



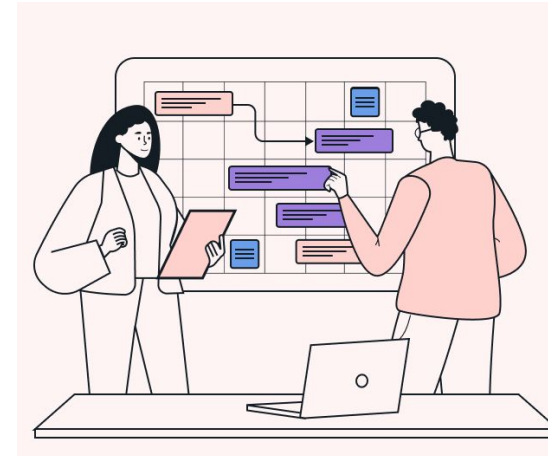
# **Sales Analysis for Superstore**

---

**Rajashree Hajare**

# Project Outline

- **TechieWorld Superstore** is an imaginary company providing office essentials to people of United States. However, there has been not significant rise in the profit.
- **Situation:** TechieWorld team comes to our company's data analyst team for support in expand their business.
- **Problem statement:** Dive deep into 4-year sales history dataset and share the insights to help expand their business strategically.



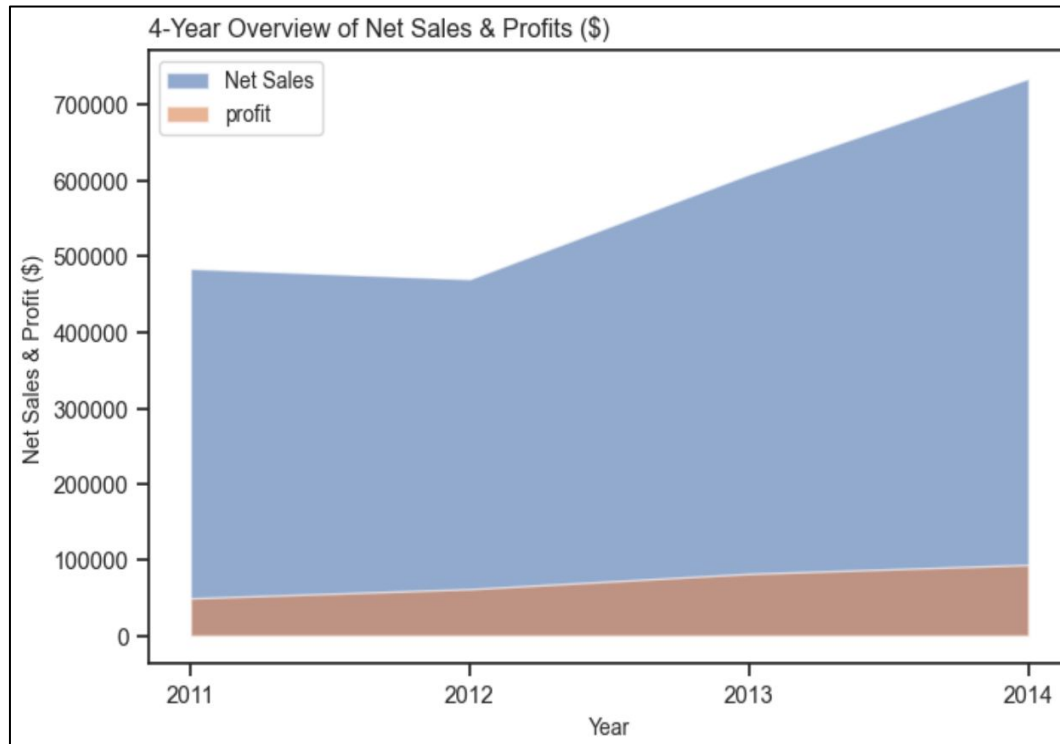
## How the original data looked...

