

# Business Growth Optimization for a U.S.-Based Company

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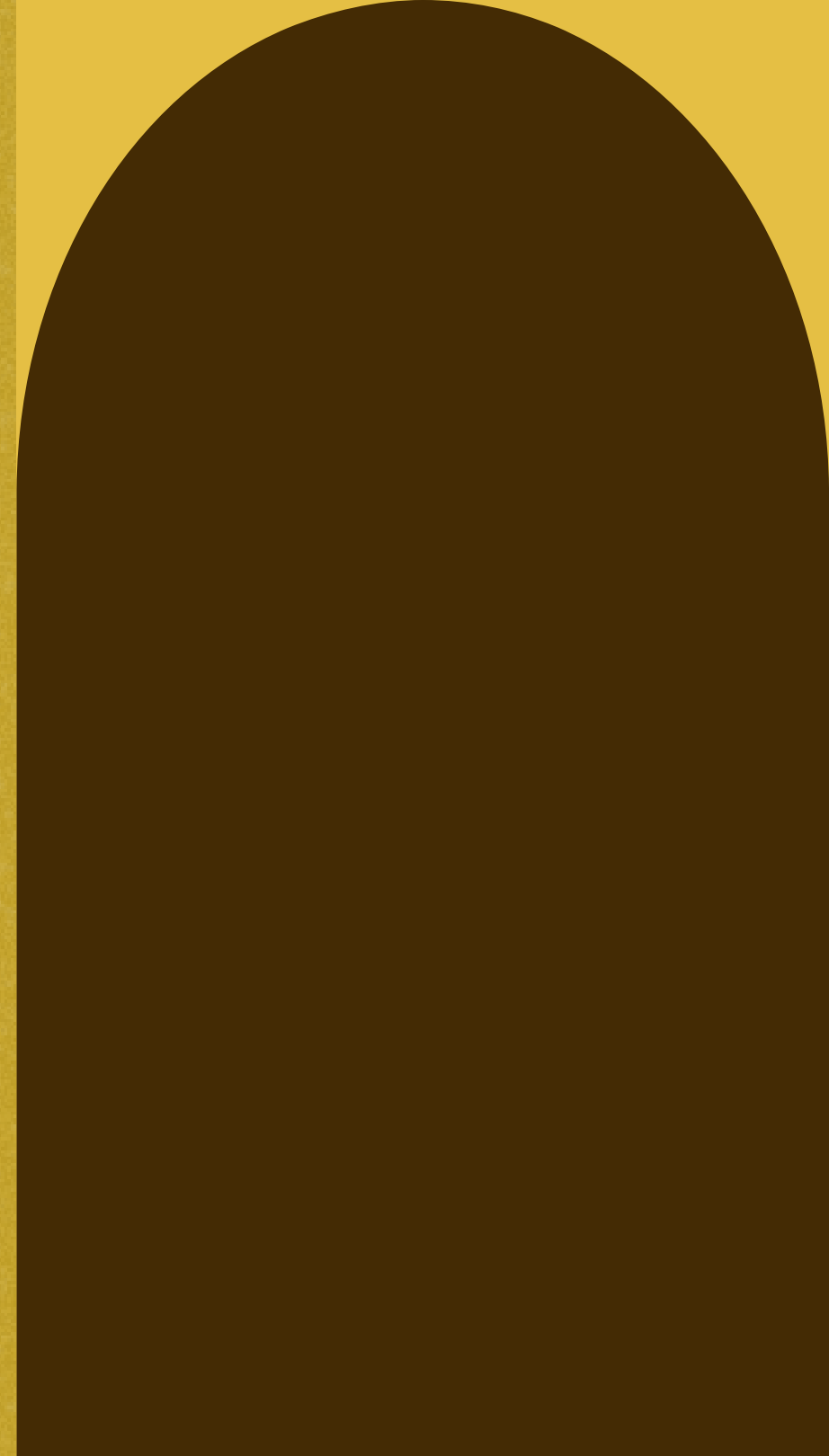
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# Company Overview

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- **COMPANY NAME:** SUPERSTORE INC.
- **INDUSTRY:** RETAIL (PRODUCT AND OFFICE SUPPLIES)
- **LOCATION:** UNITED STATES (NATIONWIDE PRESENCE)
- **TYPE:** PRODUCT & SERVICE-BASED COMPANY
- **BUSINESS MODEL:** B2B AND B2C
- **DATA SOURCE:** INTERNAL SALES & OPERATIONS DATABASE (9,994 TRANSACTIONS)
- **REGIONS COVERED:** WEST, EAST, CENTRAL, SOUTH
- **CUSTOMER SEGMENTS:** CONSUMER, CORPORATE, HOME OFFICE
- **DISTRIBUTION CHANNELS:** ONLINE ORDERS WITH REGIONAL DELIVERY LOGISTICS
- **SHIPPING MODES:** STANDARD CLASS, SECOND CLASS, FIRST CLASS, SAME DAY

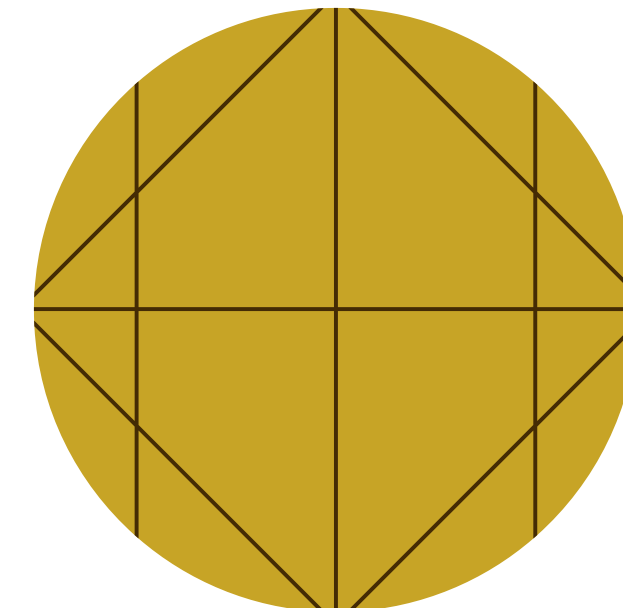


# Project Goal:

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## THE COMPANY AIMS TO:

