

Key Performance Indicators

286.40K

Total Profit

28.66

Average profit

38K

Total Quantity Sold

9994

Total Transactions

2.30M

Total Sales

229.86

Average Sales

Superstores Sales Performance

Ship Date

11-09-2001

20-08-2003

Category

Furniture
 Office Suppli...

Segment

Consumer
 Corporate

286.40K

Total Profit

2.30M

Total Sales

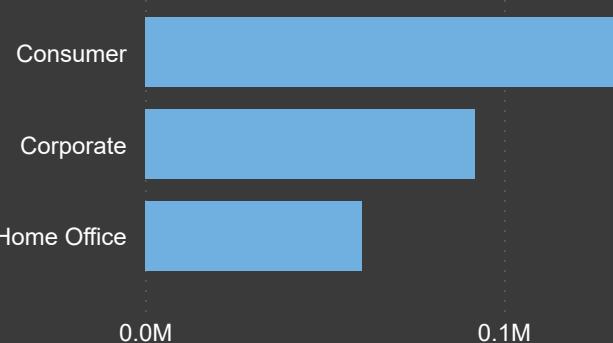
38K

Total Quantity Sold

9994

Total Transactions

Total Profit by Segment



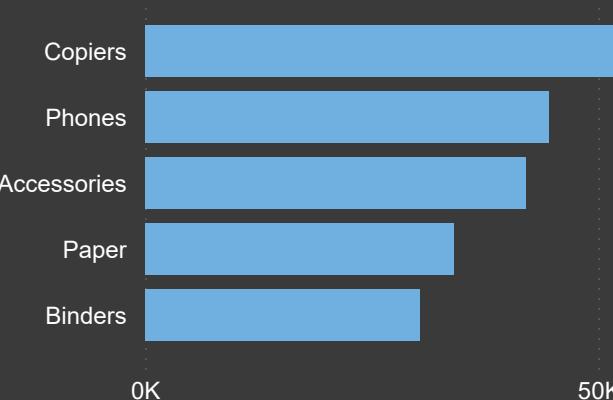
Total Transactions Over Time



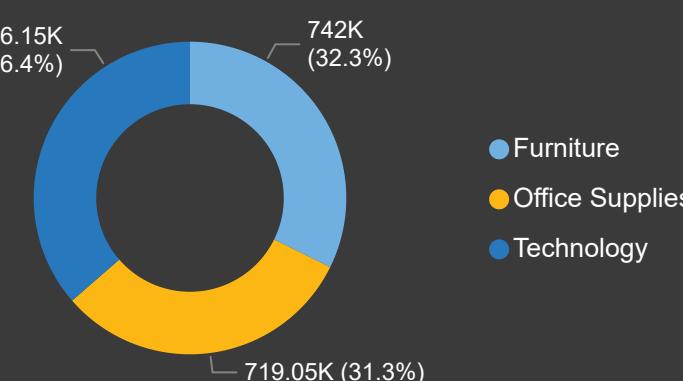
Total Quantity Sold by Ship Mode



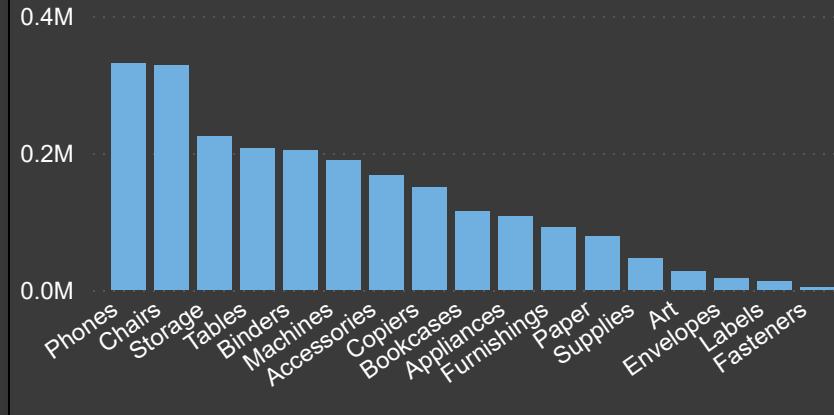
Total Profit by Top 5 Sub Categories



Total Sales by Category



Total Sales by Sub Category



Key Insights

- Consumer segment contributes the highest profit, indicating strong revenue generation from individual customers compared to other segments.
- Office Supplies and Technology categories account for a major portion of total sales, showing consistent demand across these product groups.
- Top-performing sub-categories such as Copiers, Phones, and Accessories generate the highest sales, highlighting the most profitable product lines.
- Standard Class shipping dominates order distribution, suggesting customers prefer cost-effective delivery options over faster shipping modes.

Suggestions

- Focus marketing campaigns on the Consumer segment, as it generates the highest profit, to further increase revenue and customer retention.
- Increase inventory and promotional focus on high-performing categories such as Office Supplies and Technology to capitalize on their strong sales demand.
- Provide targeted promotions for top-performing sub-categories like Copiers, Phones, and Accessories to maximize revenue from the most profitable product lines.
- Optimize Standard Class shipping operations, since most customers prefer it, ensuring faster delivery efficiency while maintaining cost advantages.