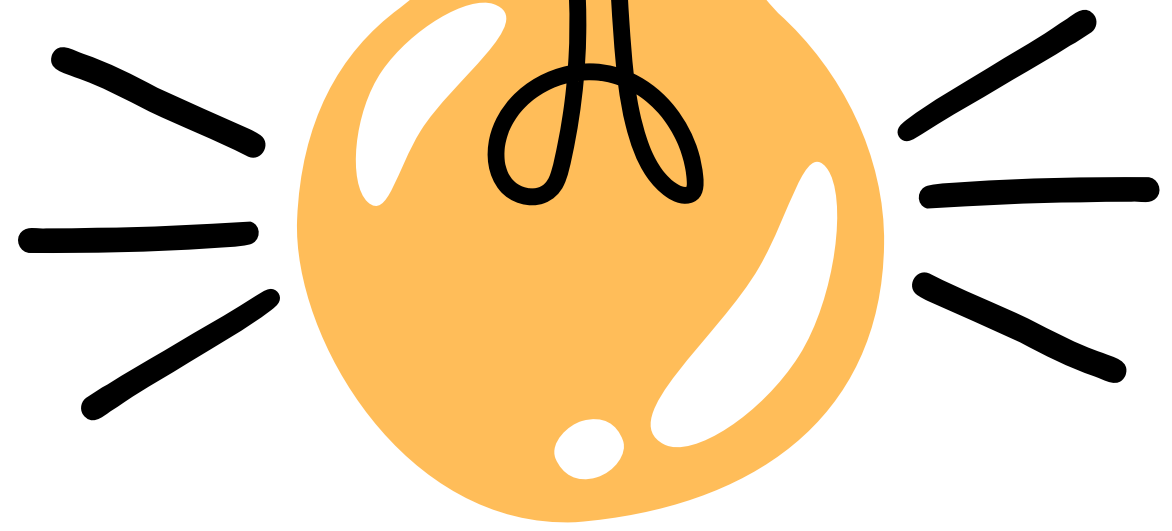
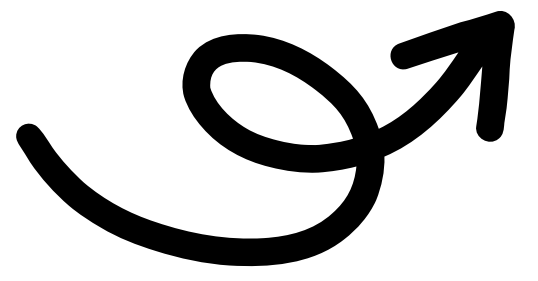
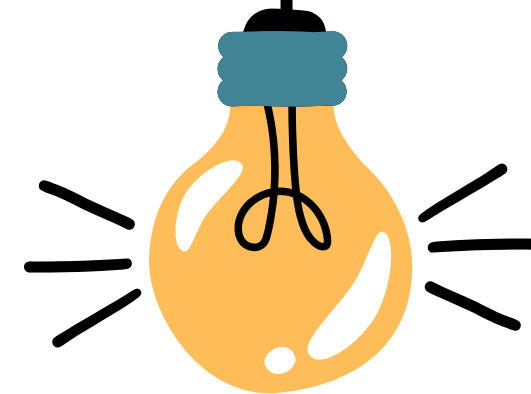


