

# Overview



# of Orders  
**5.1K**

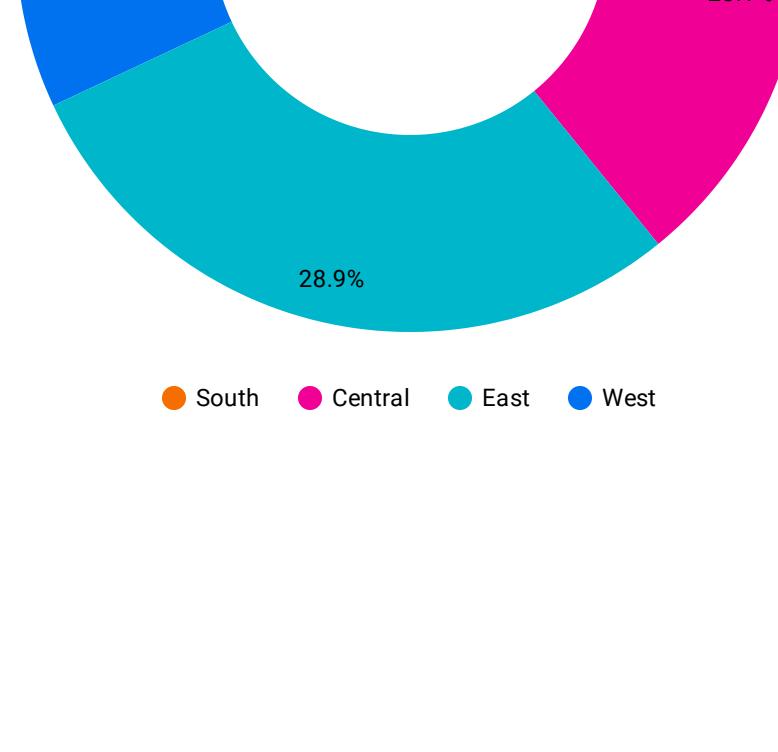


# of Customers  
**804**

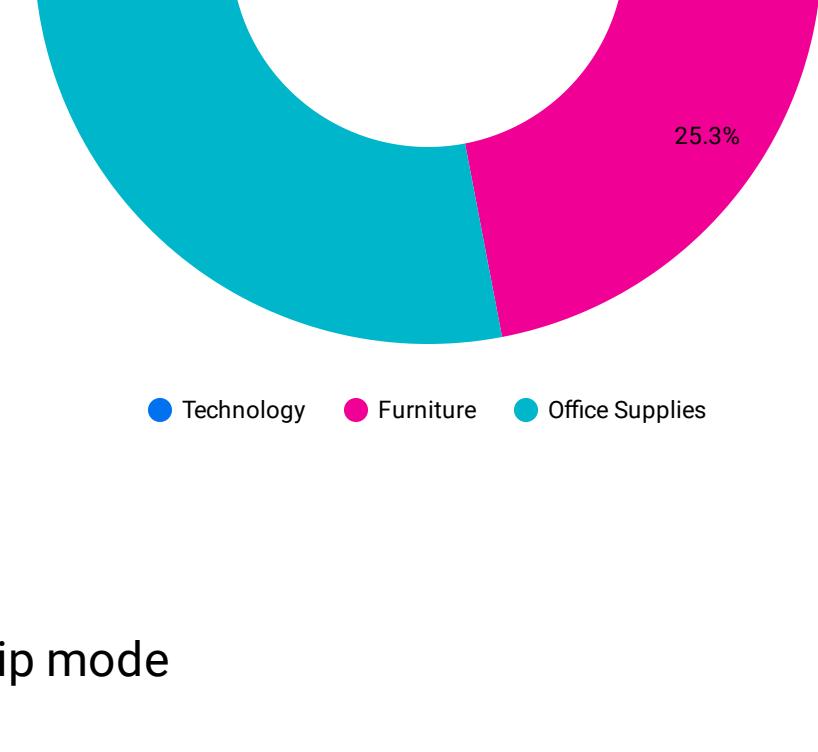


State/Province  
**59**

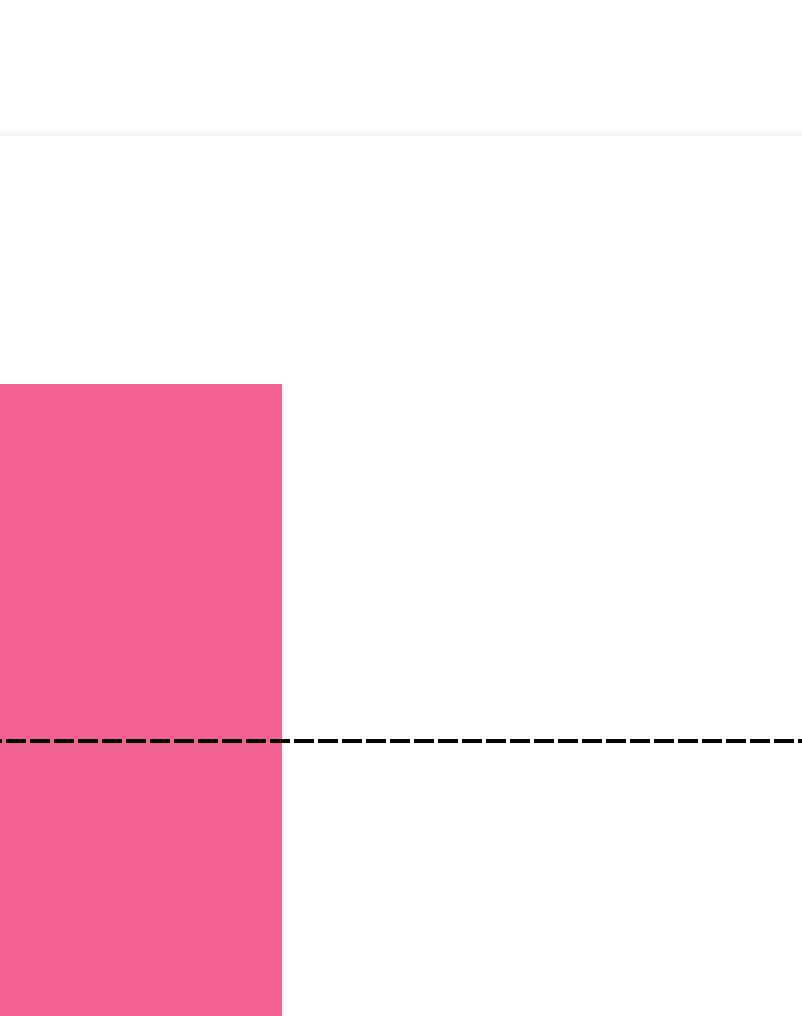
**# of Orders by Region**



**# of Orders by Category**



**# of Orders by Ship mode**



Order ID

6K

5K

4K

3K

2K

1K

0

Average

5K

United States

102

Canada

Product Name	State/Province	Profit	Sales
1. Canon imageCLASS 2200 Advanced Copier	Indiana	8,399.98	17,499.95
2. Canon imageCLASS 2200 Advanced Copier	Washington	6,719.98	13,999.96
3. Canon imageCLASS 2200 Advanced Copier	Delaware	5,039.99	10,499.97
4. GBC Ibimaster 500 Manual ProClick Binding System	Michigan	4,946.37	9,892.74
5. Ibico EPK-21 Electric Binding System	Minnesota	4,630.48	9,449.95
6. Canon imageCLASS 2200 Advanced Copier	New York	3,919.99	11,199.97
7. Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual ...	Georgia	3,812.97	7,625.94
8. Ativa V4110MDD Micro-Cut Shredder	New York	3,772.95	7,699.89
9. Zebra ZM400 Thermal Label Printer	New York	3,343.54	6,965.7
10. HP Designjet T520 Inkjet Large Format Printer - 24" Color	Virginia	2,799.98	8,749.95
11. Hewlett Packard LaserJet 3310 Copier	Rhode Island	2,591.96	5,399.91
12. GBC DocuBind P400 Electric Binding System	Michigan	2,504.22	5,443.96
13. 3D Systems Cube Printer, 2nd Generation, Magenta	New Jersey	2,365.98	9,099.93
14. Canon PC1060 Personal Laser Copier	Missouri	2,302.97	4,899.93
15. Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual ...	California	2,287.78	6,100.75
16. Canon PC1060 Personal Laser Copier	California	2,267.97	6,719.9
17. HP Designjet T520 Inkjet Large Format Printer - 24" Color	New York	2,239.99	6,999.96
18. Hewlett Packard LaserJet 3310 Copier	California	2,183.96	6,239.9
19. GBC DocuBind TL300 Electric Binding System	New York	2,179.69	6,458.33
20. Canon imageCLASS MF7460 Monochrome Digital Laser Multifunction Copier	New York	1,995.99	3,991.98
21. Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual ...	Michigan	1,906.49	3,812.97
22. Logitech Z-906 Speaker sys - home theater - 5.1-CH	California	1,715.95	4,289.87

