

Profit Loss at Superstore

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For: IST 719

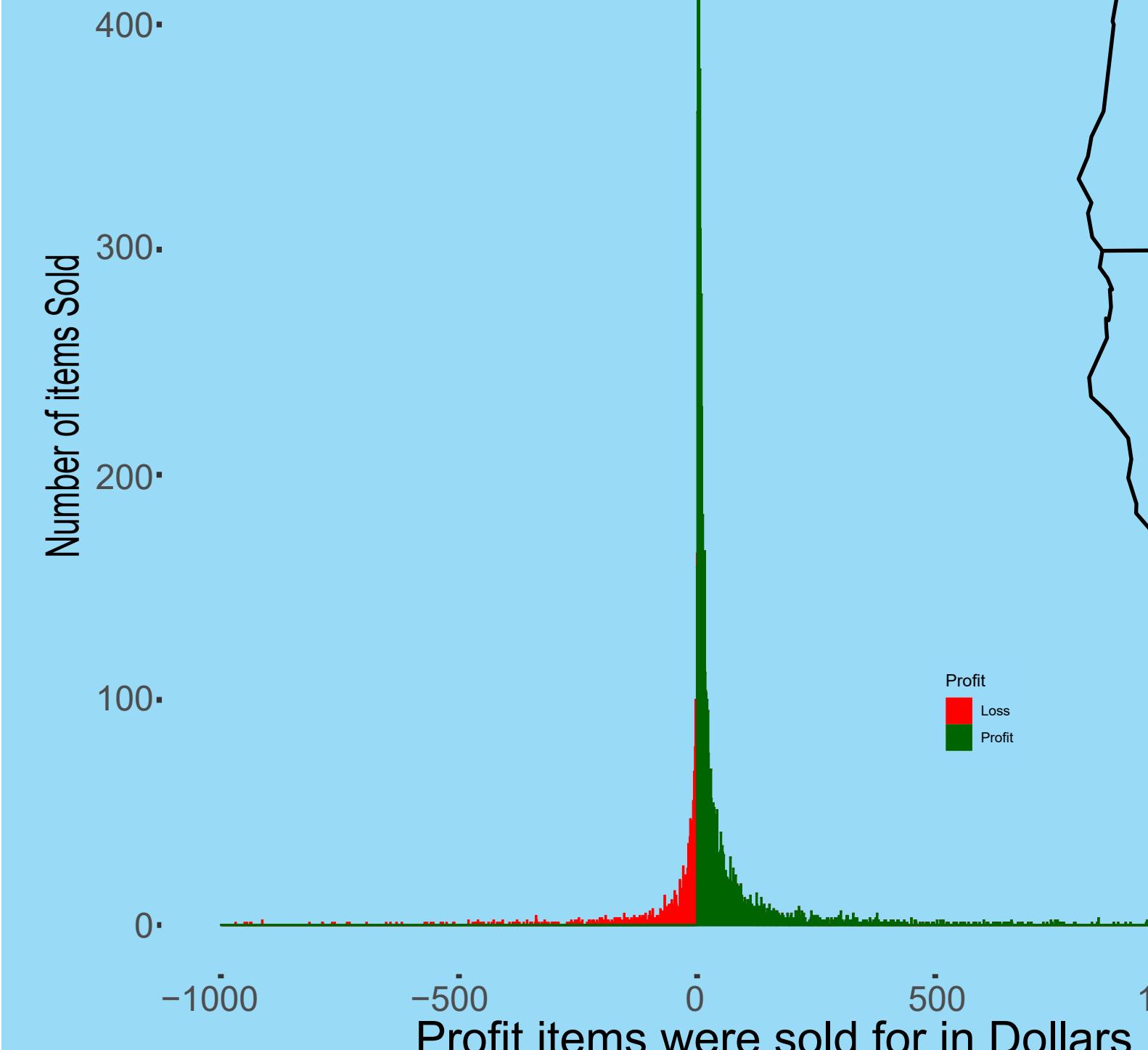
Story

Superstore is a large supermarket chain. It was discovered there were profits being lost. The goal is to identify why profits are being lost, which stores are losing profits and which items lose the most profit.

