

WELCOME

Sales vs Profit Analysis

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Updated on 05/04/2022

OBJECTIVE OF CASE STUDY

- Study sales, profit analysis of superstore customers
- Answer how company can improve their key performance.

DATA CLEANING

- Data was cleaned and organized using excel
- Few columns were removed like customer id as we have customer name is available.
- It is clean data, no missing values NA noted.

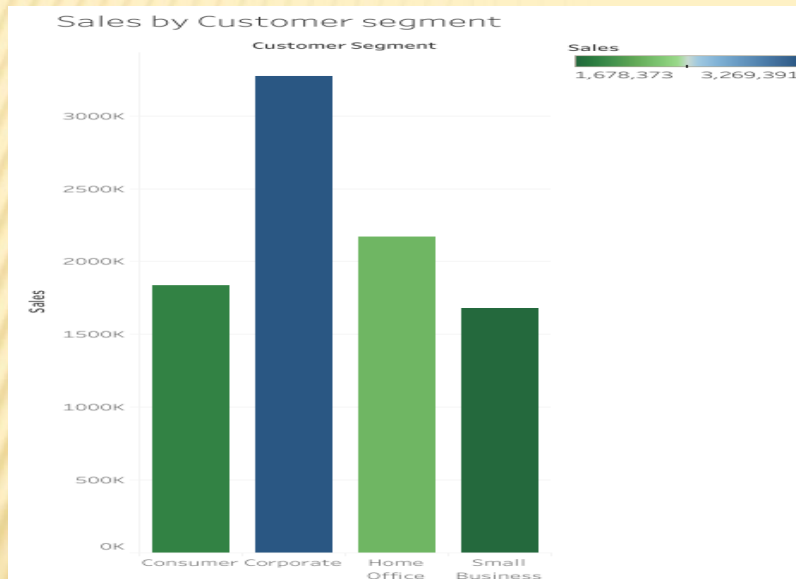
DATA MANIPULATION

- Sales and profit were analyzed per state to compare.
- Next we looked at customer segment sales vs profits by different segments
- Regional sales vs profits calculated.
- Finally Product category profits vs shipping cost analyzed.

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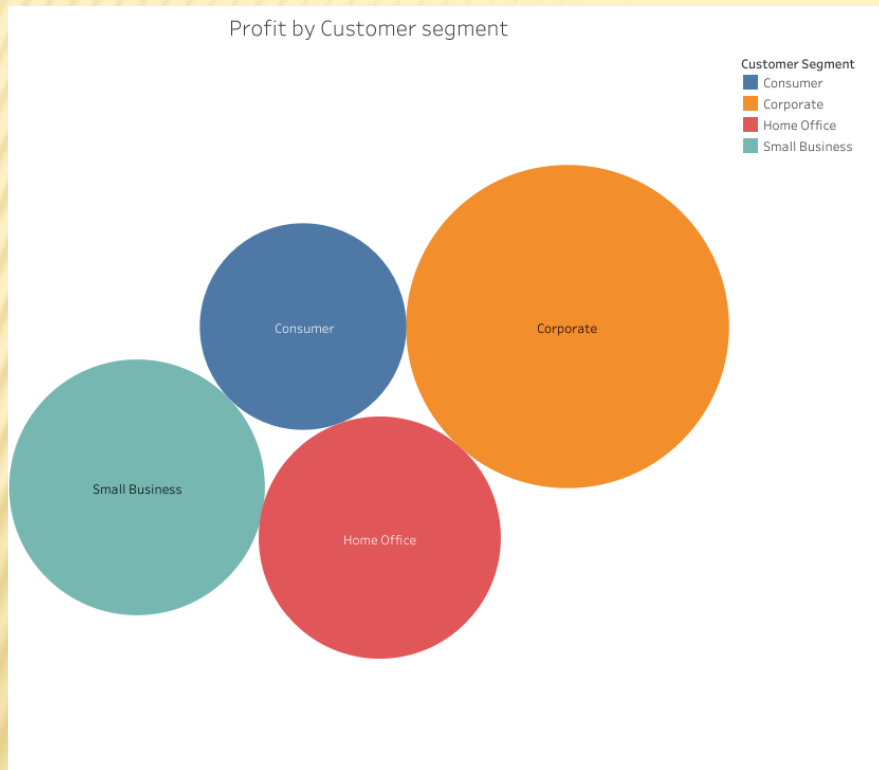
- Sales were up in California, Illinois and New York.
- Where as Montana, Nebraska south Carolina had some of the lowest sales.

ANALYSIS



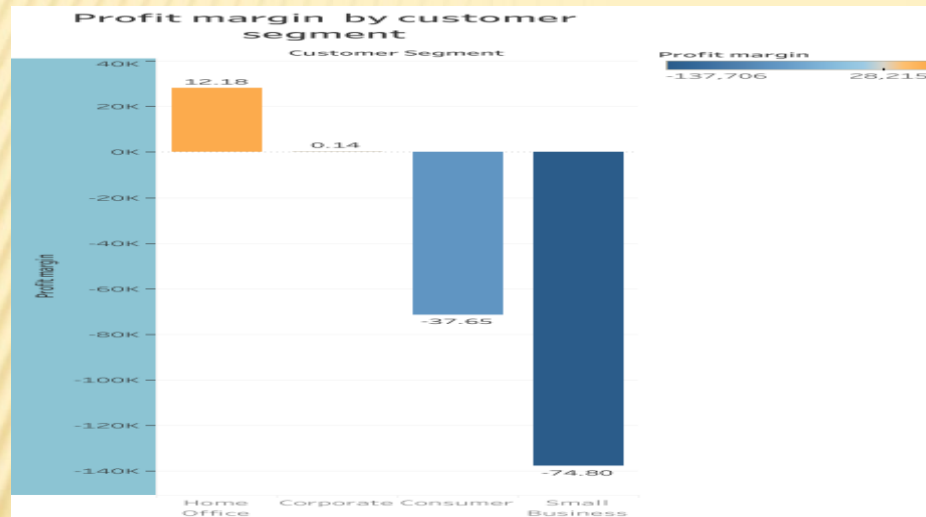
- Corporate segment had more sales than any other segment almost twice of small business.
- This a place to look at further details on to increasing sales

PROFITS BY CUSTOMER SEGMENT



- ❑ Corporate segment made highest profit.
- ❑ We need to look further to see overall margin, expenses to calculate net profit to understand these numbers.

PROFIT MARGIN BY CUSTOMER SEGMENT



- Even though Corporate segment had very good sales, profit margin is around .14% only, whereas small business had medium sales and profit, profit margin is (74%)

FINDINGS

- ✖ Sales and profit margin don't have direct relations
- ✖ Corporate segment is dd well with sales and profit but overall near flat,
- ✖ Small business segment had medium sales, medium profit ended up in (75%)
- ✖ Home office segment was the best for profit margin overall with 12%.

FINDINGS....

- We need to look at the discount given to corporate segment to calculate expenses
- Need to analyze shipping cost for large items sent to these clients
- Small business, consumer segments are in negative profit, focus should be on overhead, operating expenses along with discounts.

SUGGESTIONS

- ❑ Company should look further into home office segment to see how we can increase sales as that is our highest profit margin segment.
- ❑ Further assess Small Business segment to see why we have (74%) profit margin, cut down expenses to bring to positive territory.
- ❑ Company need to analysis further on corporate expenses and reduce them to improve profit margin.

REFERENCES

- Datasets from [kaggle.com](https://www.kaggle.com)

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