



SuperStore Sales Ltd — Sales Analysis Report

1. Executive Summary

This report provides an overview of SuperStore Sales Ltd's recent sales performance. It highlights total sales, profit margins, top-performing regions, segments, products, customer lifetime value, and strategic recommendations for growth and improvement.

2. Total Sales & Growth

- **Total Sales:** Approximately **\$2.3 Million**.
 - **Year-over-Year (YoY) Sales Growth:** Currently **0%**, indicating no significant change from the previous year.
 - **Insight:** There is scope to develop new sales strategies to achieve consistent YoY growth.
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3. Profit Performance

- **Total Profit:** **\$286,400**.
 - **Profit Margin:** **12%** overall.
 - **Top Product:** *Canon imageCLASS 2200 Advanced Copier* delivers the highest profit among all products.
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4. Regional Insights

- **Top Performing State:** **California** leads in both total sales and profit contribution.
 - **Key States:** New York and Texas are significant contributors, but Texas shows negative profit, indicating loss zones that need review.
 - **Focus:** Address underperforming states to reduce losses and maximize profitable regions.
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5. Segment Contribution

- **Consumer Segment:** 50.56% of total sales.
 - **Corporate Segment:** 30.74% of total sales.
 - **Home Office Segment:** 18.7% of total sales.
 - **Action:** The Consumer segment should continue to be the priority, while Corporate and Home Office segments have growth potential with targeted campaigns.
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6. Product & Category Analysis

- **Top Categories:** *Technology* and *Furniture* lead in sales.
 - **High-Profit Sub-Categories:** Copiers, Phones, and Accessories.
 - **Observation:** A few sub-categories show losses and should be reviewed for pricing or supply chain issues.
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7. Customer Lifetime Value

- **Top Customers:** Adrian Barton, Raymond Buch, Tamara Chand.
 - **Concern:** Some high-sales customers have negative profit contributions due to returns or excessive discounts.
 - **Next Step:** Implement customer-specific strategies to manage returns and optimize offers.
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8. Trends & Discounts

- **Sales Trend:** Overall sales rose from 2015 to 2017.
 - **Discount Strategy:** Analysis shows that higher discounts do not always translate to higher profits.
 - **Insight:** Reassess discount policies to protect margins while staying competitive.
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9. Recommendations

- ✓ Focus on the **Consumer** segment and top-performing states like California.
 - ✓ Develop turnaround plans for states and sub-categories with negative profit.
 - ✓ Optimize **discount structures** to balance competitiveness and profitability.
 - ✓ Invest in **customer retention** strategies for high lifetime value customers.
 - ✓ Enhance product portfolio in profitable categories and phase out underperforming items.
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Prepared for:

SuperStore Sales Ltd

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