

US Superstore

Sales Analysis

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Objectives



- **Increasing Revenue**
- **Maximize Profit**
- **Reducing Loss**

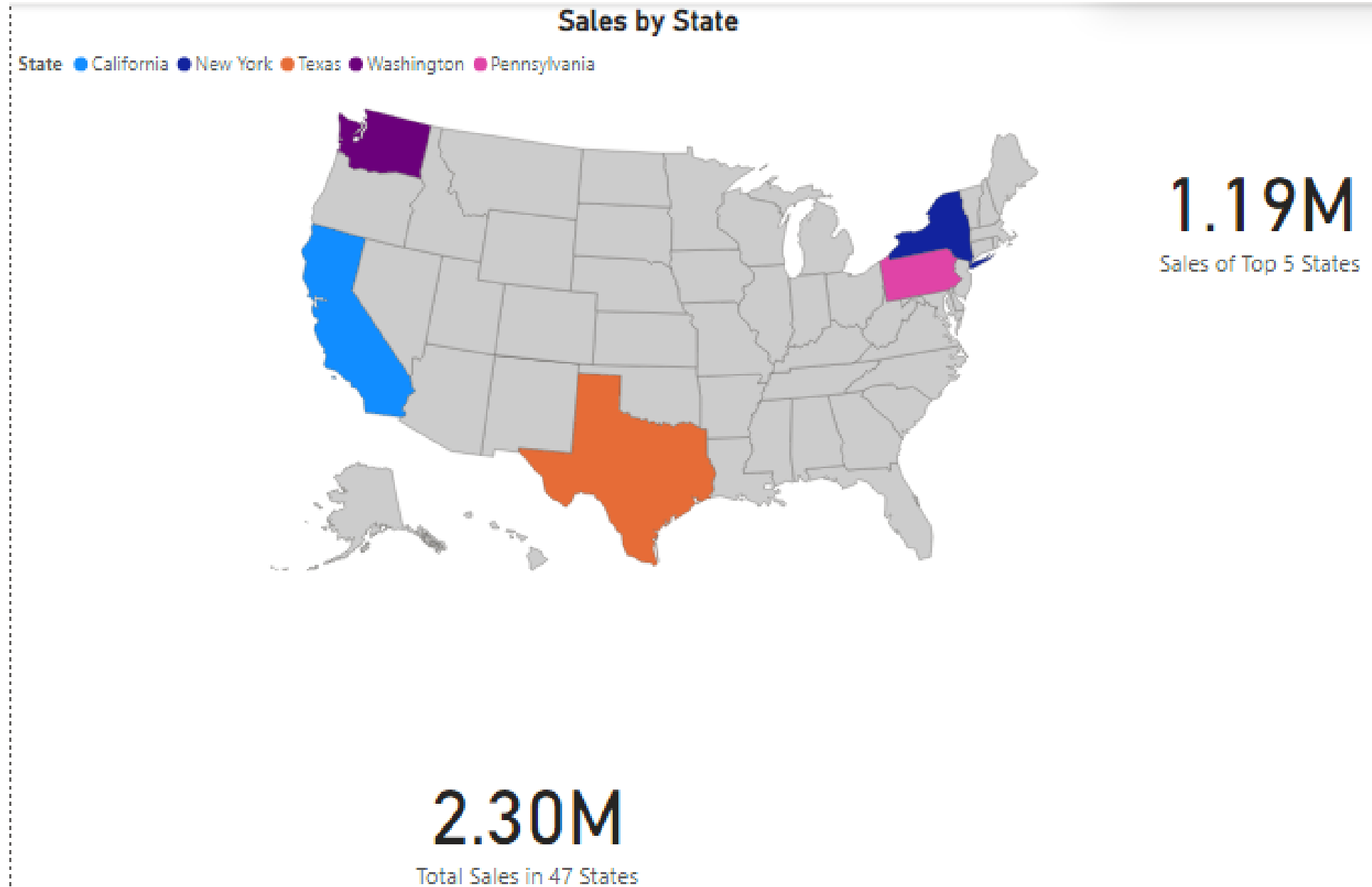
DATA

- The data is of a Superstore, which mainly sells technology, furniture and office supplies in USA
- The data was collected from 2014 to 2017
- 9994 rows:21 columns

