

Super Store Sales Analysis

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Business problem

Superstore Sales wants to know what works best for them in terms of sales and making profits.

The Analysis identifies :

1. Superstore's most and least profitable product categories.
2. Segment analysis of sales and profit.
3. Geographical analysis of sales and profit.
4. Financial Performance trend over the years.

The Superstore products can choose to remove non-profitable products or invests in marketing efforts for products, segments and geographical areas that are providing profit.

Category Analysis

Products in superstore are divided into 3 main categories :

- Technology
- Furniture
- Office Supplies

Total Sales

The Sales are almost divided equally among the 3 categories. Each category account for over 30% of total sales.

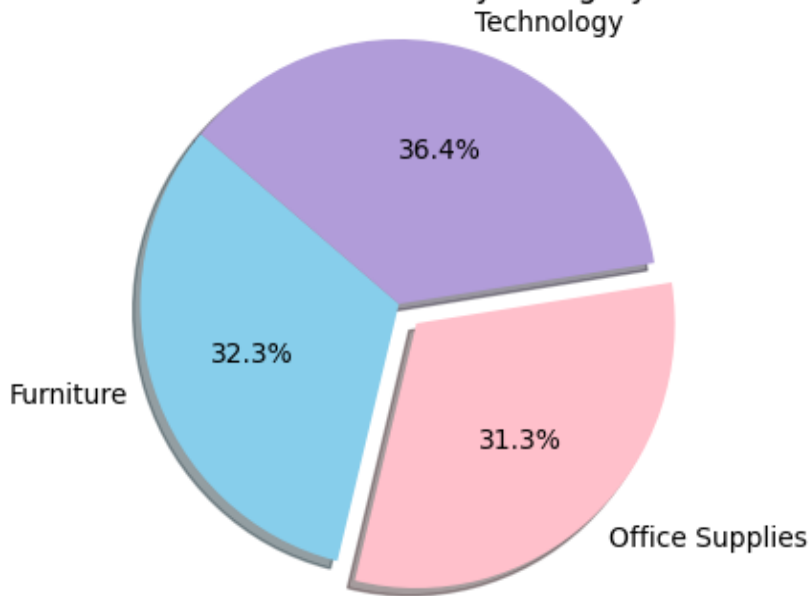
1. Technology at 36.4%
2. Office Supplies at 31.5%
3. Furniture at 32.3%

Total Profit

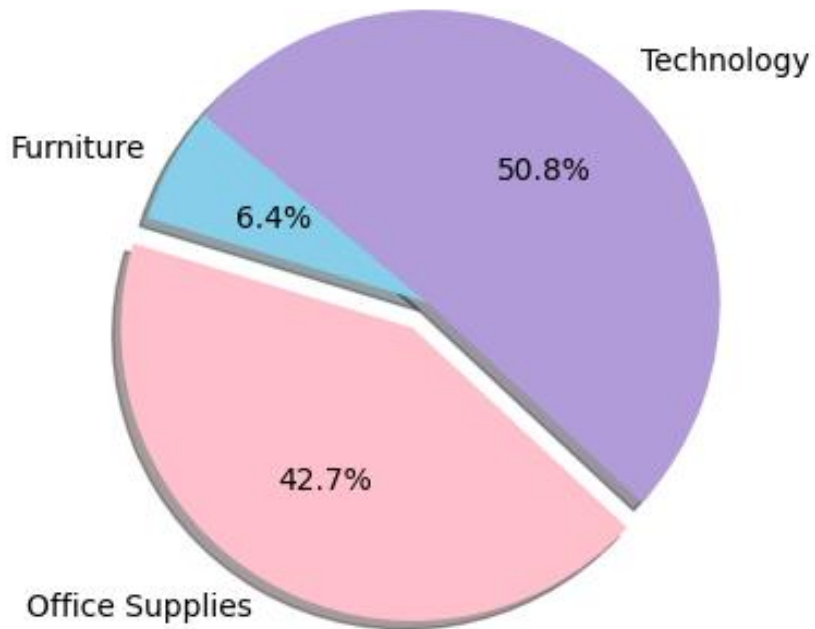
Interestingly , Furniture has a significantly lower percentage of profits ranked in compared to its share of percentage sale.

