

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...

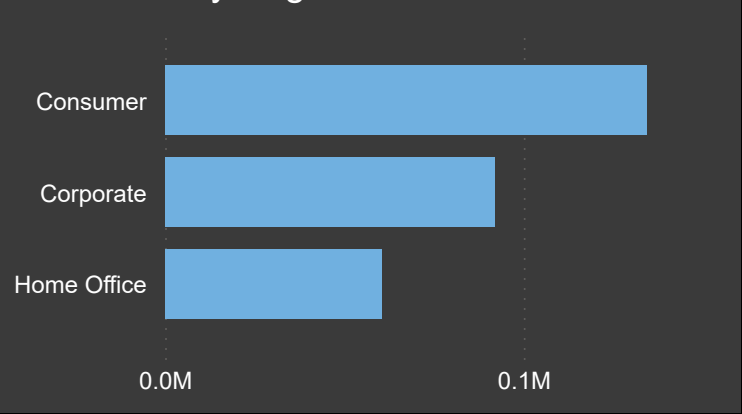
Segment

☐ Consumer

☐ Corporate

286.40K Total Profit	2.30M Total Sales	38K Total Quantity Sold	9994 Total Transactions
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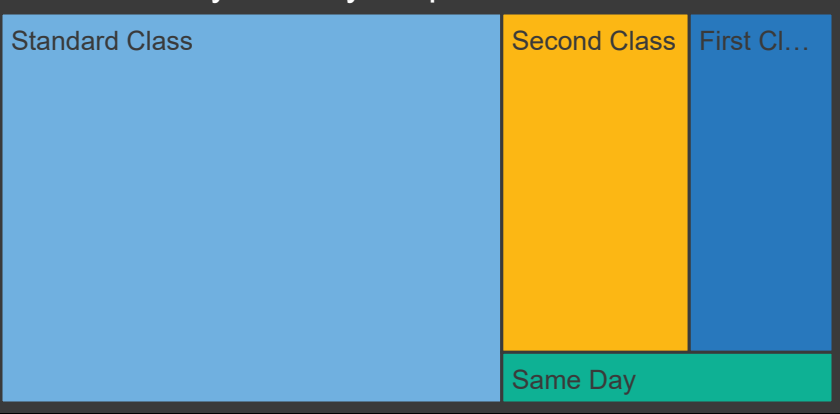
Total Profit by Segment



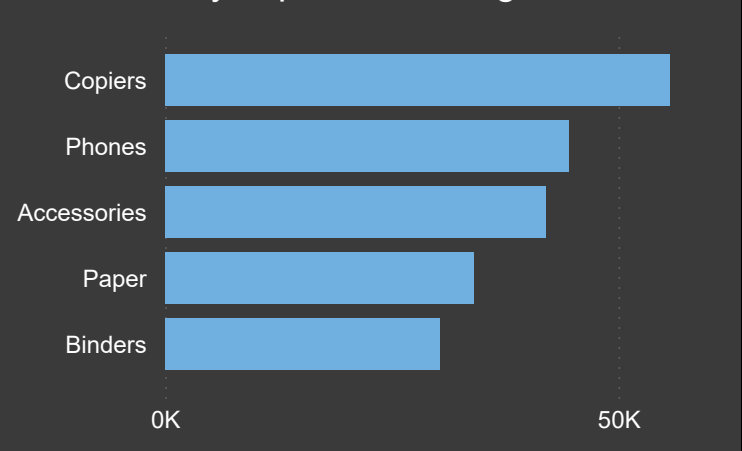
Total Transactions Over Time



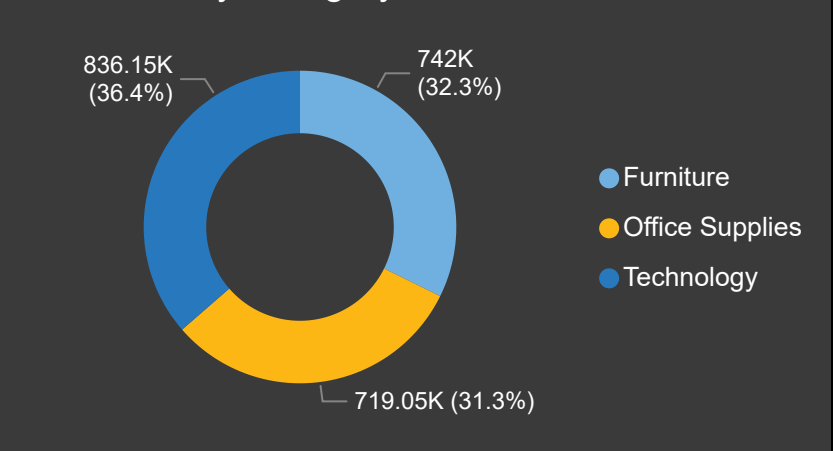
Total Quantity Sold by Ship Mode



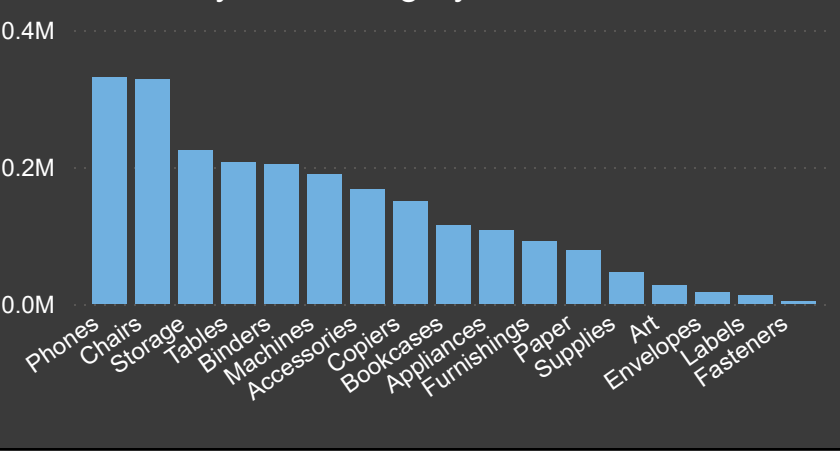
Total Profit by Top 5 Sub Categories



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.