

The background of the slide is a photograph of several green plastic crates filled with fresh raspberries. The raspberries are a vibrant red color. The image is slightly out of focus, with the foreground crates being sharper than the ones in the background. A semi-transparent dark blue overlay covers the entire image, and a thin white horizontal line is positioned below the main title.

# SUPERSTORE

Navigating retail detail world

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26<sup>th</sup> February 2023



# INTRODUCTION

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Improve your marketing strategy targeting the right products



# Objectives

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Analyzing the past sales

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Understanding which category is the best seller

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Deriving inferences related to those sales

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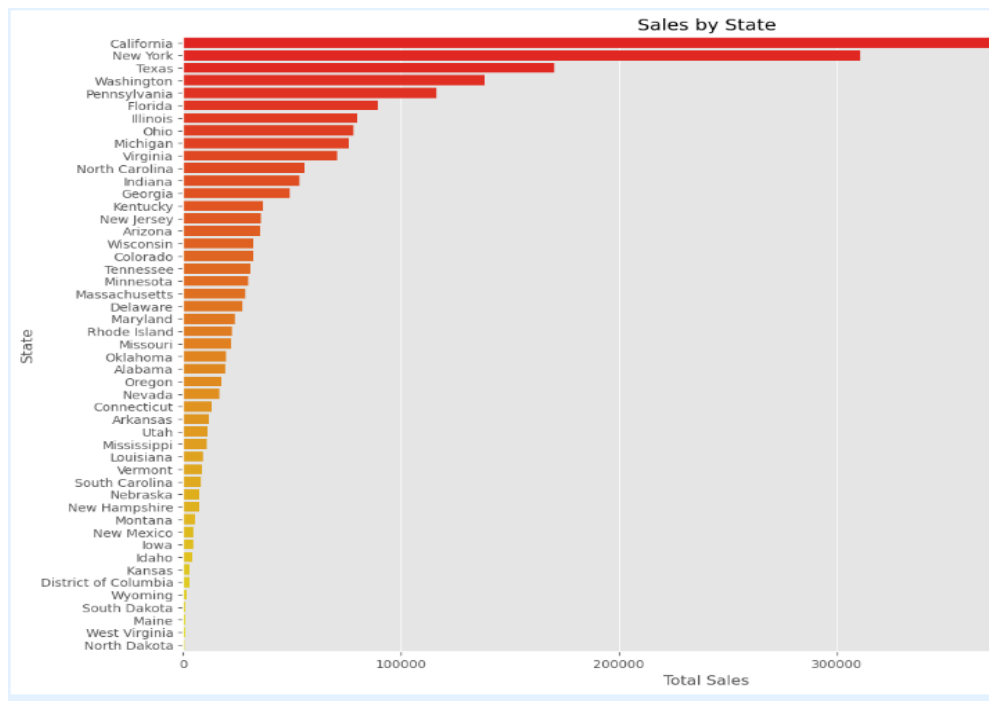
Predicting the future sales

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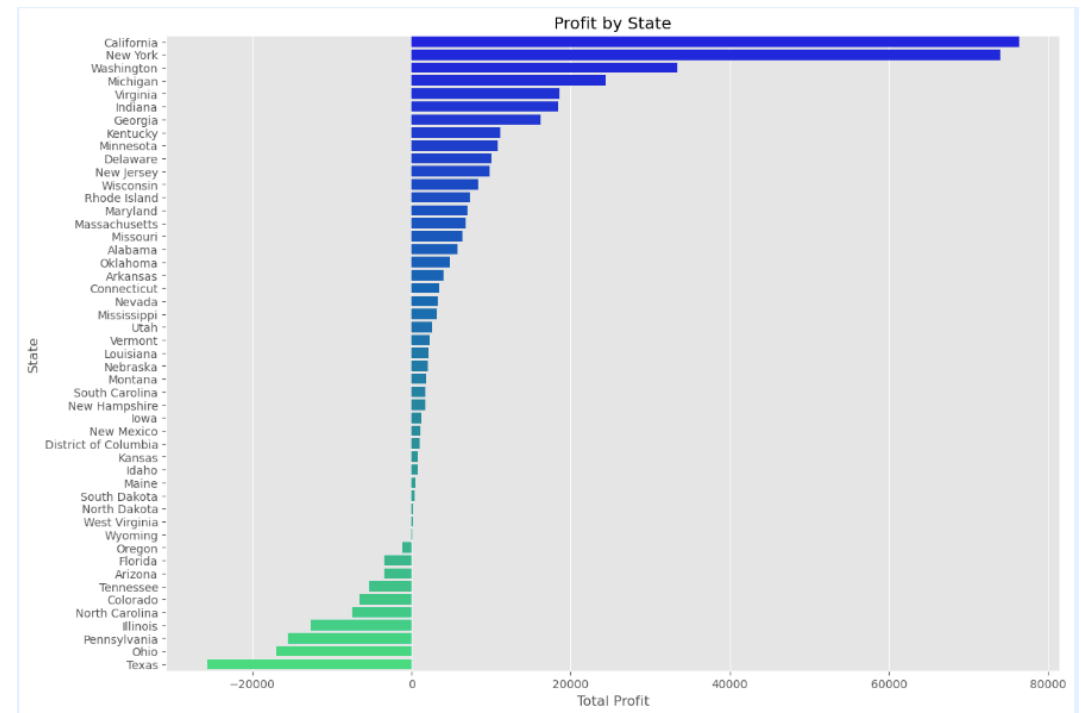
Helping stock up/stock down products

