Business Problem | If I need to shut down some stores due to low sales then how many stores and which ones are to be shut down ?

NOTE:	1. The following insights are drawn based on the analysis done on the Master data provided, any external factor which could lead to loss in profit margin, sales etc are not considered.
	2. Select all the years together in timeline to view these insights in the DASHBOARD:
	3. Total no. of stores: **531** (One store per city is assumed.)

DASHBOARD INSIGHTS:

1 | **Based on Low Profit Margin and Low Sales** , Total **14 Stores** can be closed in the cities mentioned below:

Sr. No.	Cities	Profit Margin
1	Lancaster	-73%
2	Medina	-54%
3	Louisville	-10%
4	Pueblo	-53%
5	Oswego	-167%
6	Tyler	-128%
7	Champaign	-120%
8	Littleton	-137%
9	Mesquite	-168%
10	Romeoville	-165%
11	Deer Park	-150%
12	Missouri City	-150%
13	Abilene	-270%
14	Elyria	-77%

2 | **Based on Low Sales**, Total **10 Stores** can be closed in the cities mentioned below:

Sr. No.	Cities	
1	Abilene	(Repeating in Low Profit Margin Wise)
2	Elyria	(Repeating in Low Profit Margin Wise)
3	**Jupiter**	1
4	**Pensacola**	2
5	**Ormond Beach**	3
6	**San Luis Obispo**	4
7	**Springdale**	5
8	**Layton**	6
9	**Keller**	7
10	Missouri City	(Repeating in Low Profit Margin Wise)

3 | **Based on Profit Margin State Wise**, these below mentioned **10 States** has the least profit margin, same is reflected in the dashboard, so accordingly the Shutting down of stores should be strategised:

Sr. No.	States	Profit Margin
1	Texas	-15%
2	Ohio	-22%
3	Pennsylvania	-13%
4	Illinois	-16%
5	North Carolina	-13%
6	Colorado	-20%
7	Tennessee	-17%
8	Arizona	-10%
9	Florida	-4%
10	Oregon	-7%

4 | **Region wise, the Central Region** has least performed as compared to other regions, same is shown in the dashboard.

Sr. No.	Region	Sales	Profit Margin
1	**Central**	$ 5,01,449	8%
2	South	$ 3,92,316	12%
3	East	$ 6,79,248	13%
4	West	$ 7,25,495	15%

5 | **Category wise, the Furniture Category** has least performed , same is shown in the dashboard.

Sr. No.	Category Name	Sales	Profit Margin
1	**Furniture**	$ 7,42,883	3%
2	Office Supplies	$ 7,19,381	17%
3	Technology	$ 8,36,245	17%

6 | **Segment Wise, the Consumer Segment** has least performed, same is shown in the dashboard.

Sr. No.	Segment	Sales	Profit Margin
1	Home Office	$ 4,29,862	14%
2	Corporate	$ 7,06,181	13%
3	**Consumer**	**$ 11,62,466**	**12%**

7 | **Ship-Mode Wise, both Same day and Standard class** has least performed, same is shown in the dashboard.

Sr. No.	Ship Mode	Sales	Profit Margin
1	**Same Day**	**$ 1,28,363**	**12%**
2	First Class	$ 3,51,428	14%
3	Second Class	$ 4,59,788	13%
4	**Standard Class**	**$ 13,58,930**	**12%**

FINAL CONCLUSION | Based on above observation, following **21 Stores** can be closed based. Also on further investigation and considering certain external factors like human behaviour, customer service, return policy, exchange policy etc which might have been left in the Master Data of this Stores.

NOTE: One Store per City is assumed.

Sr. No.	Stores/Cities
1	Lancaster
2	Medina
3	Louisville
4	Pueblo
5	Oswego
6	Tyler
7	Champaign
8	Littleton
9	Mesquite
10	Romeoville
11	Deer Park
12	Missouri City
13	Abilene
14	Elyria
15	Jupiter
16	Pensacola
17	Ormond Beach
18	San Luis Obispo
19	Springdale
20	Layton
21	Keller