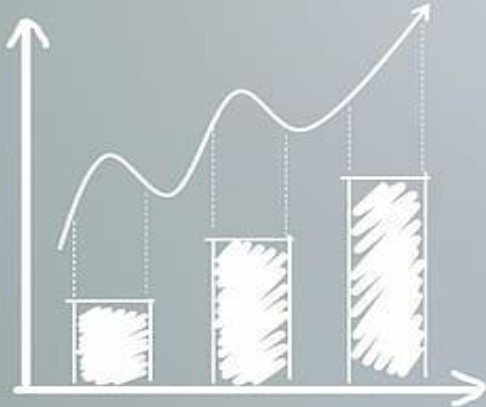
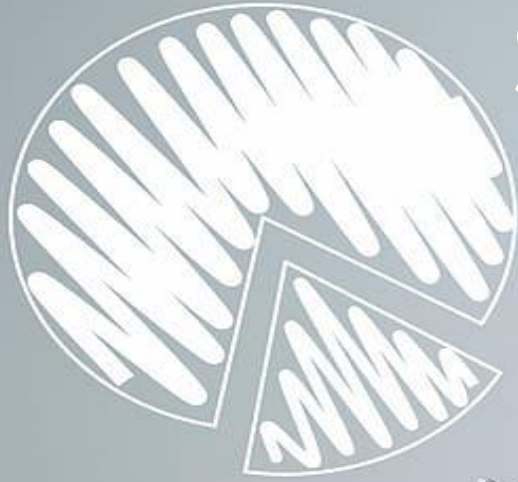


# Superstore Analysis

“...Bring data to life.”

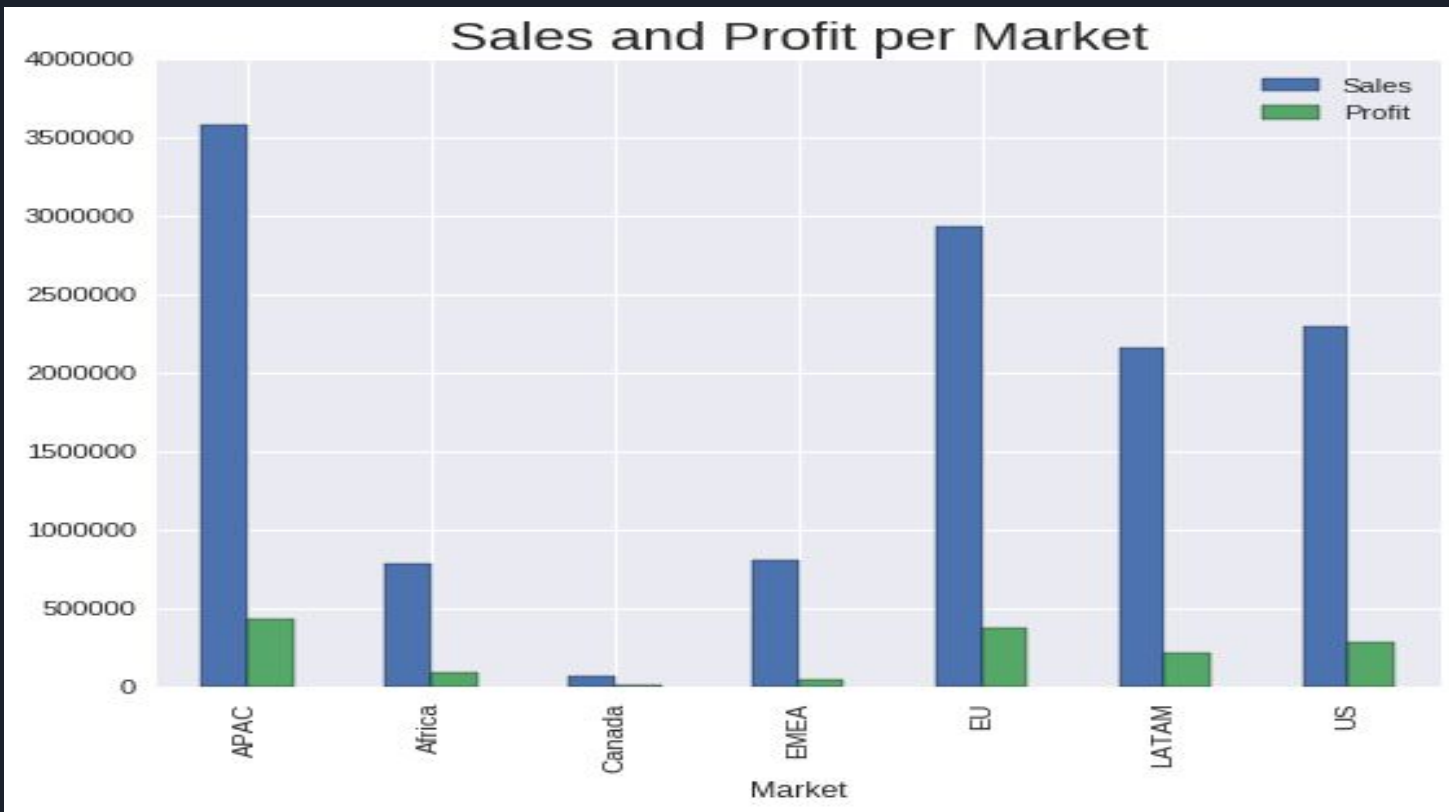


A laptop screen is shown with a dark overlay. In the background, a line graph with blue data points and a pie chart are visible. The text is overlaid in white.