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# Overview

Sales  
2.33M €

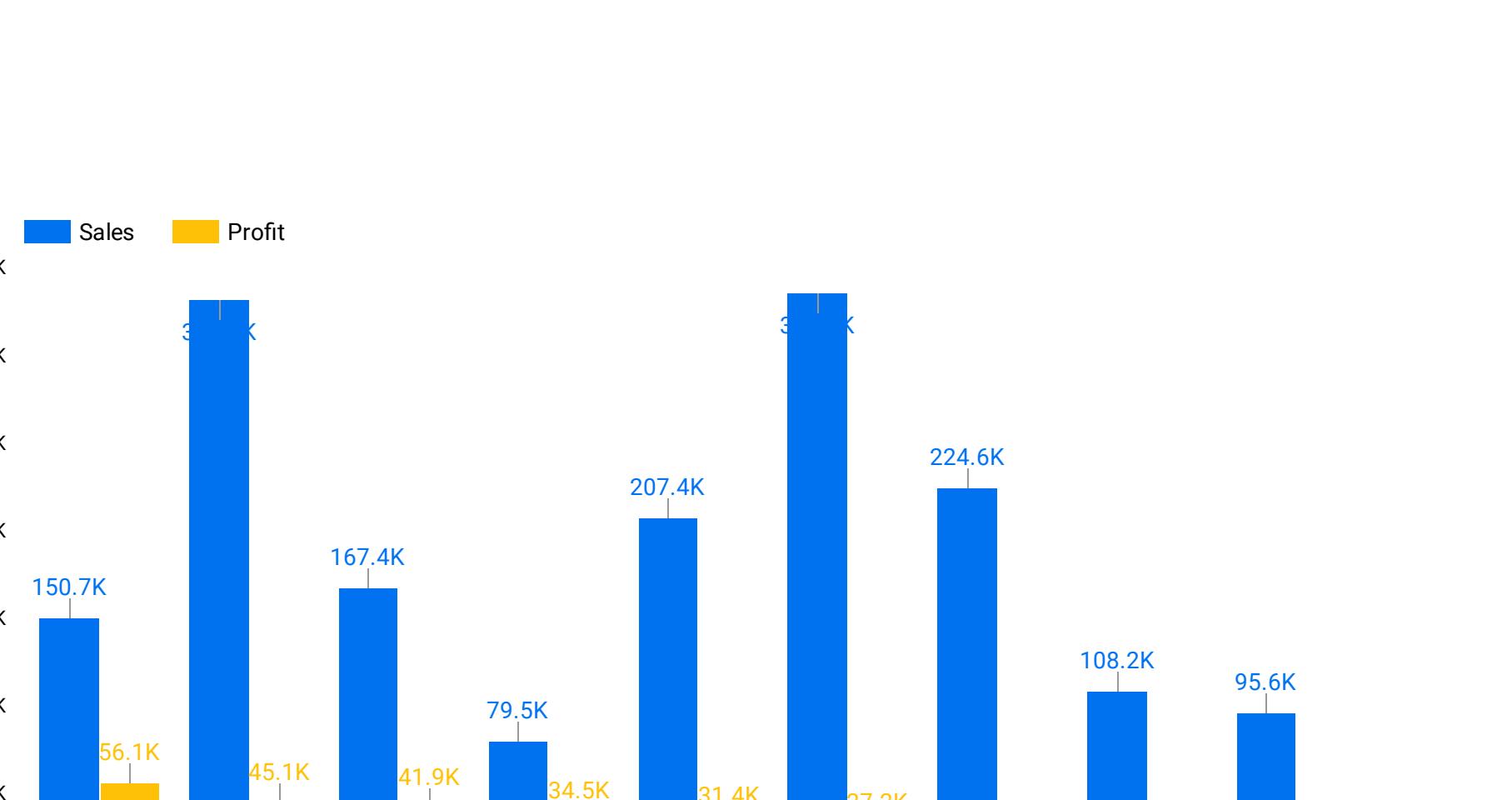
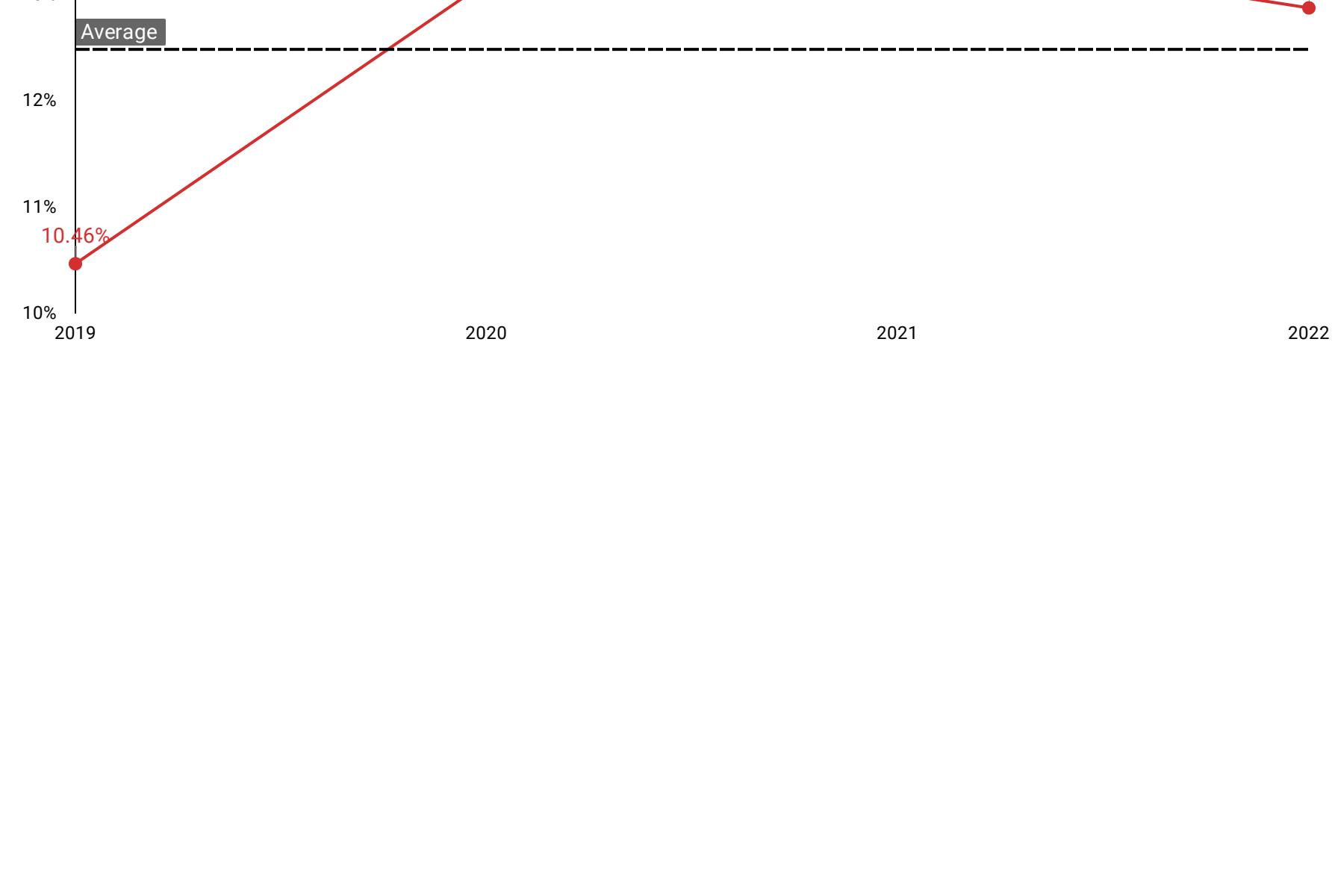
Profit  
292.3K