- MAXIMIZE REVENUE AND PROFIT ACROSS ALL REGIONS
- IMPROVE CUSTOMER SATISFACTION THROUGH TIMELY DELIVERIES
- OPTIMIZE PRODUCT INVENTORY AND REDUCE UNNECESSARY STOCK
- INCREASE REPEAT PURCHASES AND REDUCE CUSTOMER CHURN
- IDENTIFY UNDERPERFORMING AREAS AND ALLOCATE RESOURCES  
MORE EFFICIENTLY





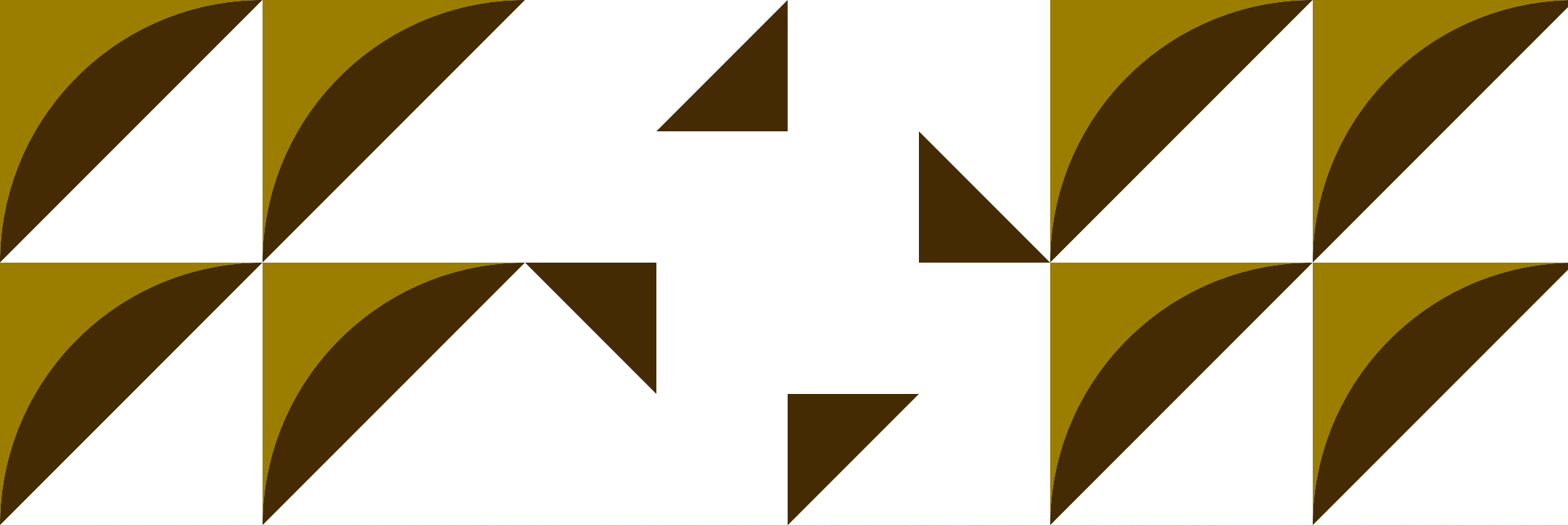


# **Business Problems Addressed**

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- **Unprofitable Discounts**
- **Low-Performing Regions & Customer Segments**
- **Inefficient Shipping Methods**
- **Overstocked or Understocked Products**
- **Customer Churn (Lack of Repeat Buyers)**
- **Sub-Category Inefficiencies**





# Tools & Technologies Used

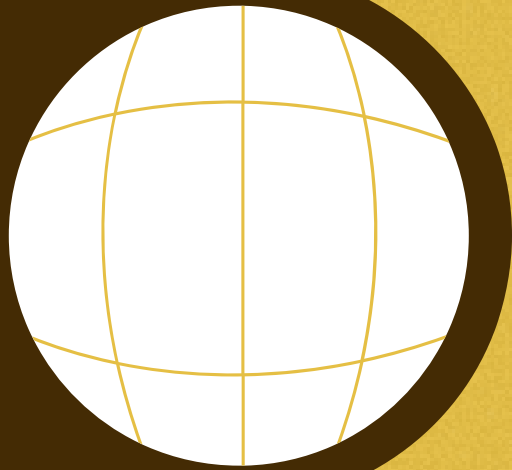
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- SQL (MySQL) – Data querying and transformation.
- Excel – Pivot tables and initial data exploration.
- Power BI – Interactive dashboards and visual analytics.



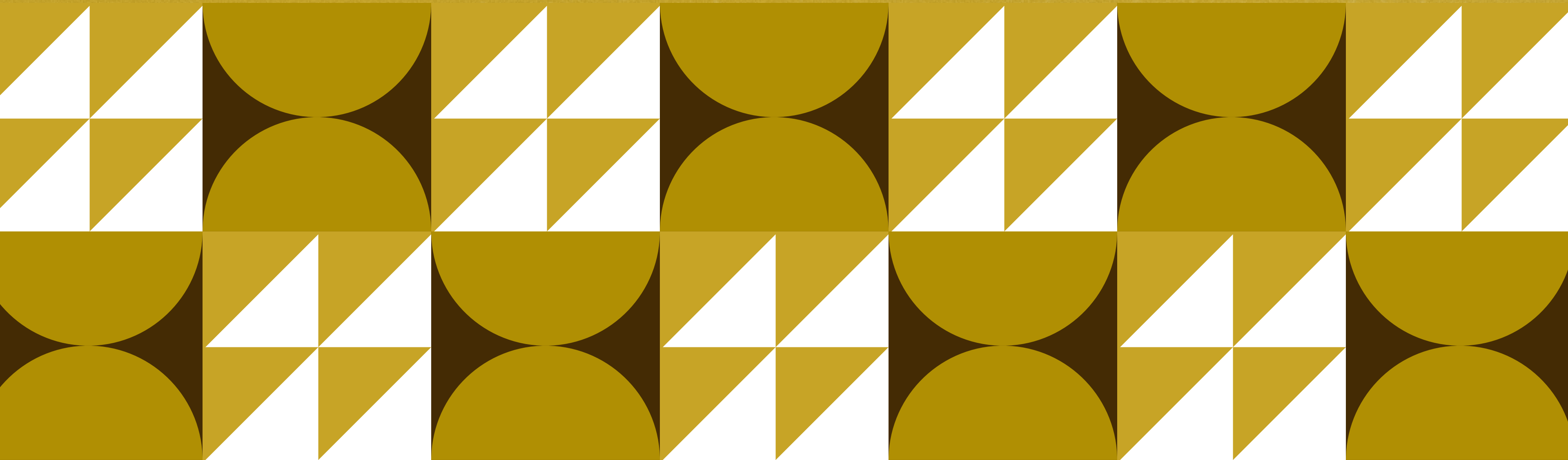
# Key Metrics Overview

Metric	Value
Total Sales	\$2,297,201.28
Total Profit	\$286,397.02
Total Unique Orders	5,001
Total Unique Customers	793
Average Discount	15.21%
Average Profit Margin	12.47%
Orders with Discounts	4,278 orders (42.8%)
Orders with Losses (Negative Profit)	2,107 orders (21.1%)
Average Delivery Time	4.2 days



