



Super store Analysis report

Prepared By :
Mannar Mohamed

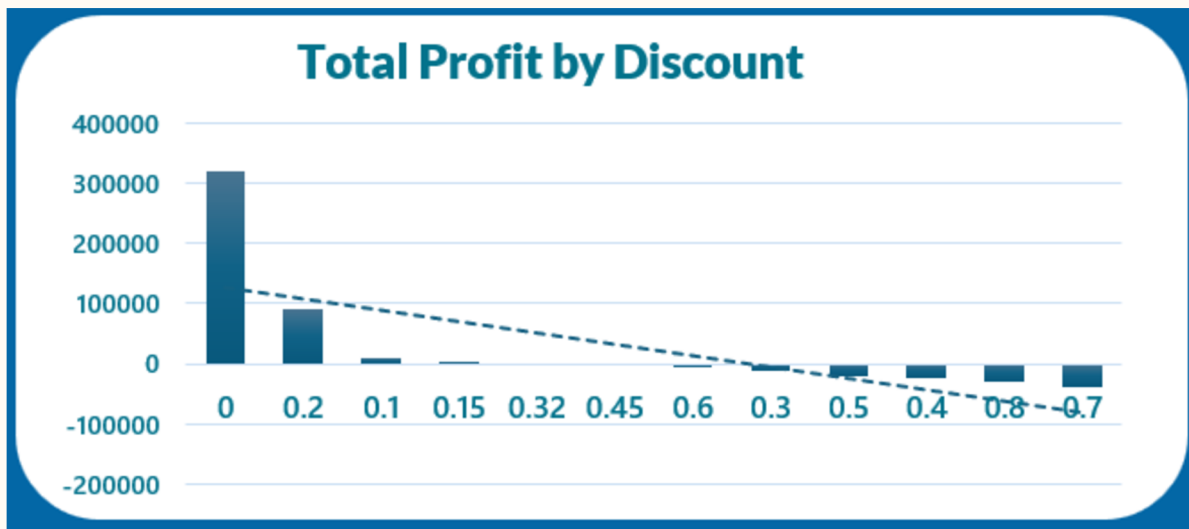
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Cleaning Steps:

- 1- formatting sales ,profit column to 2 decimal point.
- 2- remove irrelevant columns country, postal code.
- 3- create unit price and cogs columns

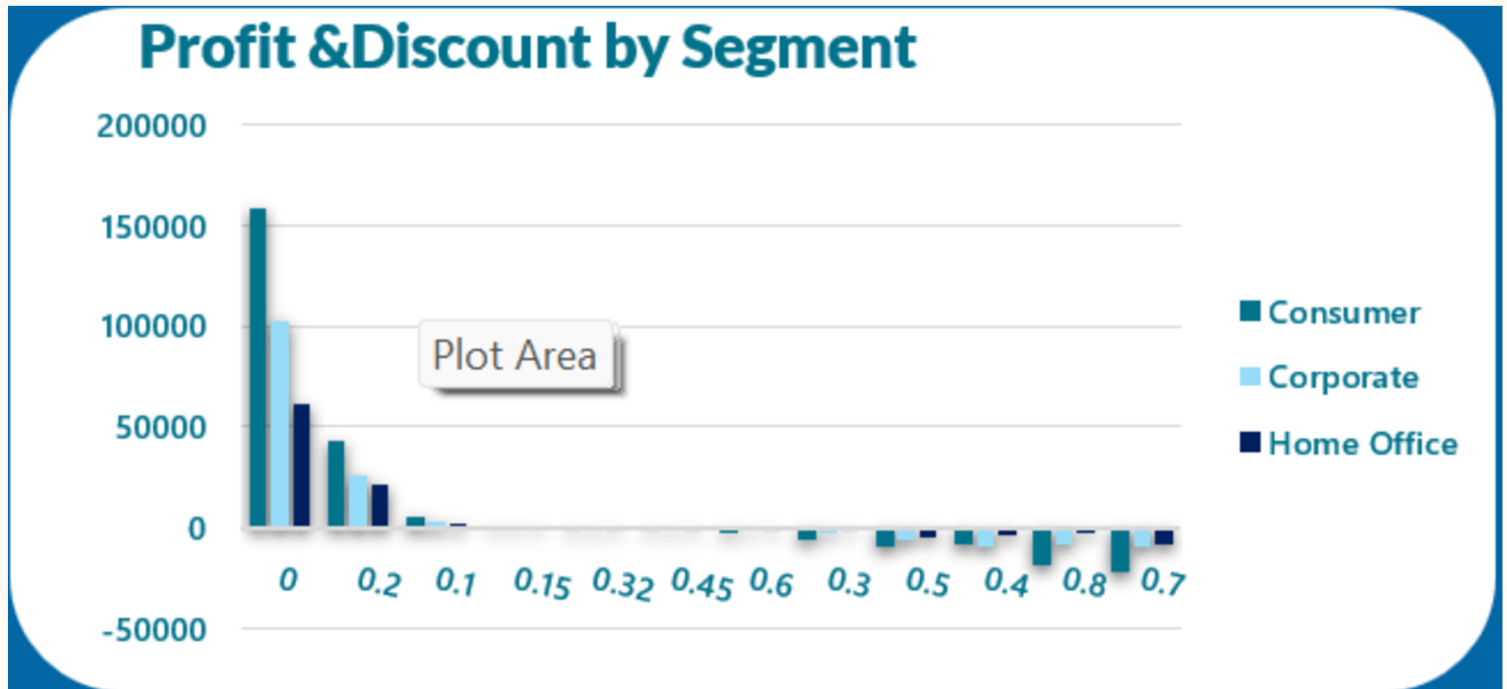
What is the impact of discount on profit?



