

SUPERSTORE SALES ANALYSIS

Central

2014

2015

2016

2017

10

2015

2017



Total Revenue

\$733.2K



Month	Revenue (\$K)
1	680
2	650
3	700
4	680
5	690
6	700
7	680
8	710
9	730
10	720
11	750
12	733.2



Total Profit

\$93.4K



Month	Total Profit (\$K)
1	75
2	65
3	95
4	70
5	80
6	85
7	75
8	80
9	85
10	90
11	85
12	93.4

Gross Profit Margin

12.7%

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12.7%

Quantity Sold
12,476

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12,476

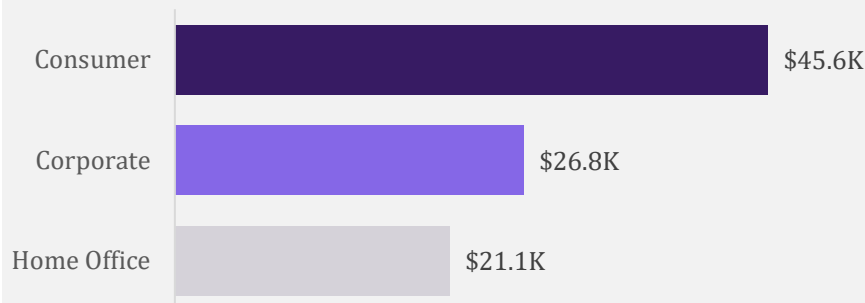
Returned Product

62

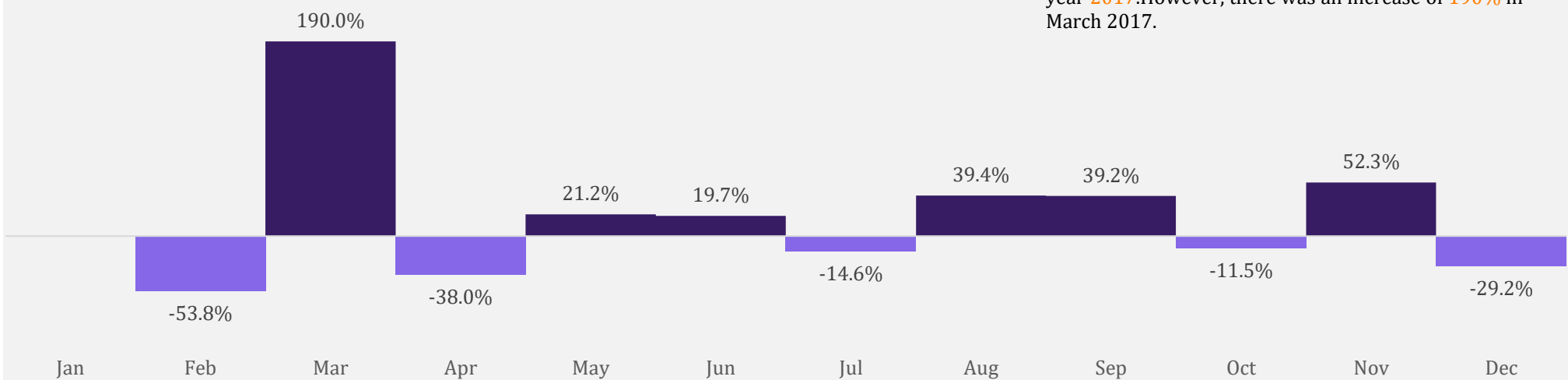
Returned Product

62

The consumer segment raked in an impressive **\$134K** in profit. Remarkably, the technology category proved to be thriving with an astounding total revenue of **\$836.2K**. However, the highest sales recorded in year 2015 was in the furniture category with a total sum of **\$170K** in sales.