1. Technology at 50.8%
2. Office Supplies at 42.7%
3. Furniture at 6.4%

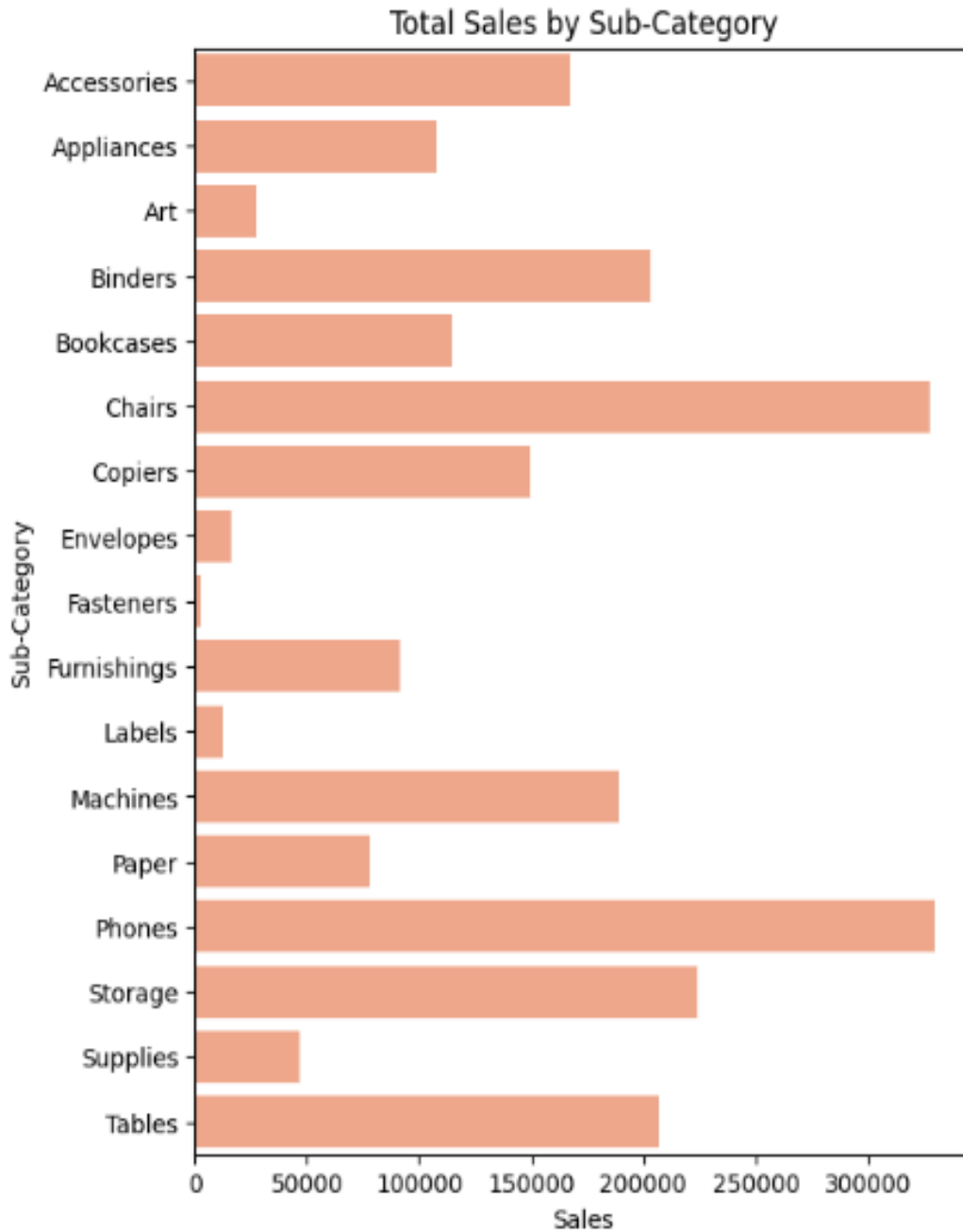
Sales Distribution by Category



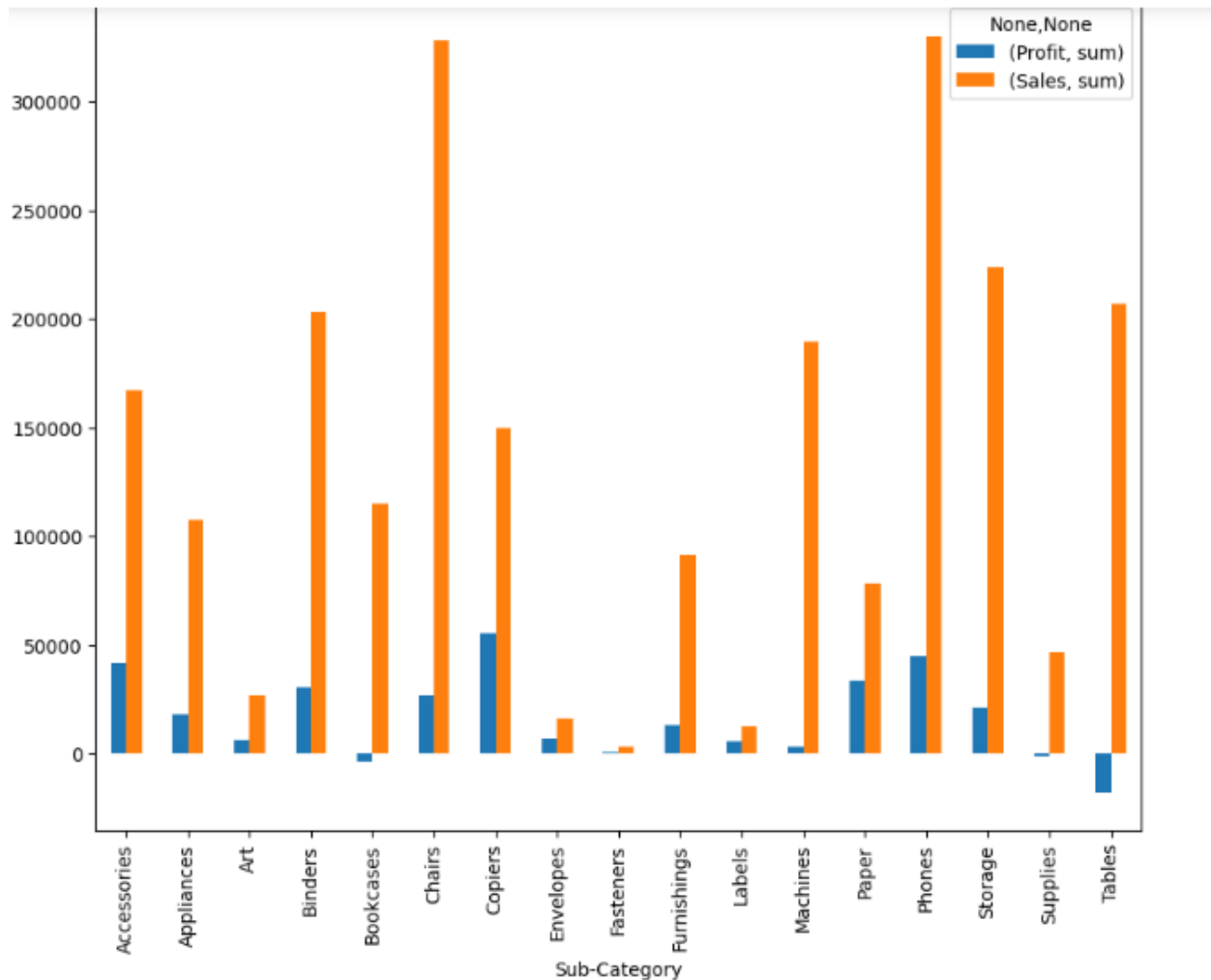
Profit Distribution by Category



Sub-Categories Analysis



Total Profit by Sub-Category



