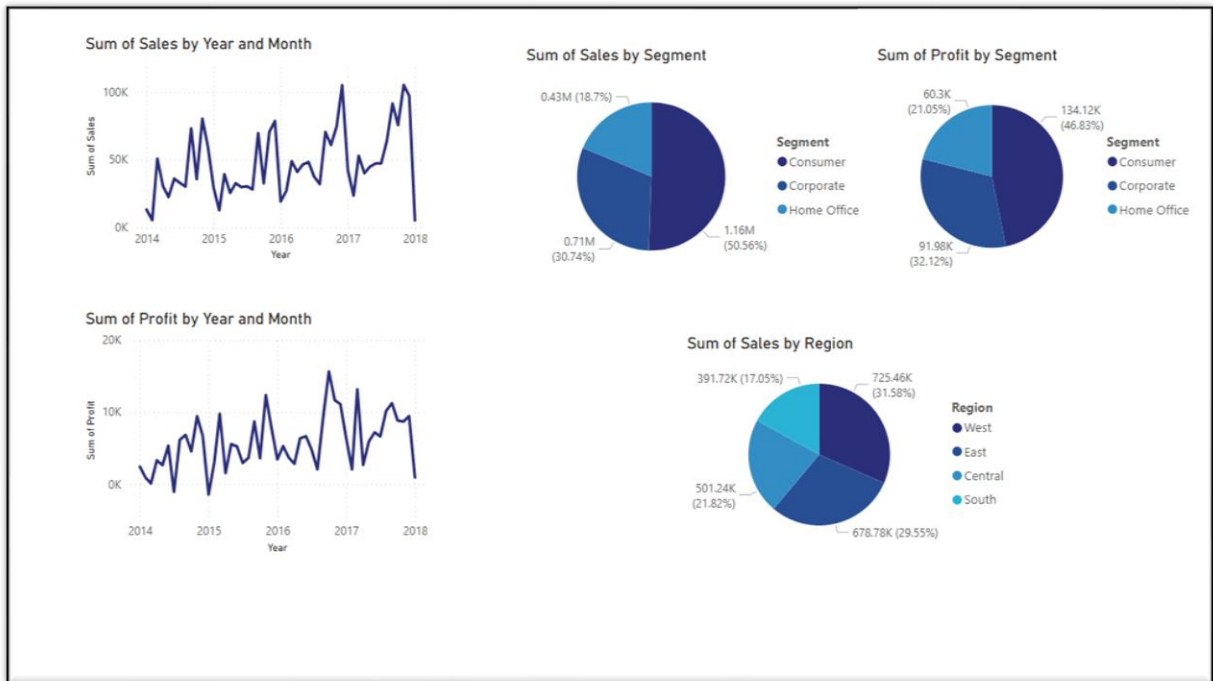


# STORYBOARD: SUPERSTORE SALES PERFORMANCE ANALYSIS



## SLIDE 1: OVERVIEW OF SALES & PROFIT

**Objective:** Highlight total sales and profit distribution across key segments.

**Sales:** \$2.3M+ across all orders.

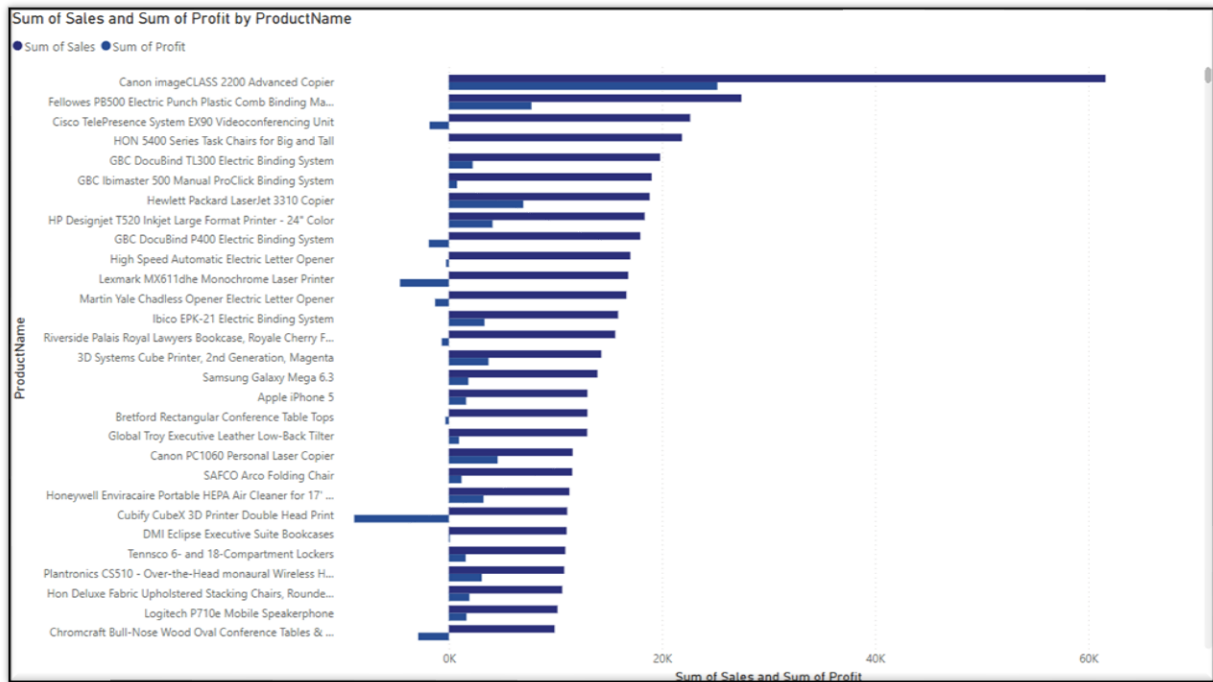
**Profit:** \$286K total profit — positive but shows room for optimization.