Nb\_Orders  
5.1K

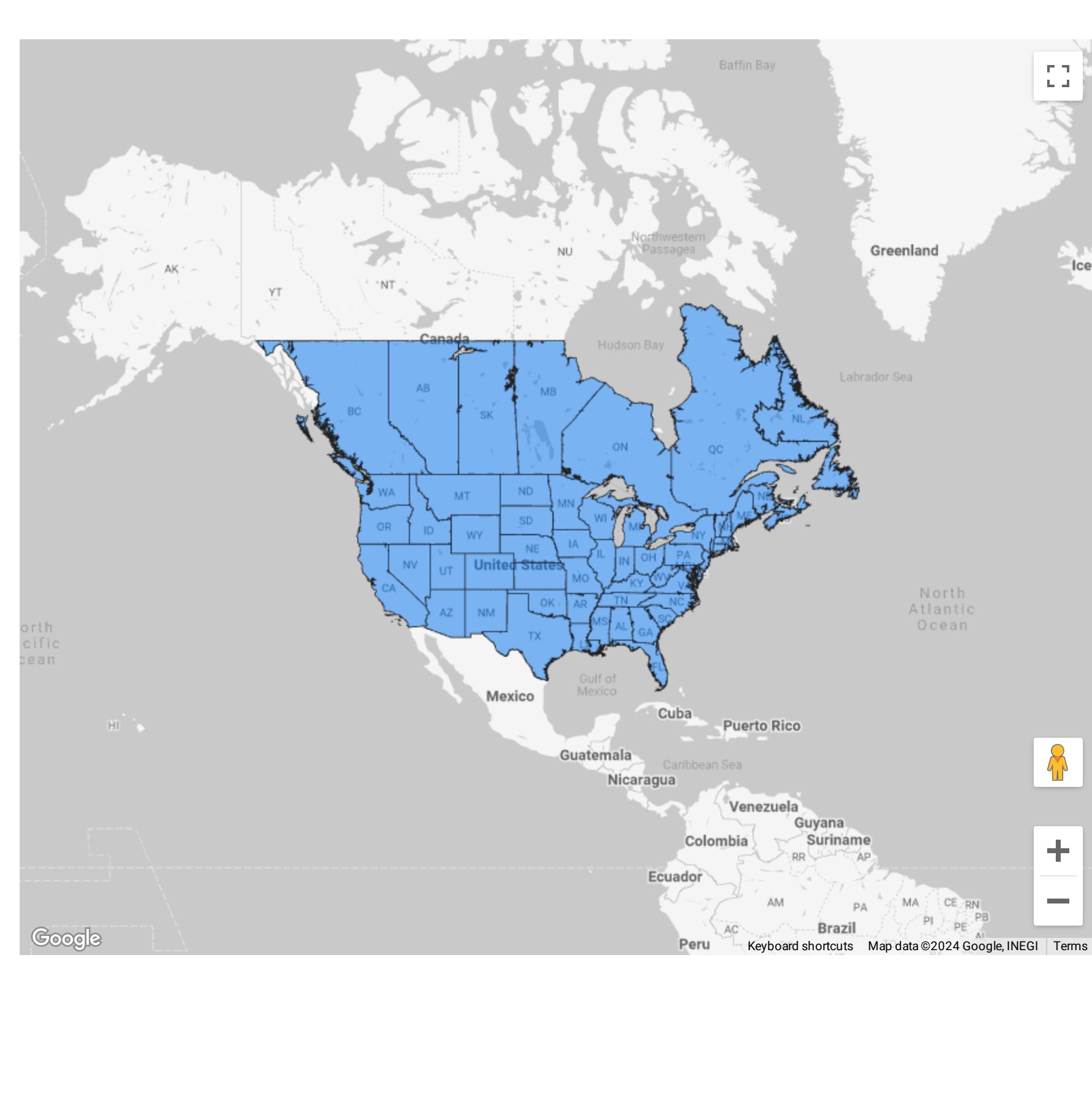
NB\_Unit\_Sold  
38.7K

Profitability  
12.6%

Profitability per year / month



# Focus on geographical US Market



## Negative Profits in US



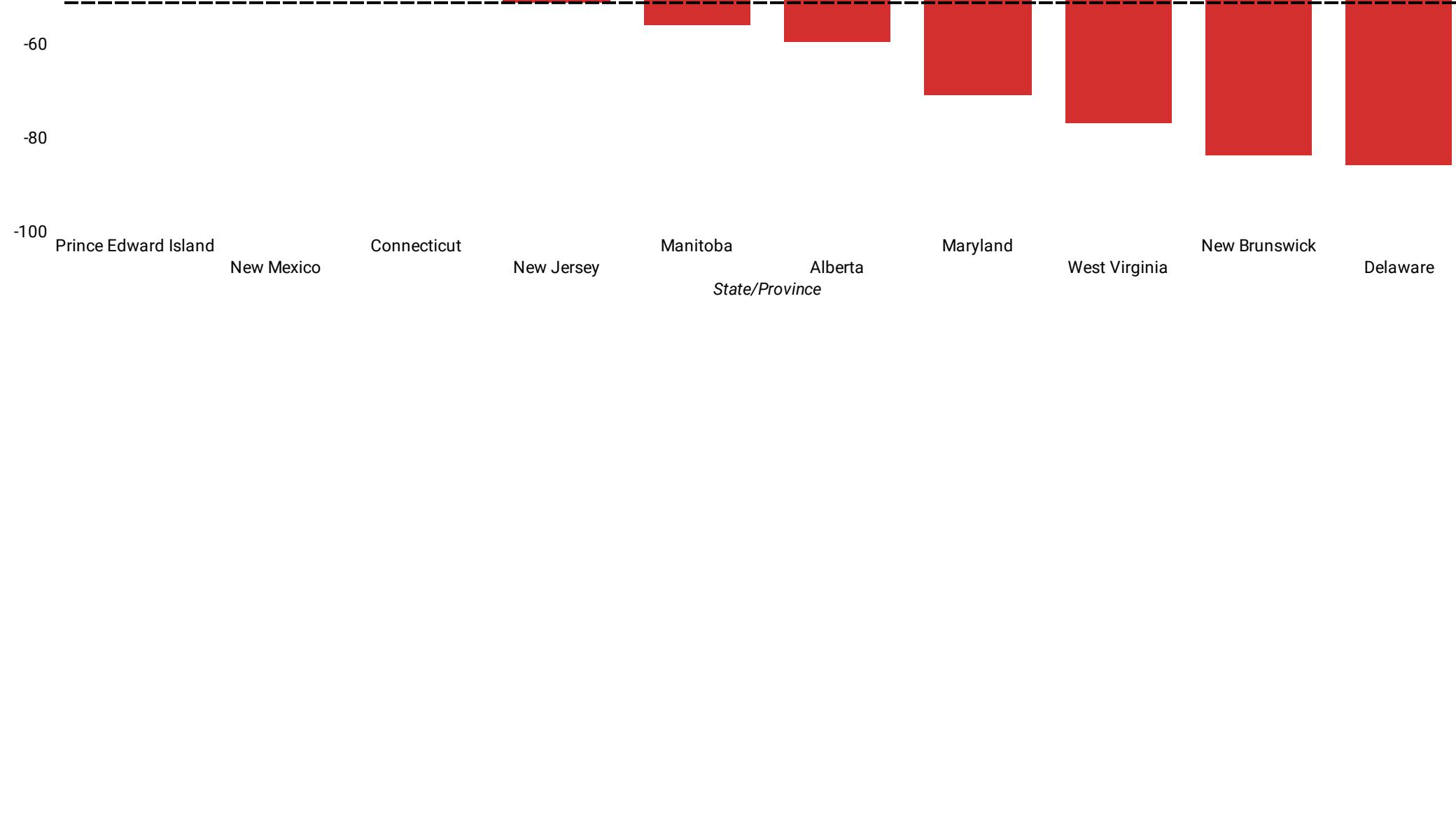
Country/Region

Order\_year

Ship Mode

Jan 3, 2019 - Dec 31, 2022

Profit  
**-157.0K**



## Focus on US Negative Profitability

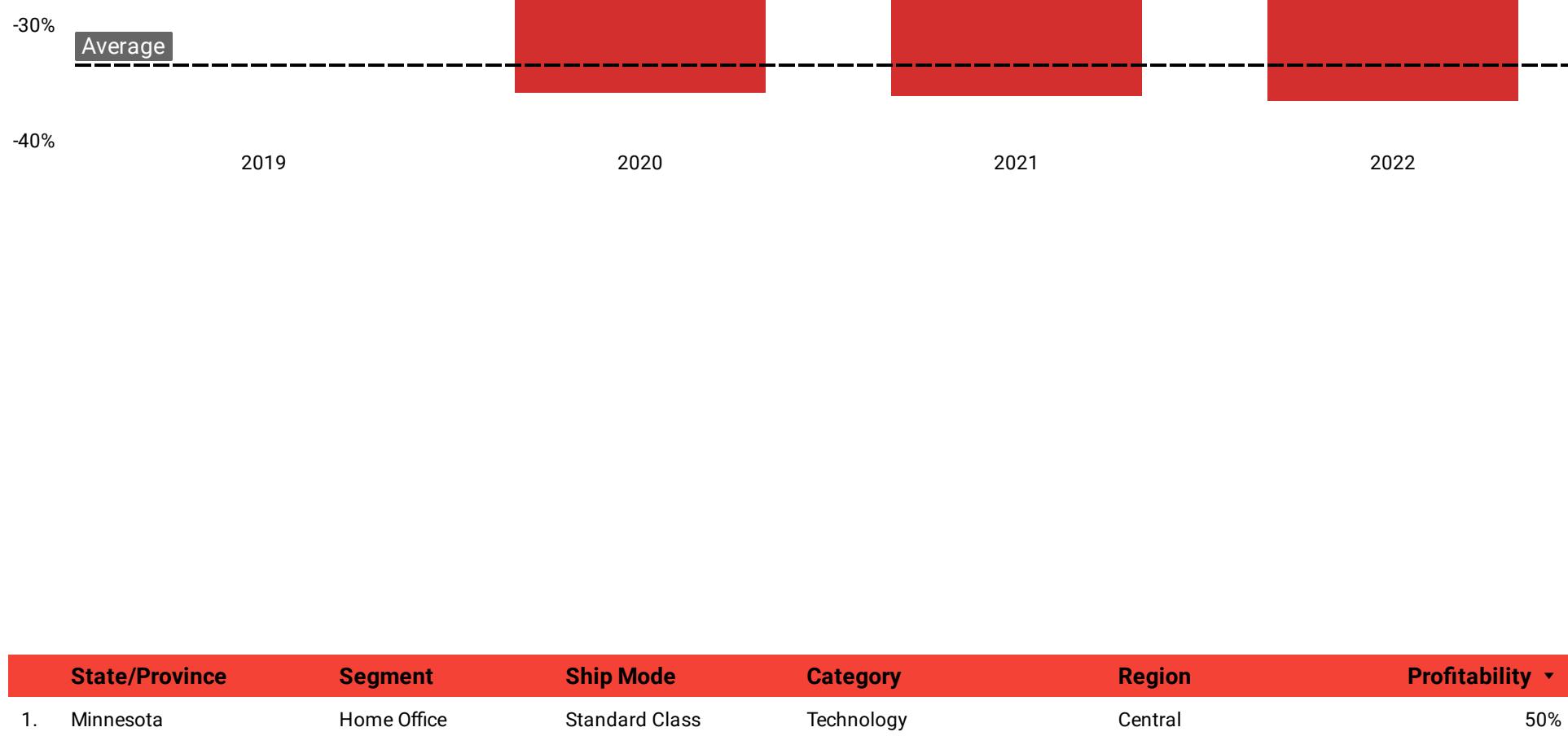


Country/Region ▾

Order\_year ▾

Profitability

-33.25%



State/Province	Segment	Ship Mode	Category	Region	Profitability ▾
1. Minnesota	Home Office	Standard Class	Technology	Central	50%
2. Mississippi	Corporate	Second Class	Office Supplies	South	50%
3. Wisconsin	Consumer	Second Class	Office Supplies	Central	50%
4. New Hampshire	Consumer	First Class	Office Supplies	East	50%
5. Delaware	Home Office	Second Class	Office Supplies	East	50%
6. Arkansas	Home Office	Same Day	Office Supplies	South	49.68%
7. West Virginia	Home Office	Standard Class	Office Supplies	East	49%
8. Kentucky	Consumer	Same Day	Office Supplies	South	49%
9. Delaware	Consumer	Same Day	Office Supplies	East	49%
1... Minnesota	Consumer	Second Class	Office Supplies	Central	48.81%
1... Alabama	Consumer	Second Class	Office Supplies	South	48.77%
1... Iowa	Home Office	Second Class	Office Supplies	Central	48.67%
1... Michigan	Home Office	First Class	Office Supplies	Central	48.4%
1... Maryland	Consumer	Standard Class	Office Supplies	East	48.38%
1... Delaware	Home Office	First Class	Office Supplies	East	48.31%