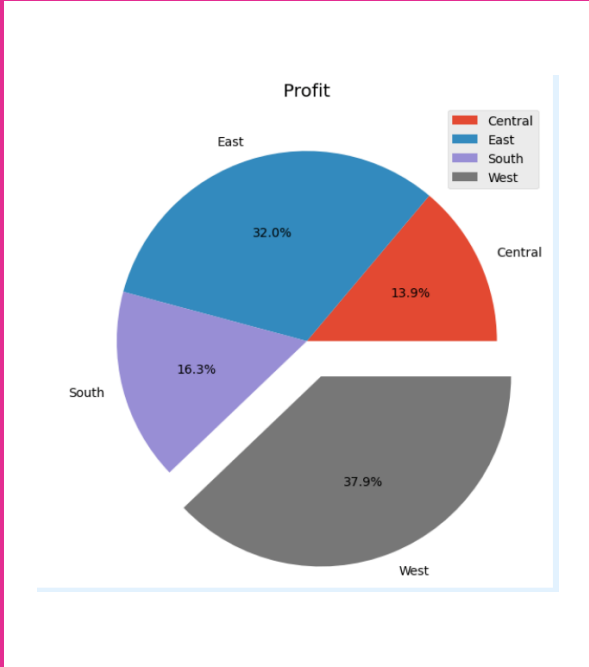
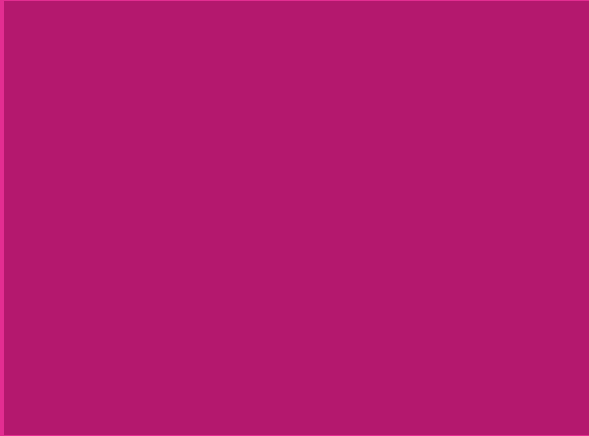
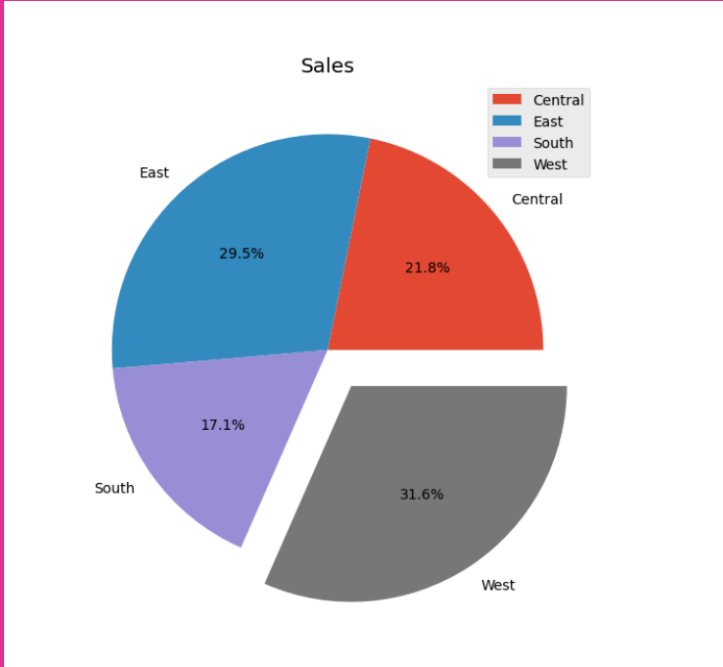
# STATE