**Visuals:** Total sales and profit bar charts segmented by region and customer segment.

**Key Insight:** Consumer segment generates the highest volume of sales and profit. Certain regions and segments contribute disproportionately to total profit. The *West* and *Consumer segment* show strong performance.

**Business Focus:** Helps prioritize investment in high-performing regions and segments.

The company's strength lies in the *Consumer* segment, particularly in *Western and Eastern* regions. Focused investment and marketing here can yield high returns.



## SLIDE 2: TOP-SELLING AND MOST PROFITABLE PRODUCTS

### Objective:

Strengthening high-margin product visibility,  
Fixing or phasing out loss-making products,  
Maintaining healthy margins across all regions.

### Top Regions:

West and East regions typically lead in sales and profit.  
Central and South regions often underperform, indicating room for territorial sales strategy improvement.

### Problem Areas:

High-revenue but low or negative-profit products indicate margin leakage.  
Products like Ibico EPX-21 Electric Binding System and High-Speed Electric Letter Opener may need to be discontinued or repriced.  
Over-dependence on a few top products for profit poses a business continuity risk.

### Key Insight:

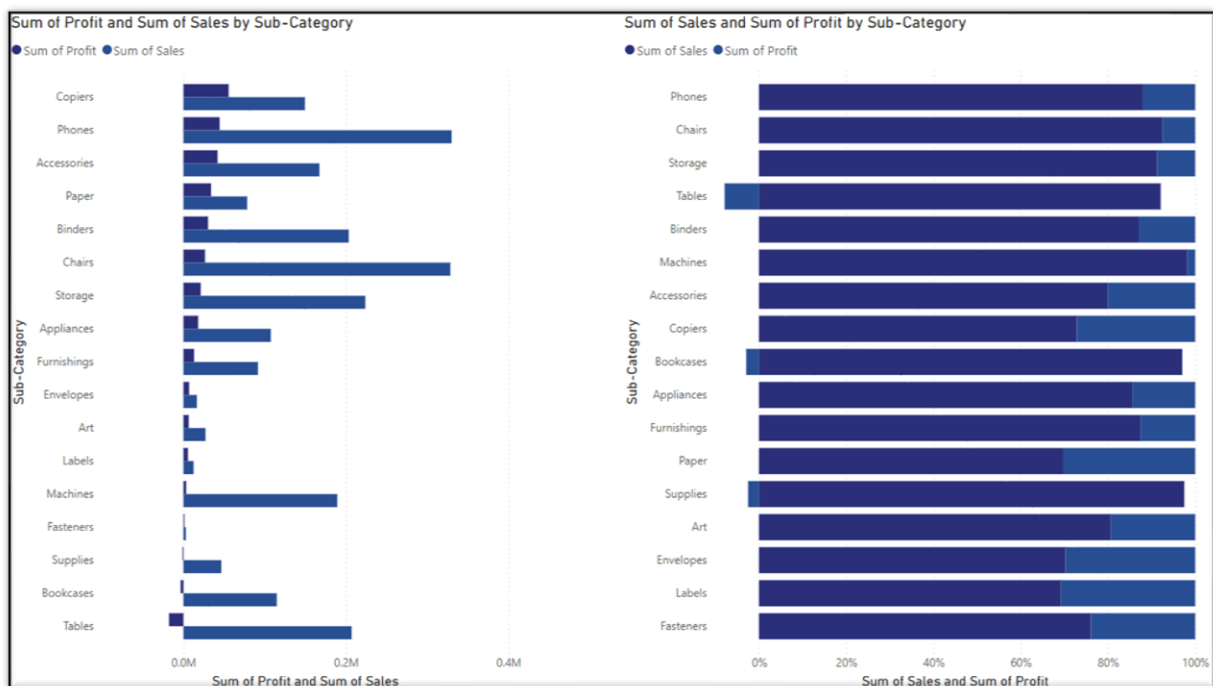
Canon image CLASS 2200 Advanced Copier is the top performer.  
Cisco TelePresence System EX90 and Lexmark MX611dhe Printer have high sales but very low profitability.  
Plantronics CS510 and Logitech P710e Mobile Speakerphone offer good profit margins with low sales — they can be leveraged more.