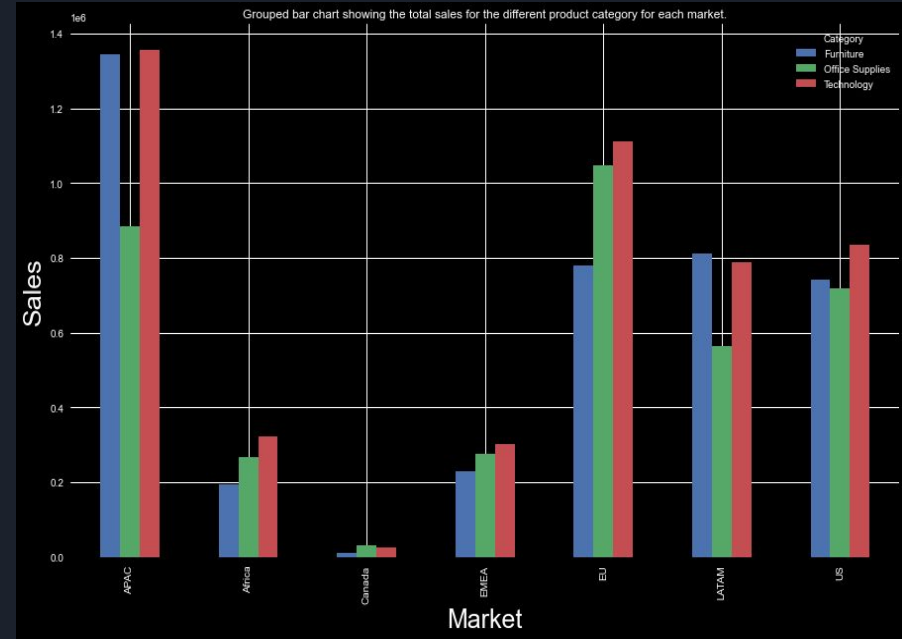
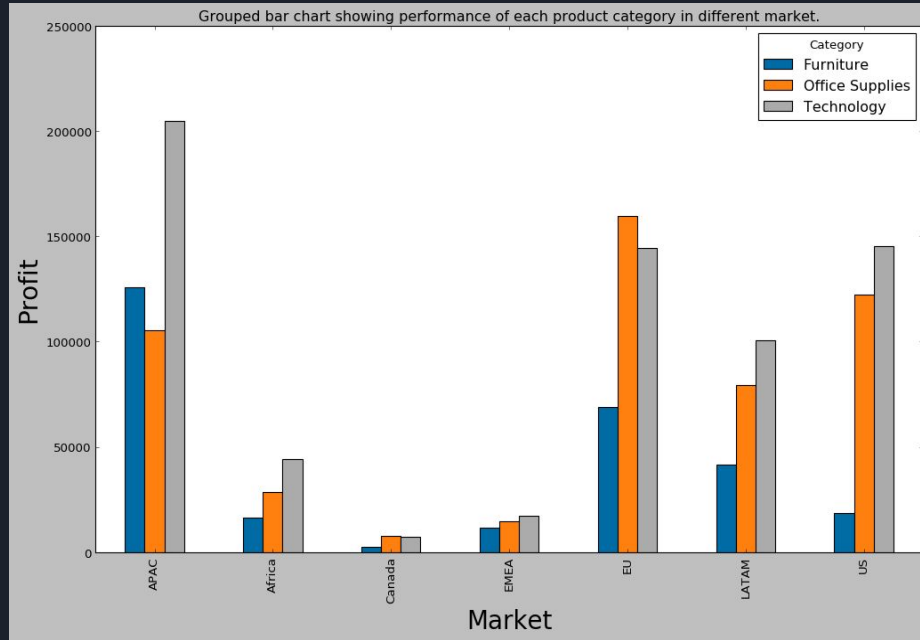
# **Mission statement:**

Analyse the provided four years sales data and draw insights to increase sales and profit.