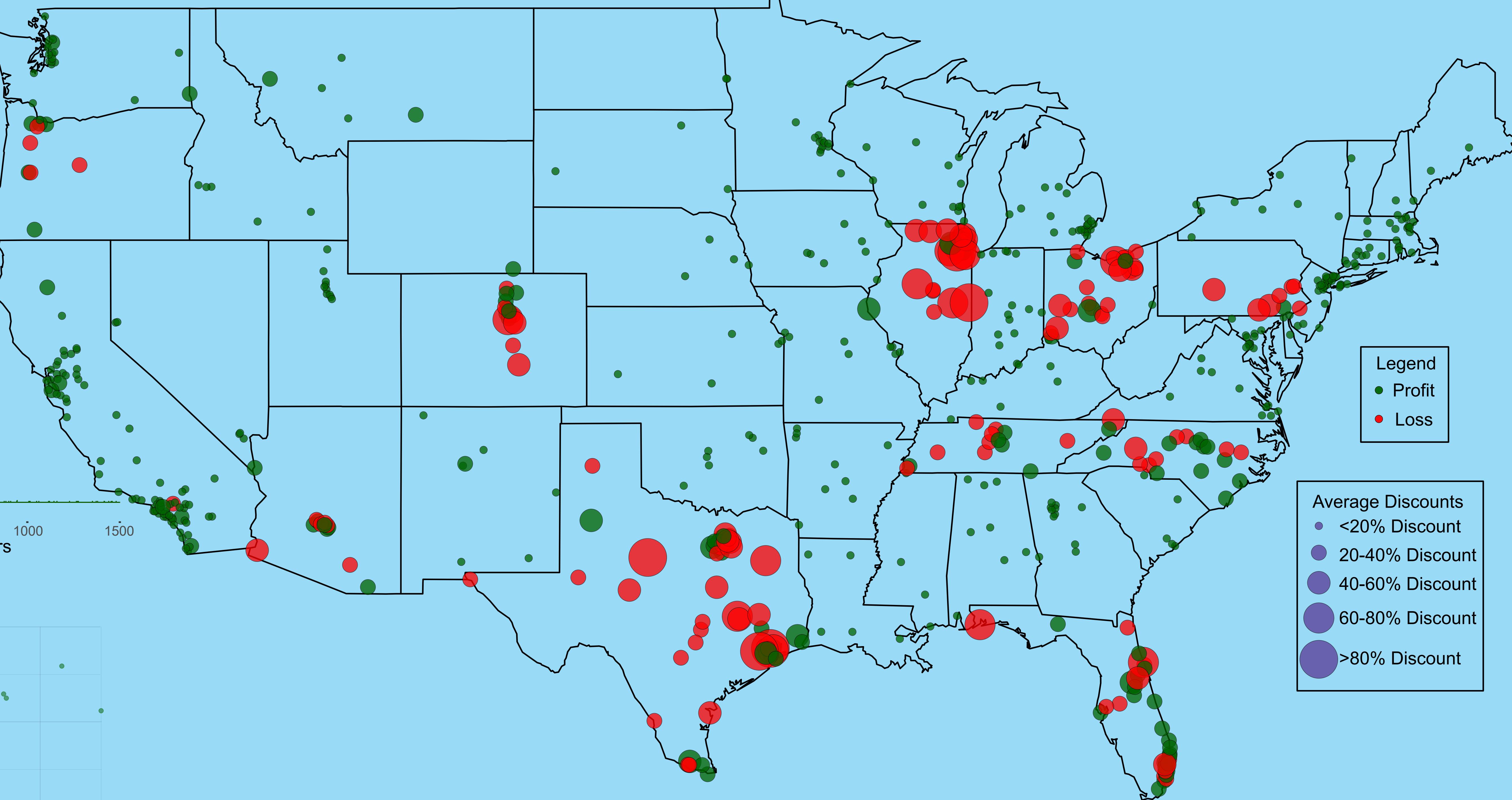
Which Stores are lossing Profit?
What is there Average Discount Offered?

