

Superstore Discounted Sales Analysis

Introduction	Relation between profit and discount	Region-wise spread of discounted sales	Discounted Sales Category and Segmen..	Discounted sales customer wise	Discount and Porfit% comparision for Cust..	Discounted sales Products-wise
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Overview of Data Analysis and Findings

--> The relation between Profit% and discount shows that irrespective of the volume of sales more the discount lesser is the profit earned.

-->Despite being sold on discount, tables are not able to generate profits.

-->Geographically we can see which regions are being offered more discount to sell products.

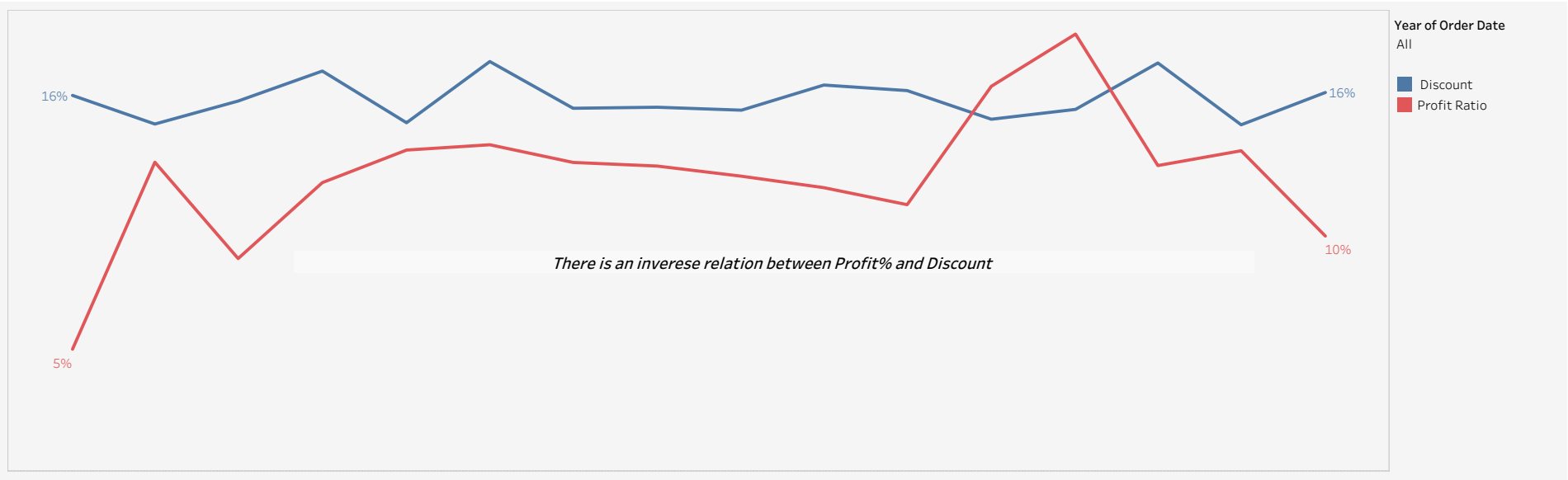
-->Product-wise we can see many products are being sold at very high discount and we are loosing profit on them.

-->Customer-wise we can see that many customers are being ofrered very high discount to increase sales but the profit earned is very less, so we need to work on policies to limit the discount given to customers.

-->We need to revise policies , frame new rules, launch marketing campaign or maybe train salesperson to reduce the misuse of discount policy and working on generating more profits.