SALES BY REGION

Top 5 States by Sales

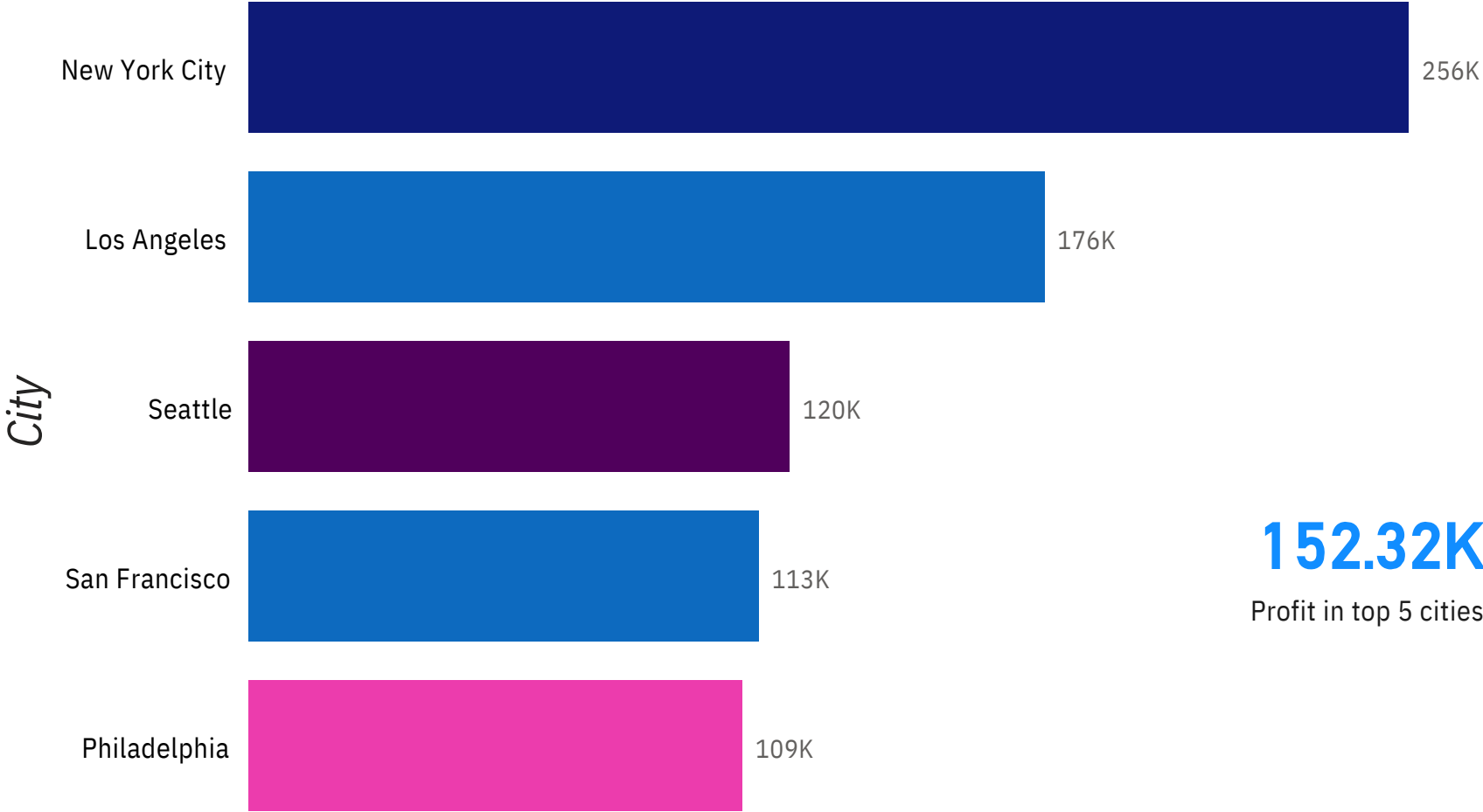
52% of
Total
Sales



Top 5 Cities by Sales

Sales in Top 5 Cities

774K
Sales in Top 5 Cities



65% of State Sales

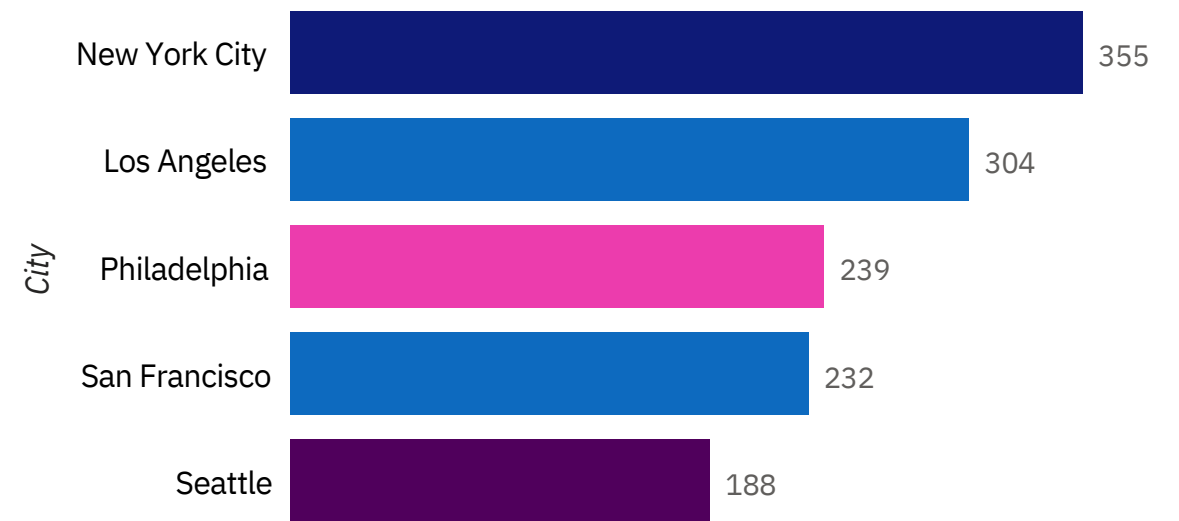
152.32K
Profit in top 5 cities

**ANALYZING
PURCHASING
POWER BY CITY**

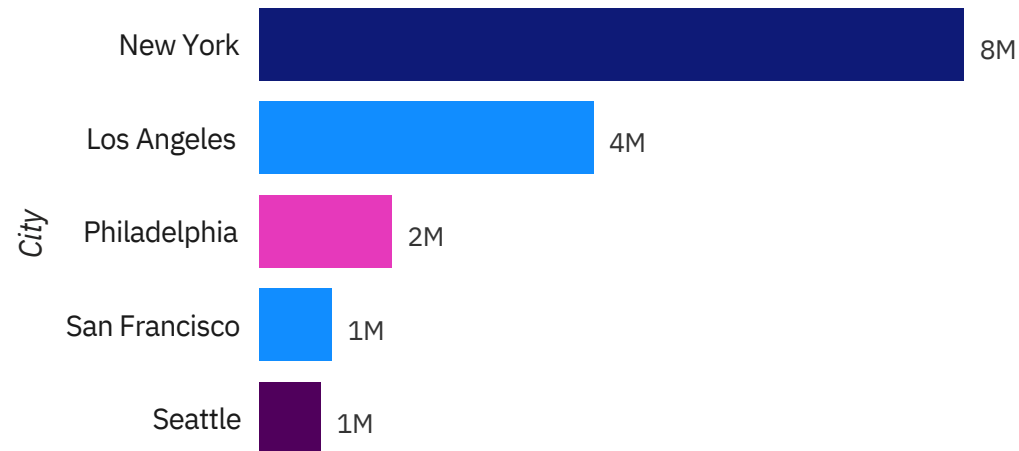