Notes:

we can see that the best optimal discount value is 20% although the profits increases when we cancelled discounts .

What is the optimal discount rate across different segments?

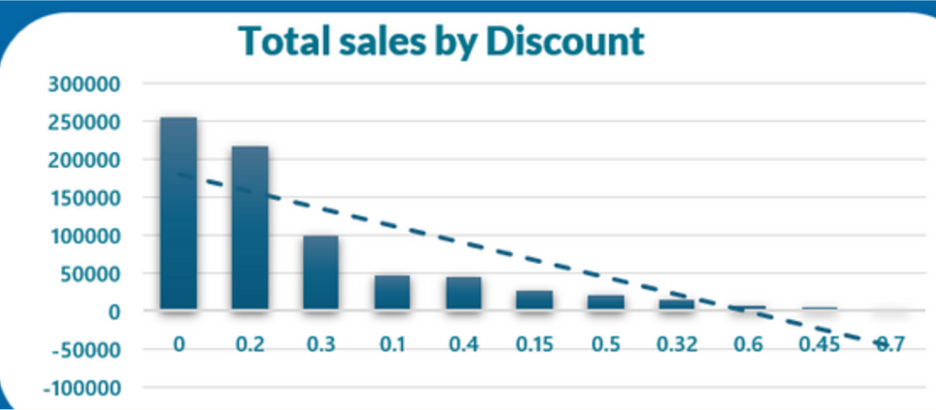


Notes:

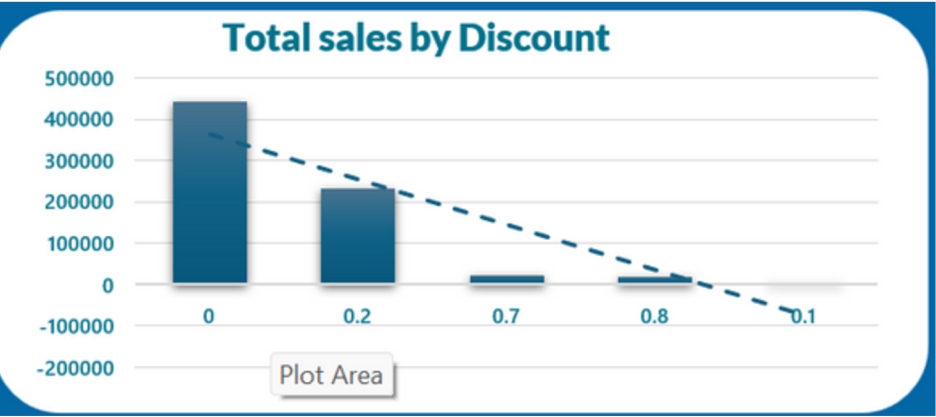
we can see that if we do not do any discounts or do it with 20% and if we try to increase the value the profit becomes worse

Does Discounts lead to increased Sales or Profit in specific Categories/Sub-Categories.