**Business Takeaway:**

A few top-selling products dominate both sales and profit.

Some popular products generate revenue but minimal or negative profit.

Low-selling, high-profit products are underutilized opportunities.



### SLIDE 3: PRODUCT CATEGORY & SUB-CATEGORY ANALYSIS

**Objective:** Analyse how product categories perform in terms of profitability.

**Key Insight:** While *Technology* generates high profit, categories like *Office Supplies* or *Furniture* have mixed results at sub-category level (e.g., *Tables* showing losses).

**Best Performing Category:** Technology — high sales and strong profit margins.

**Loss Leaders:** Furniture especially *Tables* (significant losses despite decent sales).

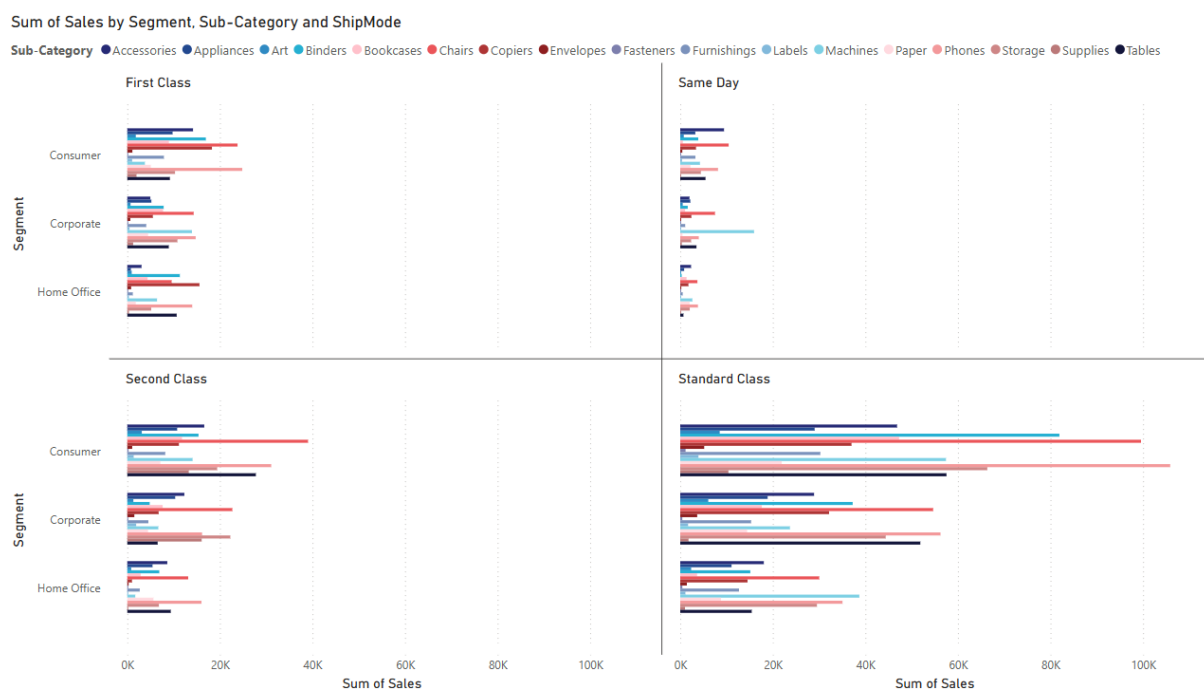
**Visuals:** Category vs Sub-category heatmap or profit bars.

**Business Focus:** Optimize product mix and focus marketing efforts on high-margin sub-categories.

**Business Takeaway:**

Discontinue or reprice underperforming sub-categories like *Tables*.

Increase inventory and promotions for *Phones* and *Accessories* within Technology.



## SLIDE 4: CUSTOMER SEGMENTATION & BEHAVIOUR

**Objective:** Understand who the top customers are and how segments behave.

**Key Insight:** *Consumer* and *Corporate* segments are most active. Certain customers drive disproportionate sales and profit.

**Visuals:** Pareto chart of top customers, donut chart by segment.

**Business Focus:** Loyalty strategies can be tailored to high-value customers; B2B (Corporate) segment shows promise for scaling.

**Top Customer Segments:** Consumer > Corporate > Home Office (in terms of both volume and profit).

**Customer Insights:** A few repeat customers drive a large share of profit.

**Business Takeaway:**

Consider launching loyalty programs or volume-based incentives for top customers.

Corporate customers show potential for B2B upselling.