Data Distribution

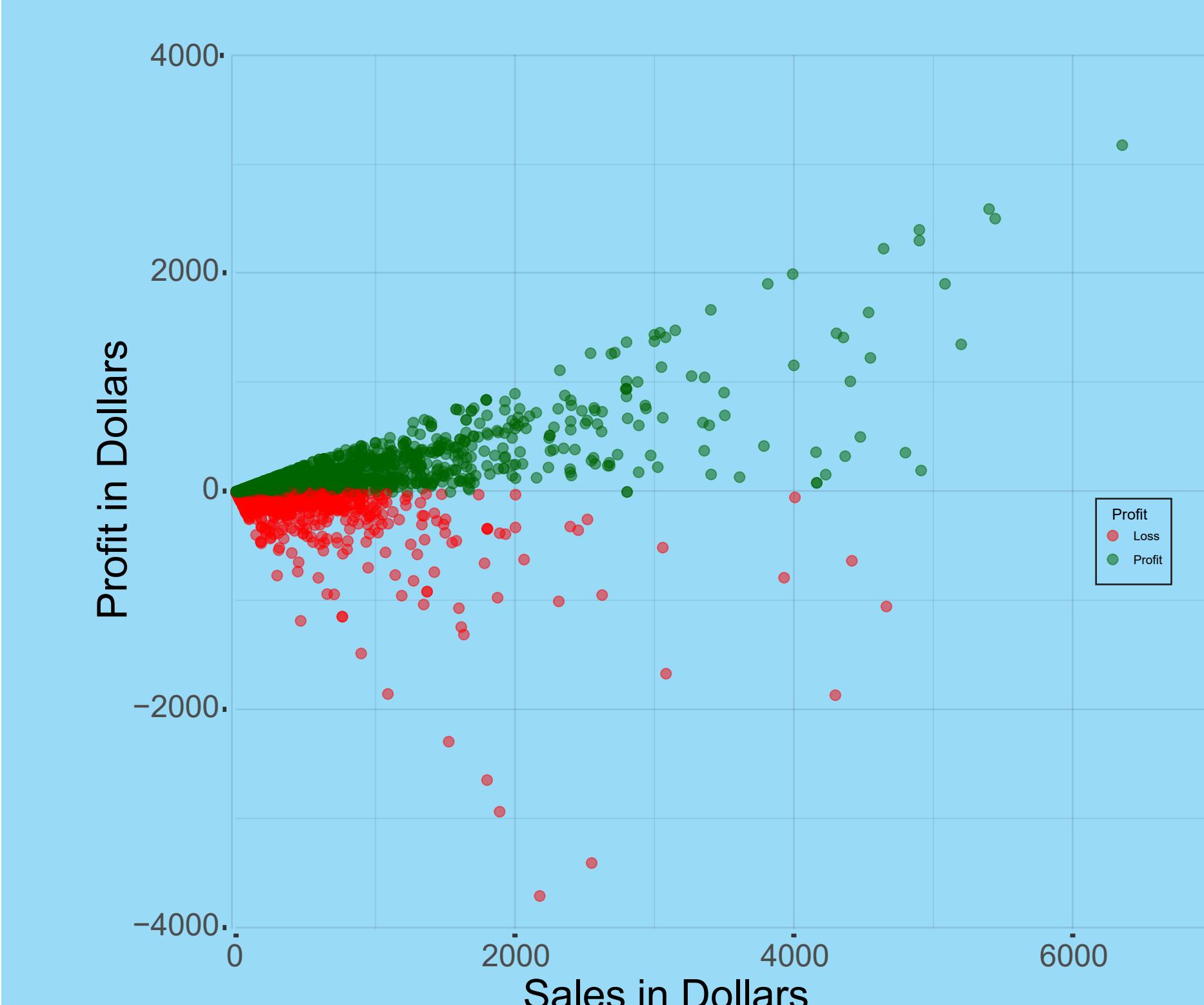
Profit Distribution