Average Purchase Values in Top 5 Cities



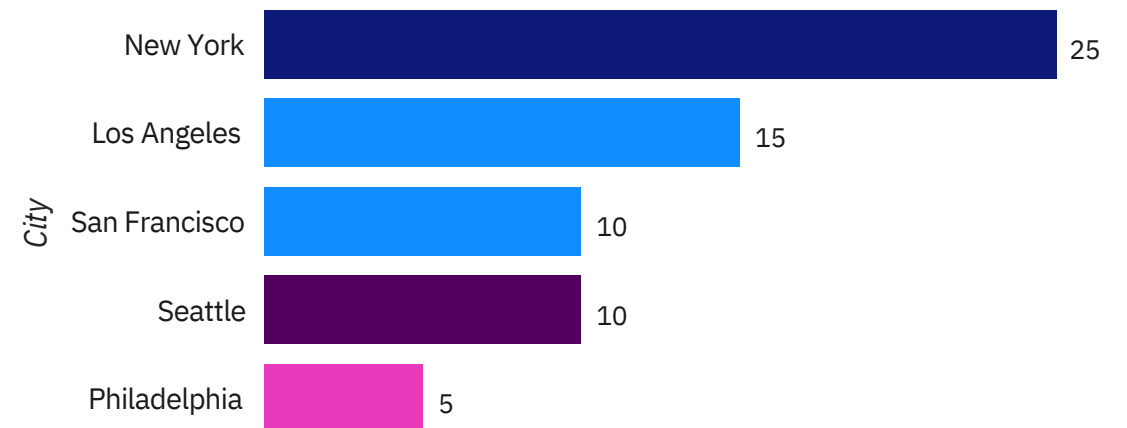
Number of Customers in Top 5 Cities



Population in Top 5 Cities



Targeted Customers in Top 5 Cities



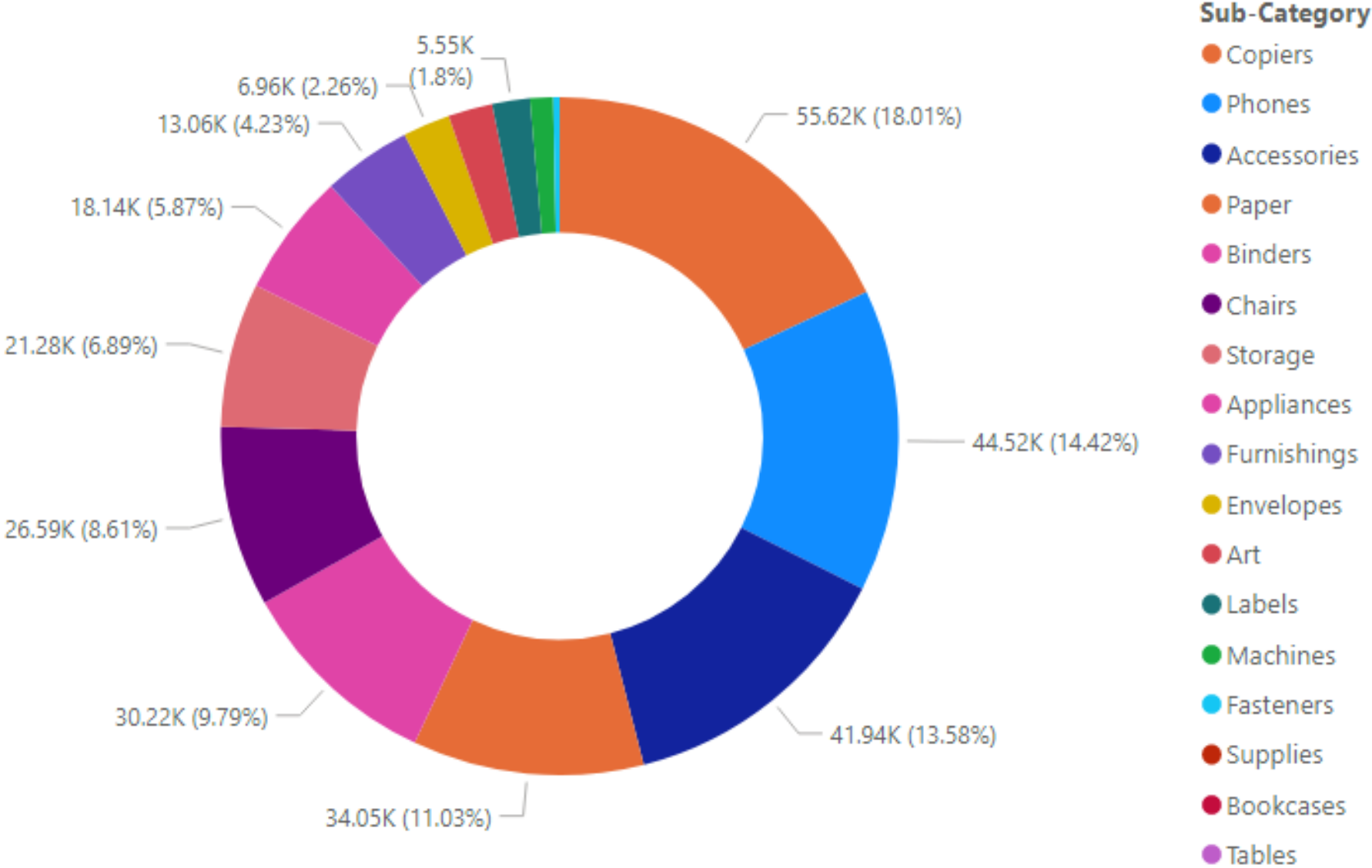
*Population of 2018

Population in Top 5 Cities

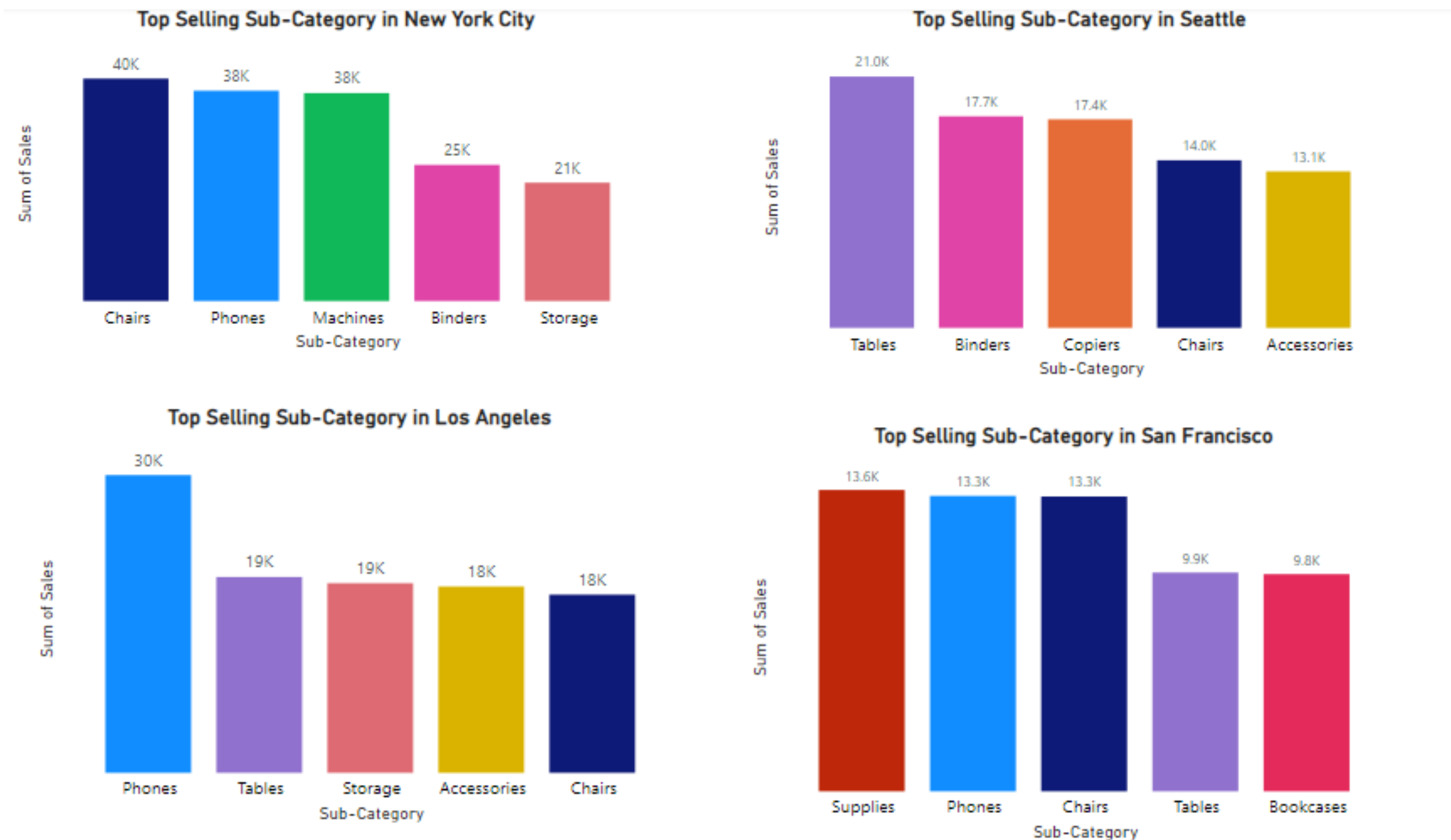
Targeted Customers in Top 5 Cities

- Sales Growth **11.34%** from 2016 to 2017
- Target **12%** Sales Growth for year 2018.
- Revenue of **\$143K or more** can be targeted for 2018
- Retaining old customers and increasing targeted new customers by each city can add revenue worth **\$33K** that is **23%** of target value