# **Business Problems & Insights (Each on Separate Slides)**

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# Regional Performance (Top 3)

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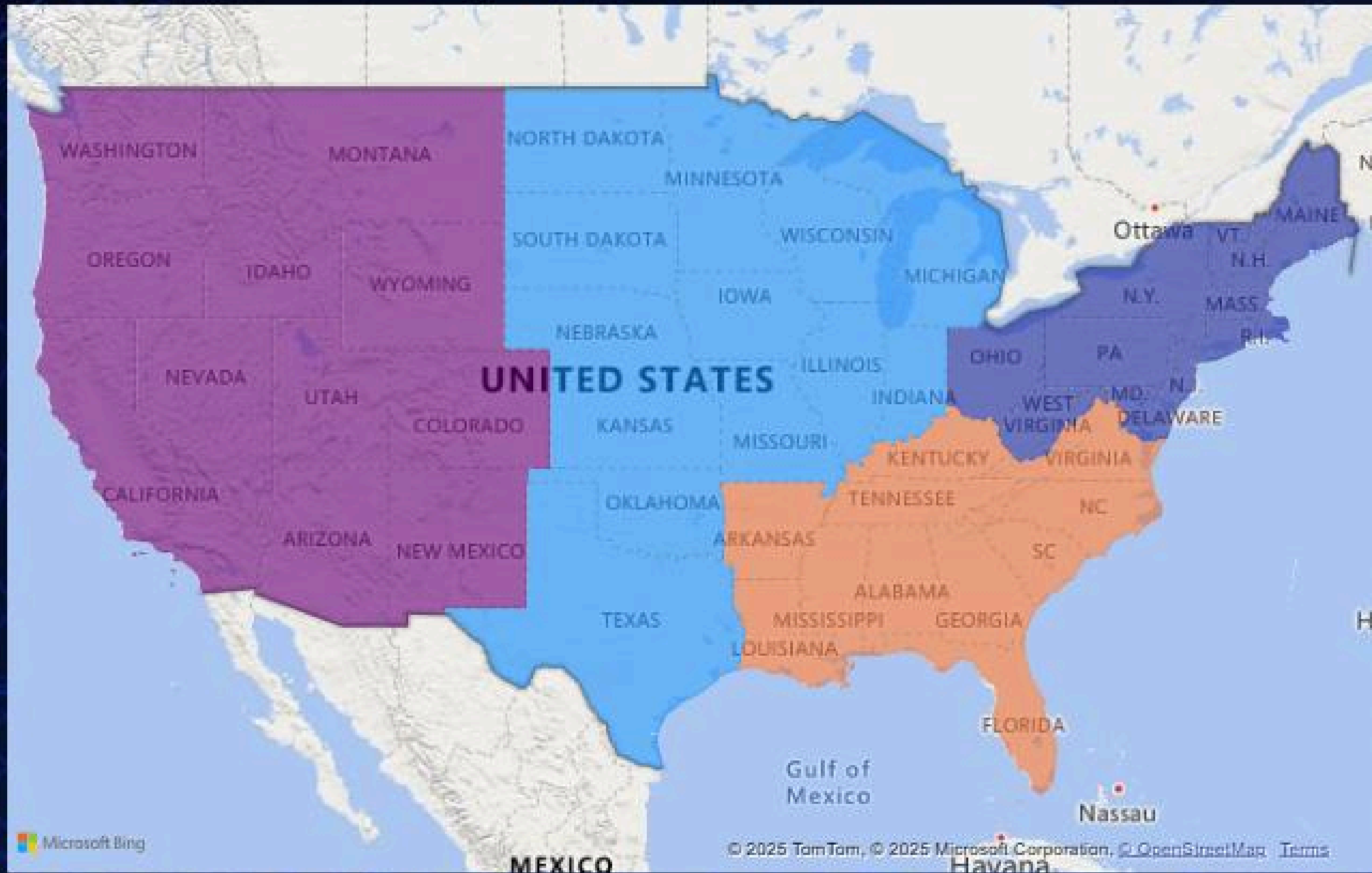
Region	Sales	Profit	Profit Margin
West	\$725,458.12	\$108,418.62	14.94%
East	\$678,781.50	\$97,451.90	14.36%
Central	\$501,239.99	\$67,934.10	13.55%

- **South** had the lowest profit margin (~9.1%) and should be reviewed for cost or pricing inefficiencies.