From above chart analysis we can see that only 1 sub-category is making loss that is Table from the furniture category.

The Highest profit is earned in copiers while, the selling of phones and chairs are extremely high compared to other products.

Another interesting fact-peoples don't prefer to buy tables and Bookcases from superstore as sales is medium but they are facing loss

Analysis by Segments

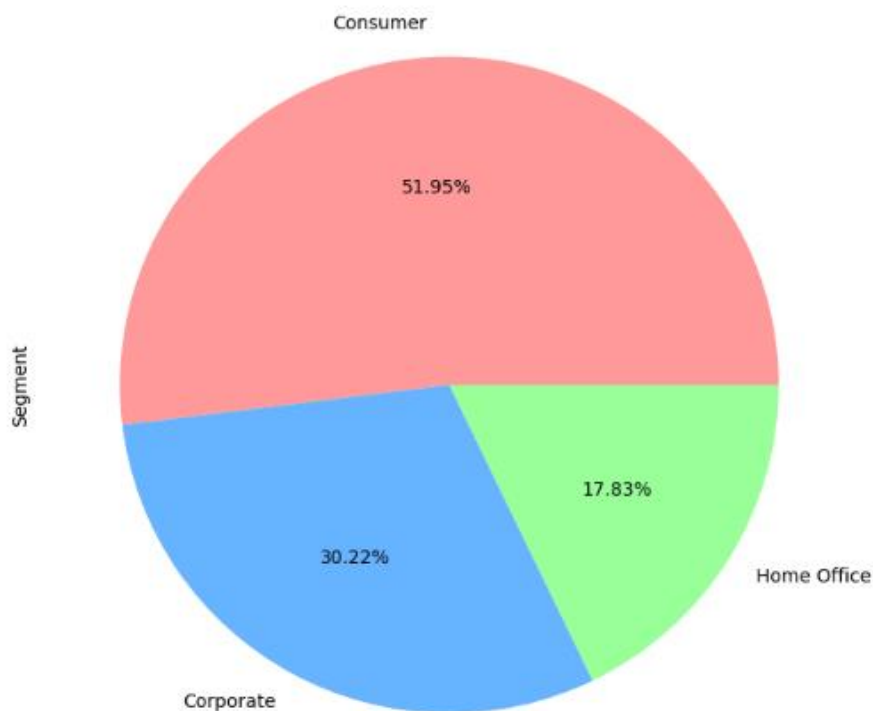
Total Sales

Superstore has 3 Segment. Consumer, Corporate and Home Office.