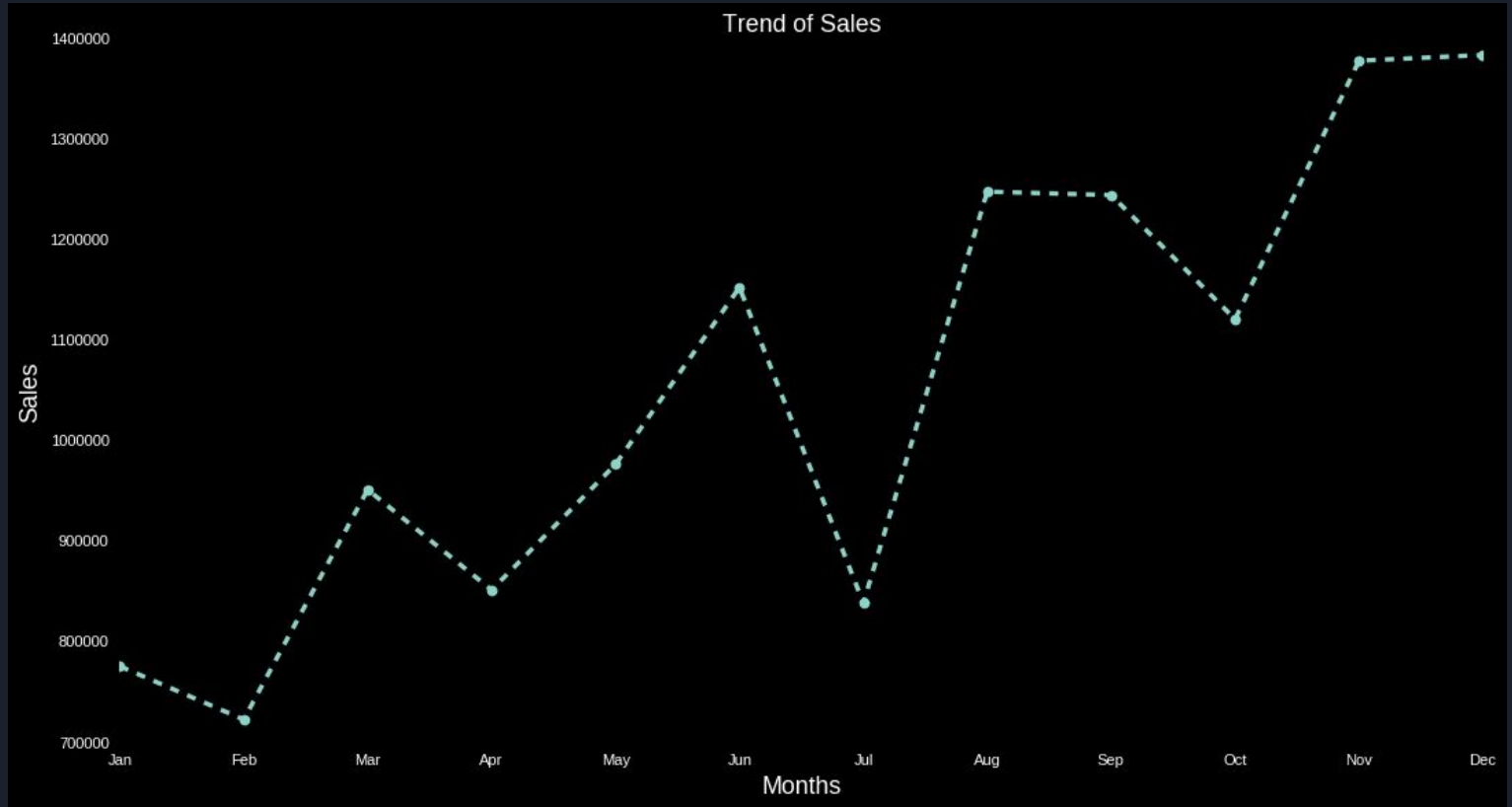
# Market Analysis



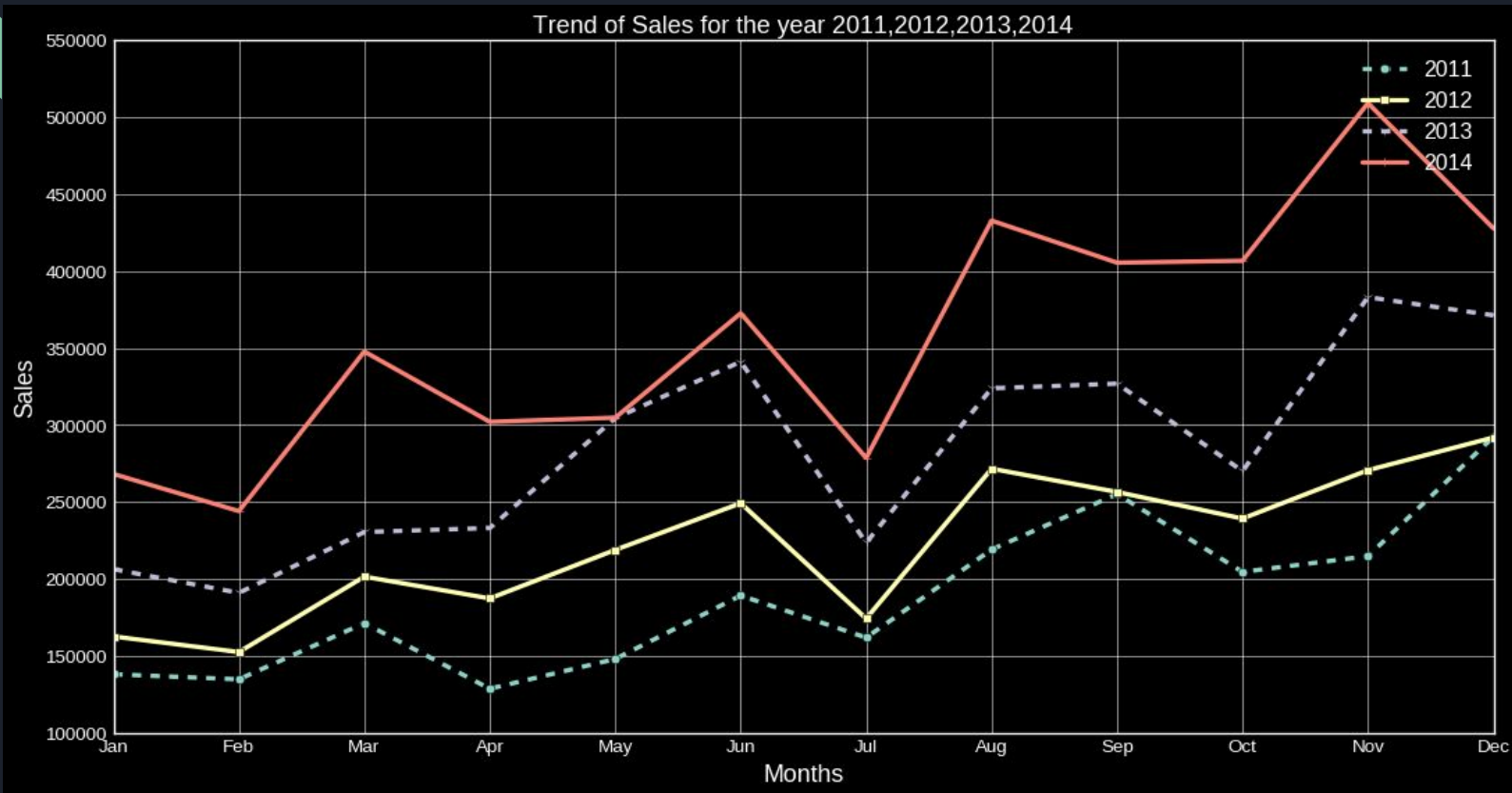
# Comparison between each product category vs profit and sales.