**SUPER STORE**

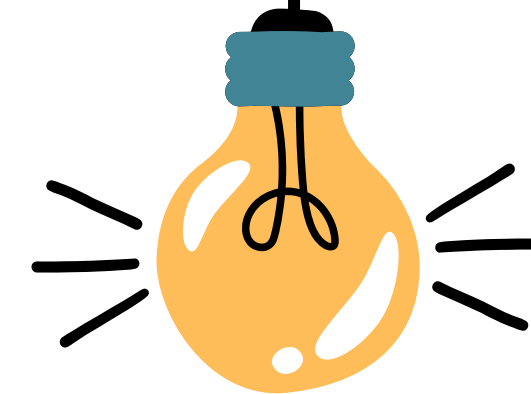
**ANALYSIS**



By Mayur Goyal



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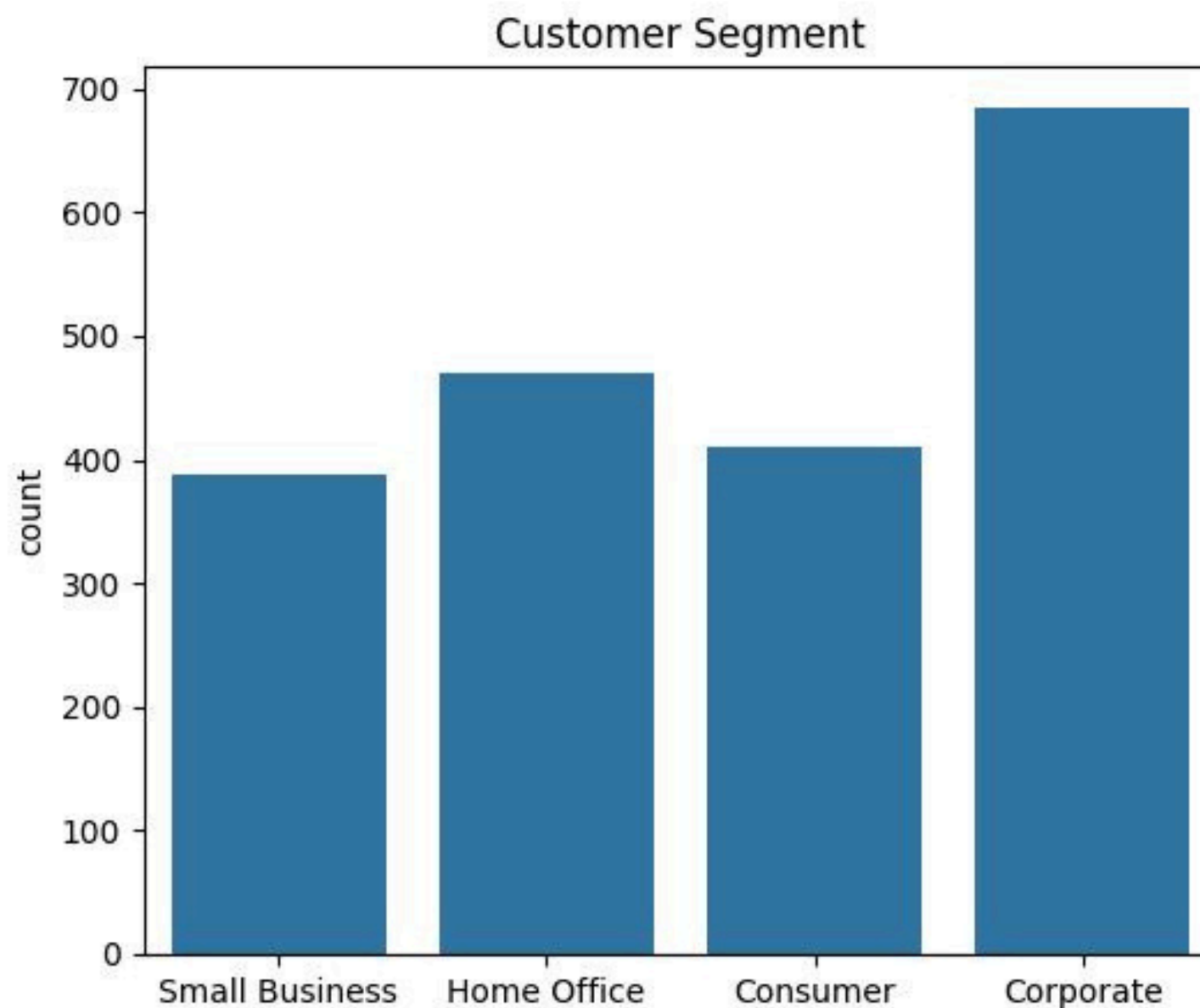
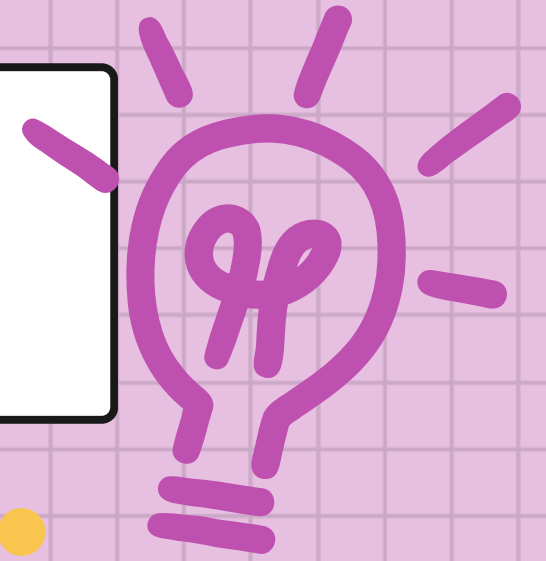
# INTRODUCTION



**This presentation will explore key metrics and insights from the past year, focusing on sales performance, customer demographics, categories. Our aim is to provide actionable insights to enhance operations, better serve our customers, and drive future growth.**

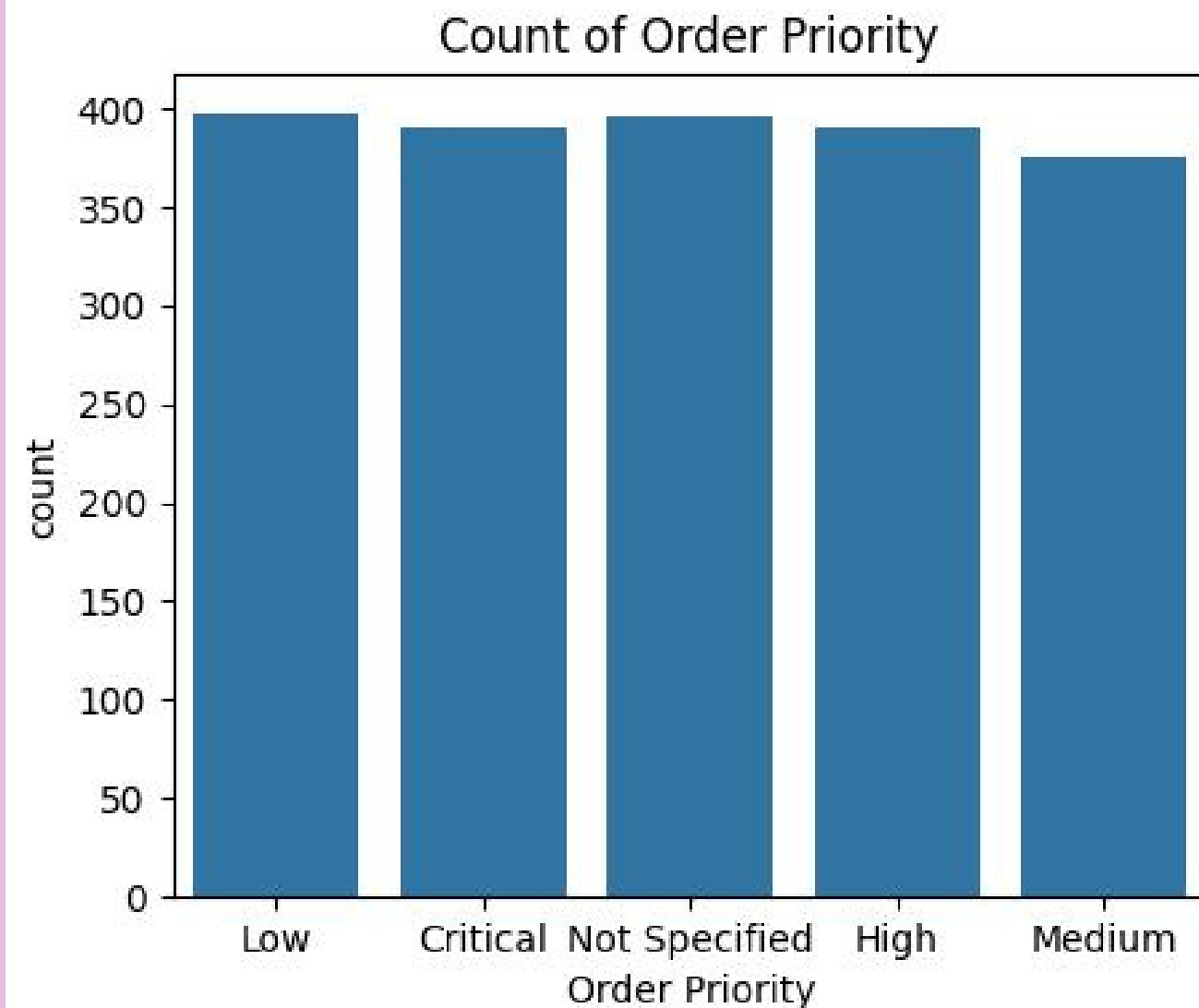


# CUSTOMER SEGMENT



The bar chart illustrates the distribution of customer segments, with the Corporate segment having the highest count. This indicates that Corporate customers are our primary market, suggesting a focus on tailored strategies for this segment could be beneficial.