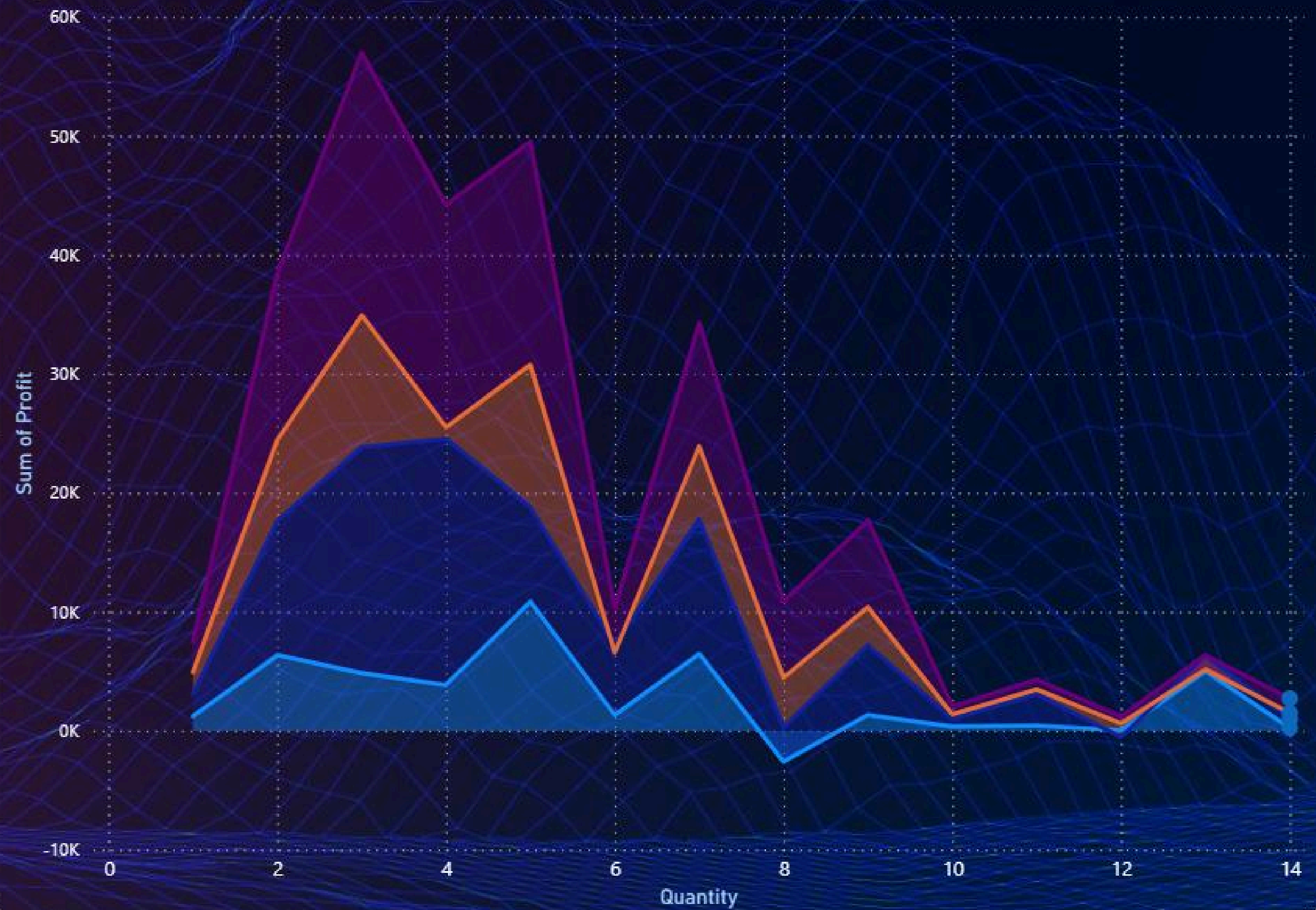
# State and Region

Region ● Central ● East ● South ● West



Sum of Profit by Quantity and Region

Region ● Central ● East ● South ● West





# Sub-Category Profit Performance

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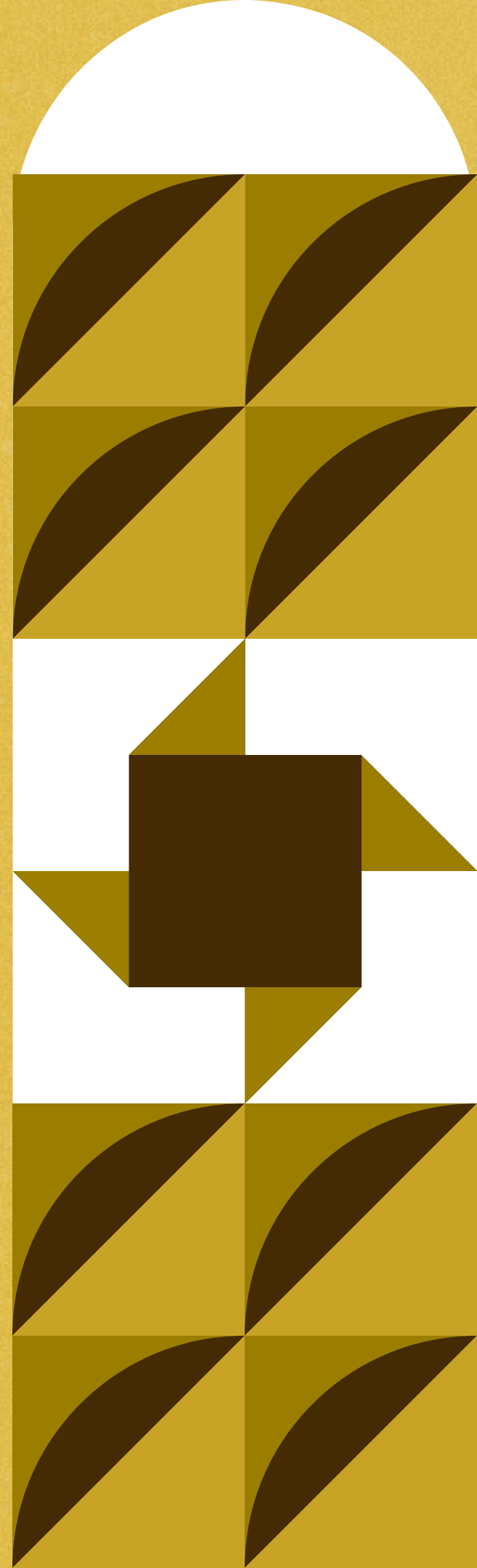
## Top 3 Most Profitable:

- Copiers: \$55,028.40
- Phones: \$44,941.31
- Accessories: \$32,312.02

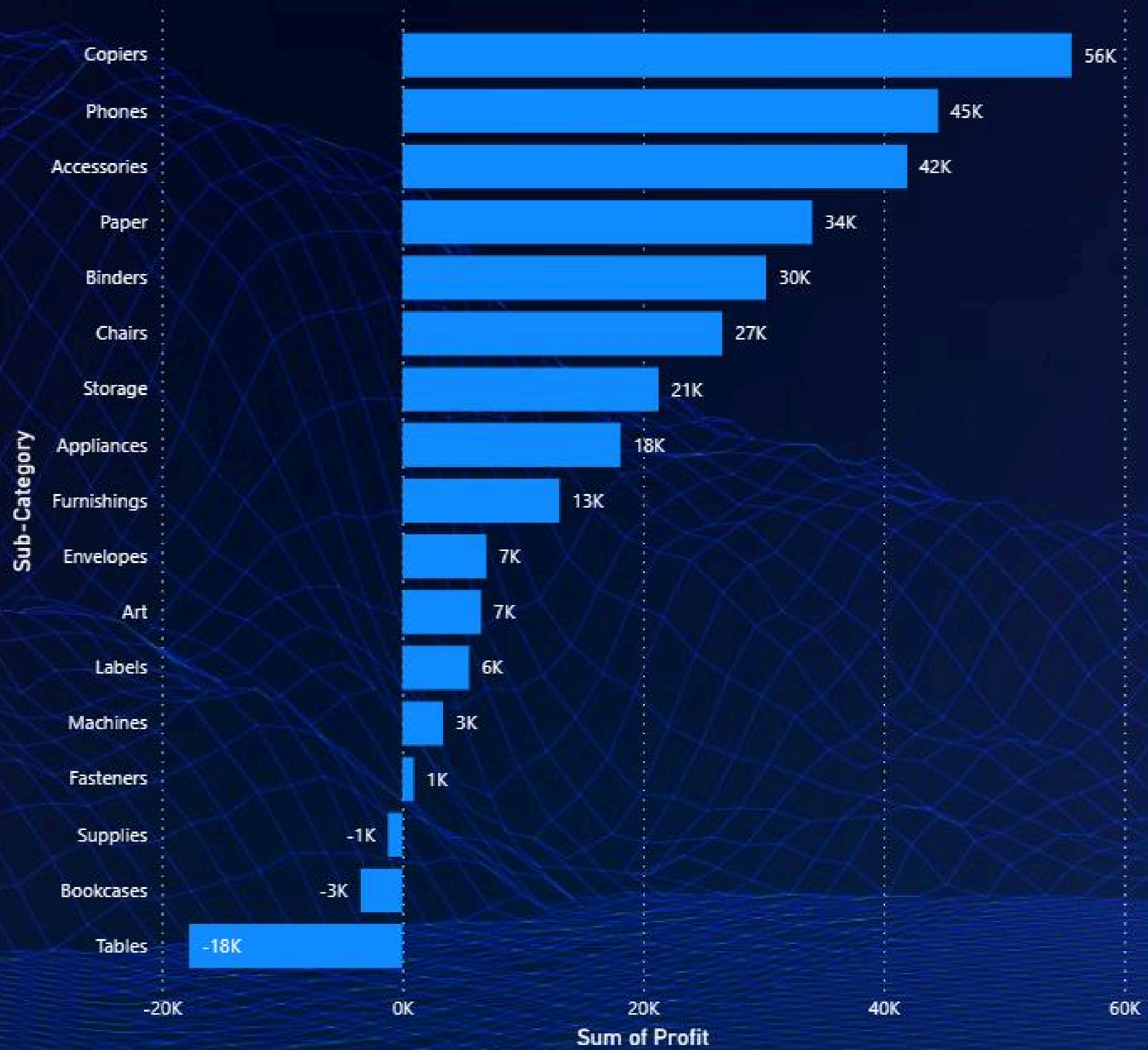
## Least Profitable:

- Tables: -\$17,729.50
- Bookcases: -\$3,440.73
- Supplies: -\$2,228.15

**Action:** Discontinue or revise pricing for low-profit items.  
Consider bundling or promoting high-margin sub-categories.