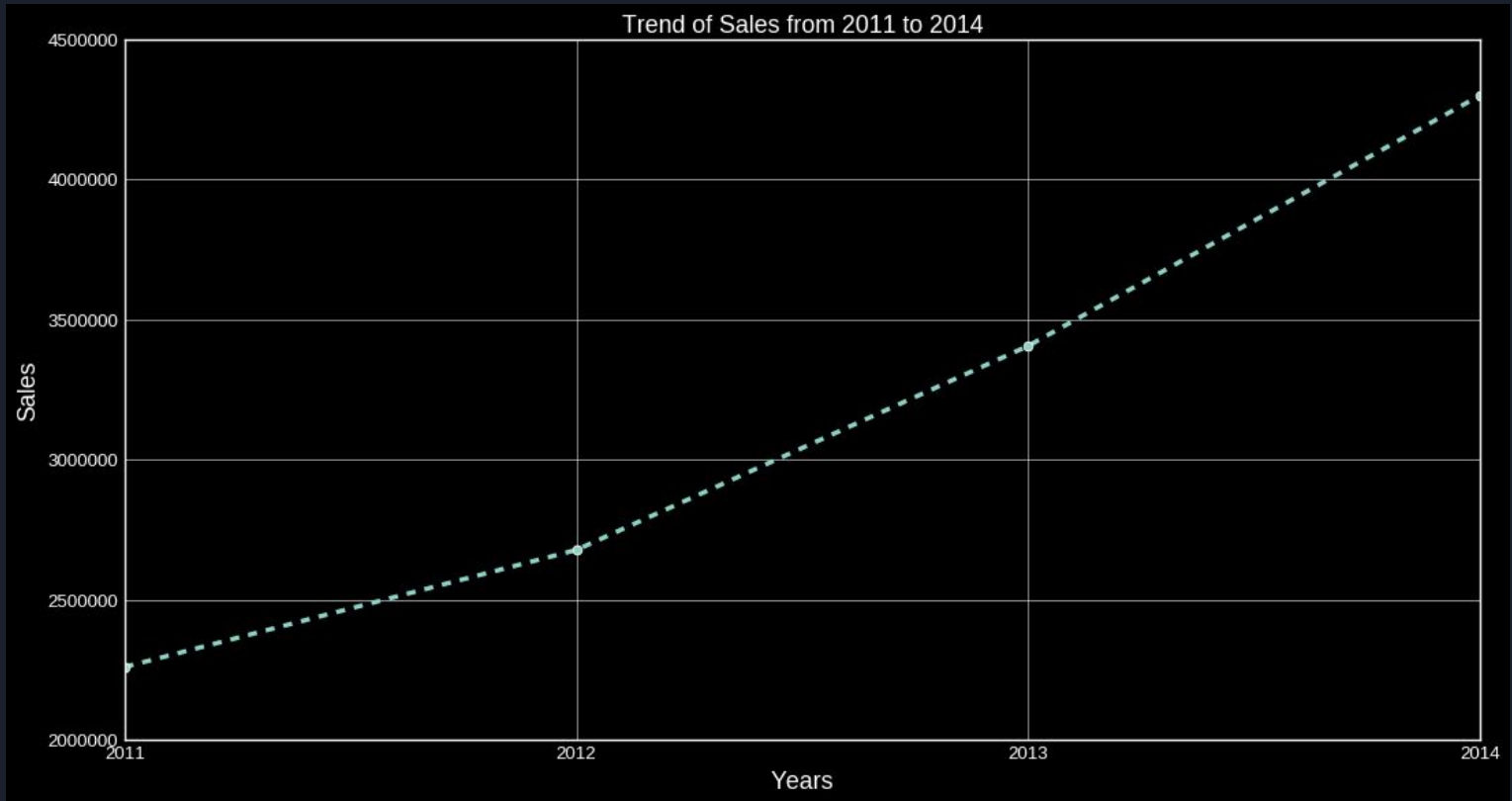
# Monthly Sales Trend



# Trend of sales per year



# Sales Trend