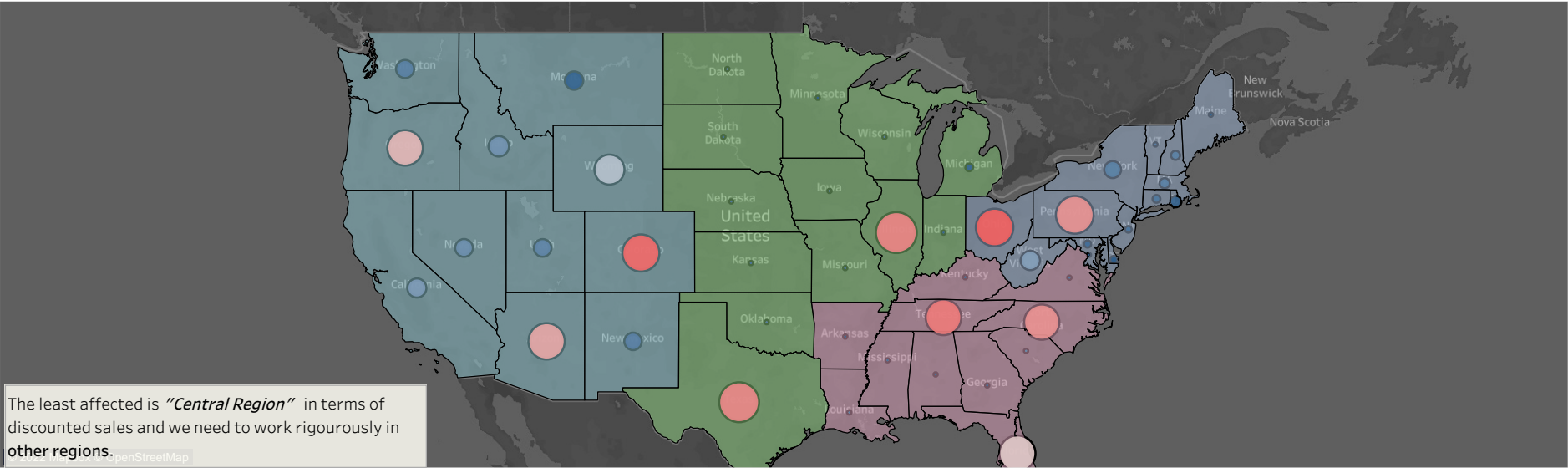
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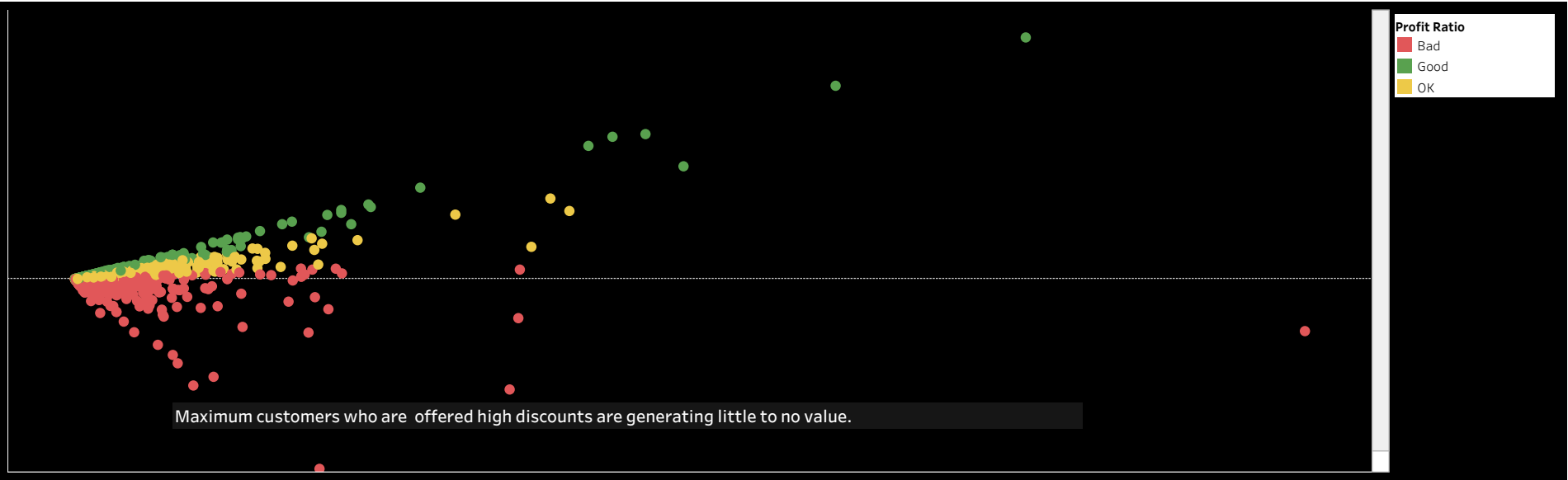
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		Consumer				Corporate				Home Office				Region All
		Quantity	Discount	Sales	Profit	Quantity	Discount	Sales	Profit	Quantity	Discount	Sales	Profit	
Furniture	Bookcases	496	22%	68,633	-4,436	271	22%	34,006	638	101	16%	12,241	325	
	Chairs	1,234	17%	172,863	13,235	719	17%	99,141	8,345	403	17%	56,445	5,010	
	Furnishings	1,834	14%	49,620	7,919	1,086	14%	25,001	3,508	643	14%	17,084	1,632	
	Tables	602	27%	99,934	-9,728	419	26%	70,872	-4,906	220	25%	36,160	-3,091	
Office Supplies	Appliances	908	18%	52,820	6,982	569	16%	36,589	7,430	252	13%	18,124	3,726	
	Art	1,625	8%	14,252	3,454	850	7%	8,590	2,005	525	7%	4,276	1,069	
	Binders	3,015	38%	118,161	17,996	1,848	37%	51,560	6,377	1,111	36%	33,691	5,849	
	Envelopes	442	9%	7,771	3,264	323	7%	5,943	2,571	141	8%	2,763	1,129	
	Fasteners	473	7%	1,681	577	273	12%	783	252	168	7%	560	121	
	Labels	715	6%	6,709	3,076	398	8%	4,102	1,761	287	8%	1,675	709	
	Paper	2,602	7%	36,324	15,535	1,555	8%	23,883	10,362	1,021	7%	18,272	8,157	
	Storage	1,619	8%	100,492	7,104	1,000	7%	79,791	9,131	539	7%	43,560	5,044	
	Supplies	359	9%	25,741	-1,658	202	6%	19,435	339	86	6%	1,497	130	
Technology	Accessories	1,578	9%	87,105	20,736	881	7%	48,191	12,707	517	8%	32,085	8,493	
	Copiers	117	19%	69,819	24,084	70	15%	46,829	18,990	47	9%	32,880	12,544	
	Machines	217	29%	79,543	2,141	141	35%	60,277	703	82	27%	49,419	541	
	Phones	1,685	15%	169,933	23,837	1,003	16%	91,153	11,766	601	15%	68,921	8,912	