- **Shape** : 9994 rows 27 columns
- **Data types**: object - 23 columns  
integer - 3 columns
- Relatively **clean data** with very few blanks

# Data wrangling steps

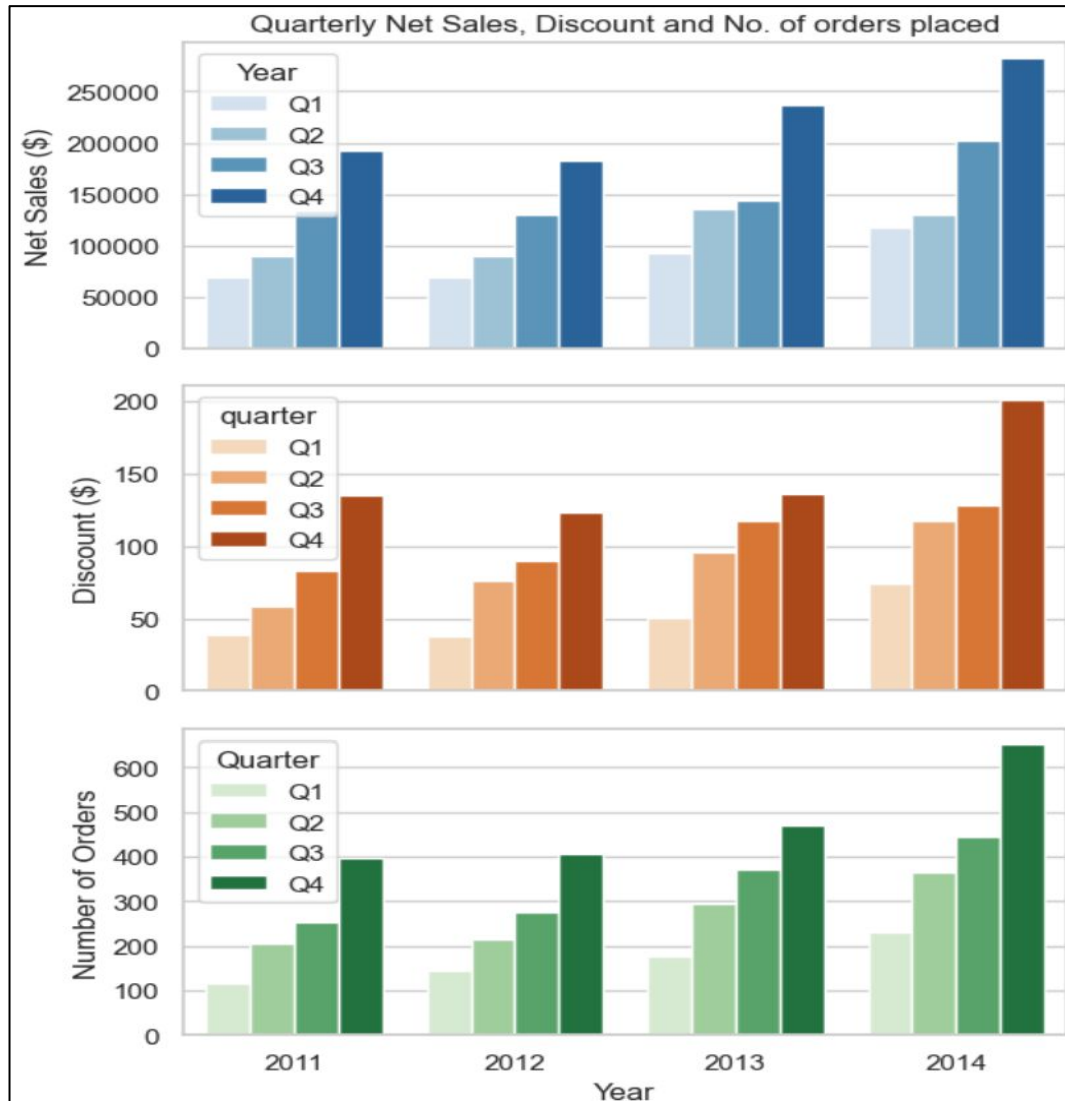
- **Structuring data :** column rename  
column rearrangement  
changing order\_date and shipment\_date using Datetime
- **Cleaning data :** remove NaN/ missing data  
removing unwanted columns  
export cleaned data file to csv
- **Data verification :** confirmed and verified data using google sheets

