

Project Assignment

A CASE STUDY

Outline

Introduction

CEO

Sales Manager

Store Manager

Introduction

We are working on:

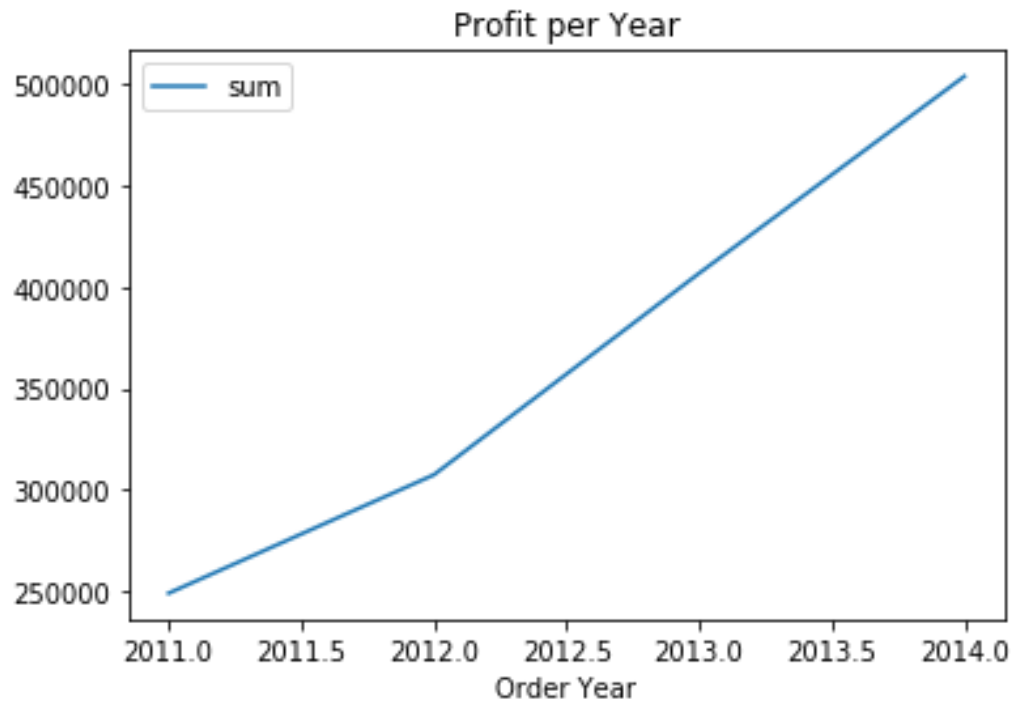
Super Store Sales orders dataset from 2011 to 2014 (kaggle)

