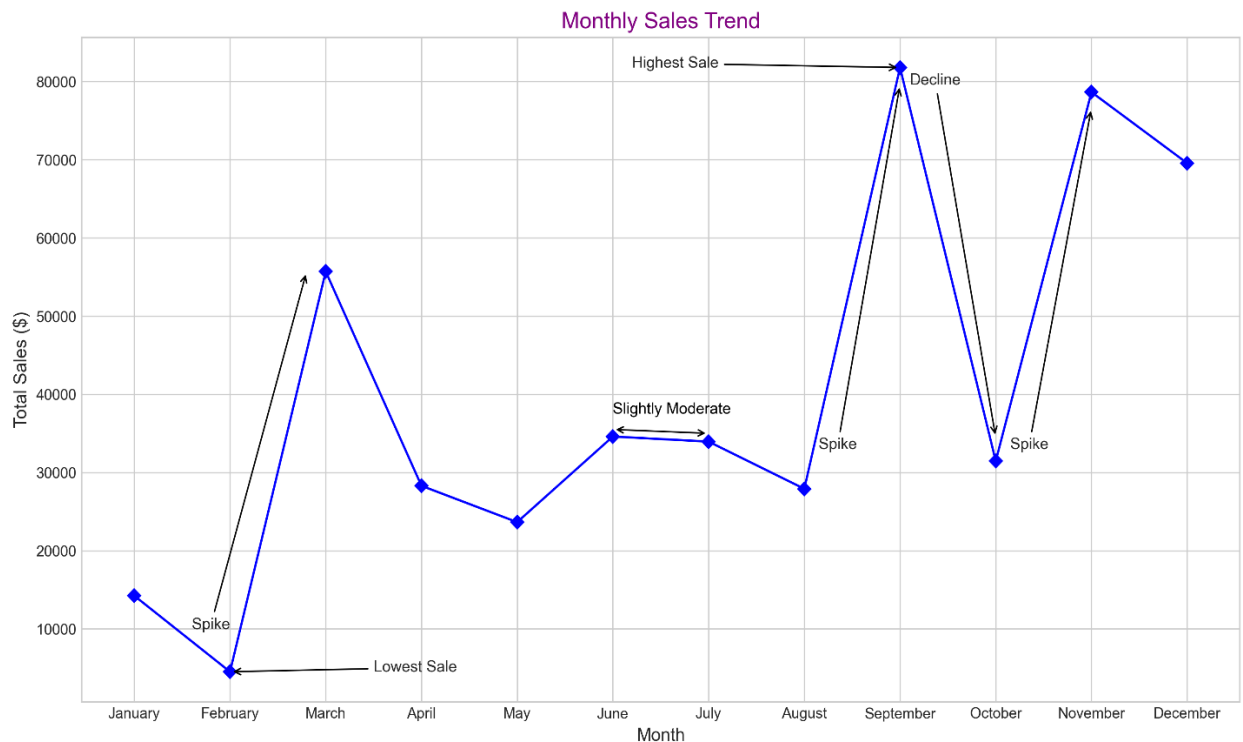


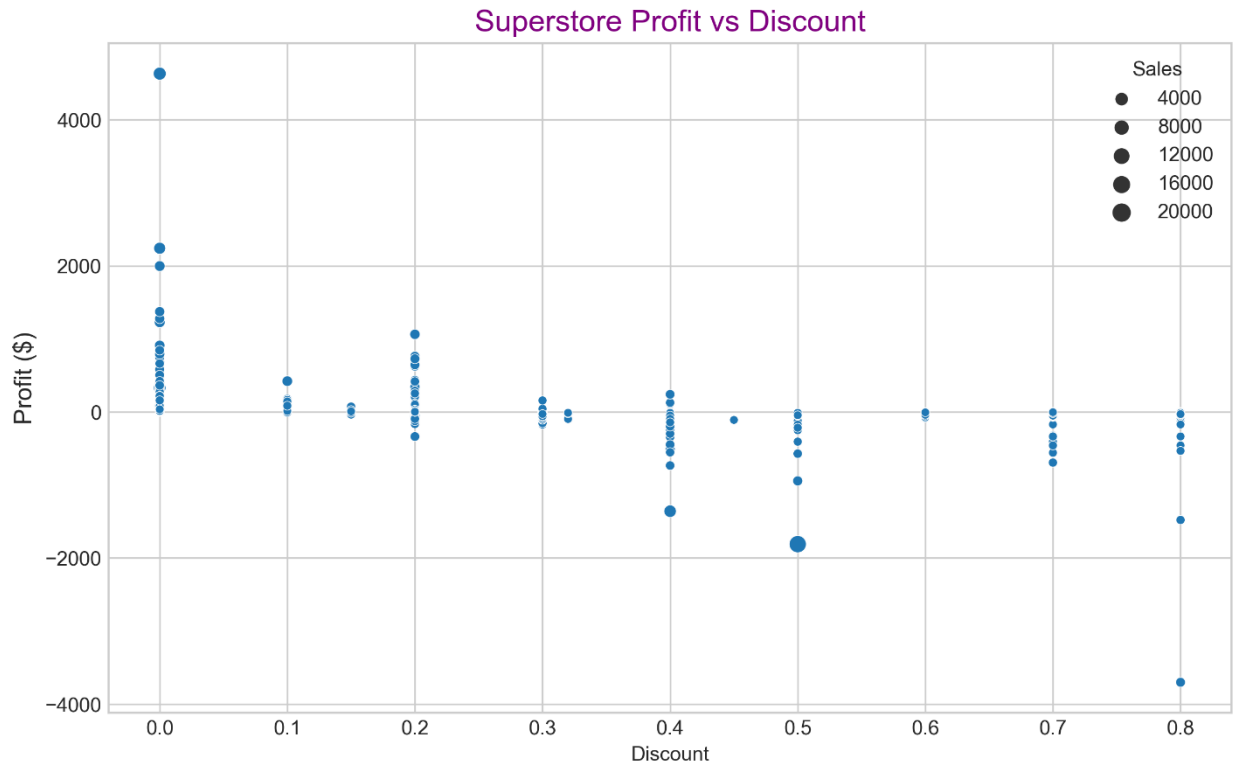
## Key Findings from the EDA done on the Superstore

- 1) The total sales and total quantity sold in 2014 are \$484,247.50 and 7581 respectively.
- 2) The top 5 selling products and total sales generated are: -
  - I. Cisco TelePresence System EX90 Videoconferencing Unit: - \$22,638.48
  - II. Lexmark MX611dhe Monochrome Laser Printer: - \$11,219.93
  - III. HP Designjet T520 Inkjet Large Format Printer - 24" Color: - \$9,624.95
  - IV. Ibico EPK-21 Electric Binding System: - \$9,449.95
  - V. High Speed Automatic Electric Letter Opener: - \$8,187.65
- 3) The region with the highest revenue is West (\$147,883.03) and lowest is Central (\$103,838.16)



- 4) The month with the highest sales was September, reaching a total of \$81,777.35, while the lowest sales occurred in February, amounting to \$4,519.89. Notable surges in sales took place from February to March, August to September, and October to November. However, a decline in sales was observed from September to October. In contrast, the change in sales from June to July was slight and not significant. (Referencing the Monthly Sales Trend above)
- 5) The Superstore Profit vs. Discount image below reveals key insights about profitability and pricing. It indicates that offering no discounts (0%) consistently yields the highest profits,

resulting in greater margins, as the sales price typically exceeds the cost price. Conversely, discounts of 20% and higher frequently lead to losses, with significant declines observed in some cases, for instance, a 0.8 discount resulted in a loss exceeding \$8,000, where the sales price often falls below the cost price.



## **Recommendation**

- 1) Optimize Discount Strategy
- 2) Focus on High-Performing Regions
- 3) Streamline Shipping
- 4) Revamp Underperforming Categories
- 5) Leverage Seasonal Trends
- 6) Investigating Profit Outliers

By refining discounts, optimizing shipping, and targeting underperforming segments, the store can unlock significant growth in 2015.

Note: Check the Python file for more information.