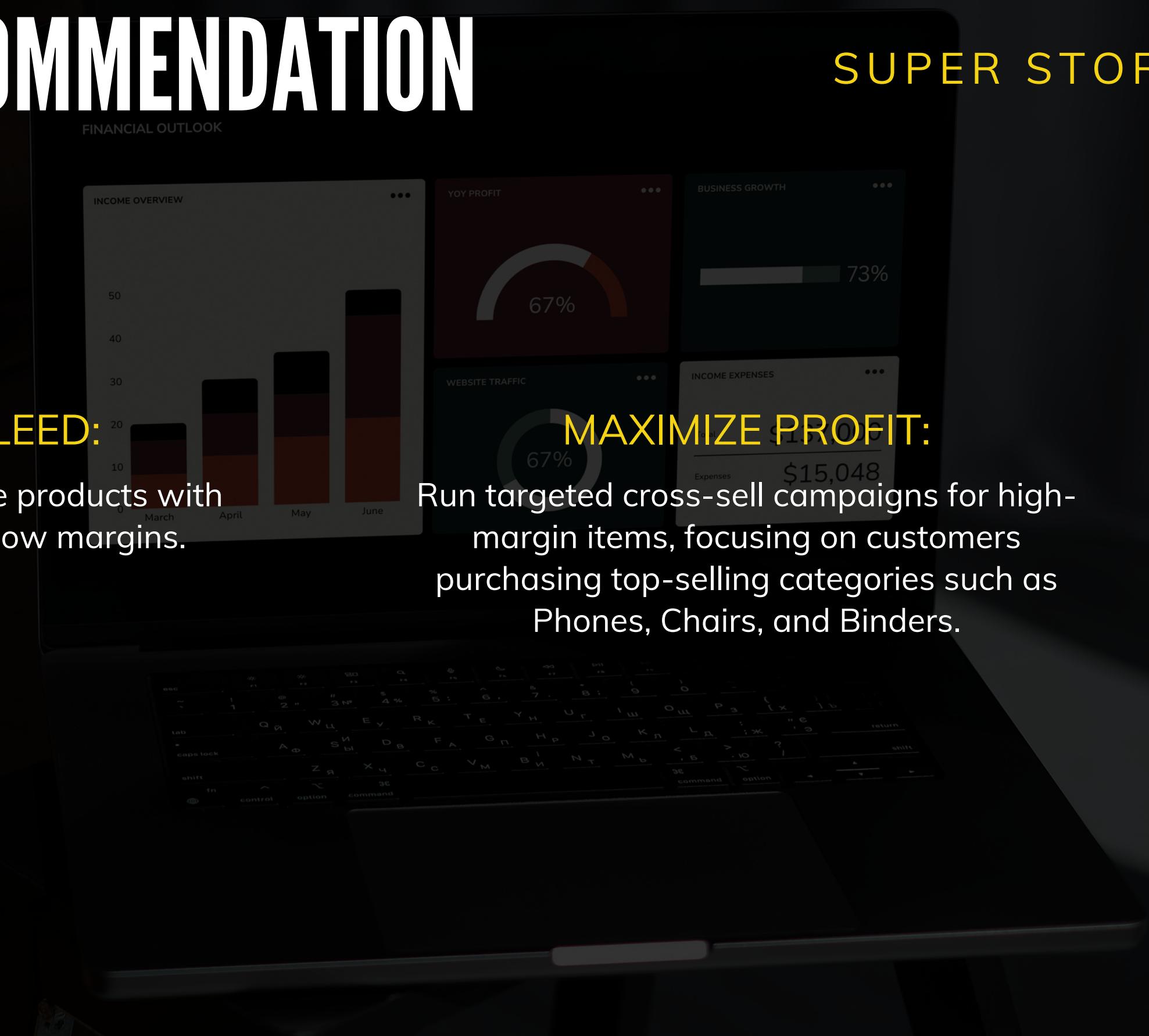
SUPER STORE

STOP THE BLEED:

Freeze, reprice, or remove products with negative or extremely low margins.

MAXIMIZE PROFIT:

Run targeted cross-sell campaigns for high-margin items, focusing on customers purchasing top-selling categories such as Phones, Chairs, and Binders.