Sum of Profit by Sub-Category



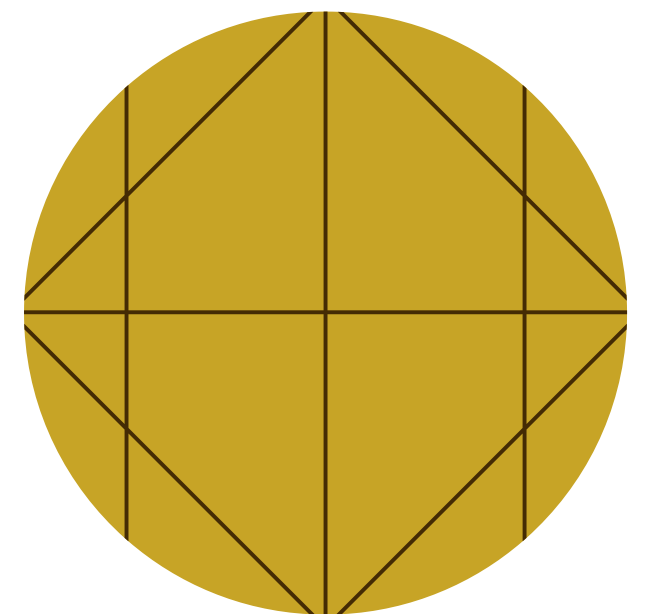




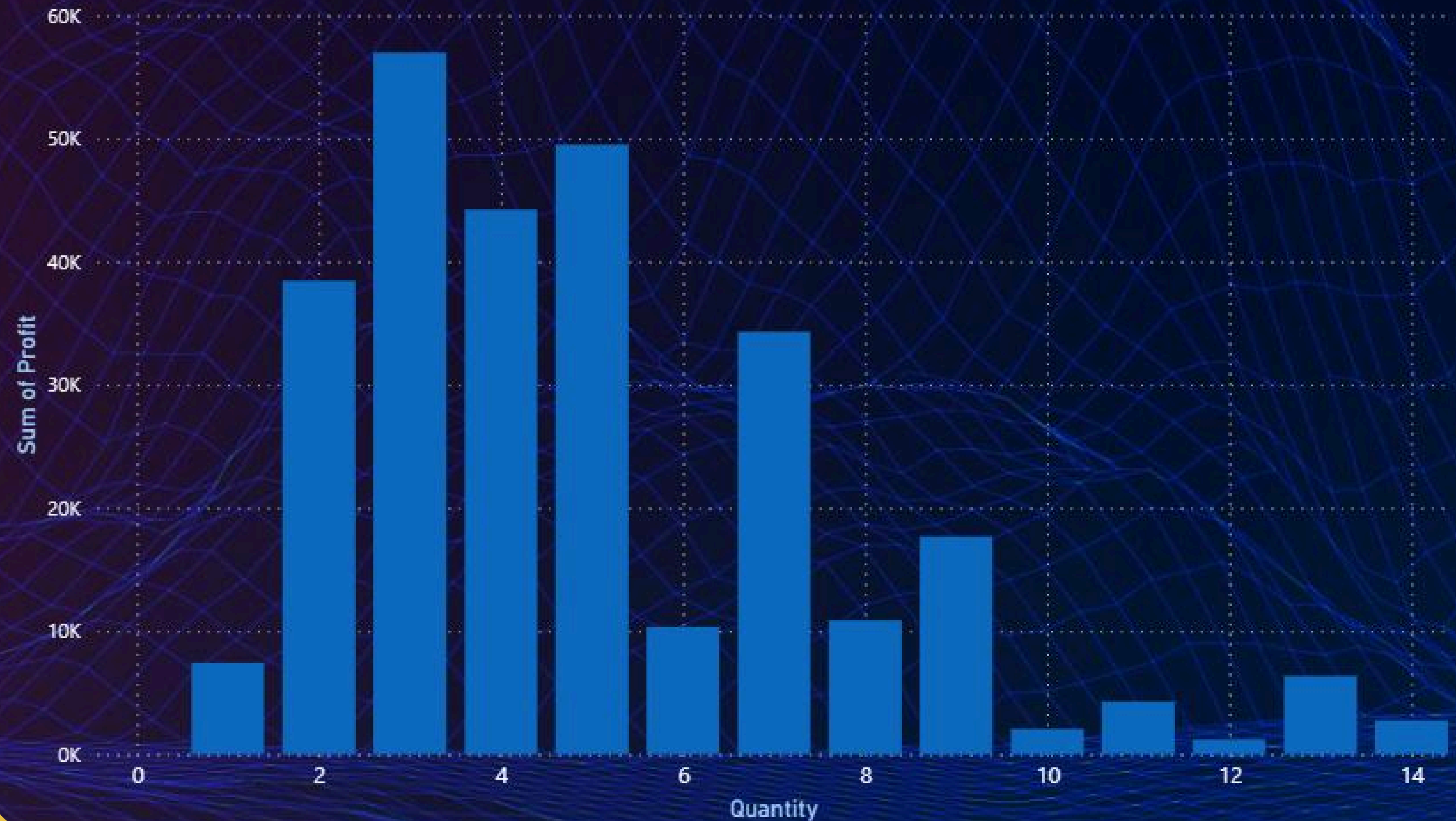
# Discount & Profitability Insights

- **42.8%** of orders included a **discount**.
- **21.1%** of all orders resulted in **negative profit**.
- Many discounted orders came from **Tables** and **Chairs**, leading to **overall loss**.