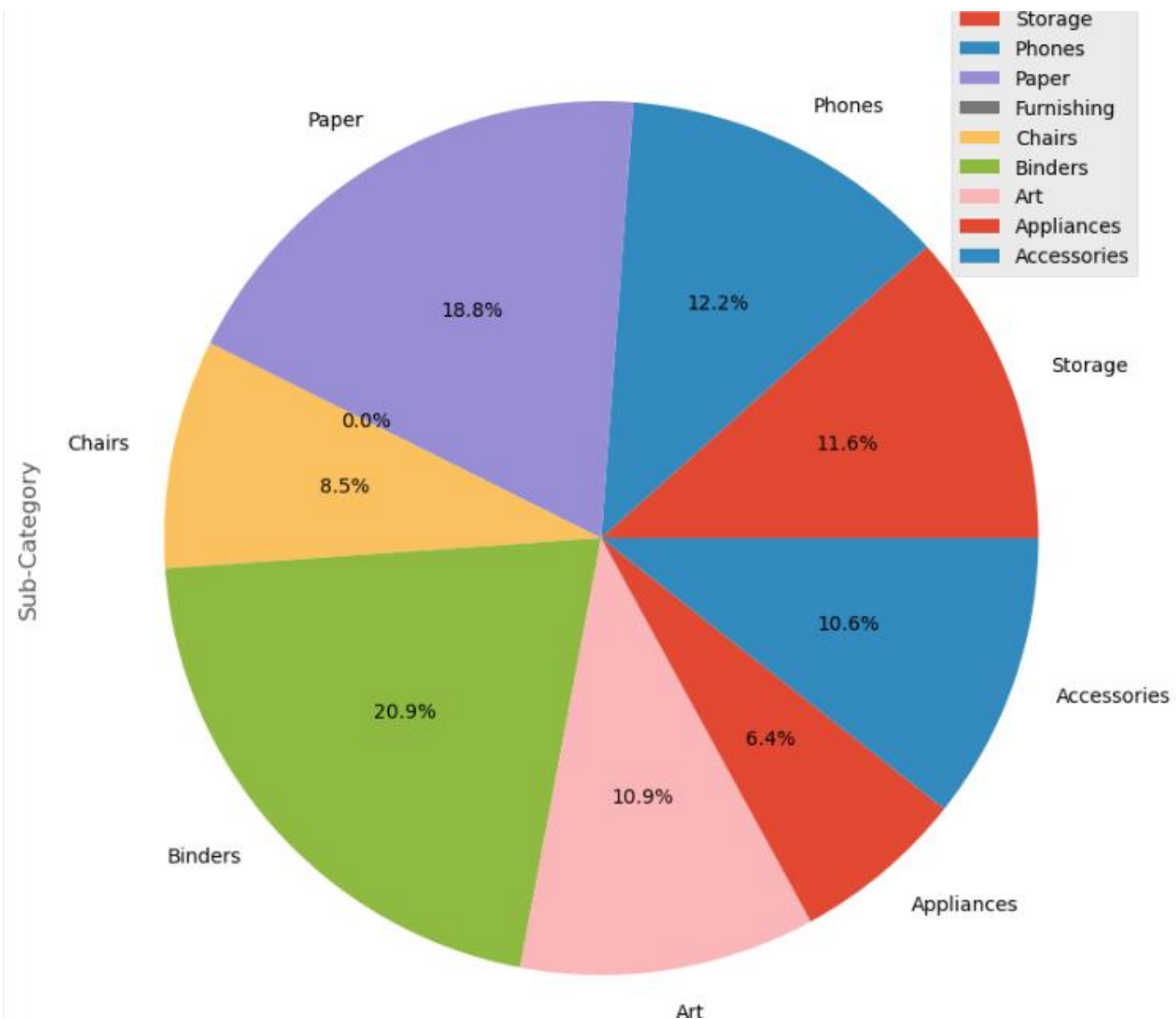
## SALES BY STATE



## PROFIT BY STATE