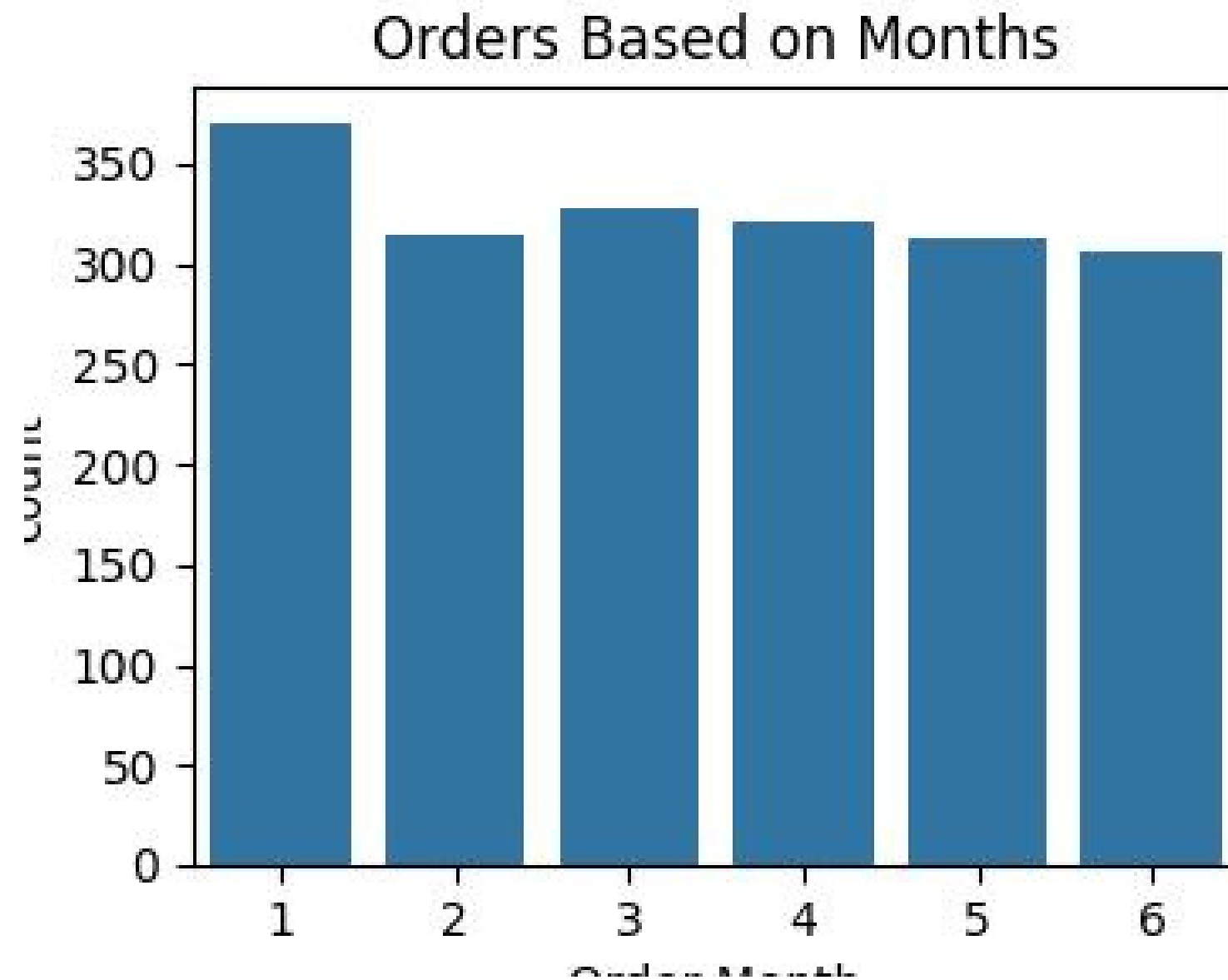
# ORDERS PRIORITY



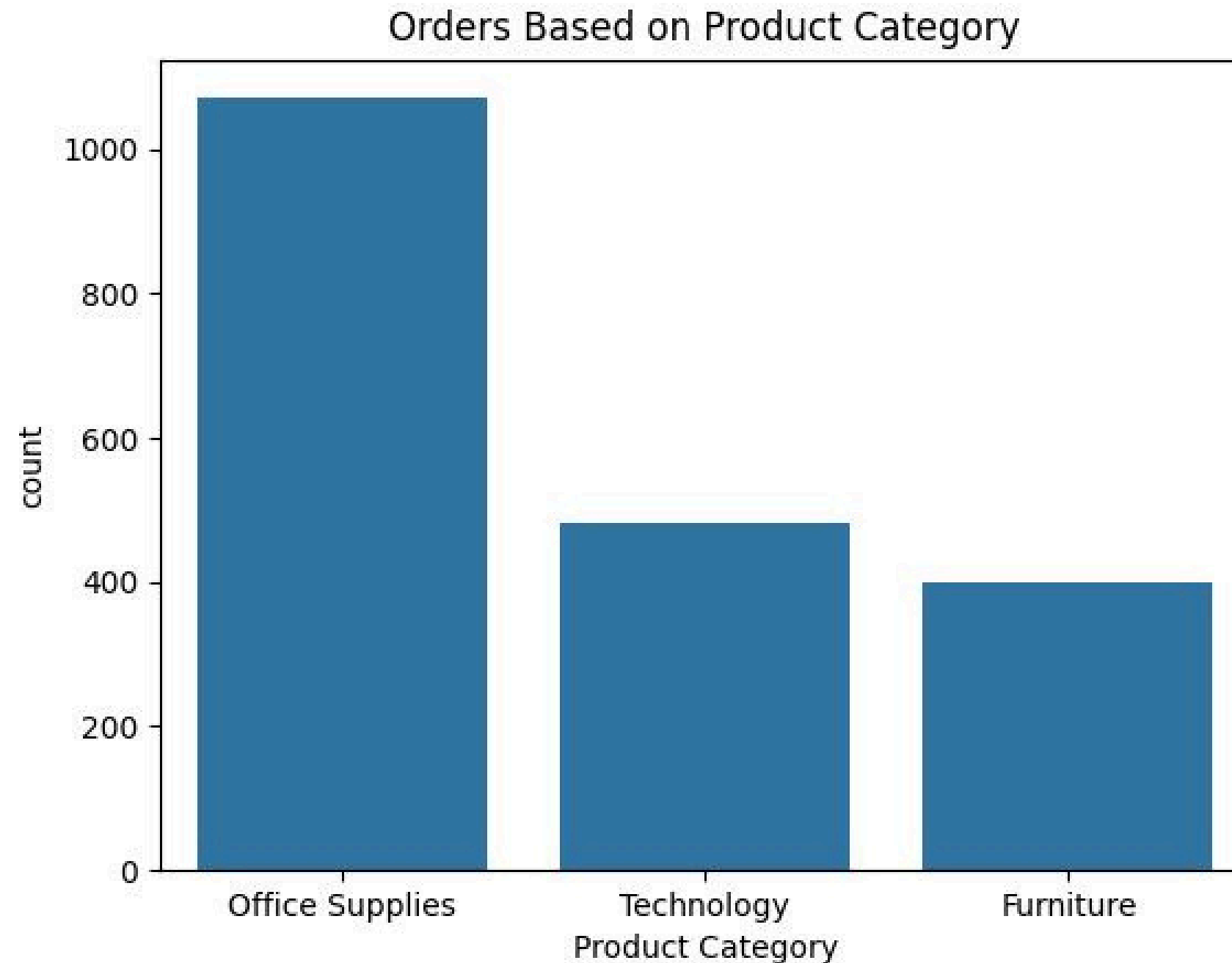
The bar chart shows the distribution of order priorities, with categories including Low, Critical, Not Specified, High, and Medium. All categories have similar counts, indicating a balanced distribution of order priorities across the board. This suggests that no single priority dominates the order processing system.