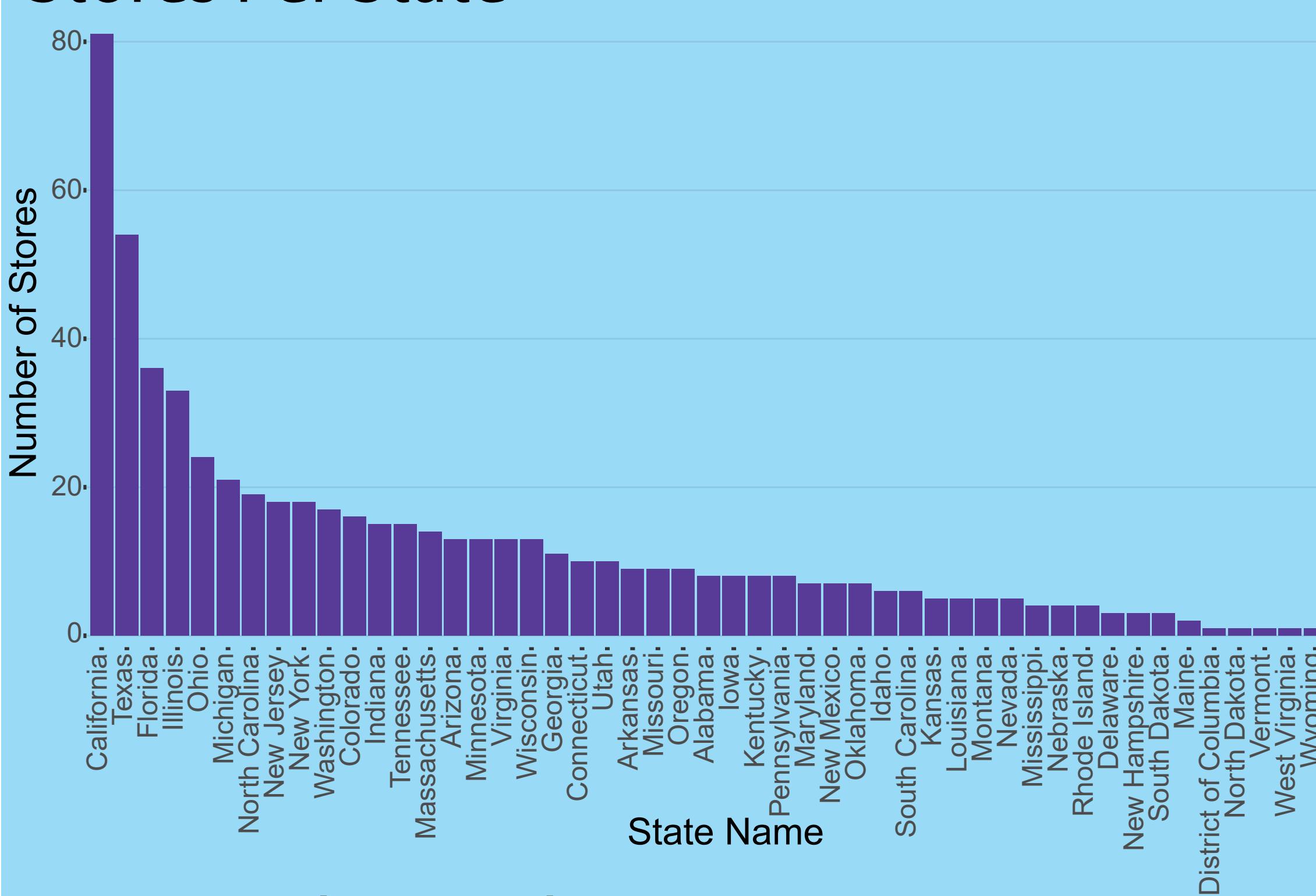
Profit Per Store and Average Discount Used