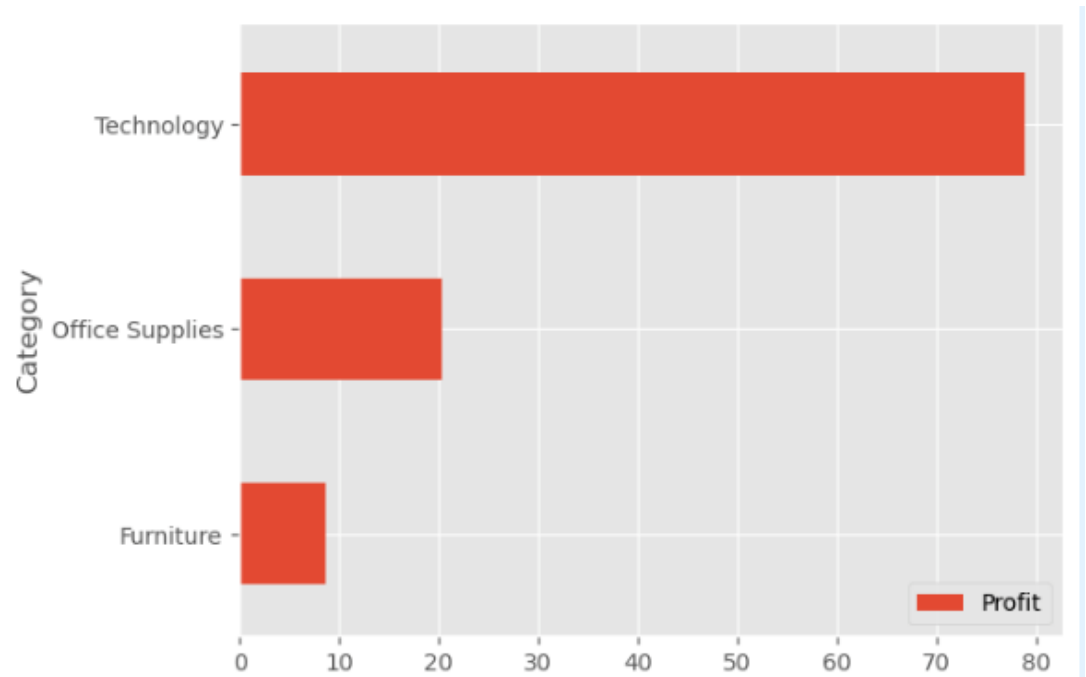
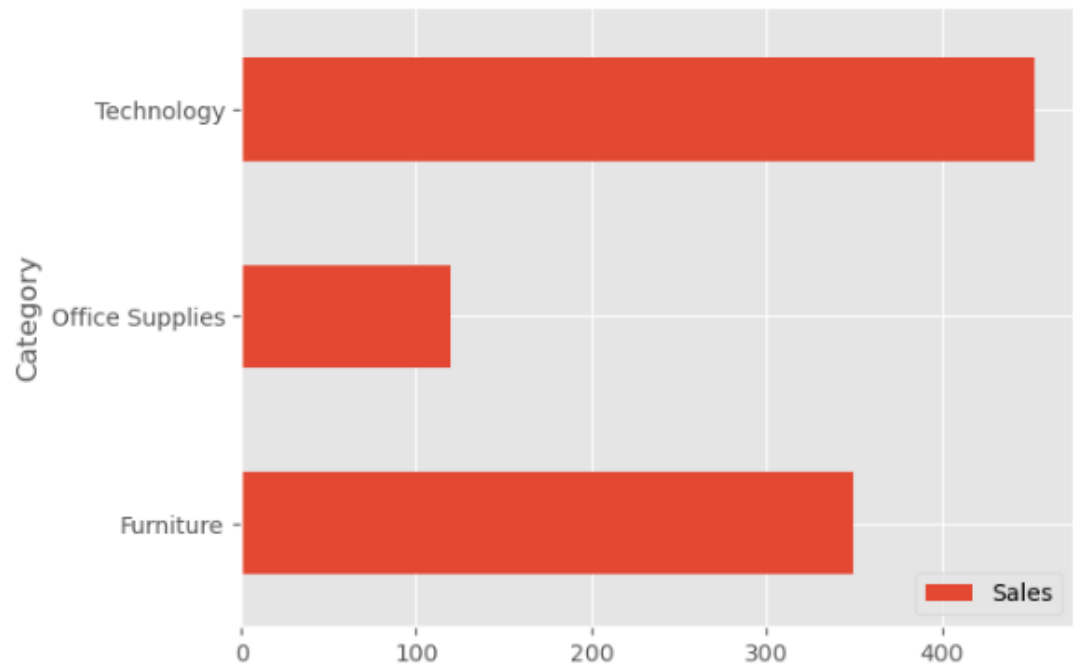