STOP THE BLEED:

- **FREEZE LOW-PROFIT ITEMS:** PAUSE PROMOTIONS OR DISCOUNTS ON PRODUCTS THAT ALREADY HAVE WEAK MARGINS. (ALTHOUGH TABLE IS ONE OF THE MOST SELLING PRODUCTS IT HAS A NEGATIVE PROFIT!)
- **REPRICE STRATEGICALLY:** INCREASE PRICES GRADUALLY ON LOSS-MAKING SKUS WHERE CUSTOMERS ARE LESS PRICE-SENSITIVE.
- **REMOVE OR REPLACE:** DISCONTINUE PRODUCTS THAT CONSISTENTLY GENERATE LOSSES, ESPECIALLY SLOW MOVERS OR ITEMS WITH HIGH SHIPPING/STORAGE COSTS.

EXPECTED RESULT:

CUTS UNNECESSARY LOSSES AND STOPS LOW-PERFORMING ITEMS FROM DRAGGING TOTAL PROFIT DOWN. OR INCREASE PRICE!

TABLE book cases machines tables Art

-6000

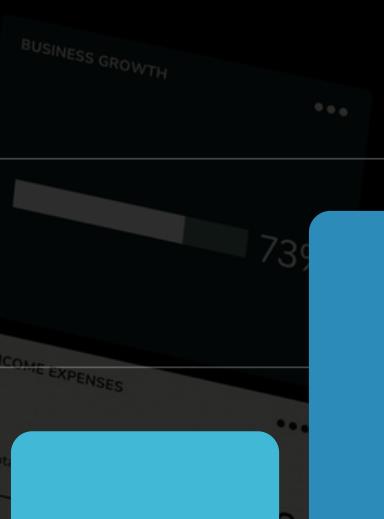
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2000