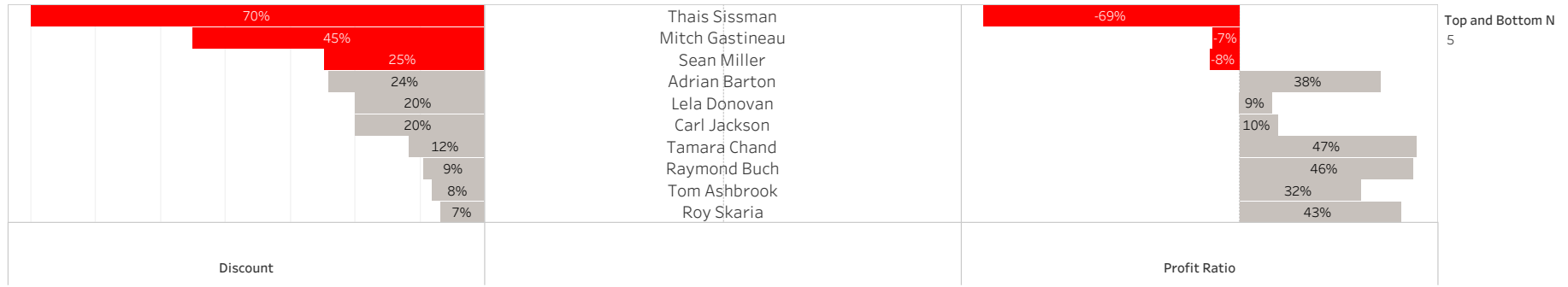
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