Sub Categories by Profit

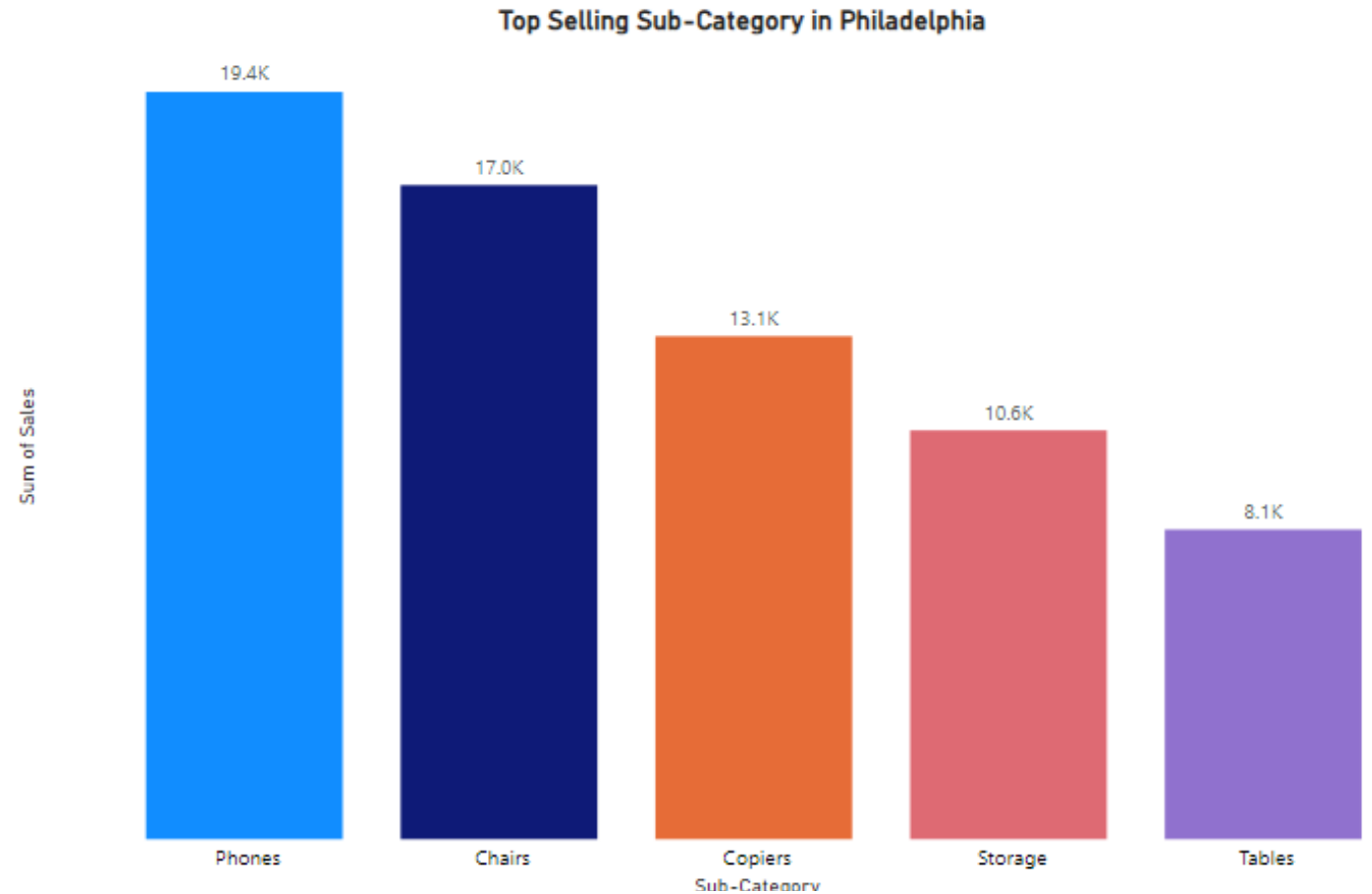


Most sold Sub Categories in Top 5 cities

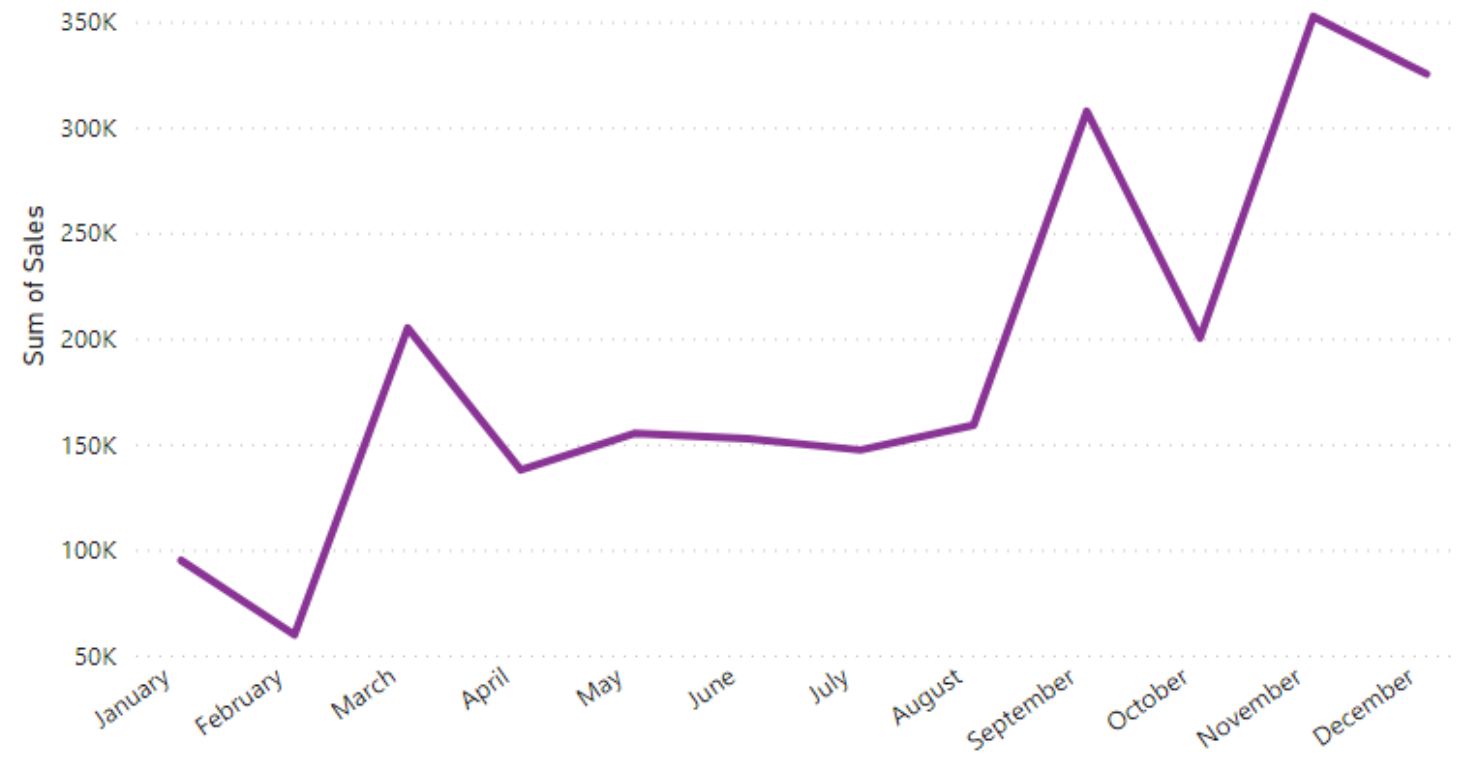


- Advertising **Copiers** in New York, Los Angeles and San Francisco

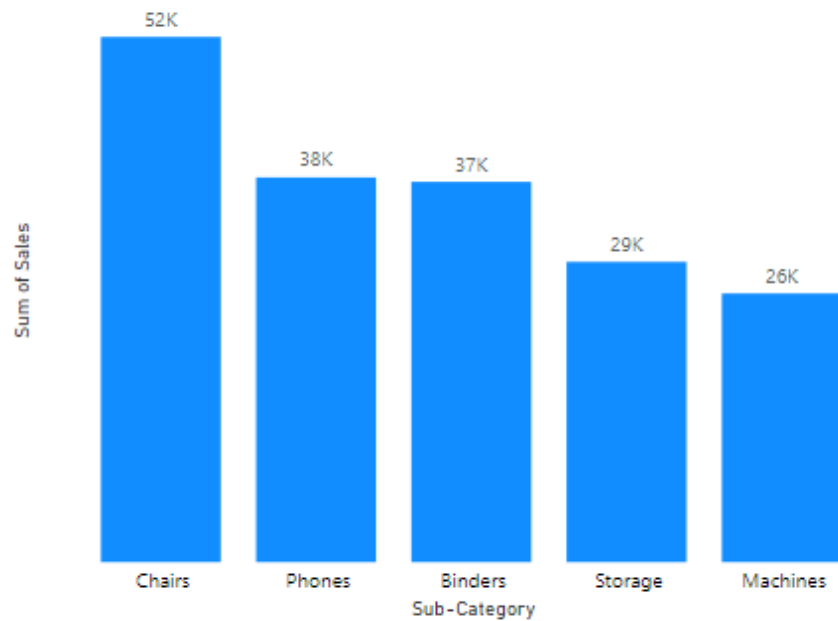
- Promoting **Phones** in Seattle by partnering with influencers