## ORDERS BASED ON MONTHS

The counts are relatively consistent across all months, indicating a steady flow of orders throughout the period. This consistency can help in planning inventory and staffing needs.



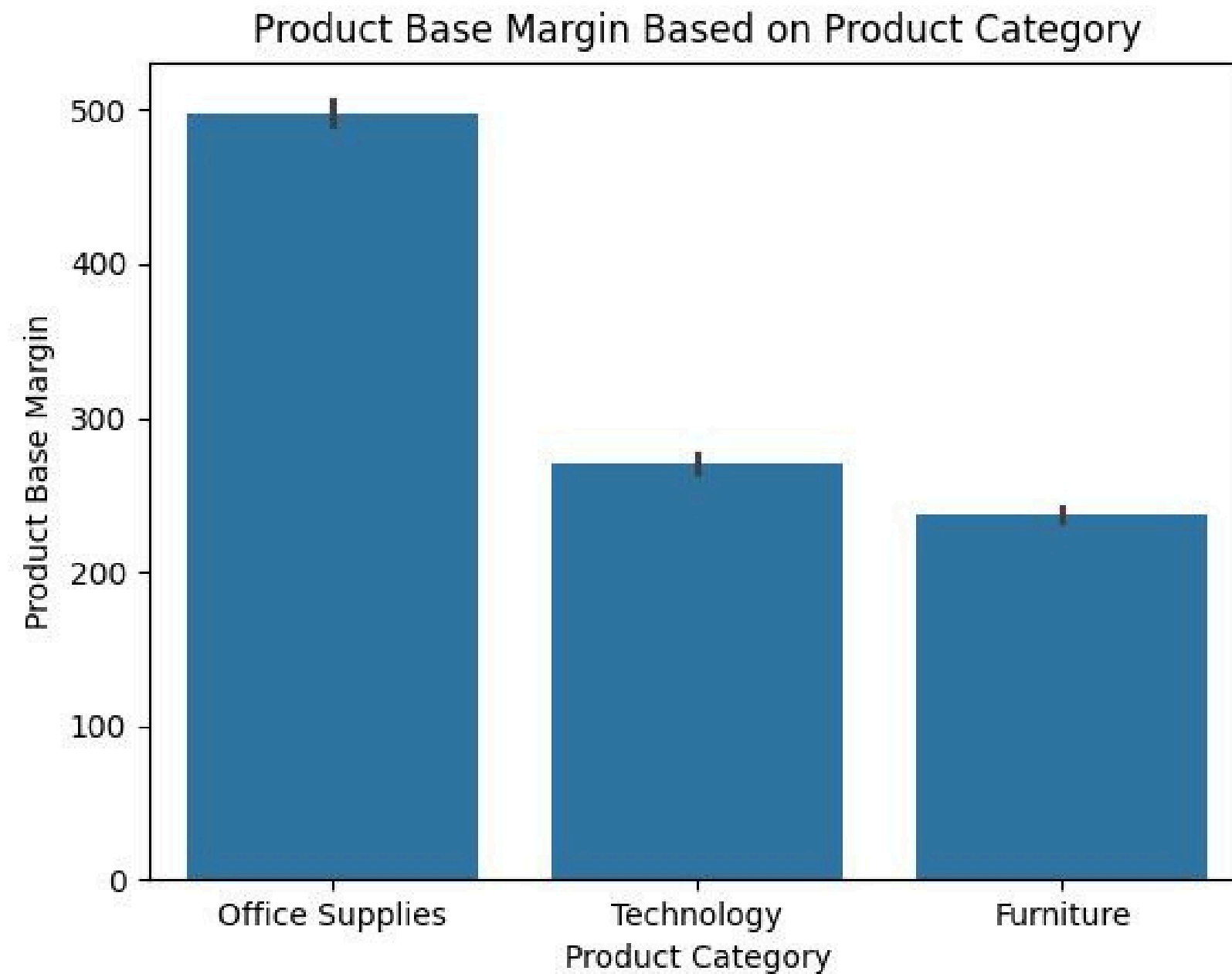
## ORDERS BASED ON PRODUCT CATEGORY



This bar chart shows that Office Supplies have the highest count of orders, reaching up to 1000. This indicates that Office Supplies are the most ordered category, suggesting a strong demand in this area.