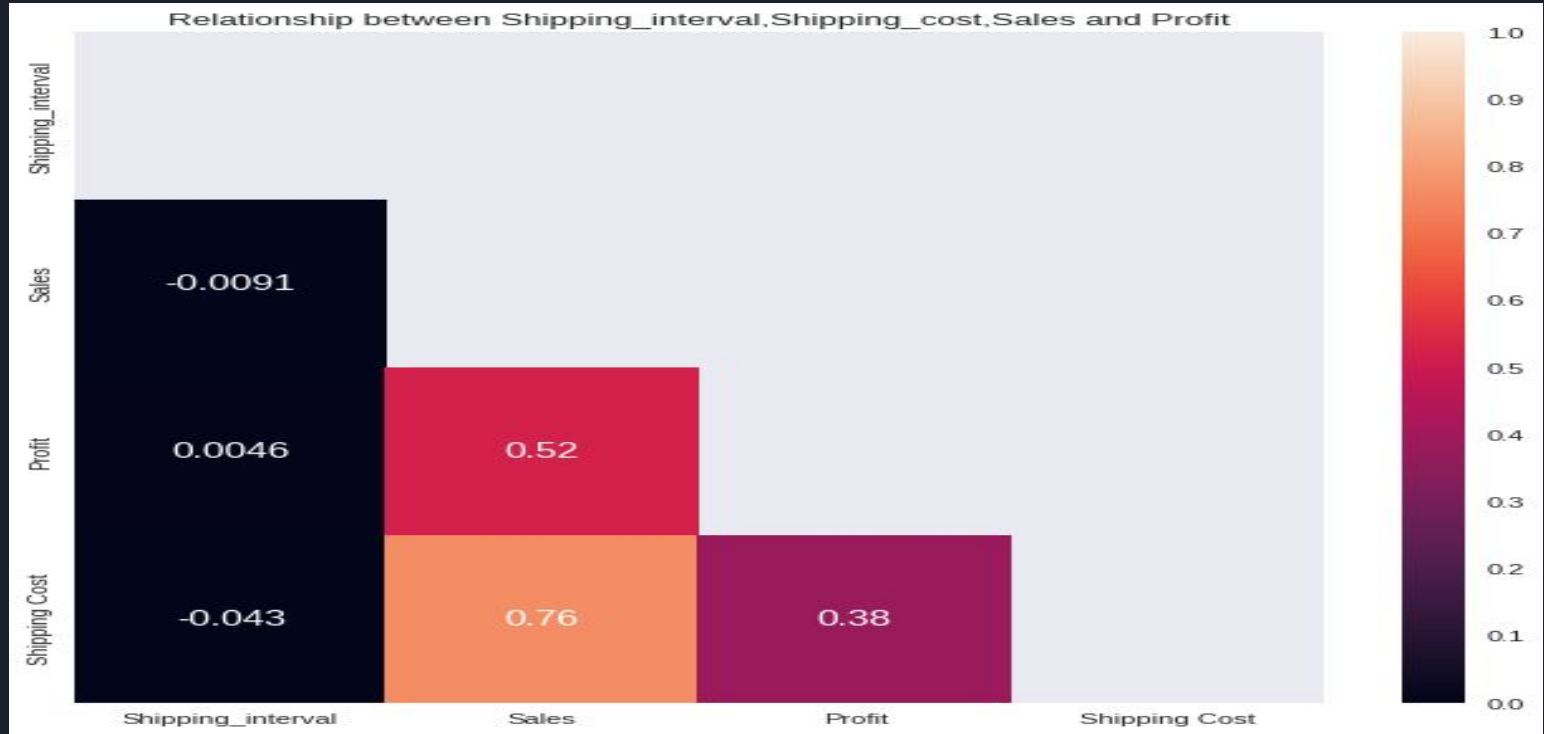


# Correlation between Discount and Sales, Quantity & Profit

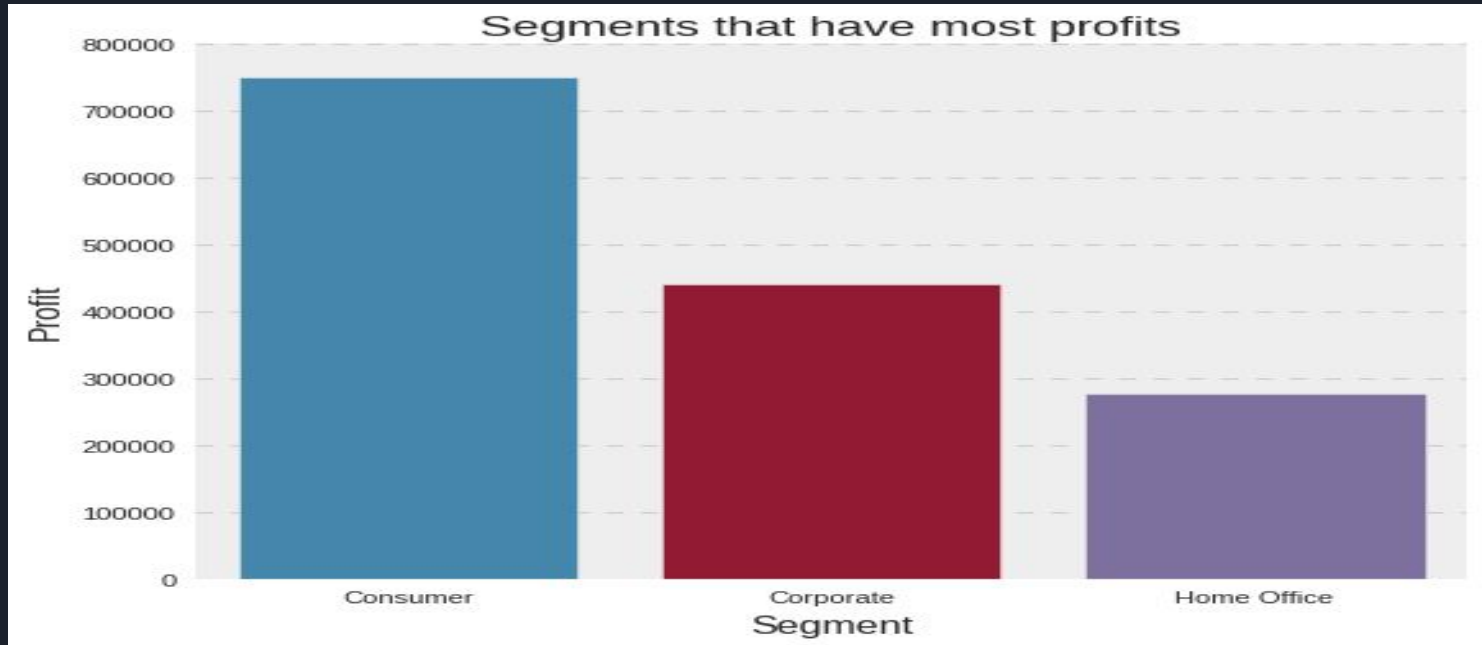