4000

6000

8000



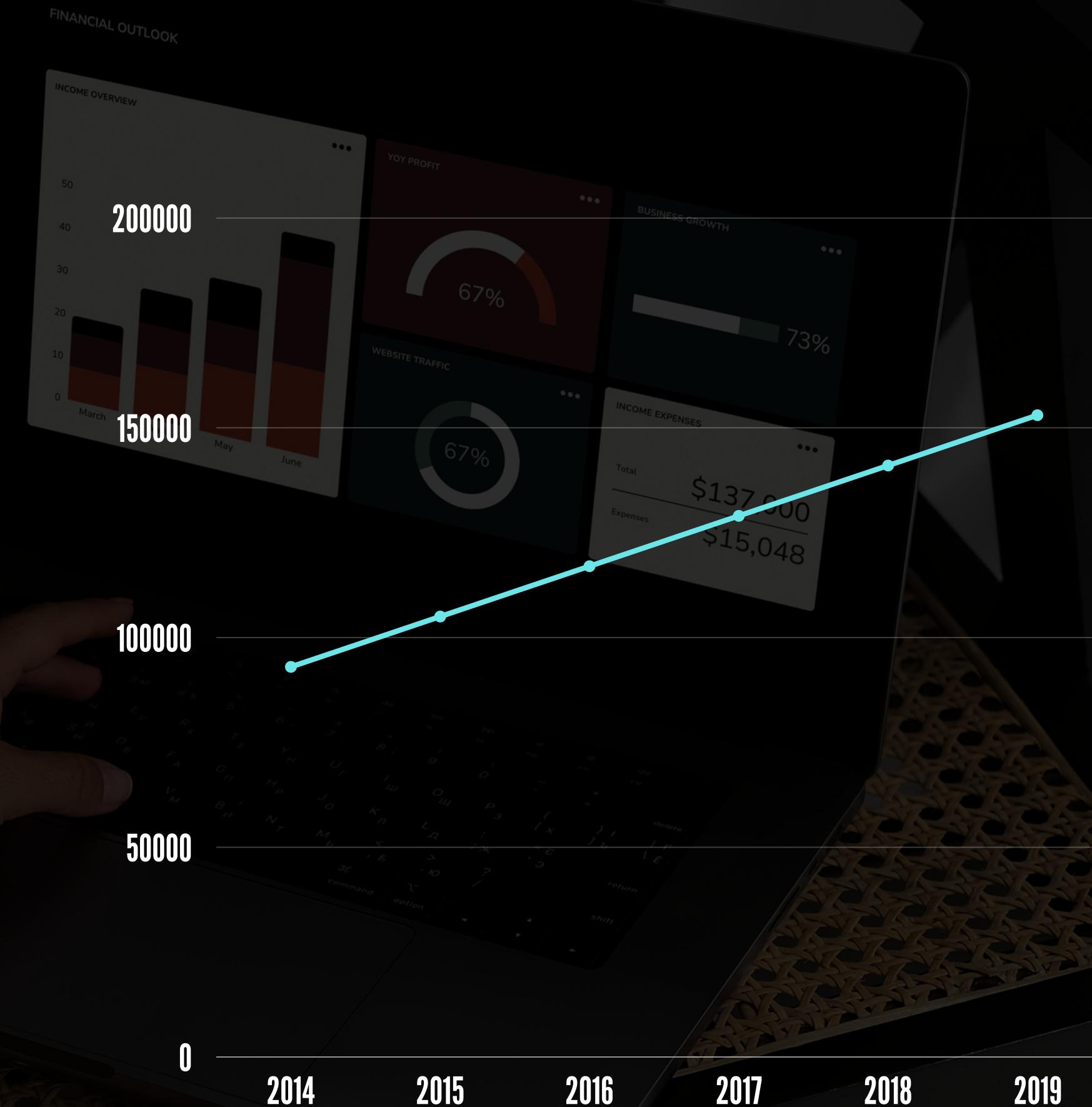
PRESENTATION

MAXIMIZE PROFIT:

- BUNDLE OFFERS:
WHEN A CUSTOMER BUYS A PHONE → OFFER SCREEN PROTECTORS, CASES, OR INK/ACCESSORIES.
WHEN A CUSTOMER BUYS CHAIRS OR BINDERS → RECOMMEND PAPER PACKS, FILING SUPPLIES, OR LABELS.
- SUGGESTIVE SELLING: USE CHECKOUT PROMPTS SUCH AS “CUSTOMERS WHO BOUGHT THIS ALSO BOUGHT...”
- TARGETED EMAIL CAMPAIGNS: SEND PERSONALIZED OFFERS TO CUSTOMERS WHO REPEATEDLY BUY TOP CATEGORIES.
- LAUNCH A LOYALTY PROGRAM FOR THE TOP 10% OF CUSTOMERS, OFFERING EXCLUSIVE DISCOUNTS AND PERKS TO INCREASE RETENTION AND DRIVE REPEAT PURCHASES

EXPECTED RESULT:

BOOSTS OVERALL PROFIT WITHOUT NEEDING TO INCREASE TOTAL SALES VOLUME, LEVERAGING WHAT THE STORE ALREADY SELLS WELL.



CONCLUSION:

SUPER STORE

THE SUPERSTORE SHOWS STRONG OVERALL PERFORMANCE, WITH TOTAL SALES OF \$2.29M AND A PROFIT OF \$268K (11.09%). WHILE TECHNOLOGY DRIVES BOTH SALES AND PROFIT, OTHER CATEGORIES LIKE FURNITURE AND OFFICE SUPPLIES CONTRIBUTE DIFFERENTLY, REVEALING OPPORTUNITIES TO OPTIMIZE THE SALES MIX. FOCUSING ON HIGH-MARGIN PRODUCTS, CROSS-SELLING, AND ADDRESSING LOW-PROFIT ITEMS CAN SIGNIFICANTLY IMPROVE PROFITABILITY.

THE HISTORICAL TREND FROM 2011–2014 SHOWS STEADY PROFIT GROWTH, INDICATING THE STORE IS CAPABLE OF SUSTAINED LONG-TERM SUCCESS IF THE RIGHT STRATEGIES ARE IMPLEMENTED.



GROUND

THE INDUSTRY'S HISTORY

WE WANT TO SAY

THANK YOU

FOR YOUR ATTENTION