**Recommendation:** Set a minimum profit threshold for discounts or apply selectively to high-margin products only.

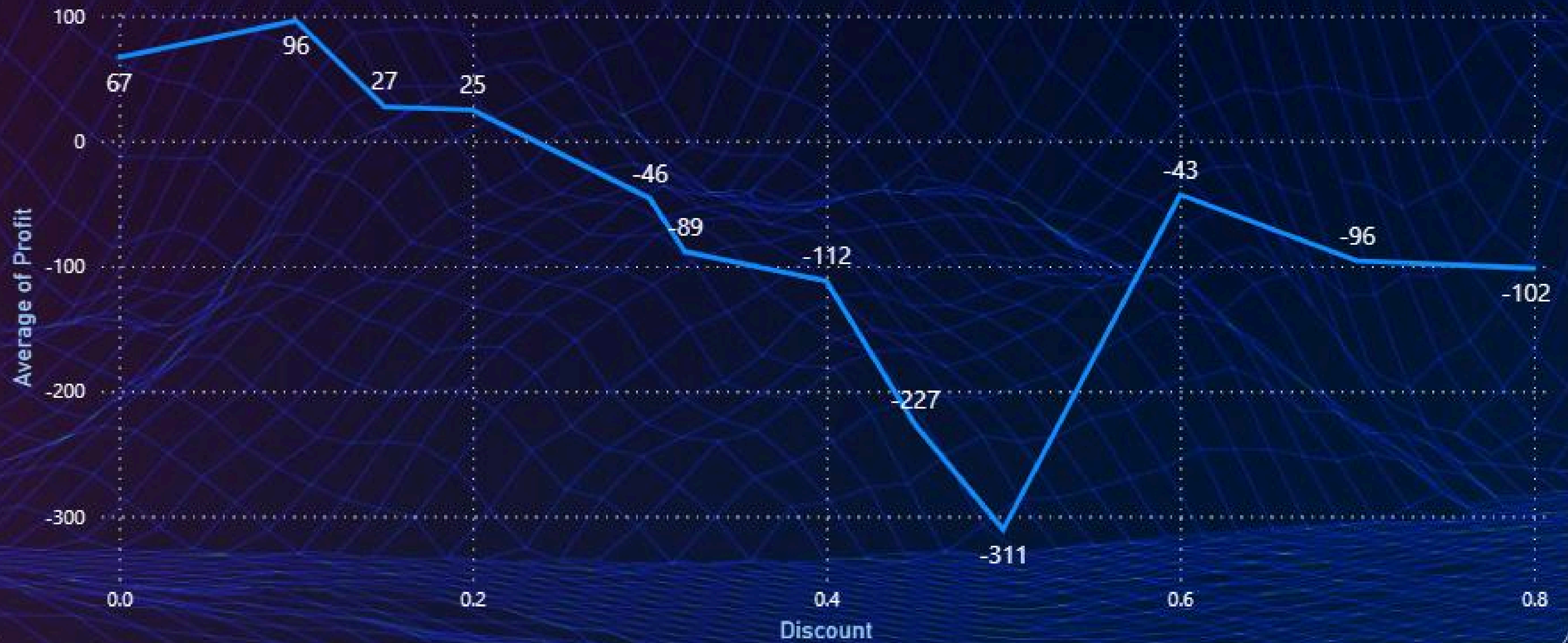


Sum of Profit by Quantity





Profit by Discount



# Delivery Performance

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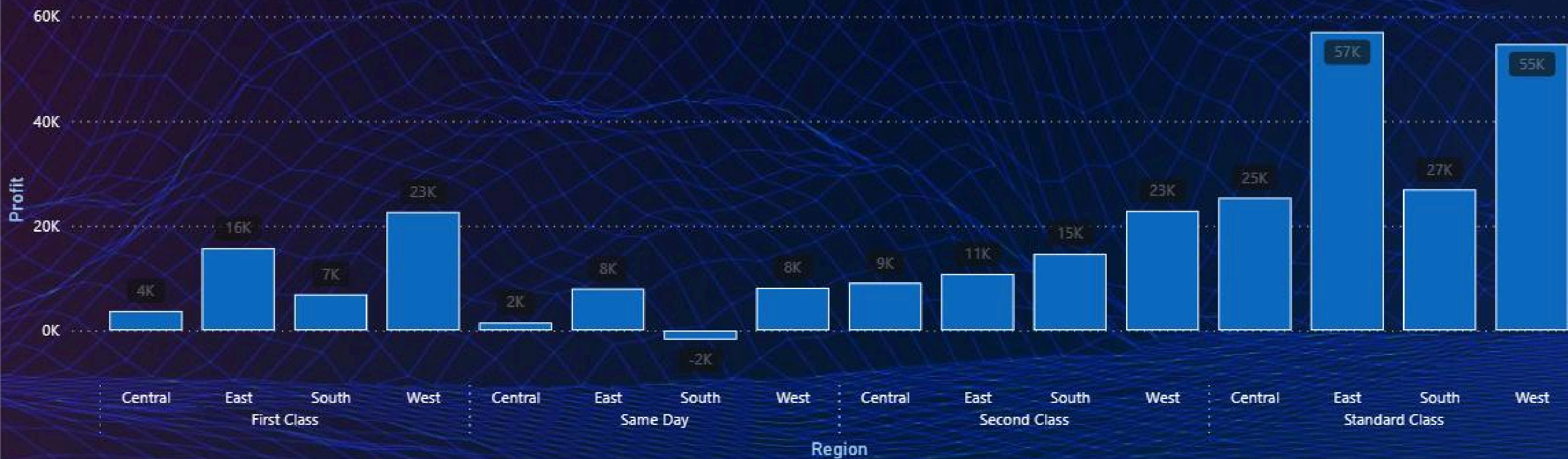
- **Average** delivery time: **4.2 days**.
- **Same Day** and **First Class** ship modes had the **highest profitability**.
- **Delays** were common in **Standard Class**, affecting **customer satisfaction**.

**Action:** Reassess shipping policies and improve delivery times for critical regions.

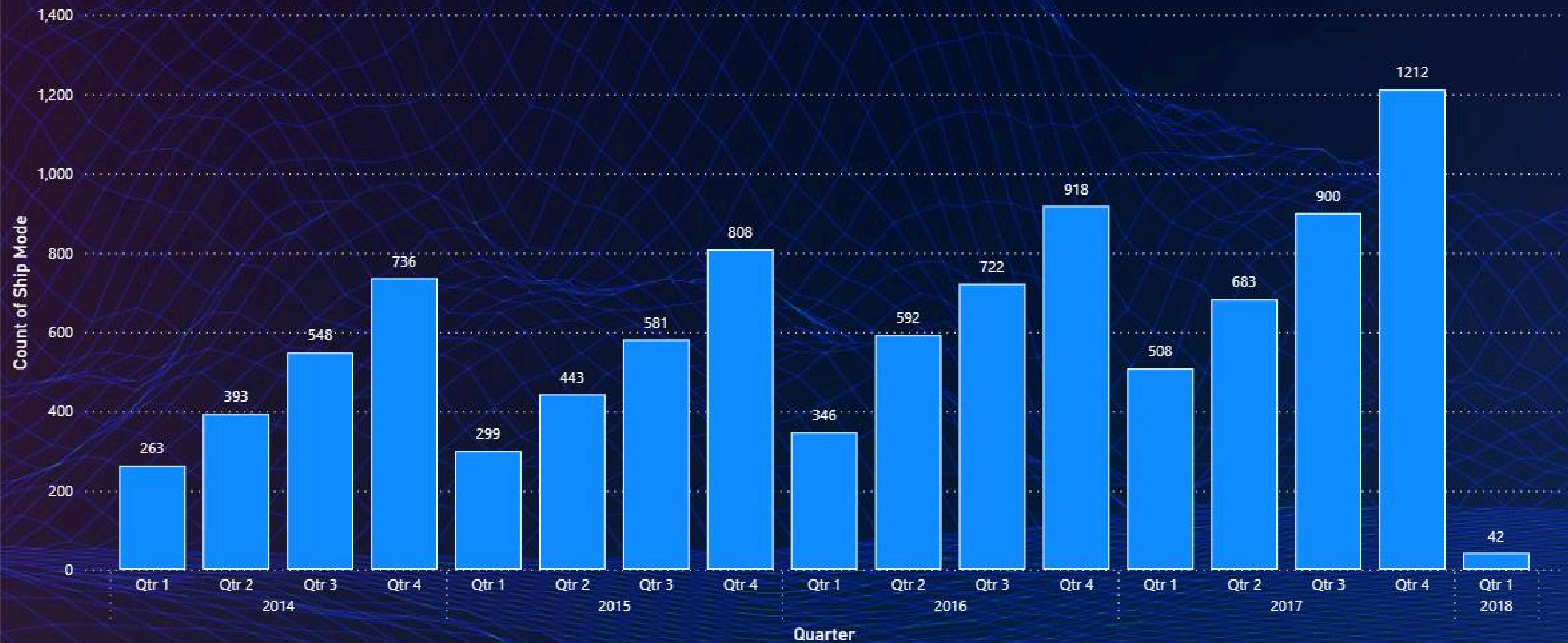




Profit by Ship Mode and Region



Count of Ship Mode by Year and Quarter



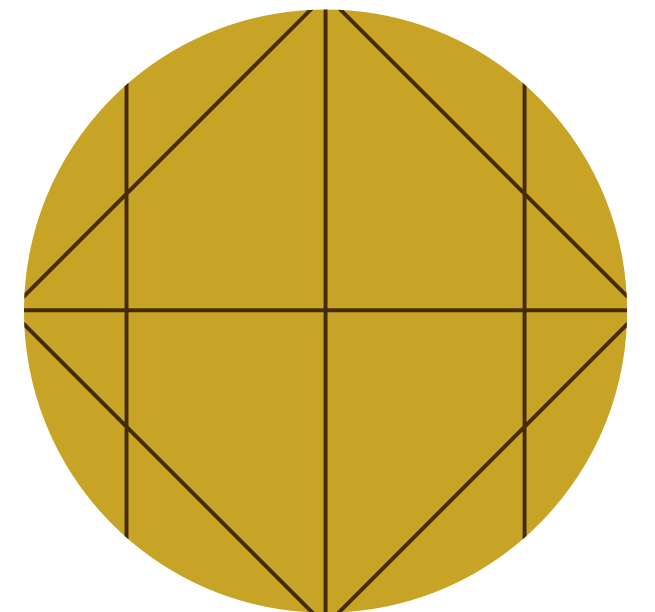


# Customer Trends

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- **Majority** of customers are **one-time buyers**
- **Top 5 customers** contributed to over **\$50,000** in total sales
- **Low retention** suggests missed opportunities for **loyalty** and **upselling**