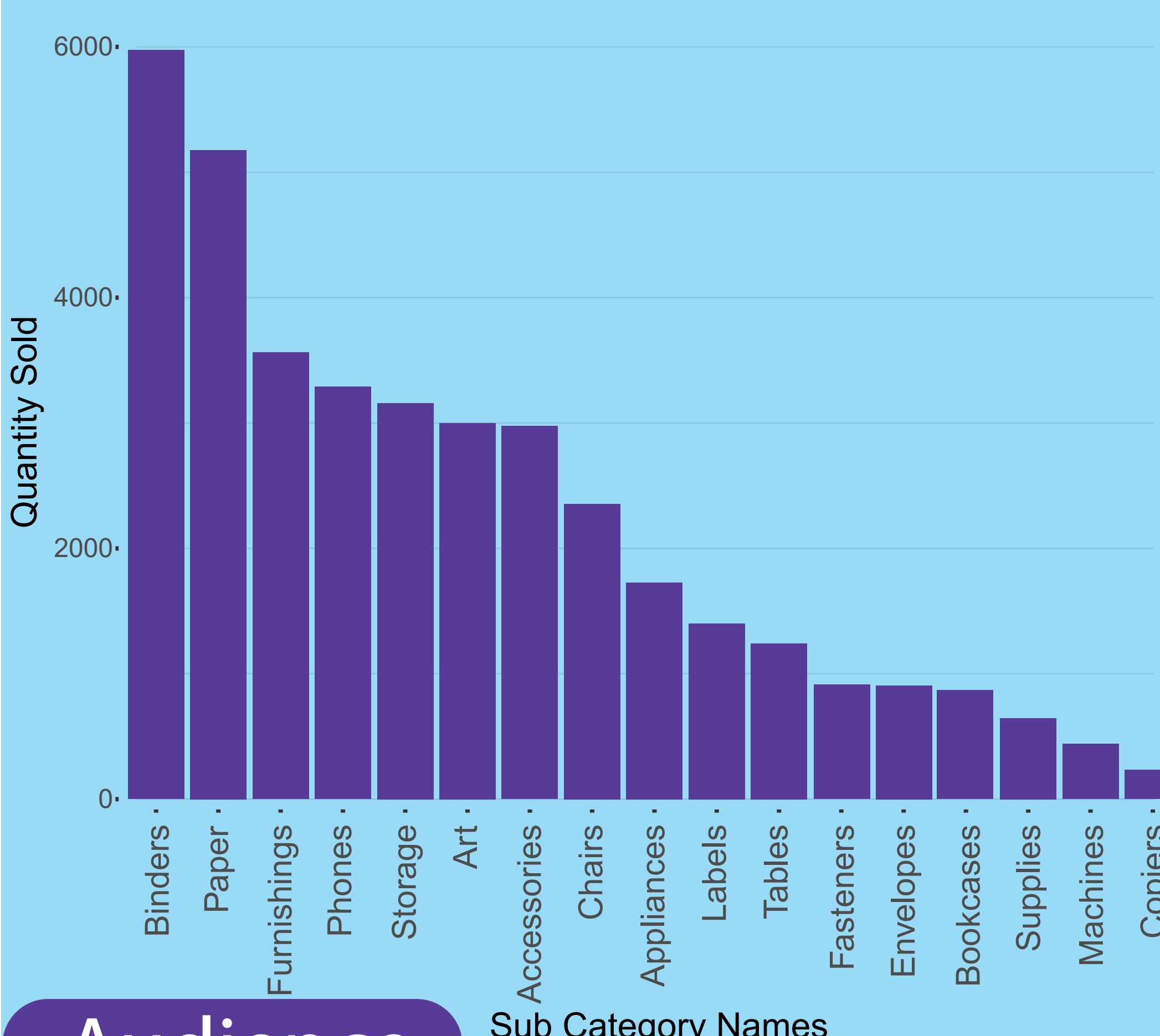
Sales Vs Profit



Stores Per State



Units Sold Per Sub Category

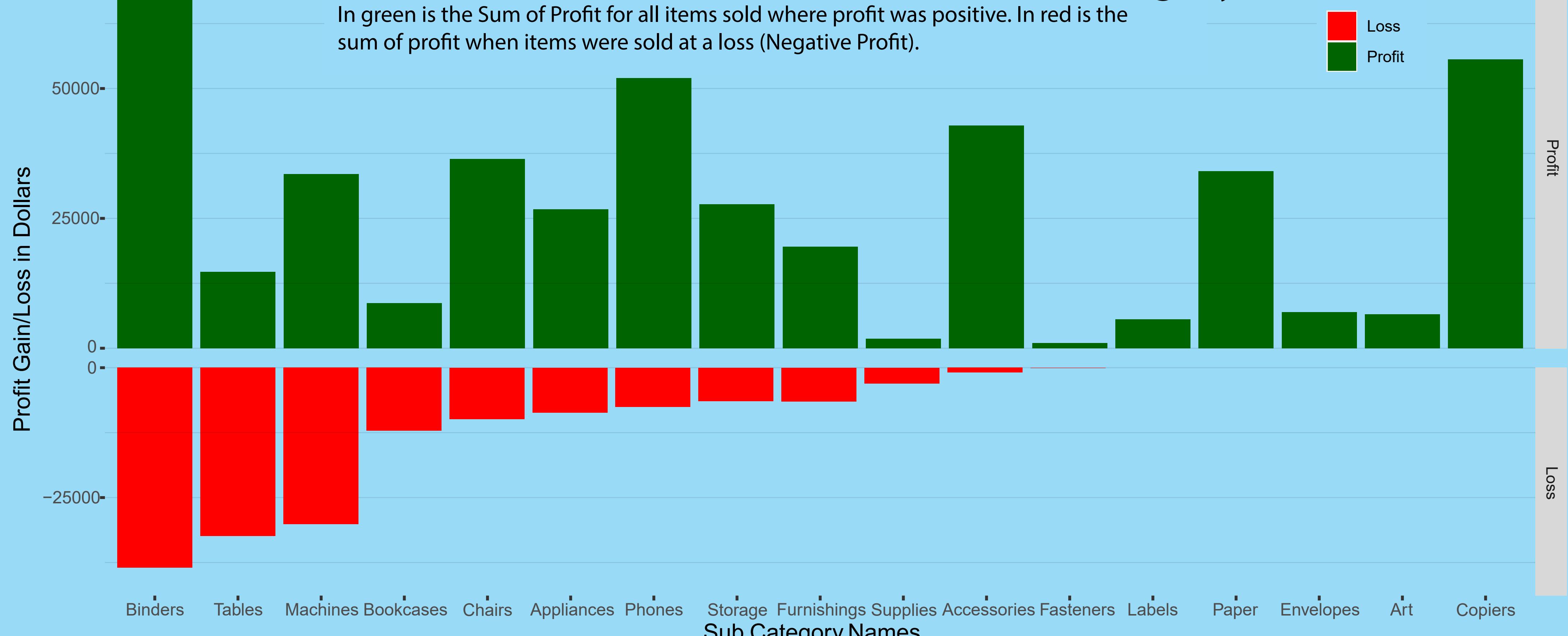


Audience

This is intended for Superstore owners, their managers, their employees and anyone that shops at Superstore. If a store continues to lose money it cannot continue to exist.

How does Profit gain vs loss compare for each Sub Category?