# Findings: Annual Performance



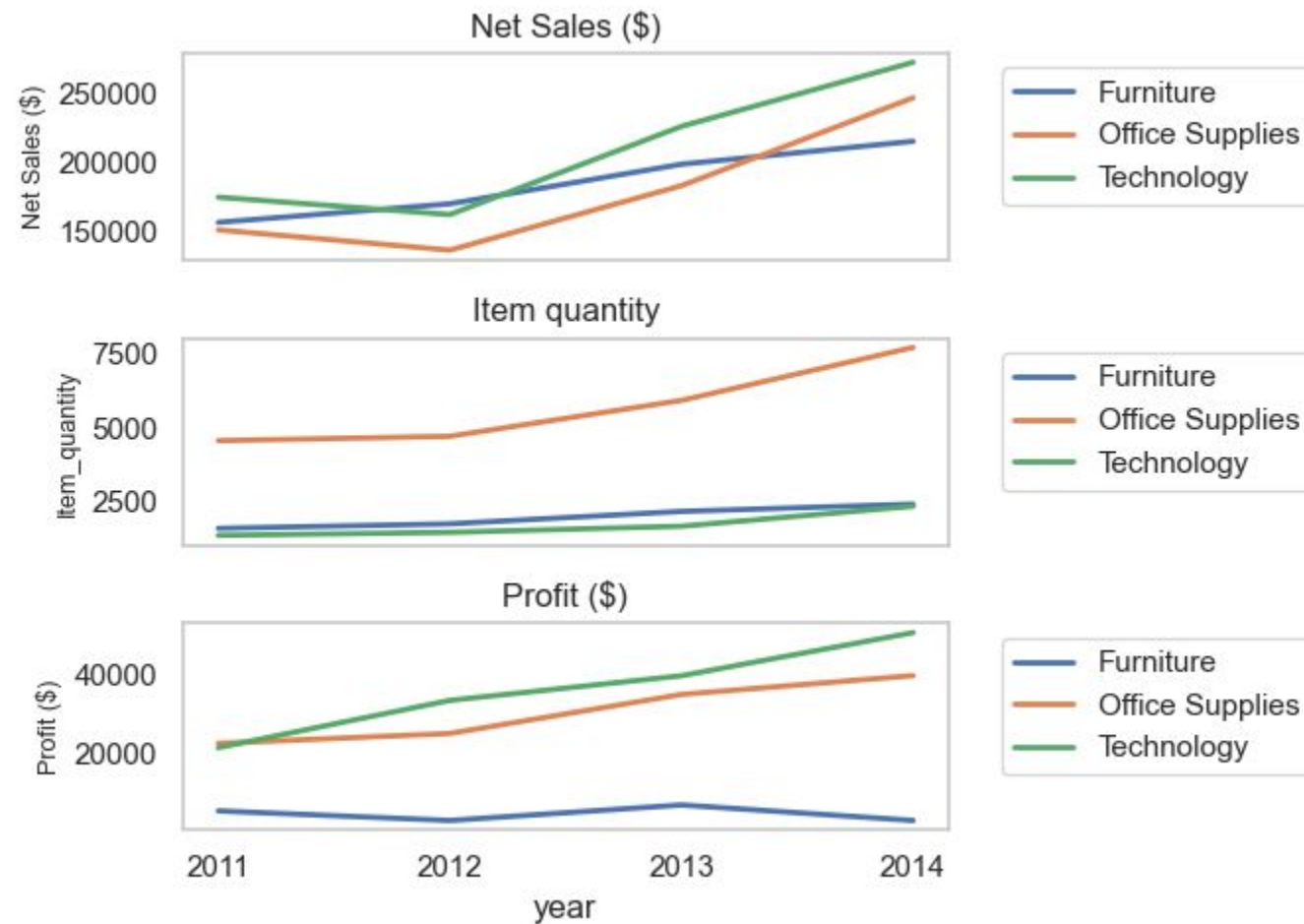
- **Over the 4-years**, there is a steady rise in profit and Net Sales
- Net Sales shows sudden rise post 2012 but the rise does not seem to correspond with profits