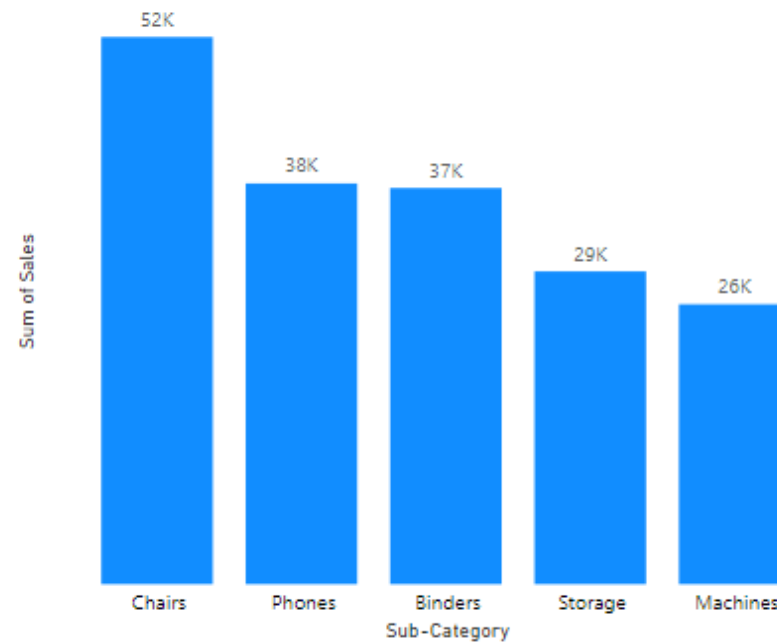
- September and November are **best time** of the year to sell Chairs, Phones, Binders.
- 2 weeks prior marketing campaigns