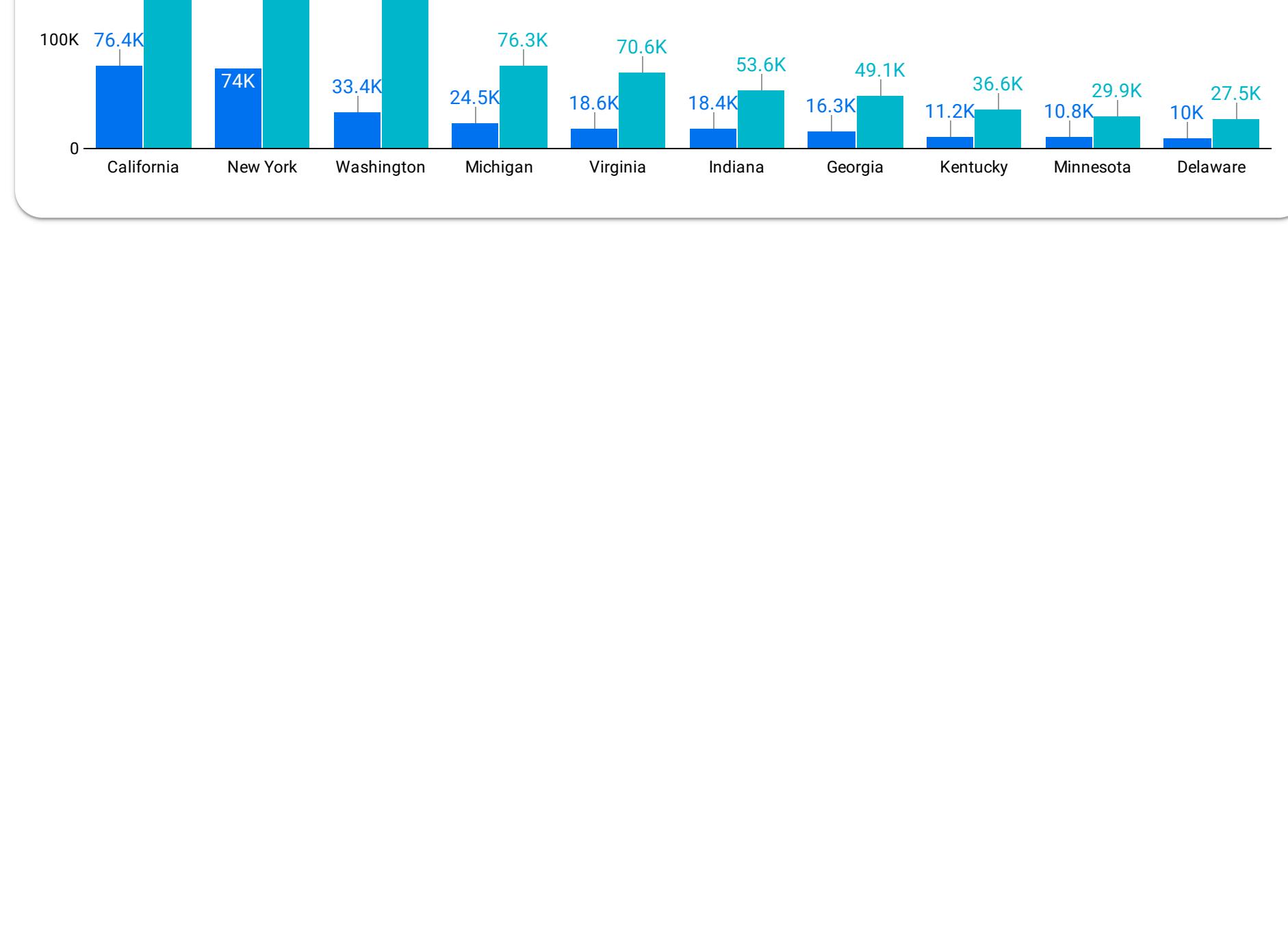
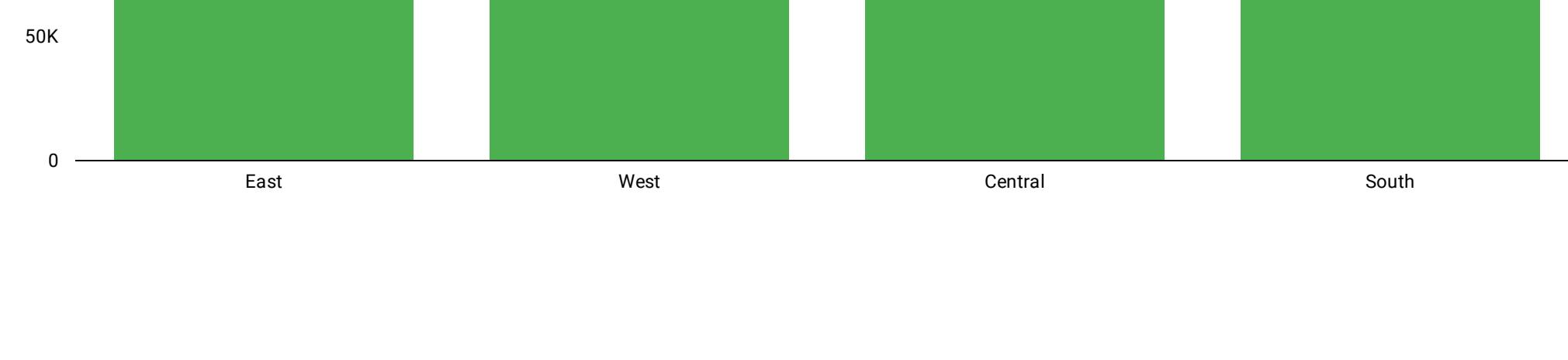
## Focus on positive US profits