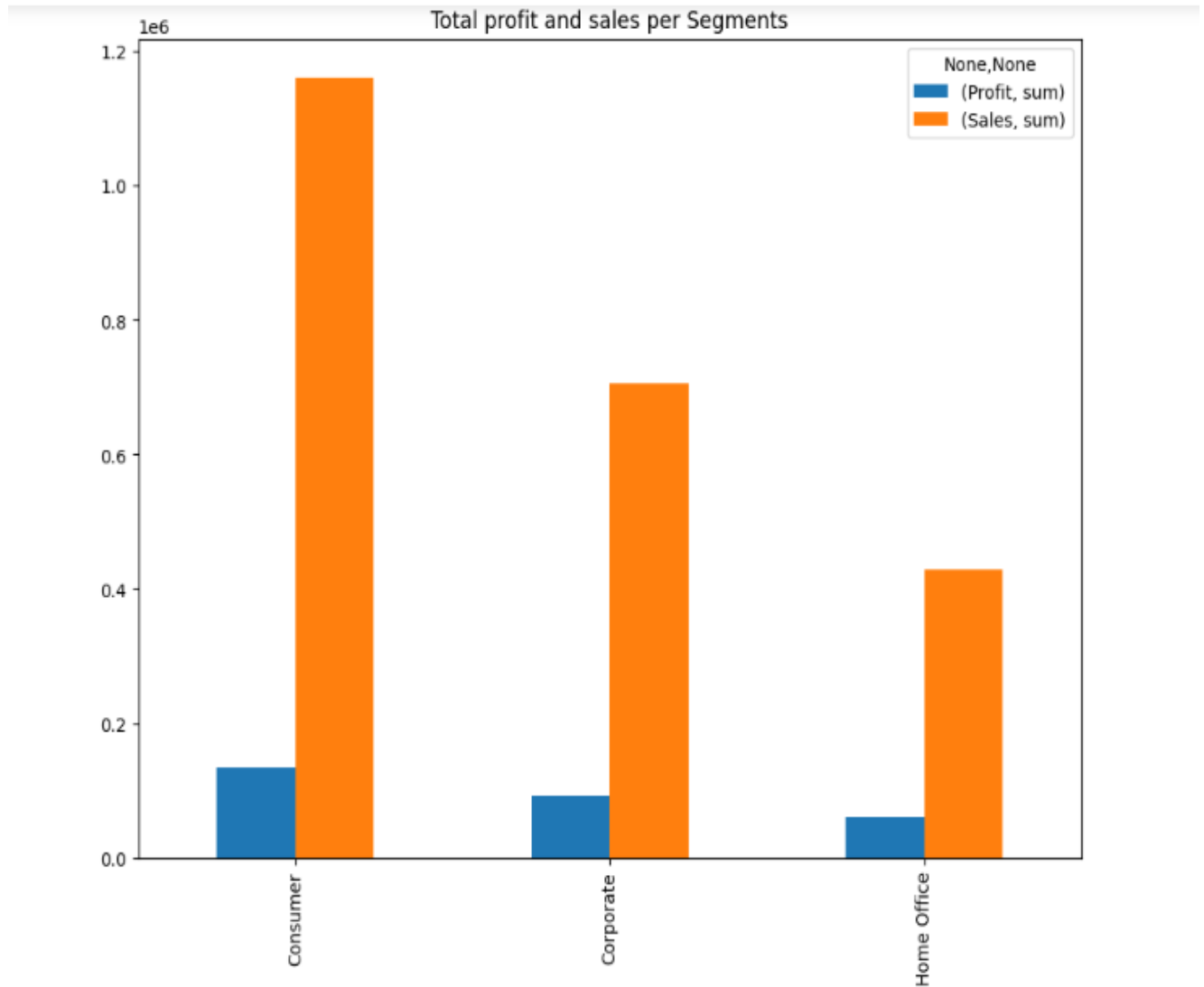
Consumer segment is the largest Customer base which accounts for over half of total sales.