Top Selling Sub-Category in September



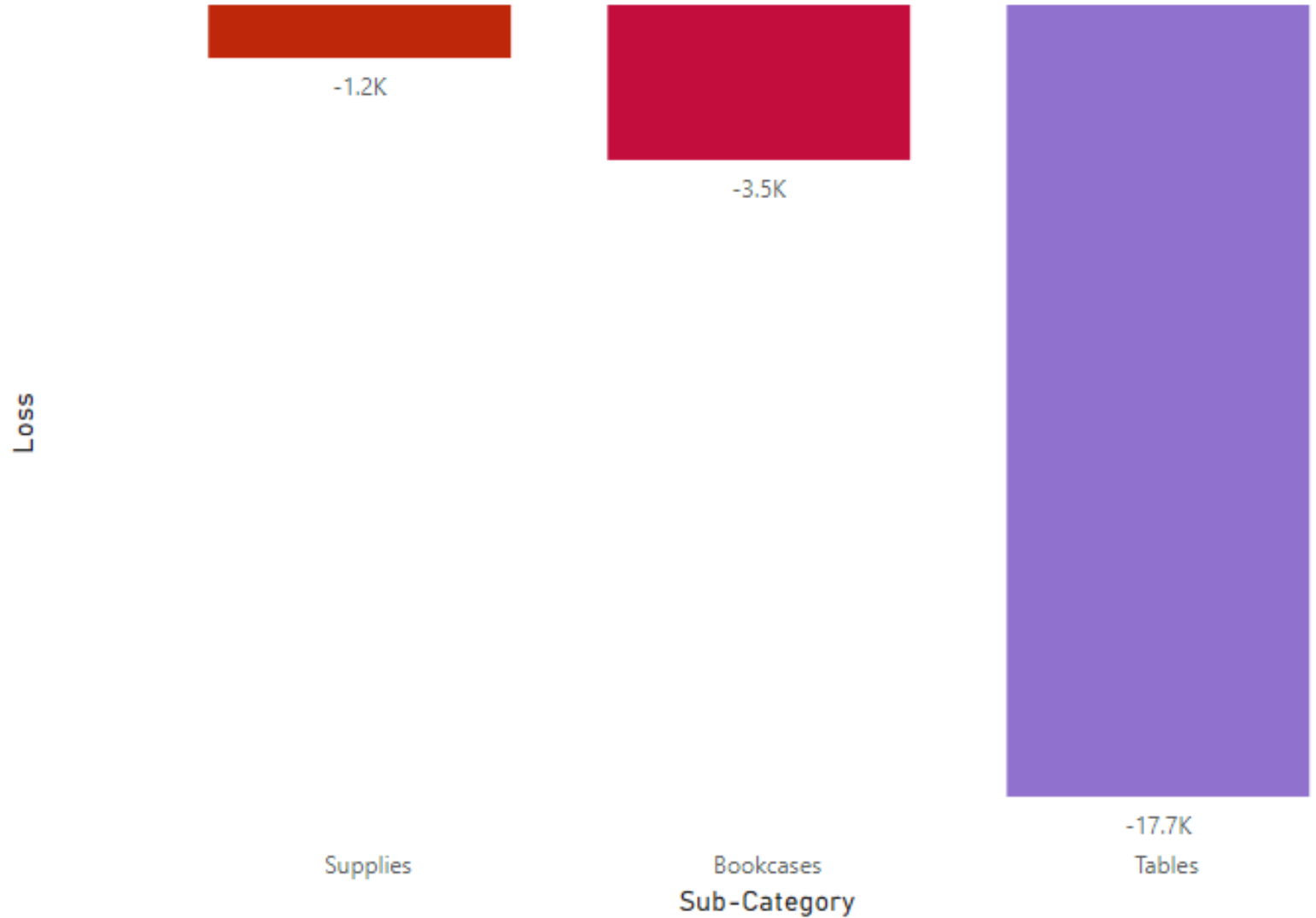
Top Selling Sub-Category in November



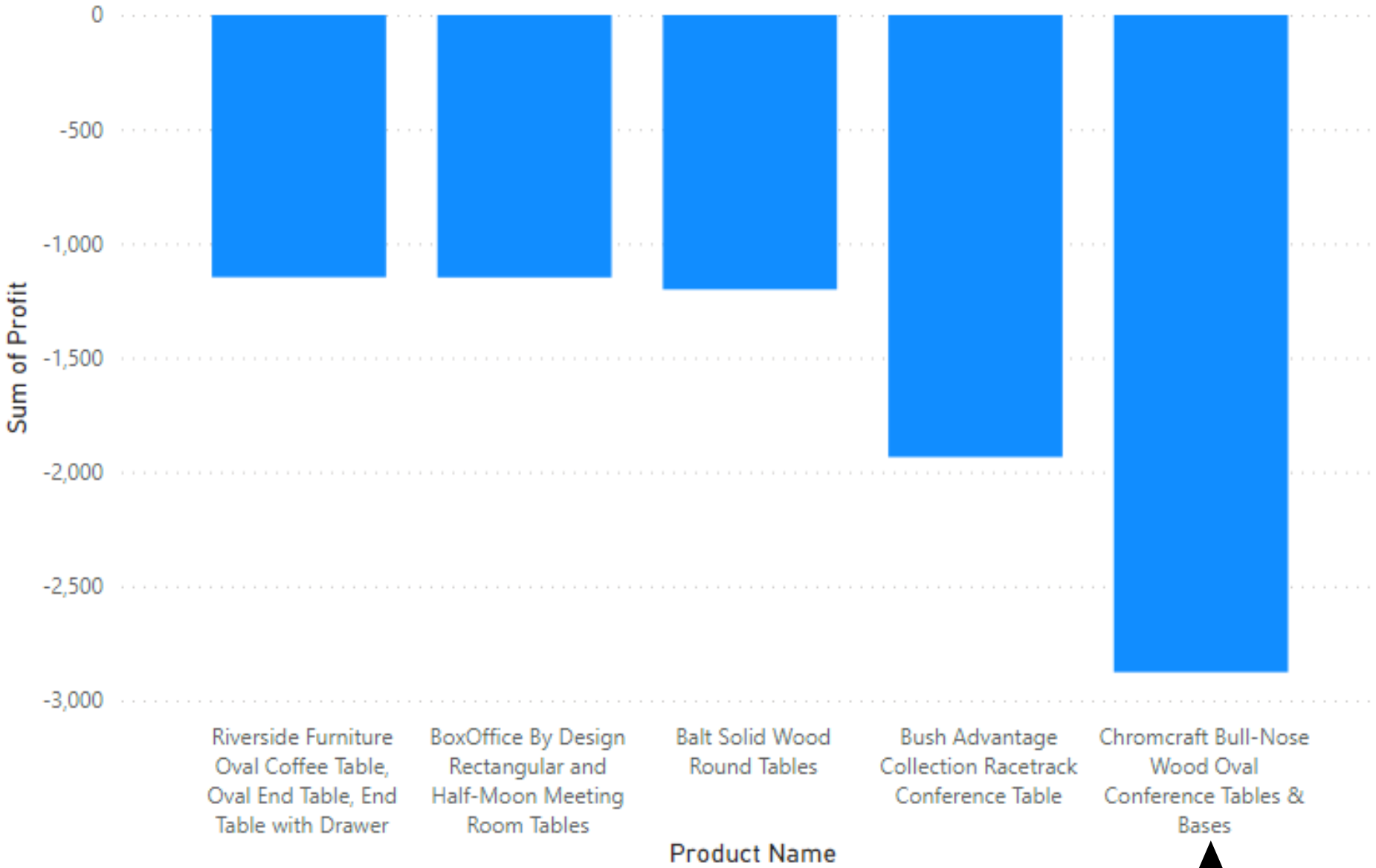
LOSS ANALYSIS

What is causing the most loss?

- \$17.7K loss in Tables



- Top 5 **loss** causing products in Tables Sub Category
- **Bundling** loss causing tables products with top selling chairs