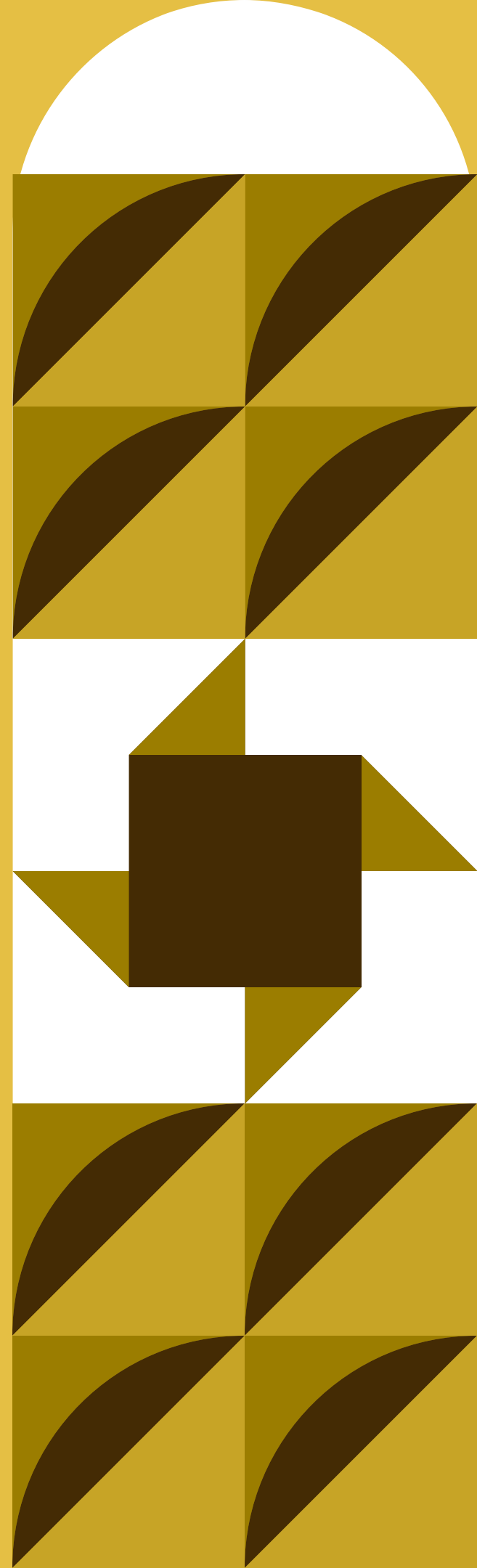
**Recommendation:** Start loyalty or re-engagement campaigns for high-value or inactive customers.



# Key Business Findings

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- **Deep discounts (>30%)** often lead to net losses.
- **West – Home Office** segment showed lowest profitability.
- **Standard Class shipping** caused longer delivery delays.
- **Fasteners & Supplies** sold poorly, suggesting inventory imbalance.
- **40%+ customers** made only one purchase → **risk of churn.**

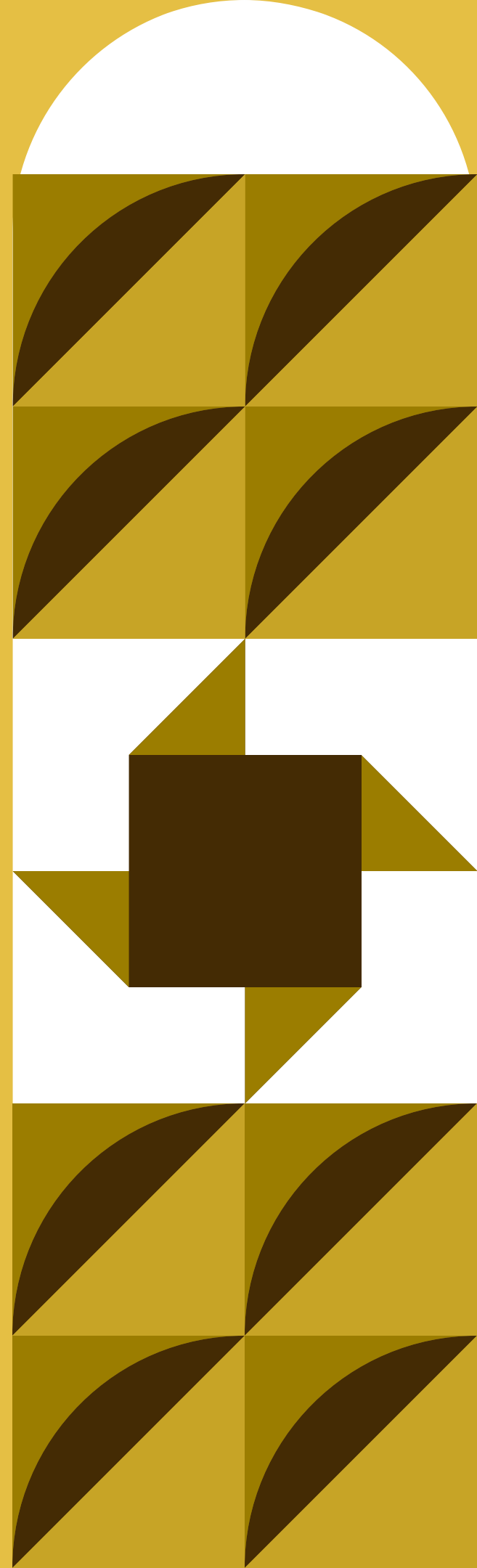




# Recommendations

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- **Cap discounts** at levels where profit stays positive.
- **Focus** marketing efforts on underperforming regions/segments.
- **Optimize or switch** shipping modes with high delay times.
- **Clear inventory of** low-performing sub-categories.
- **Launch loyalty** campaigns to improve repeat purchases.



# **Q&A**

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- **Questions**
- **Comments**
- **Ideas?**

**Drop them below!**



**THANK YOU**