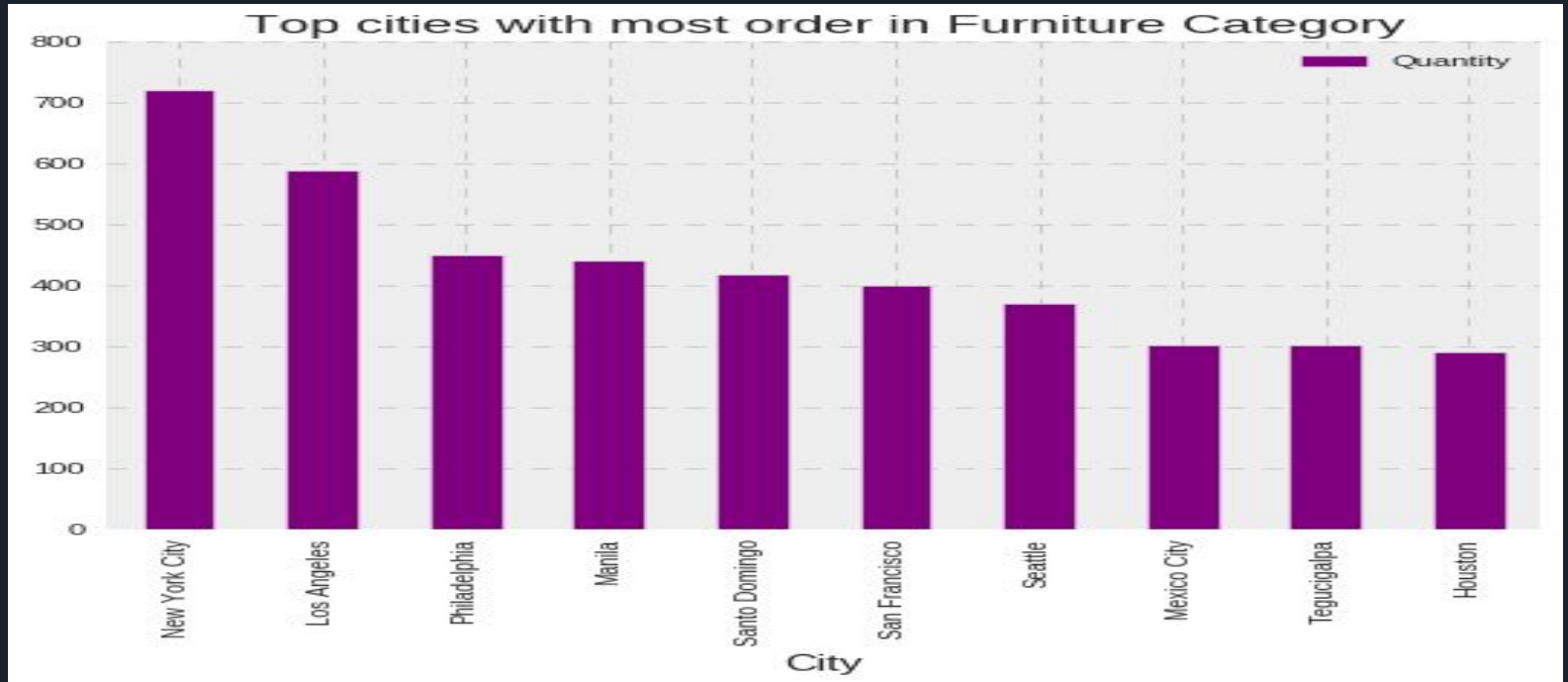
# Relationship between Sales, Shipping cost, Profit and Shipping interval