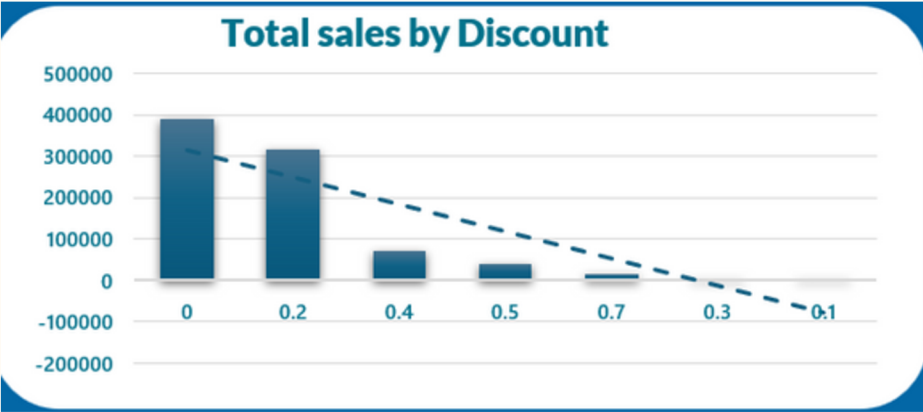
Furniture



Office supplies



Technology



Notes:

we can see that some discount values like 20%,30% has increased sales in furniture ,perhaps office supplies and technology when we increased values more than 20% ,sales goes down.

Which regions where Discounts result in losses?

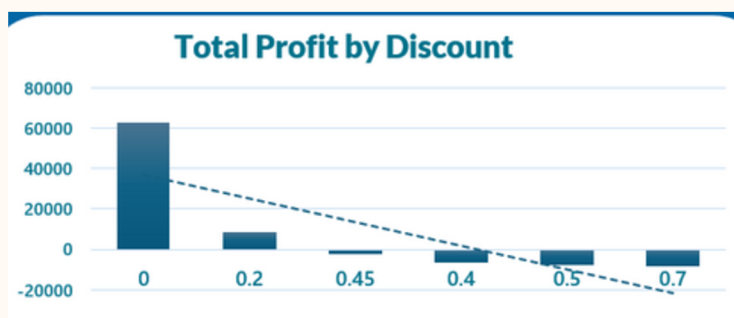
Central



East



South



West



Notes:

we can see in

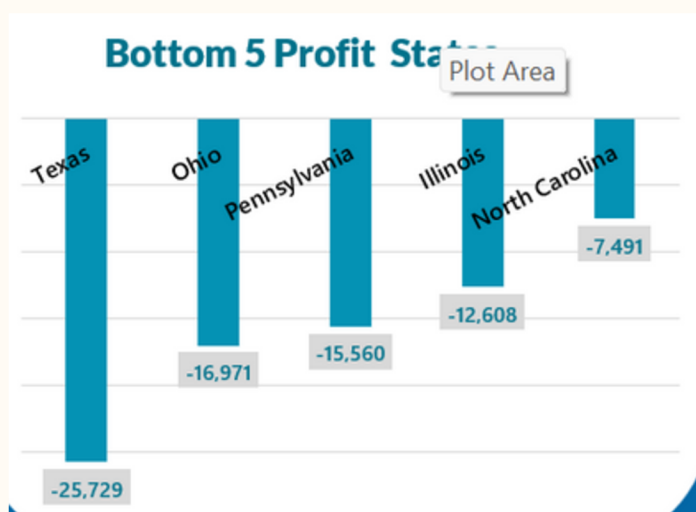
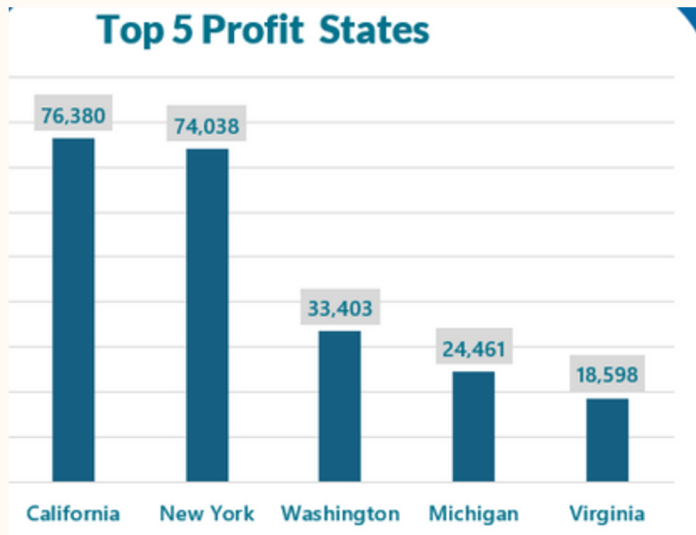
1-Central region profits goes down with discount values 30%,50%,60% and most worse with 80% .