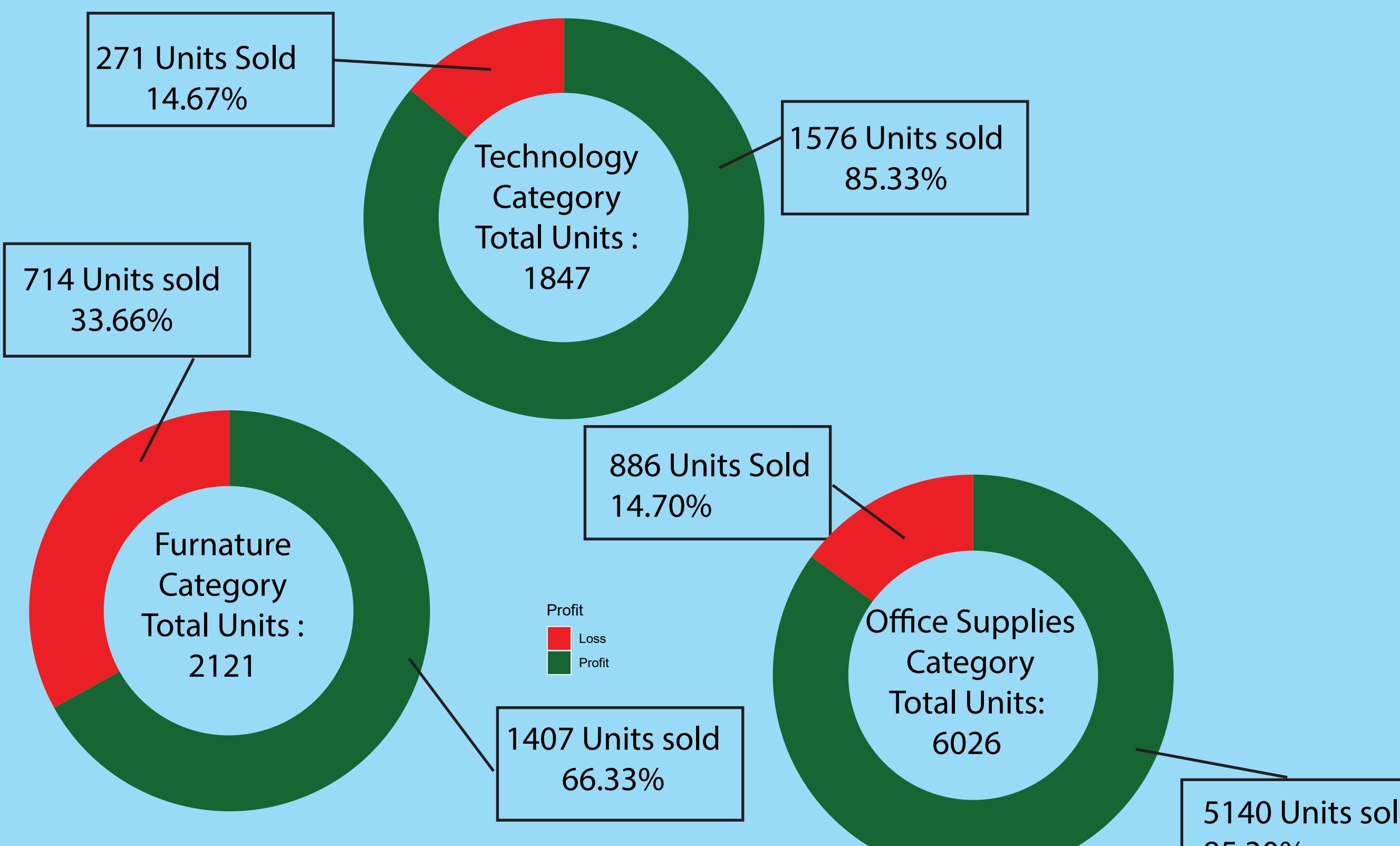
Sum of Profit vs Sum of Loss for each Sub Category



Which Category has the most Percentage of units sold at a loss?

What should be the largest Discount Offered?

Profit or Loss per Discount Percentages



Data Description

The data consists of 13 columns and 9994 rows. The columns contain information pertaining to different stores (location, region) and the sale of products at each (what is being sold, the quantity) and how much money they are making off the sales (sales amount, discount, and profit). Aggregations of profit were created. (positive profit, profit loss, overall profit, profit by store, profit by item.)