# Quarterly Variations



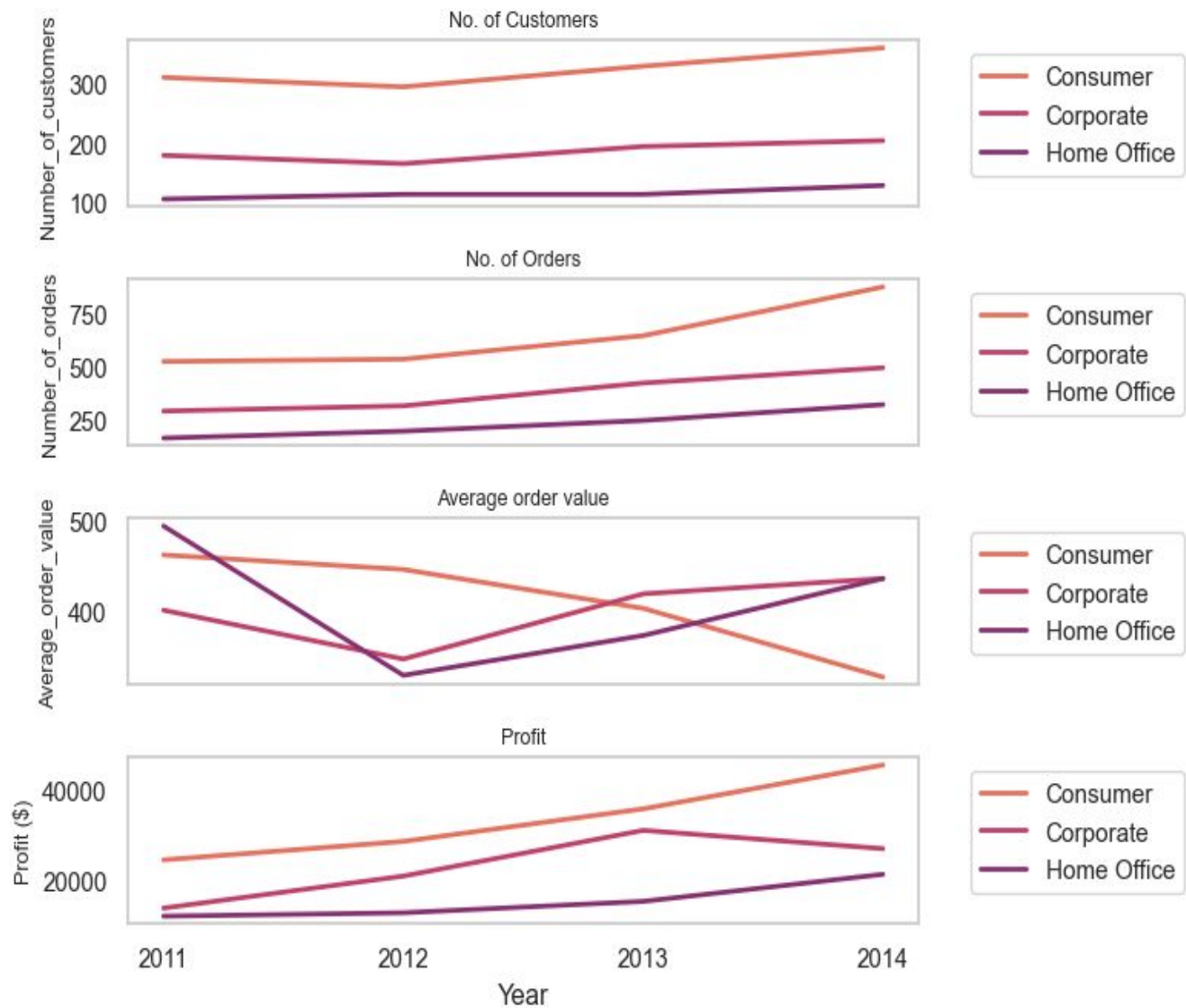
- Quarter 4th – shows highest rise mainly due to christmas
- Such seasonality demands for more staff for handling orders and shipment process.