## PRODUCT BASE MARGIN

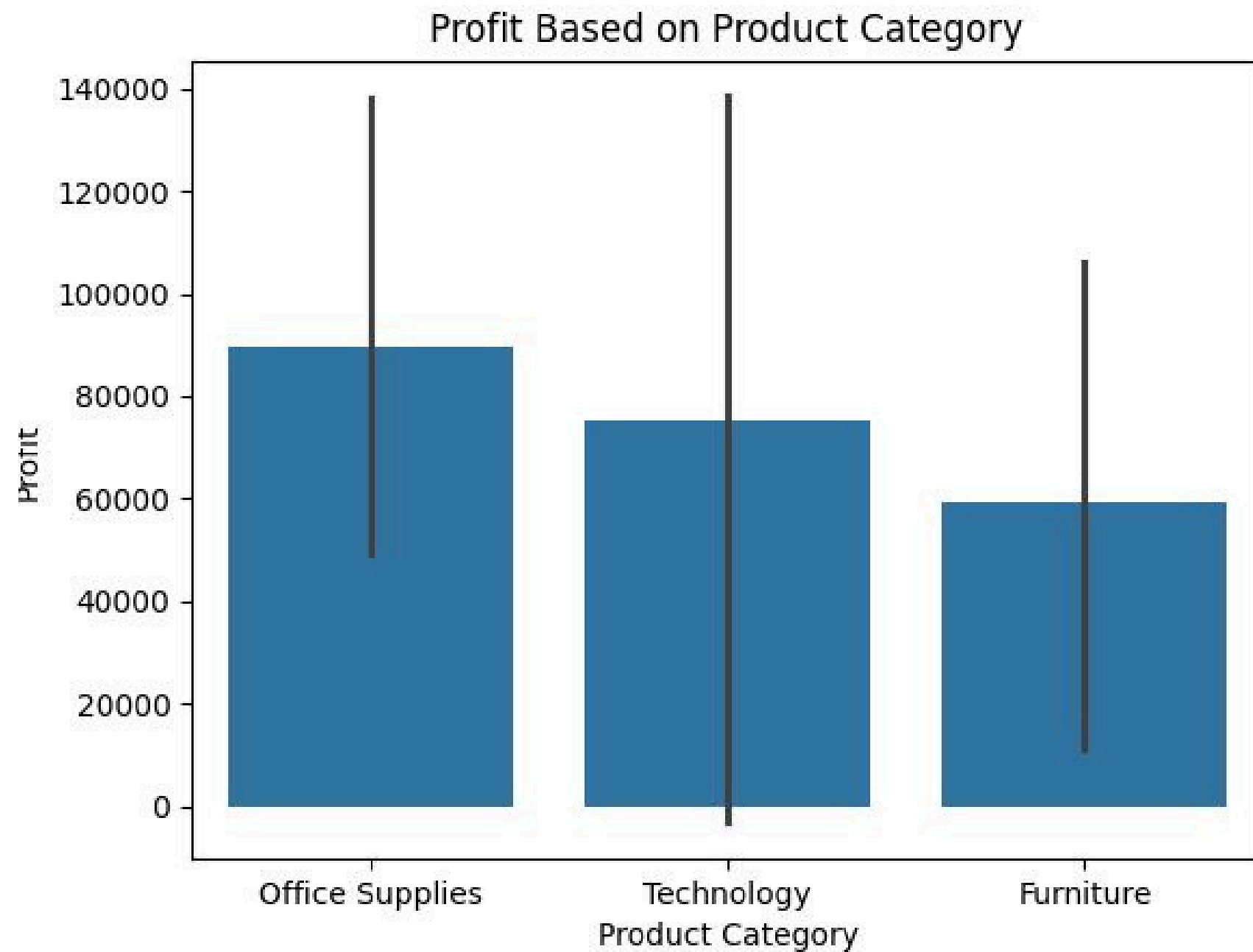
This bar chart shows that Office Supplies have the highest base margin. This indicates that Office Supplies are the most profitable category, suggesting a focus on this area could enhance overall profitability.