Worldwide sales

Different type of products

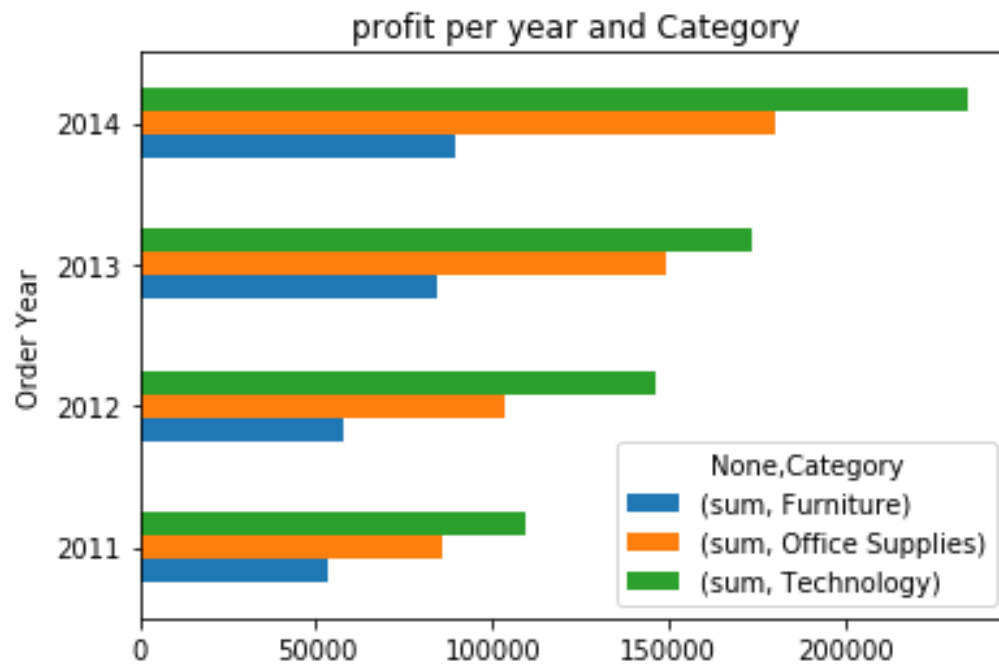
51290 orders

CEO



Profit are growing constantly. Since 2012 we can notice a positive shift in that growth.

CEO



In terms of profit, most of the profit is coming from technology products. But furniture's profits are almost stable. Why does furniture products bring less profit ?

CEO

Row ID	Postal Code	Sales	Quantity	Discount	Profit	Shipping Cost	Order Year	
Row ID	1	0.00967103	-0.0438889	-0.173483	0.0875941	-0.0190371	-0.0390782	-0.000920929
Postal Code	0.00967103	1	-0.0238538	-0.0127607	0.0584431	-0.0299612	-0.0254491	-0.00453869
Sales	0.0438889	0.0238538	1	0.313577	0.0867219	0.484918	0.768073	-0.00290483
Quantity	-0.173483	-0.0127607	0.313577	1	-0.0198747	-0.104365	-0.272649	-0.00504926
Discount	0.0875941	0.0584431	0.0867219	-0.0198747	1	-0.31649	-0.0790556	-0.00589394
Profit	-0.0190371	-0.0299612	0.484918	-0.104365	-0.31649	1	0.354441	-0.00262627
Shipping Cost	-0.0390782	-0.0254491	0.768073	-0.272649	-0.0790556	0.354441	1	-0.00313638
Order Year	-0.000920929	-0.00453869	-0.00290483	-0.00504926	-0.00589394	-0.00262627	-0.00313638	1

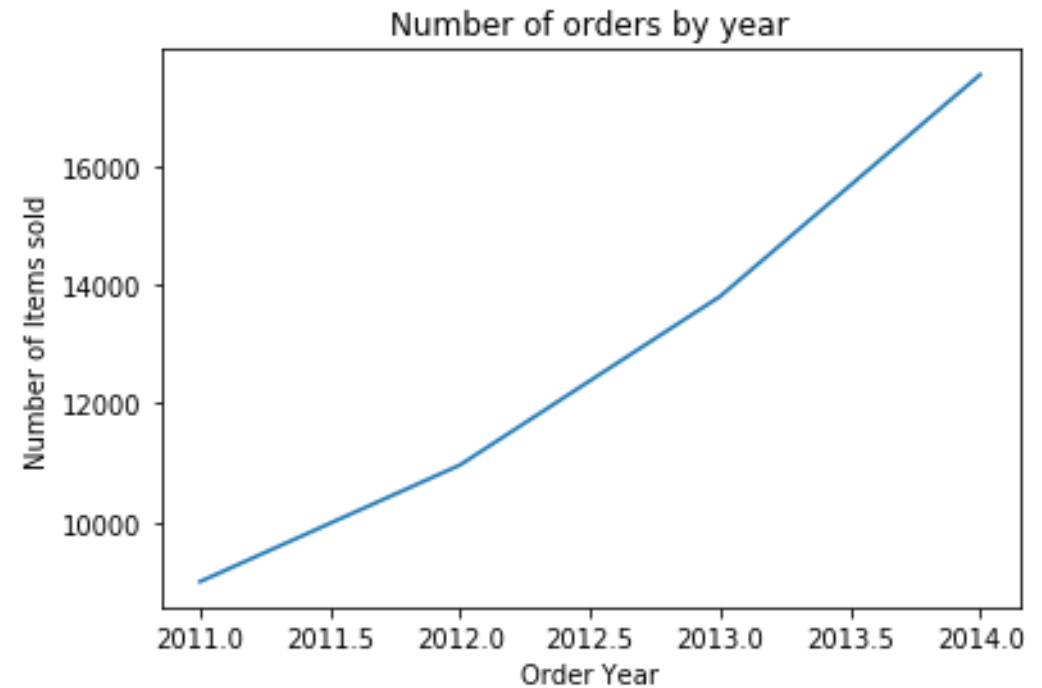
Profit is mostly correlated to shipping cost, sales and discount. But the highest correlation is linked to the sales; so the profit depends on the sales. Let's then see closer these sales.