# Product Performance



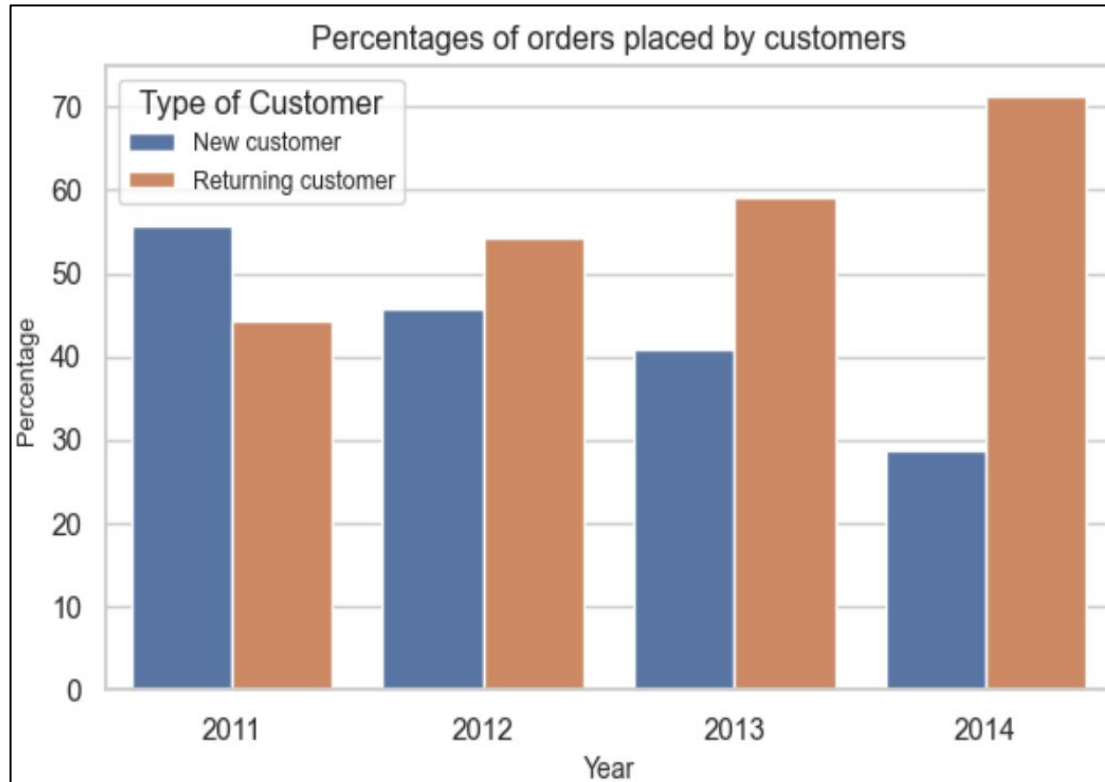
- **Technology category** is the most successful segment
- **Furniture** showed lowest profit and business strategy needs to re-evaluated