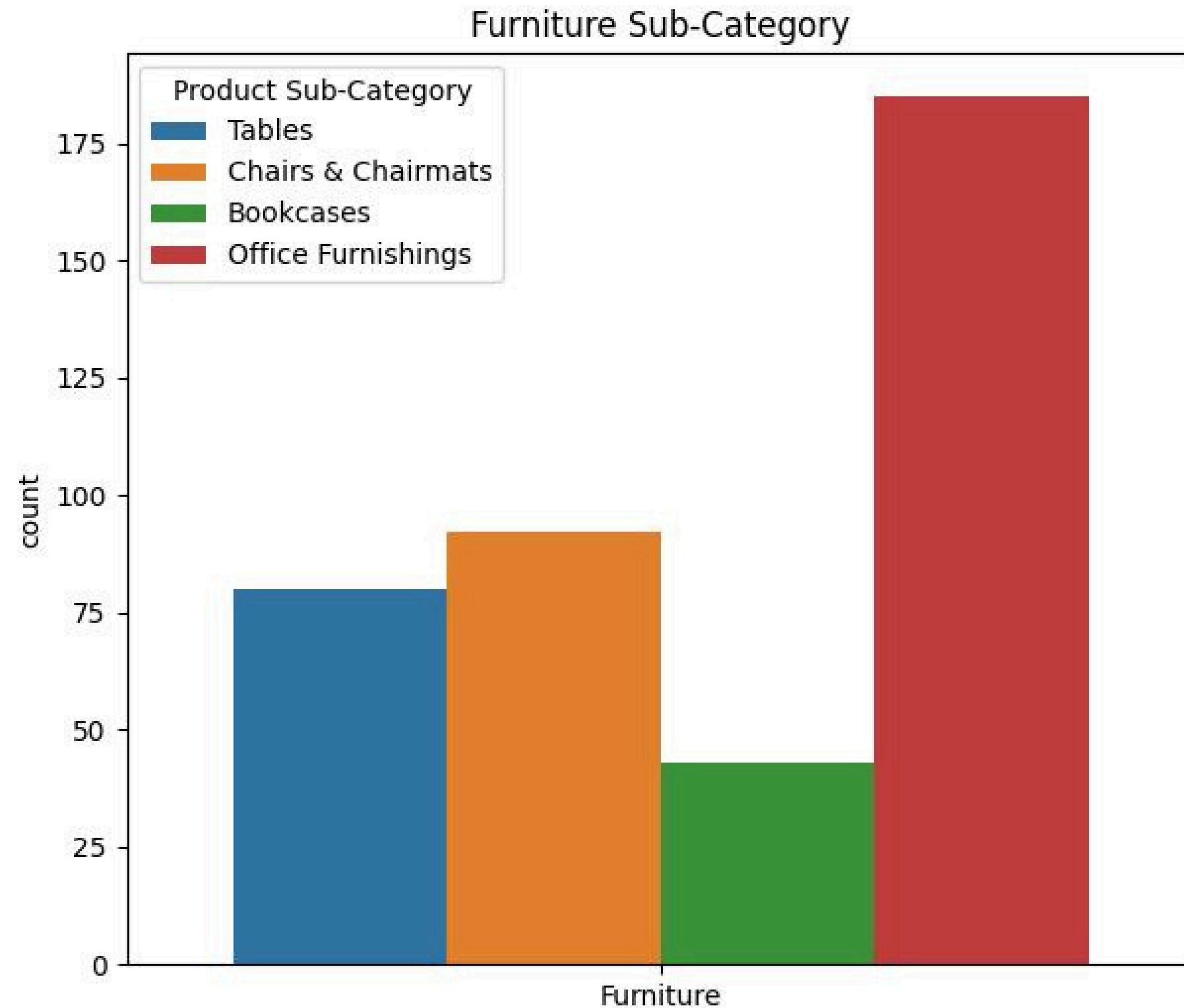
# PROFITS

The graph shows that Office Supplies and Technology categories have the highest profits, with Office Supplies slightly leading. Lower Profit: The Furniture category has significantly lower profits compared to the other two categories.



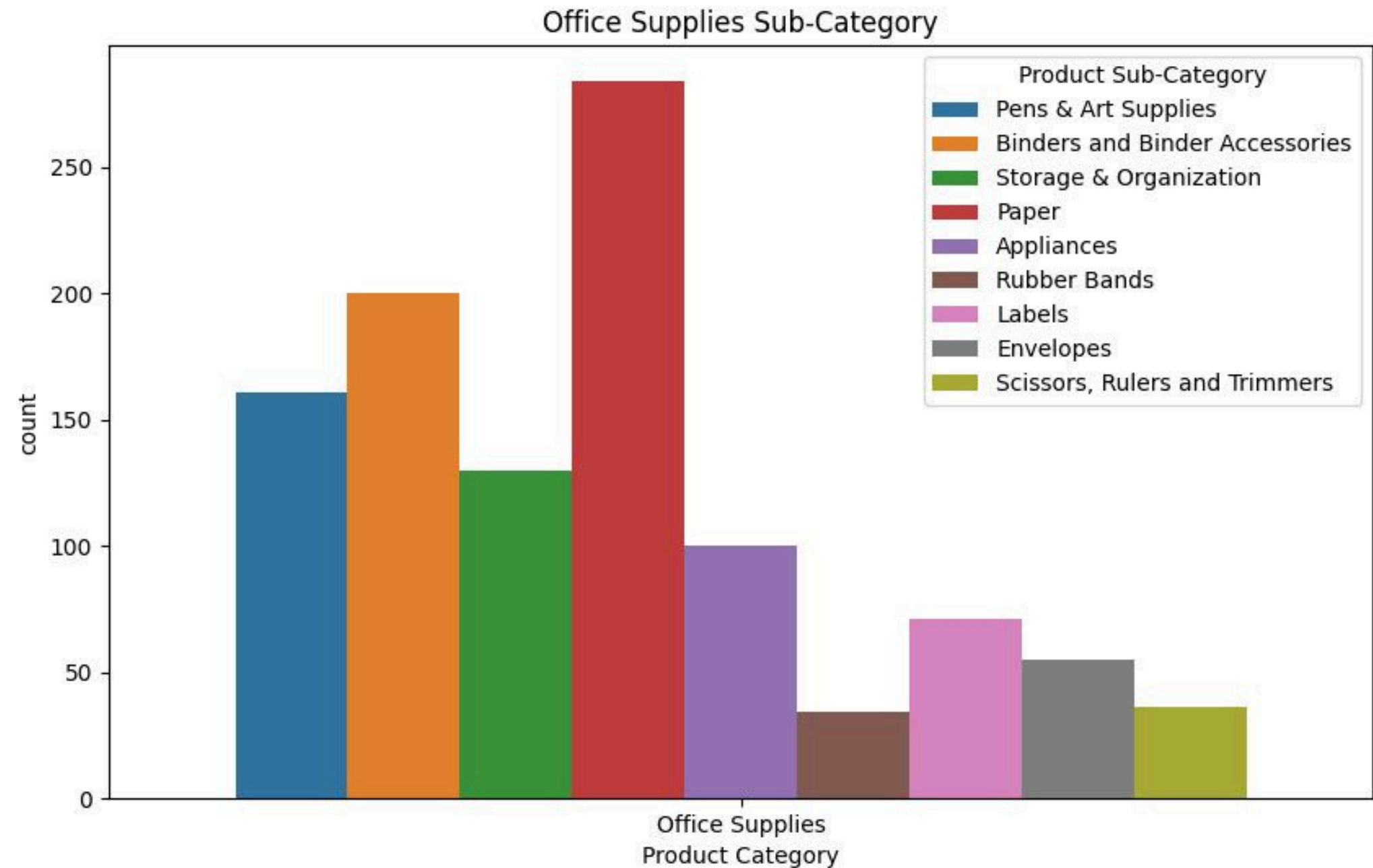
## FURNITURE

The Chairs & Chairmats sub-category has the highest count, indicating it is the most prevalent product. Bookcases have the lowest count, suggesting they are the least common product in this category.