Sales Manager

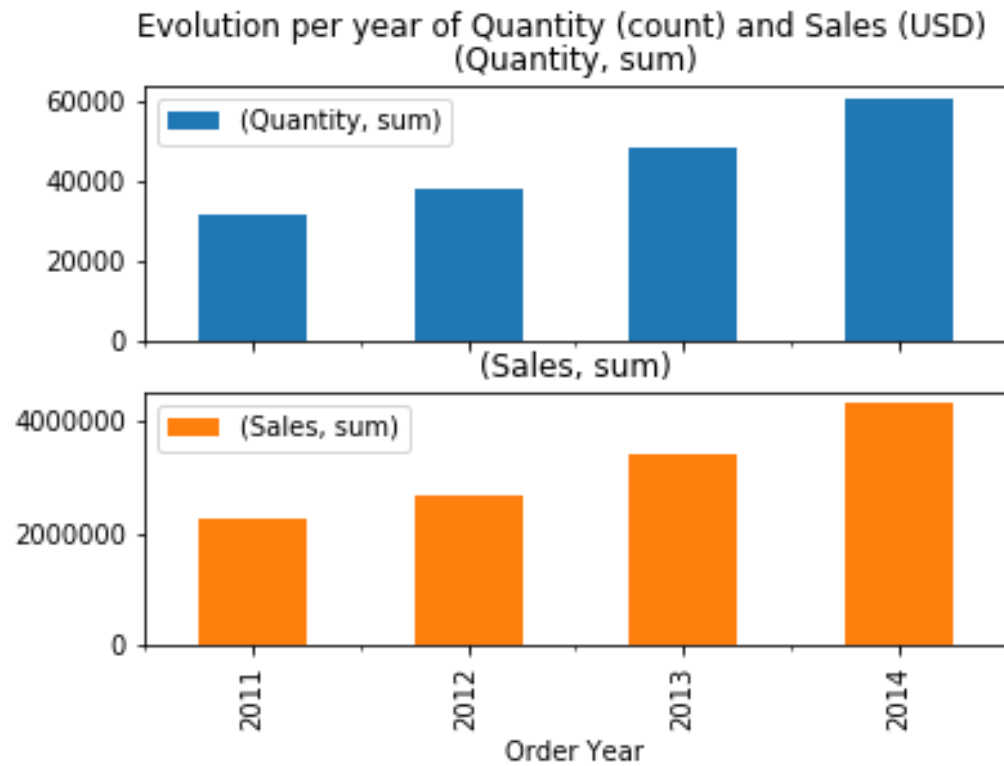
Number of orders

Order Year	
2011	8998
2012	10962
2013	13799
2014	17531

The number of orders are growing normally.