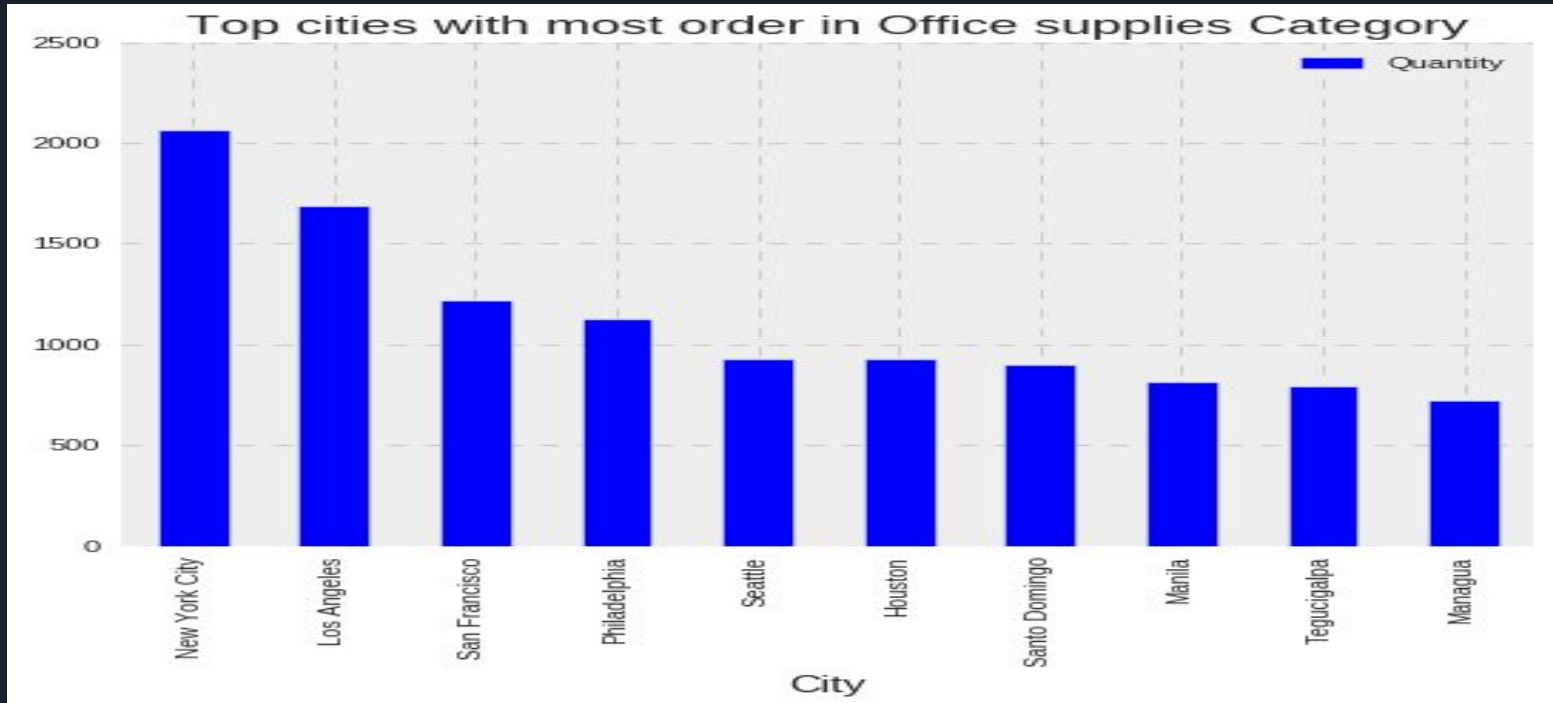
# Profit Segment



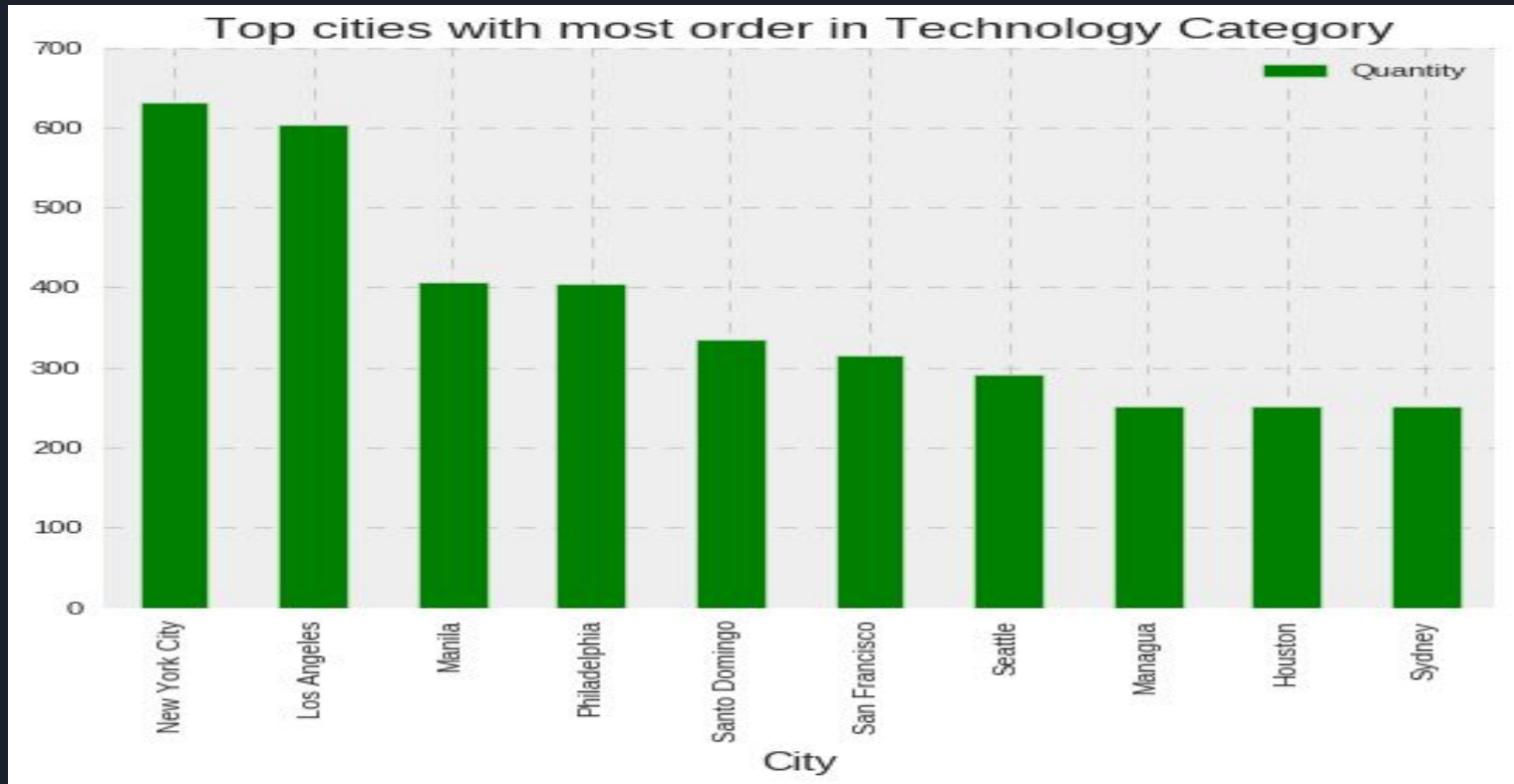
# Product chart: Furniture



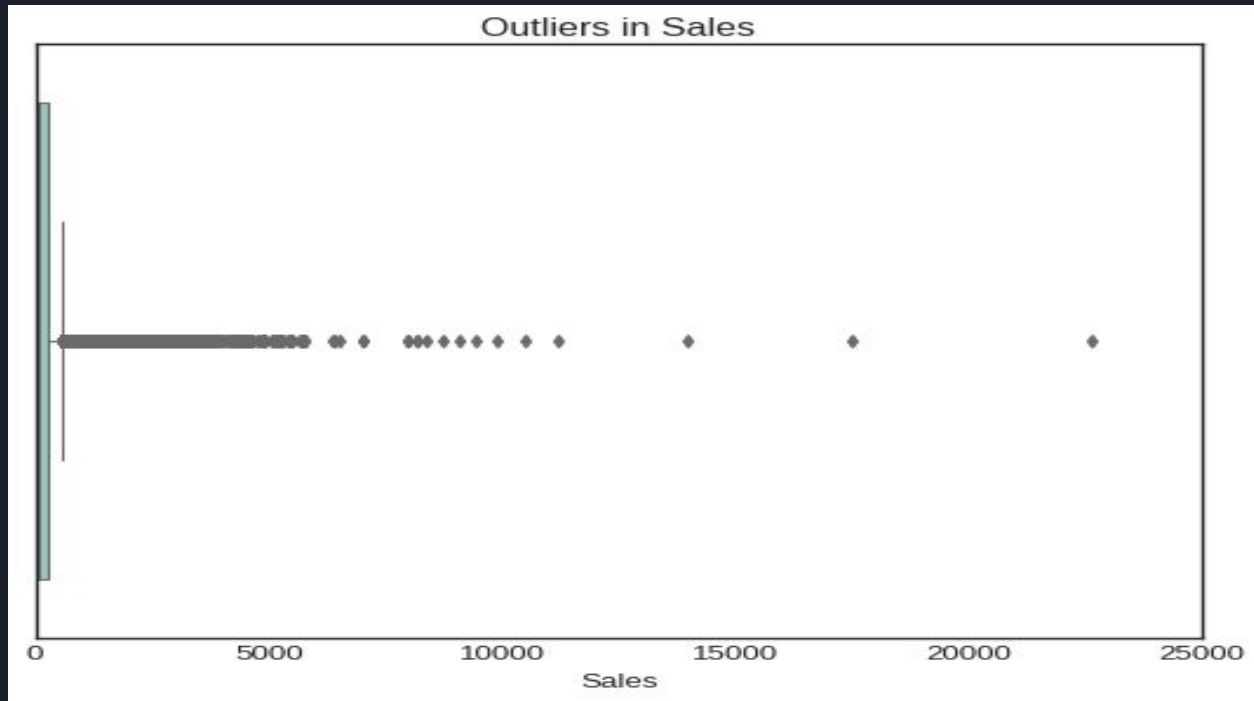
# Product chart: Office Supplies



# Product chart: Technology



# Sales Outliers





# Observation

*This explains the progressive increase in sales*

Beginning of the year, all sales segment are still trying to settle in and make plans.

Increased market strategy and advert is recommended.

Sales reach a certain peak in this time of the year.

Certain factors such as Shipping cost, Customer segment, Shipping interval and Discounts should be put into consideration.

Sales is usually at Maximum from November to December

This could be related to global holiday and festivity.

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

A market research and improvement strategy should be done as there usually occur a decline in sales

# Conclusion

- New York city has the most order for all product category.
- There has been a great significant increase of sales in the company over years despite some short comings.
- The company made the most sales between the month of November and December, which could be related to the global holidays and festivity.
- The customer segment made the most profit
- There is a positive but low correlation between sales and profit



A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some bokeh lights. The text 'The solution' is overlaid on the left side of the image.

## The solution


- Increase the advertisement & marketing of products in the regions & countries of low sales.
- Improve the relationship between shipping interval and shipping cost, there should be a yardstick for nearness, distance, quick delivery and longer delivery to improve customer satisfaction.
- Improve discount on products price to increase sales.

## Profit Model

Market analysis  
(SWOT)

Increase advert and  
market strategy

Increase unit price  
and improve shipping  
interval



*Bloss Team*

*thanks!*