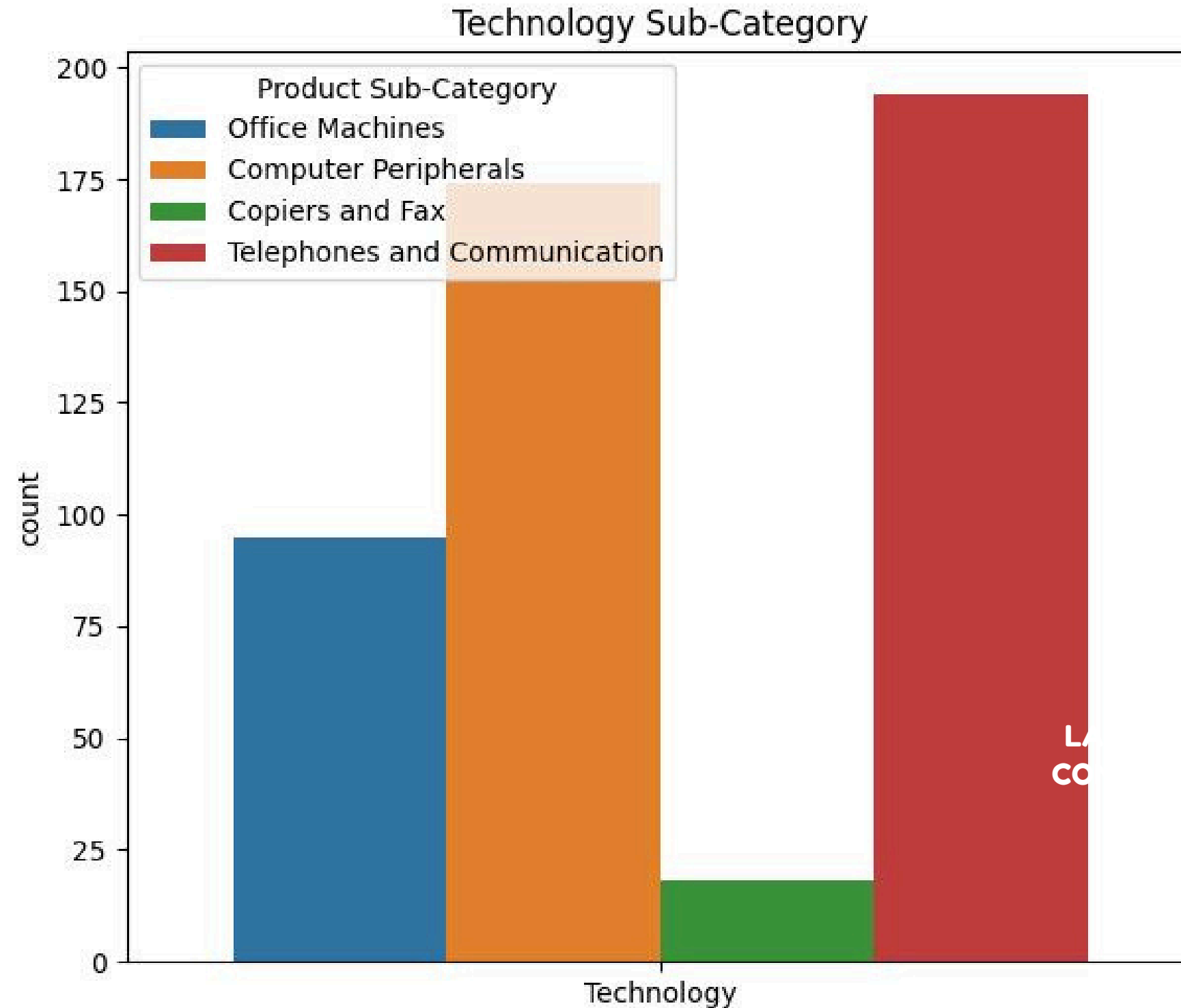


## OFFICE SUPPLIES

The Chairs & Chairmats sub-category has the highest count. Office Furnishings and Tables have moderate counts. Bookcases have the lowest count.