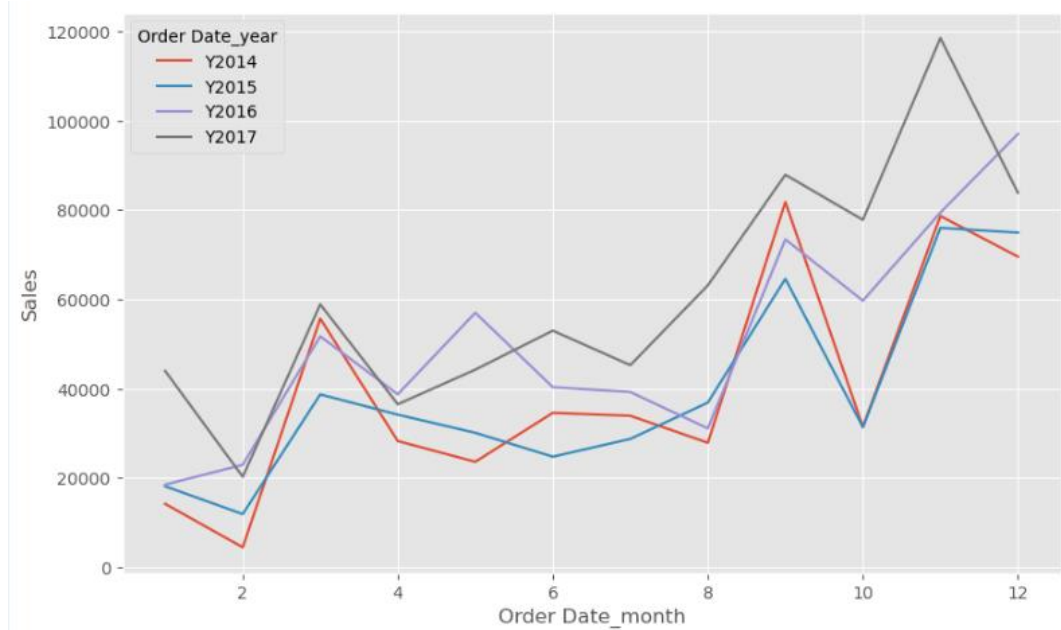
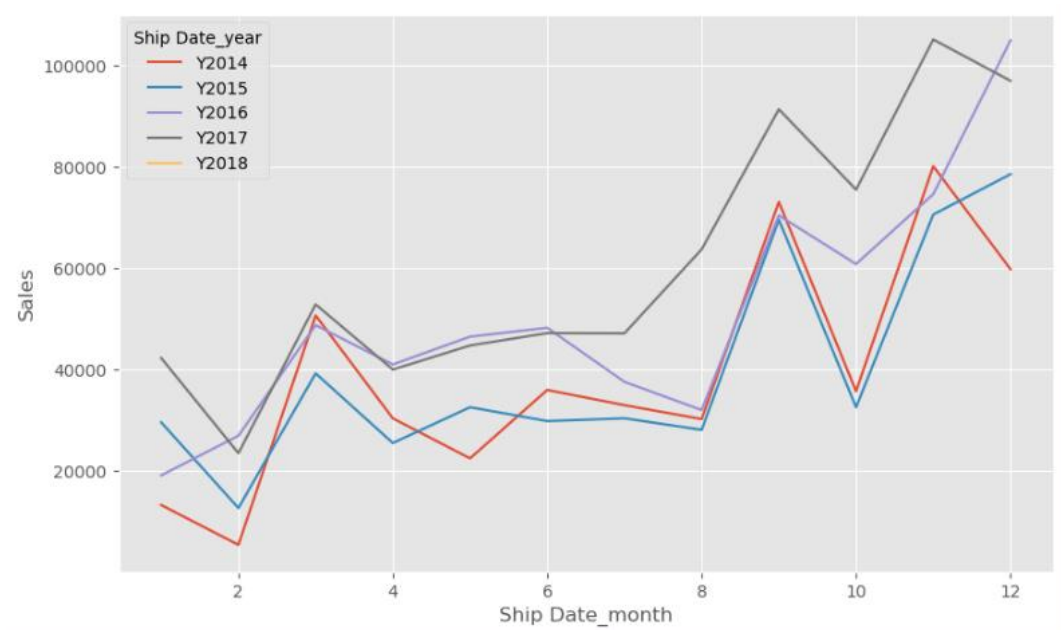


## SUBCATEGORY

- Binders 20.9%
  - Paper 18.8%
  - Phones 12.2%
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# CATEGORY





# TIME



# Conclusions

- Eastern and Western states collectively were the best two regions driving profits
- Machines, Tables, and Bookcases were the main drivers of loss in profits
- Furnishings and Appliances were netting negative profits in the Eastern States
- Technology products are what is driving the positive profits, while some furniture and office supplies products were dragging profits down
- The best sales and the highest profits occur in the periods between October and November



**THANKS FOR YOUR  
ATTENTION**

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