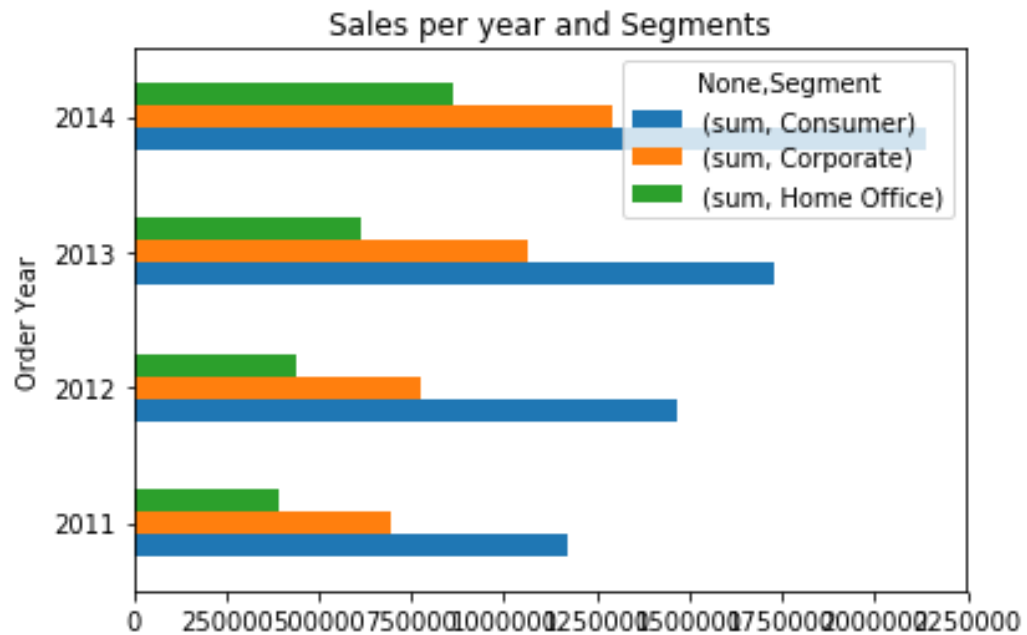
Sales Manager



Quantity of sold items and sales values are constatly growing from 2011 to 2014.

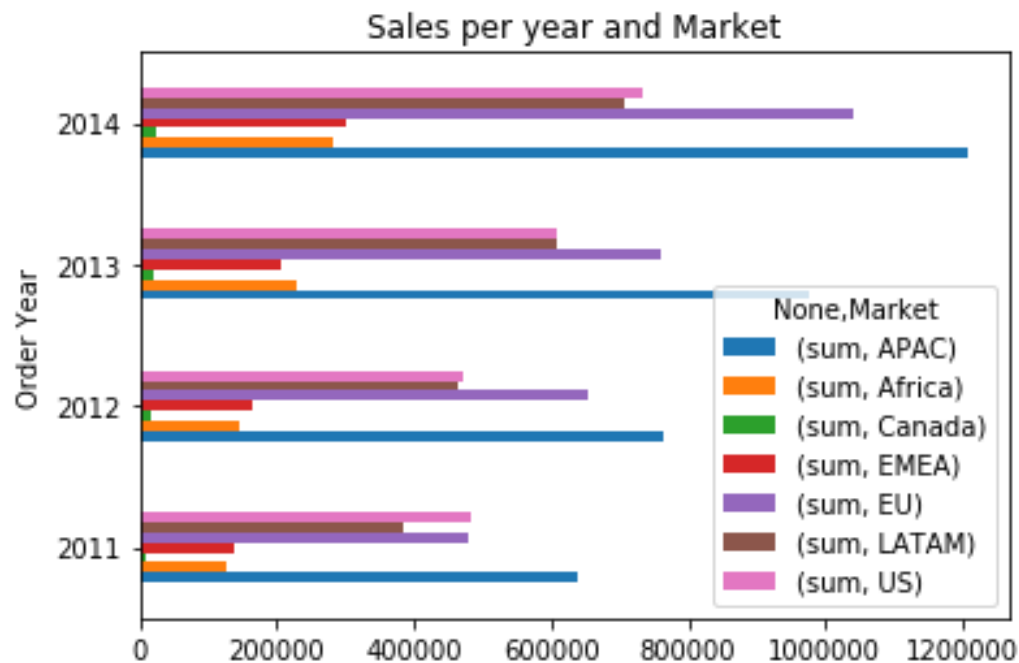
Sales Manager

By watching closely we can see that Consumer sales are the main in terms of share of sales and Home Office sales are the last.