2- Est region profits goes down with 40%,50% and worse with 70%.

3- South region profits goes down also with 40%,50% and worse with 70%.

4- West region profits goes down with 50% and 70%.

What is the top and bottom performing States based on Profit?



Notes:

we can see that Top 5 states achieved the highest profit is:

1-California has the highest profit with 76,380

2- New York with 74,038

3- Washington with 33,408

4- Michigan with 24,461

5- Virginia with 18,598

and Bottom 5 states is:

1-Texas has the worst profit with -25,729 losses

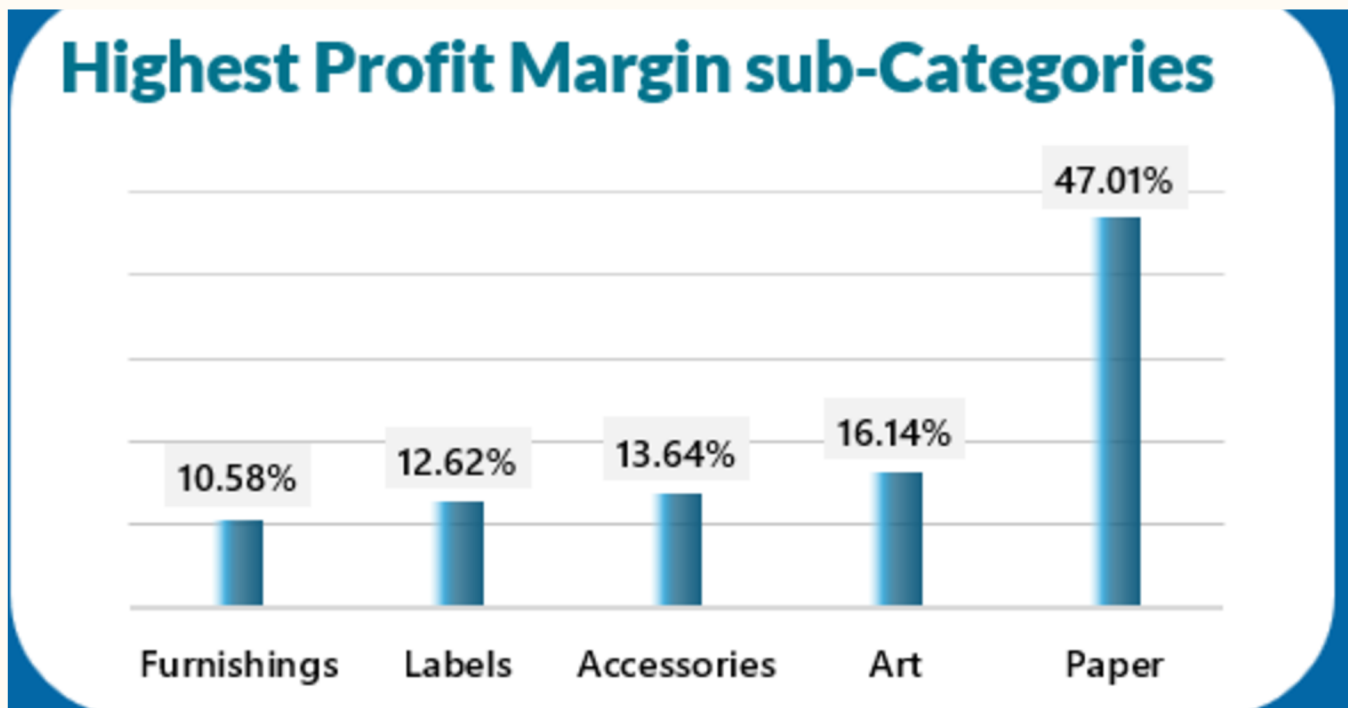
2- Ohio with -16,971

3-Pennsylvania with -15,560

4- Illinois with -12,608

5- North Carolina with -7,491

Sub-Categories with the highest profit margins.



Notes:

we can see that :

1-The Paper Has the highest Profit Margin with 47% profit

2- Art with 16.14%

3- Accessories with 13.64%

4- Labels with 12.62%

5- Furnishings with 10.58%.