Country/Region

State/Province

Order\_year



## Focus on positive Profitability

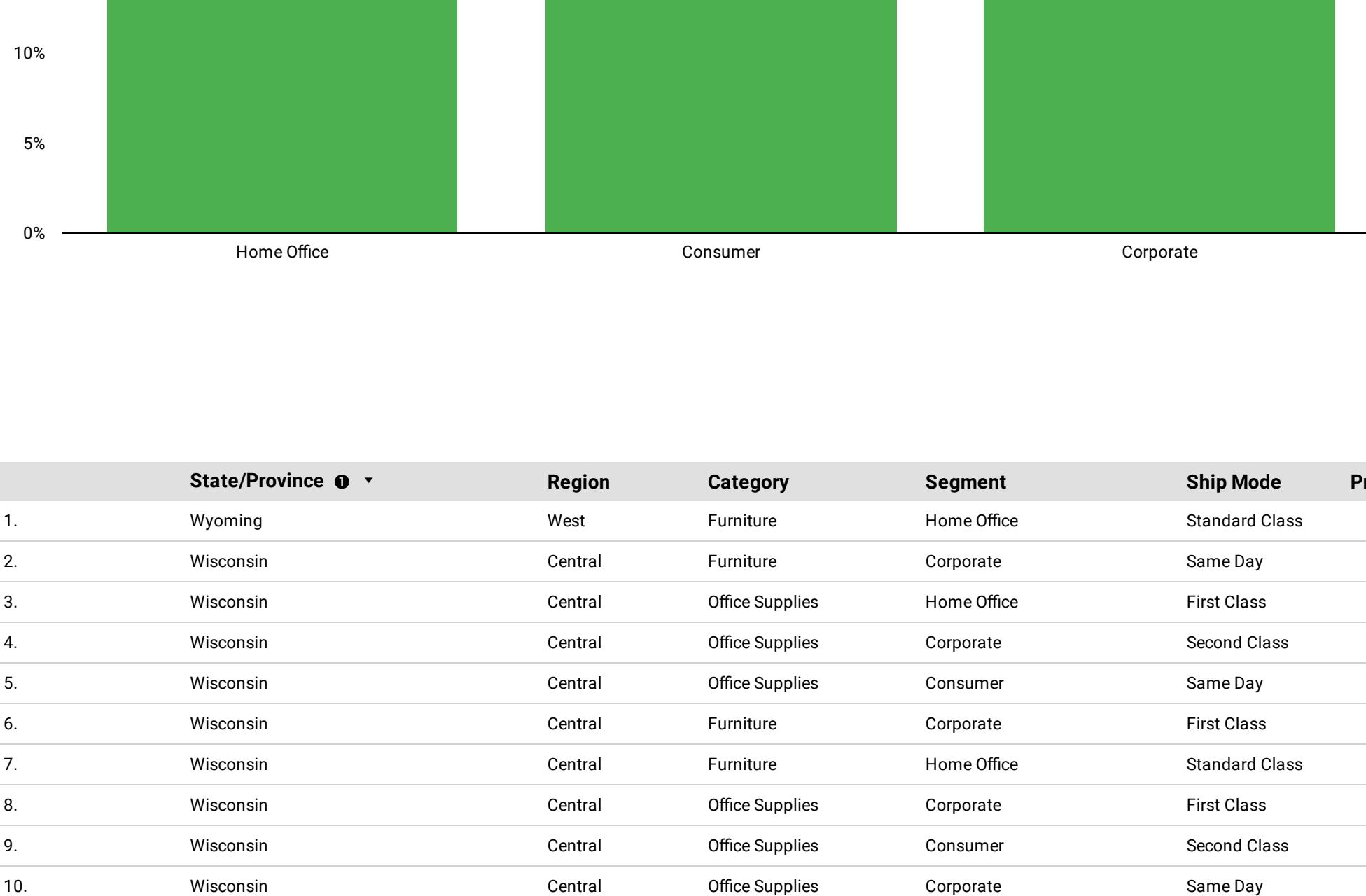


Country/Region

Order\_year

State/Province

Profitability  
**24.6%**



	State/Province	Region	Category	Segment	Ship Mode	Profitability
1.	Wyoming	West	Furniture	Home Office	Standard Class	6.25%
2.	Wisconsin	Central	Furniture	Corporate	Same Day	47%
3.	Wisconsin	Central	Office Supplies	Home Office	First Class	48%
4.	Wisconsin	Central	Office Supplies	Corporate	Second Class	47.58%
5.	Wisconsin	Central	Office Supplies	Consumer	Same Day	46.43%
6.	Wisconsin	Central	Furniture	Corporate	First Class	41%
7.	Wisconsin	Central	Furniture	Home Office	Standard Class	45%
8.	Wisconsin	Central	Office Supplies	Corporate	First Class	48%
9.	Wisconsin	Central	Office Supplies	Consumer	Second Class	50%
10.	Wisconsin	Central	Office Supplies	Corporate	Same Day	28.35%
11	Wisconsin	Central	Technology	Home Office	Standard Class	29.01%

## Conclusion

- Our analysis focused on American Superstore stores from January 03, 2019 to December 31, 2022.
- Over the period in question, store sales and profits increased between 2021 and 2022, with 2021 showing the highest profitability.

- Here are some insights from this analysis:

### Positives Points :

- The highest profits are in the eastern region of the USA
- The 3 states with above-average profits are: California, New York and Washington.
- In Superstore, "technology" products are the most profitable.
- Most buyers choose Standard Class for their shipping options.

- The 3 products that contribute to our profitability are : Labels, Papers and Envelopes

### Points for improvement :

- The Furniture category is the one that generates the least profit, but it is also the category on which there are the most product discounts.
- Central U.S. region contributes least to corporate profitability
- Among products: Appliances, Binders, Art generate highest negative profits
- It should also be noted that first-class product delivery does not contribute to Superstore profitability over the period in question.