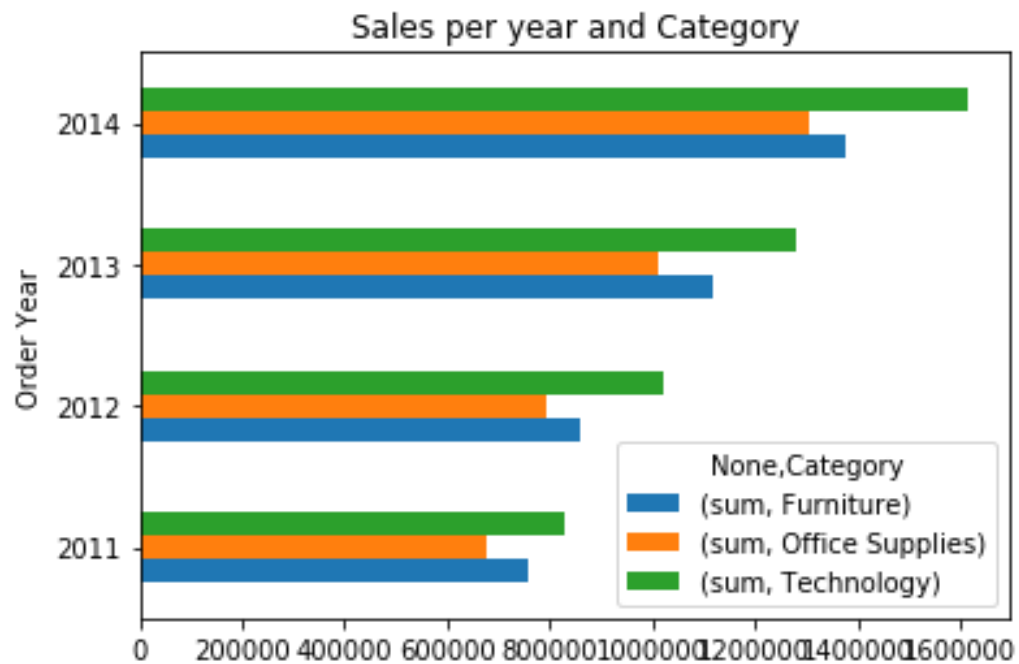
Sales Manager

Asia and Pacific (APAC) Countries are the leading areas in terms of sales, closely followed by European Union (EU)