1. Consumer Segment -51.95%
2. Corporate Segment – 30.22%
3. Home supplies – 17.83%

Shares of Sales per Segments

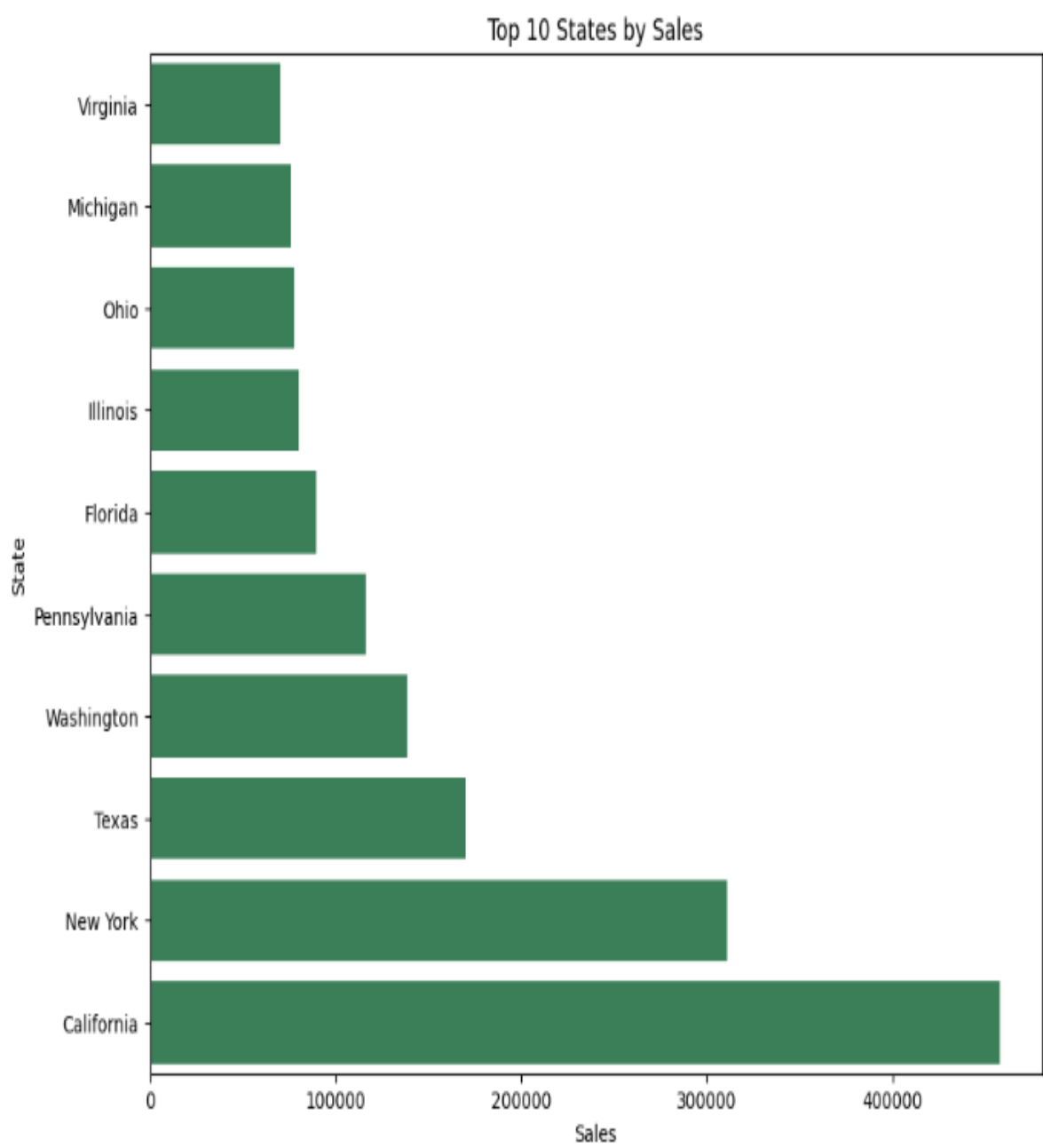


Profit Margin in Segment



The all 3 segments have close profit margins. Where home office have lowest profit margin as compare to other 2 segments

Geographical Market Location Analysis



Recommendations

From the analysis, the tables sub-category is making losses. Only 20 out of 170 table types generate a profit margin that is higher than the company's average profit margin. Super stores can continue selling the 20 profitable unique tables. On the other hand, the loss making tables can be gradually removed from the online shelves for higher profitability.

Super store is most popular where more Marketing and advertisement need to take place.

Markets with high population are likely to record high sales by default