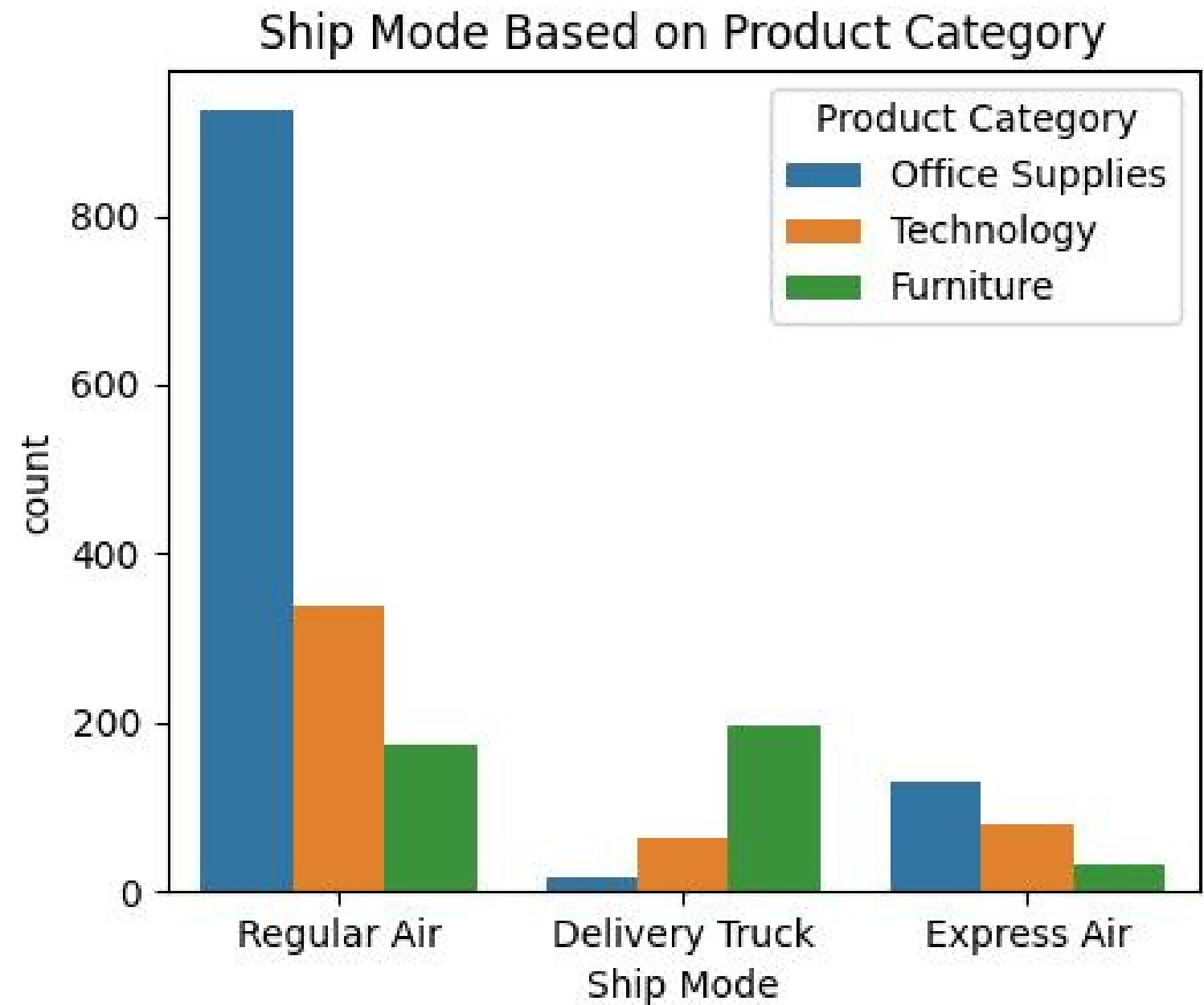


**FURNITURE**  
The Telephones and Communication sub-category has the highest count. Office Machines and Computer Peripherals have moderate counts. Copiers and Fax have the lowest count.

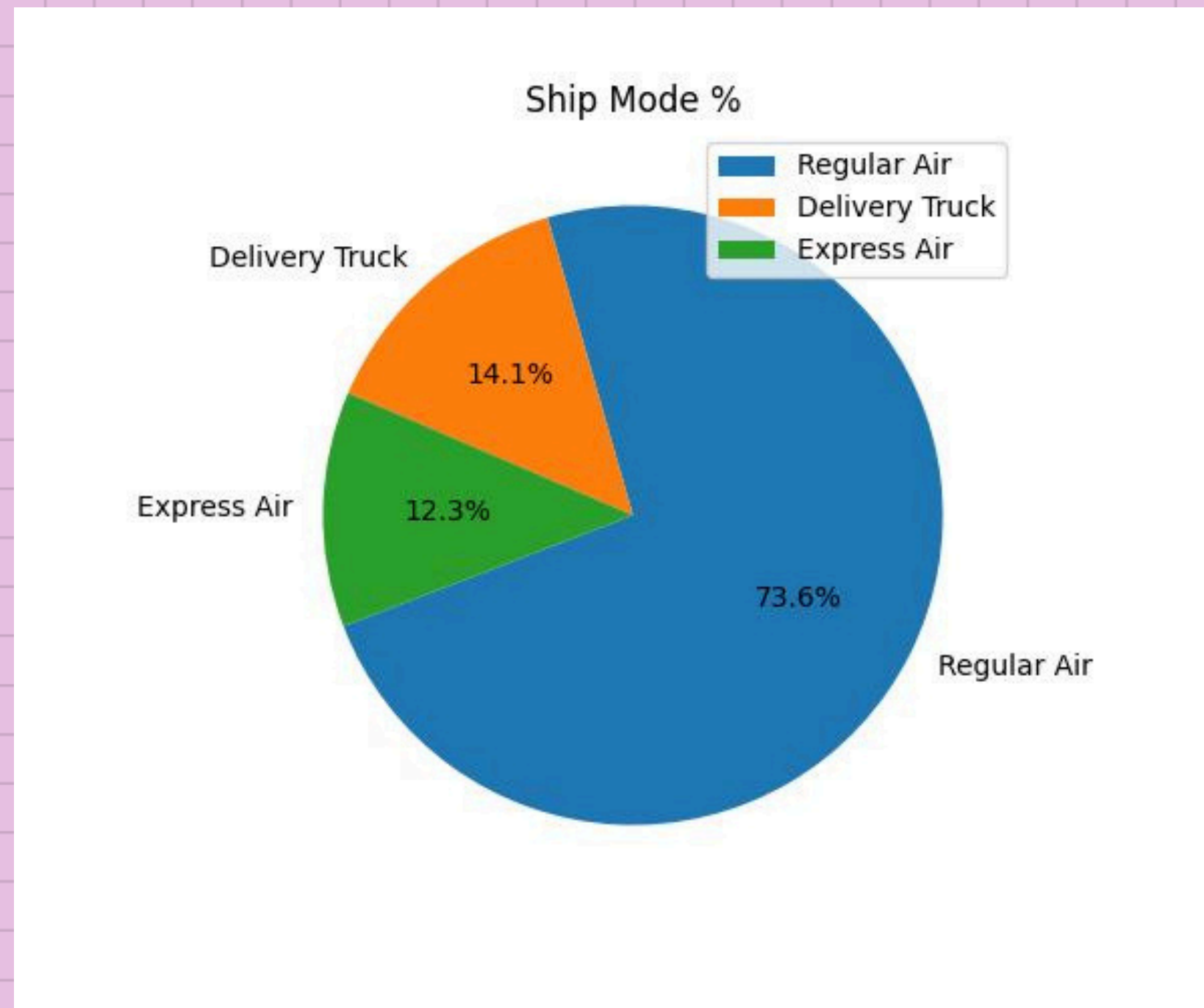


# SHIP MODE BY PRODUCT CATEGORY

The Telephones and Communication sub-category has the highest count. Office Machines and Computer Peripherals have moderate counts. Copiers and Fax have the lowest count.



## SHIP MODE %



The Telephones and Communication sub-category has the highest count. Office Machines and Computer Peripherals have moderate counts. Copiers and Fax have the lowest count.



# CONCLUSIONS

**In conclusion, the analysis highlights that Office Supplies and Technology are the most profitable product categories, with Chairs & Chairmats leading in the furniture sub-category. The Telephones and Communication sub-category dominates in the technology sector. The majority of shipments are made via Regular Air. These insights can guide strategic decisions in inventory management and marketing efforts to maximize profitability and efficiency.**