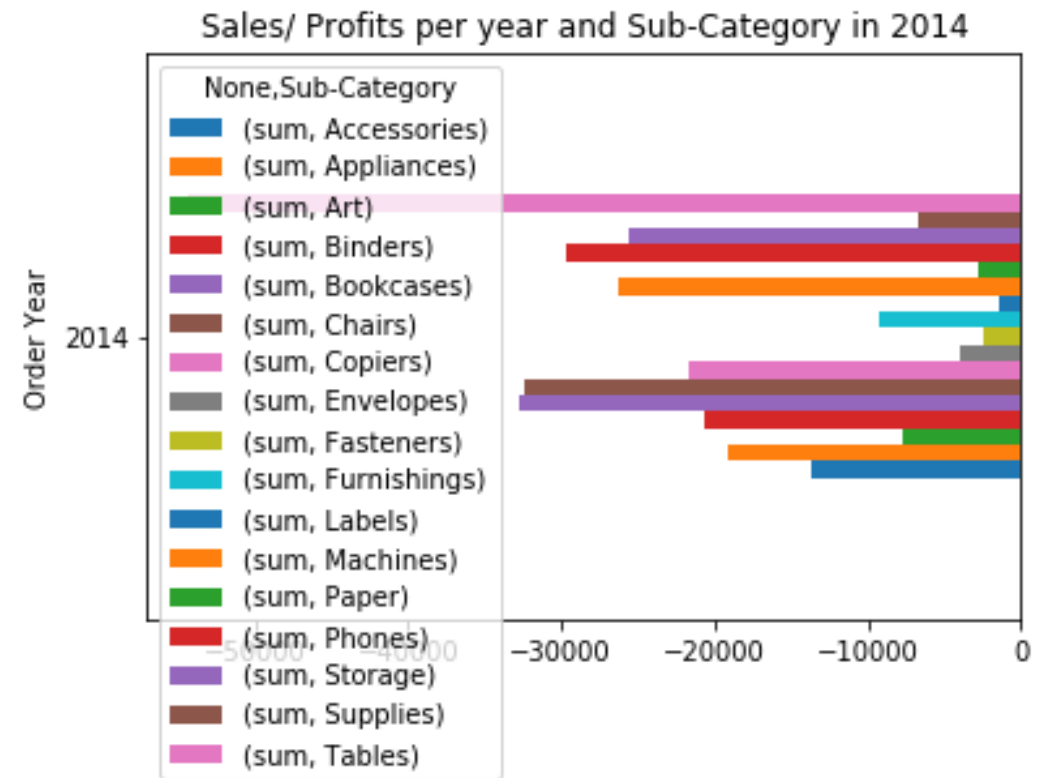
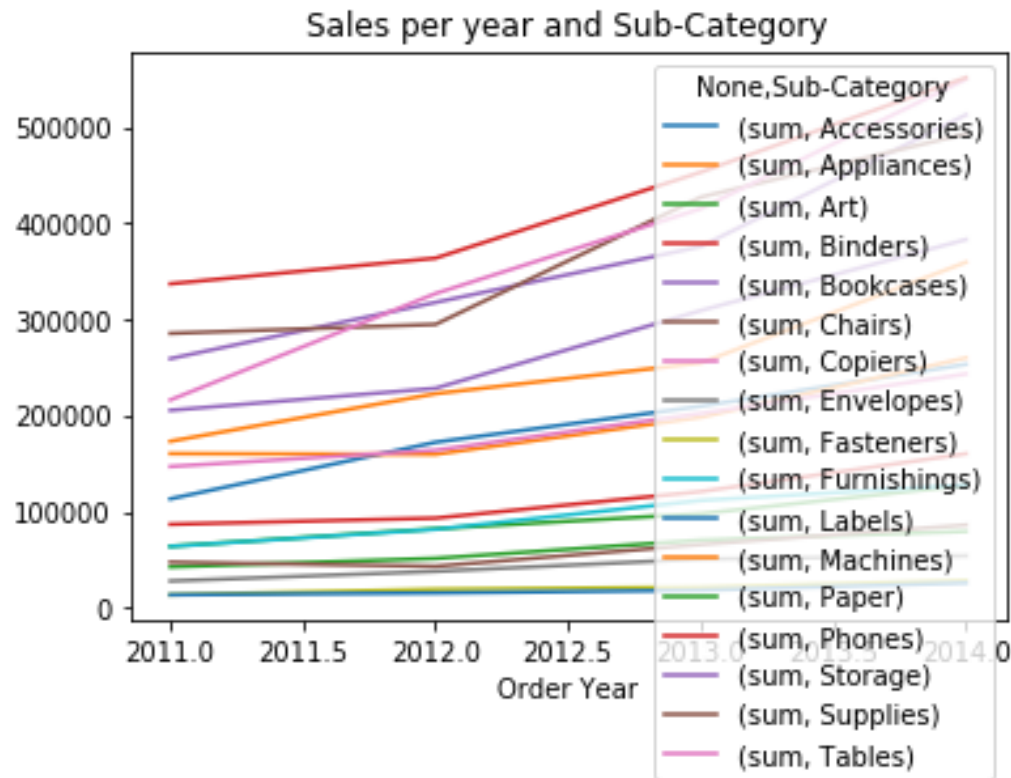


Sales Manager

Sales are also focused on technological products, even if the gap between categories are not that much



Sales Representative



But as loss of profit we can see that in 2014 the company is losing more than 54 thousands usd.

Sales Representative