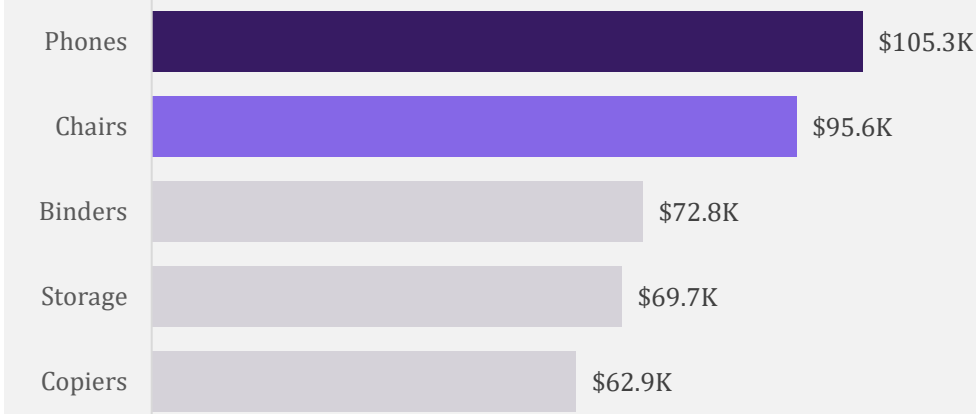


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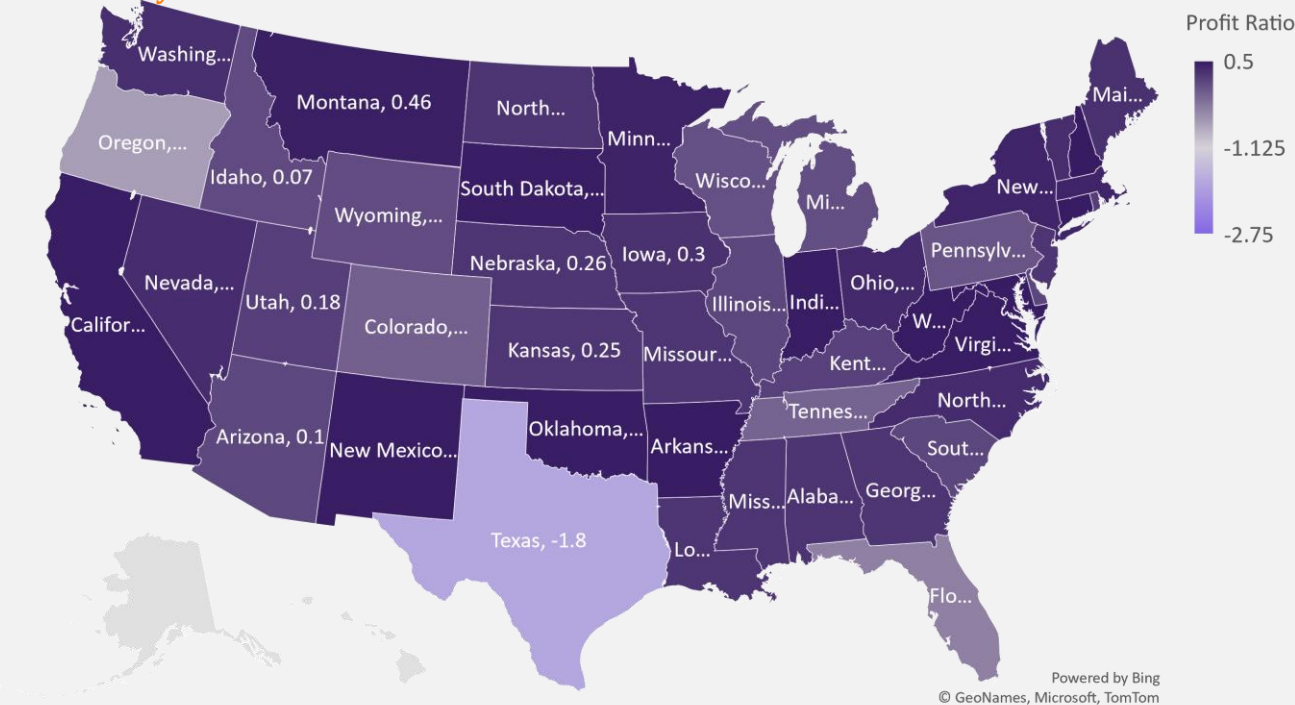
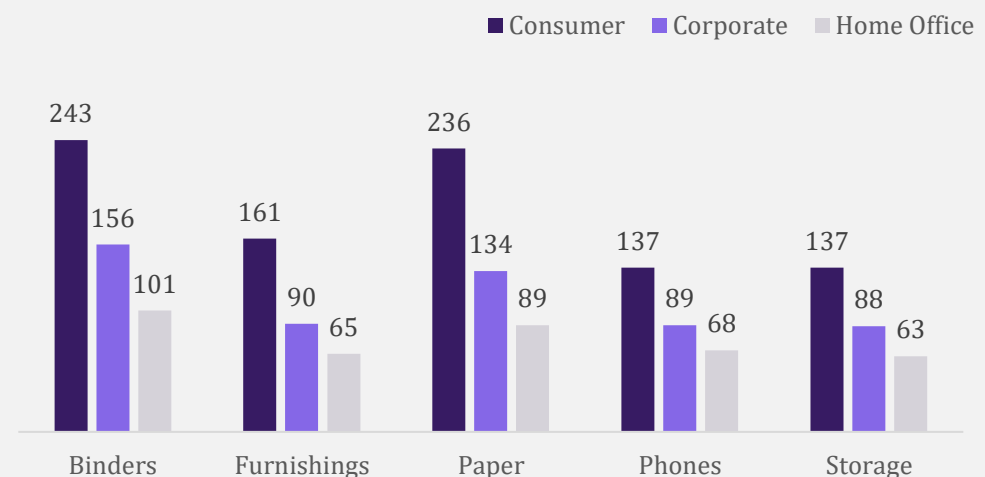


- The MoM% Growth rate declined in 5 months for the year 2017. However, there was an increase of 190% in March 2017.

The top product subcategory proved to be Phones (Technology Category) with a sum of **\$330K** generated in sales, closely followed is chairs which belongs to the Furnitures category. Chairs generated a sum of **\$328.4K** in Revenue. The least performing products are in the home appliances category.



Product Quantity by Segment



Insights and Recommendations

There is a year over year increase in revenue and profit generated from the superstore, with the highest profit [\$93.4K] generated in the year 2017.

The highest selling product category is technology, of which phones generated the highest revenue **\$330K** in the subcategory.

There should be focus on expanding the technology category, increased marketing efforts to drive sales in other categories.

Different pricing strategies such a personalized discounts should be put into considerations for revenue optimization.