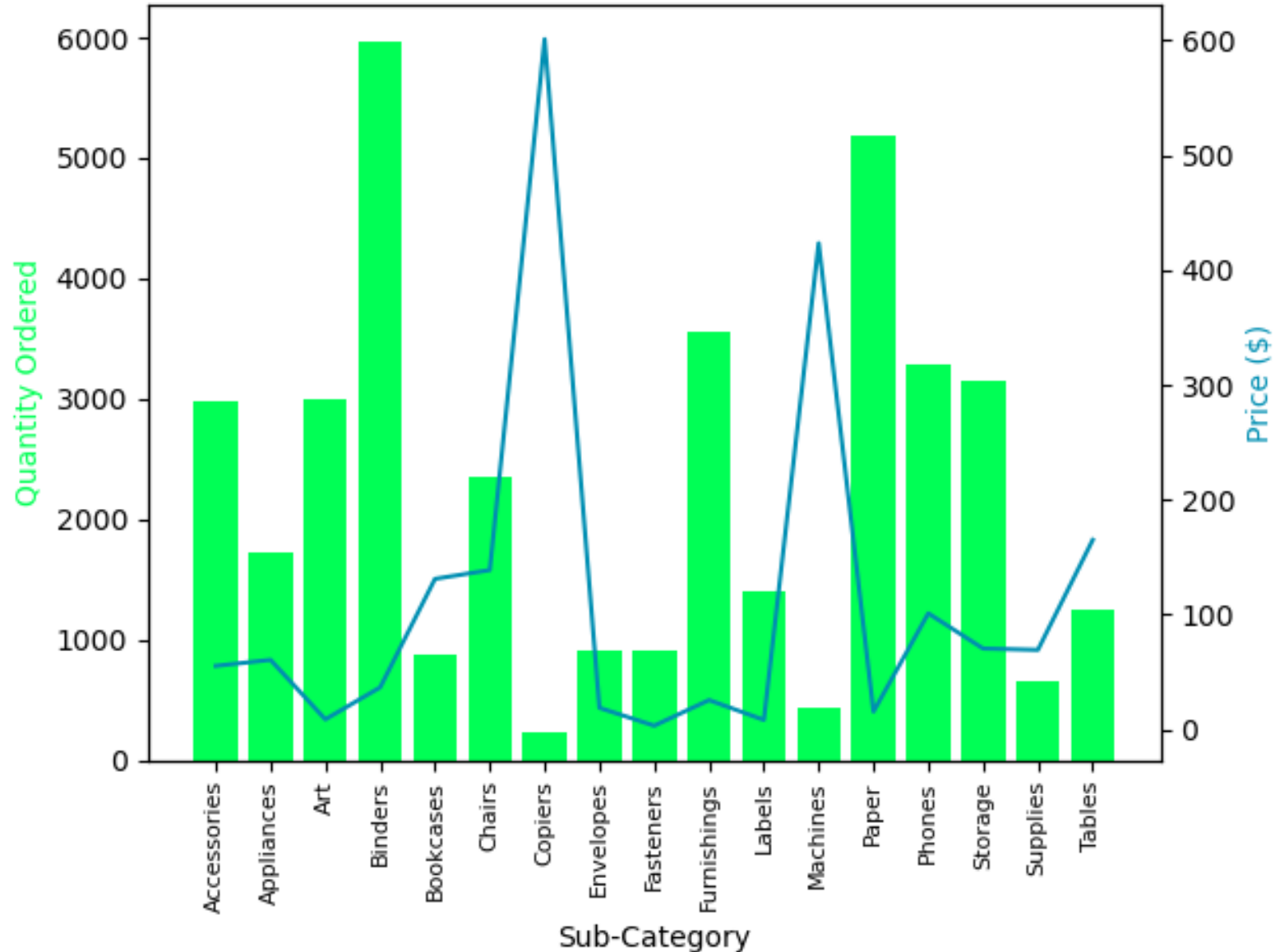
↑
\$475

PRODUCT ANALYSIS

Subcategory by Quantity Ordered and Price

- Customers are price sensitive
- **Most sold products can be bundled with least sold:**

- 1) Binders and labels
- 2) Art and Paper
- 3) Tables and chairs
- 4) Fasteners and storage



These 5 products were **sold once in 3 years**.

Removing them from the catalogue should be considered.

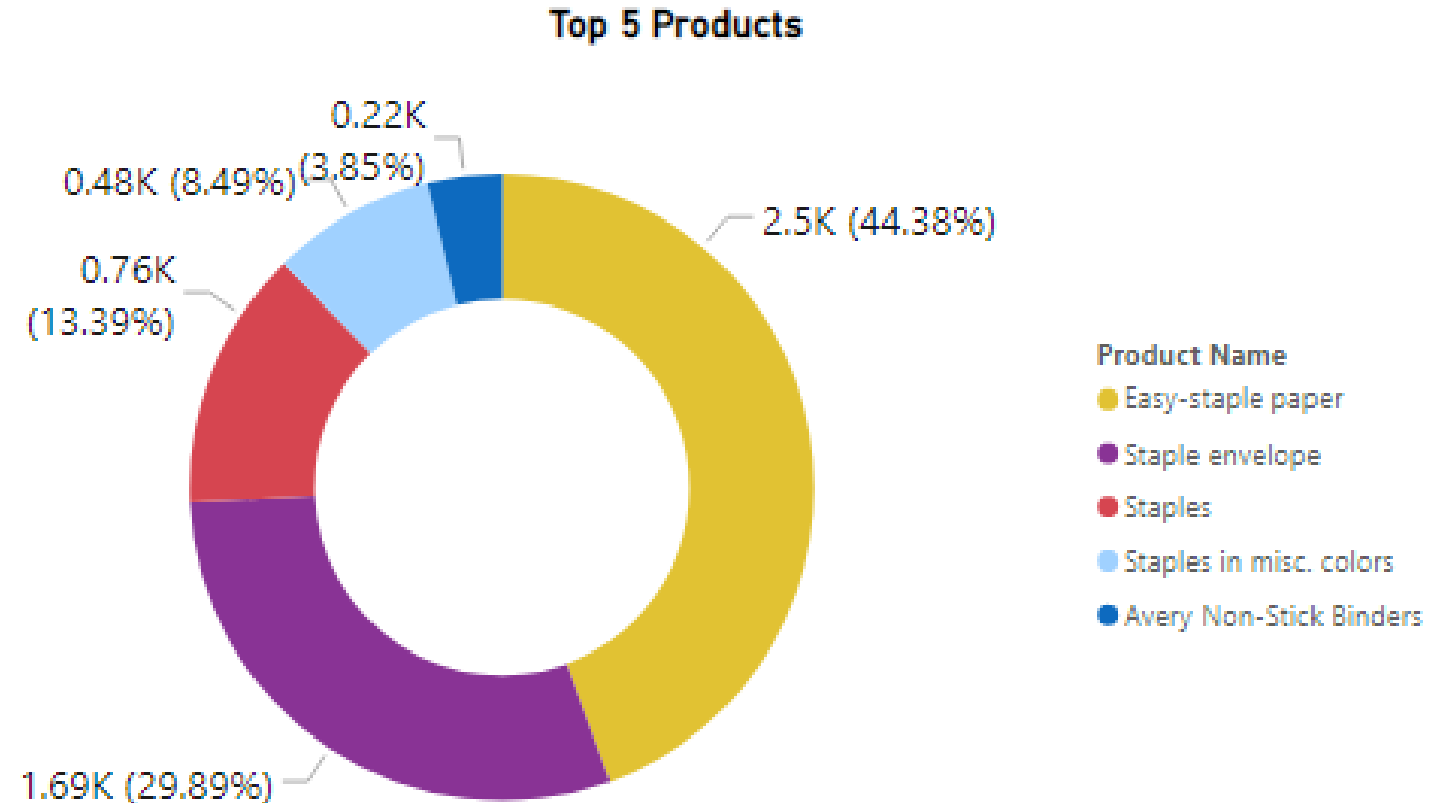
- Boston 1900 Electric Pencil Sharpener
- Bush Saratoga Collection 5 Shelf Bookcase
- Global Enterprise Series Seating Low-Back Tilt Chairs
- Penpower WorldCard Pro Card Scanner
- Xerox 20



They should not be bought in large amount. Customers can place orders **on demand**.

Top 5 Products by Sales

- These top 5 products should always **stay in stock**



Business Insights



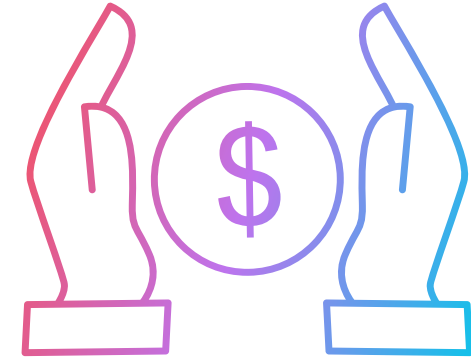
Revenue

New customers in Top 5 cities



Profit

Advertising Copiers and
Phones on social media
and by partnering up with
tech influencers



Minimize Loss

Bundle Tables with Chairs
Most ordered with least
ordered



Thank you