# Customer Segmentation



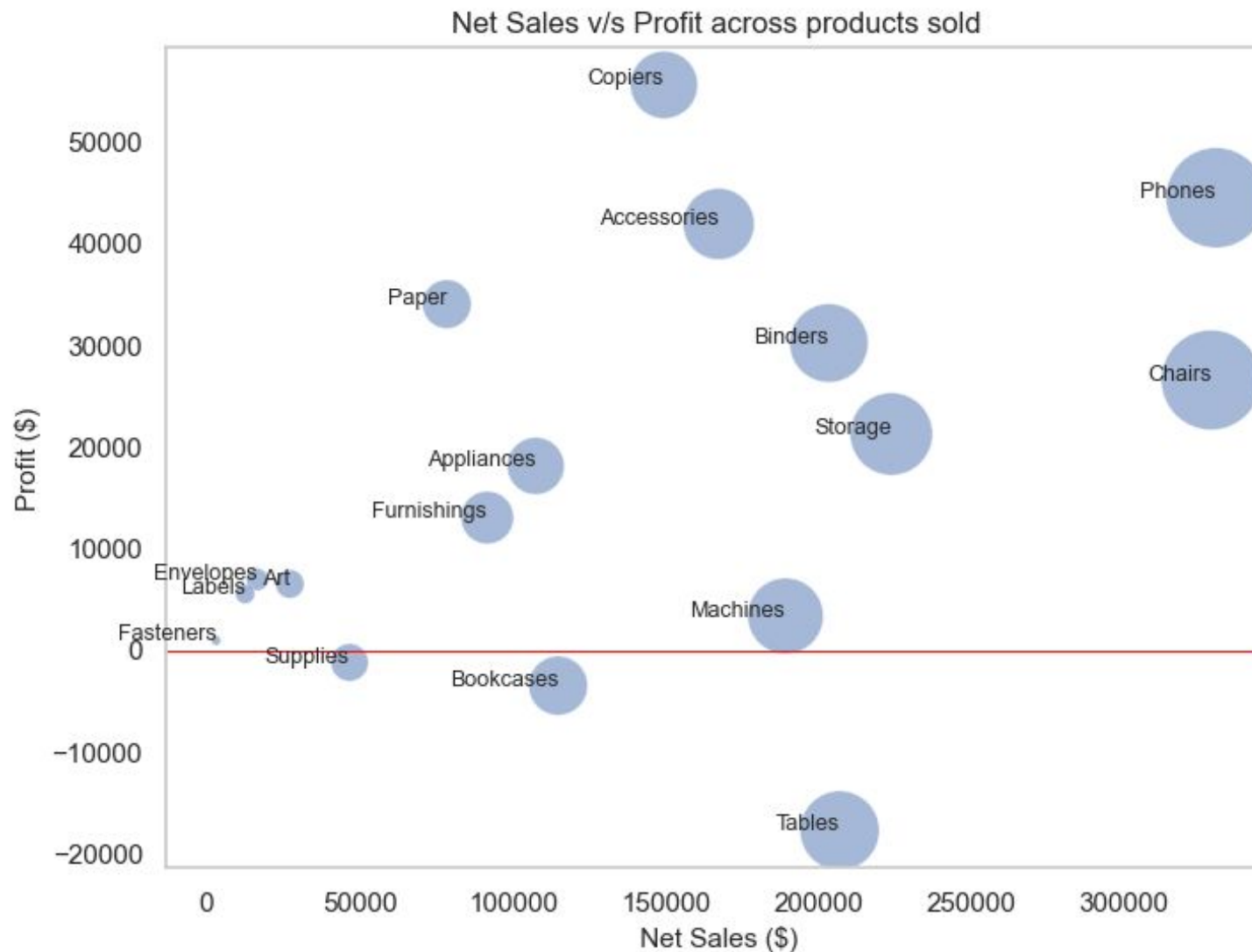


# Customer Loyalty



- Fall in rate of new customers indicate:
  - re-evaluation of market trends
  - update existing product lists
  - revise marketing strategies

# Sales & profits variations across customer choices



# Conclusion

## General Business Strategies

- **Evaluate Cost Structures:**
  - Reassess the cost structure for underperforming products, especially tables, bookcases, and machines.

## Seasonal Planning

- **Increase Seasonal Staffing:**
  - Hire additional staff during Q4 to handle the increase in orders and shipments efficiently.

## Product Category Improvements

- **Furniture Segment:**
  - Re-evaluate the business strategy for the furniture category.

## Customer Focus

- **Improve Supply Chain Efficiency:**
  - Implement strategies to enhance supply chain efficiency to maintain or increase average order value.
- **Attract New Customers:**
  - Re-evaluate market trends to stay relevant and attract new customers.

## Marketing and Sales

- **Enhance Product Offerings:**
  - Continuously update and diversify the product offerings to cater to a broader customer base and adapt to market changes.

*Thank you for the attention.*