# America Market Sample Superstore From 2015 - 2018
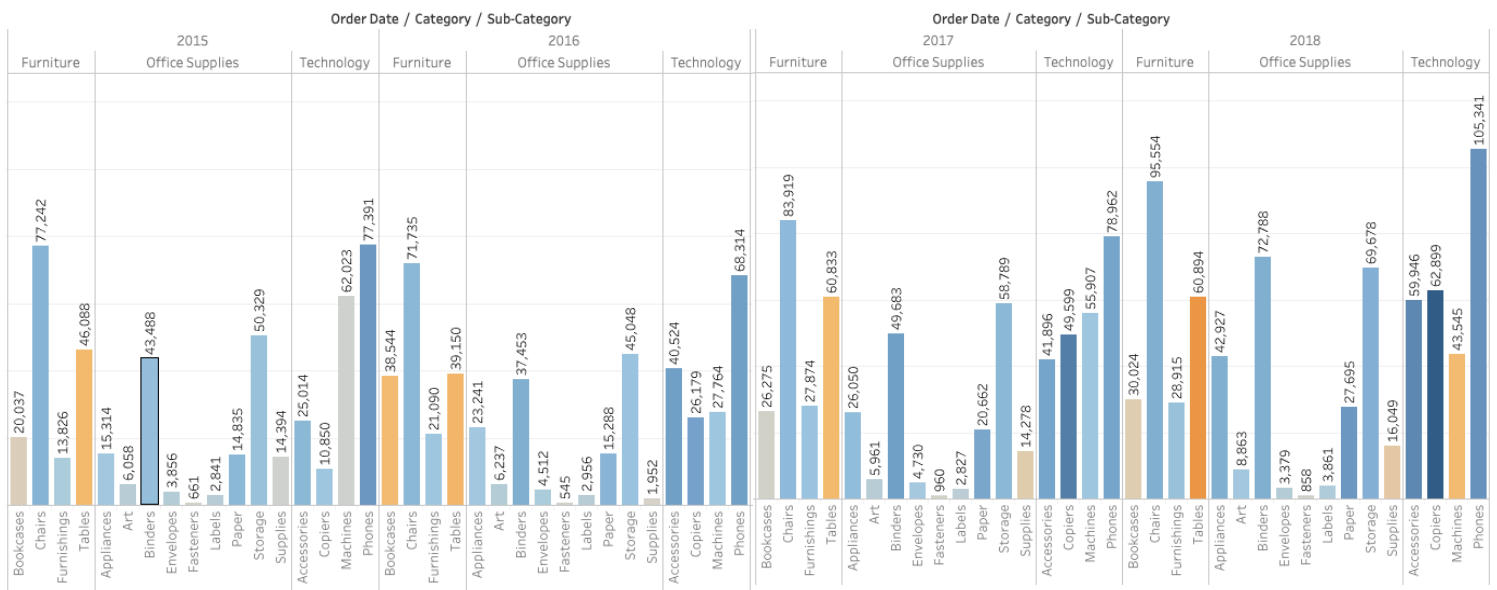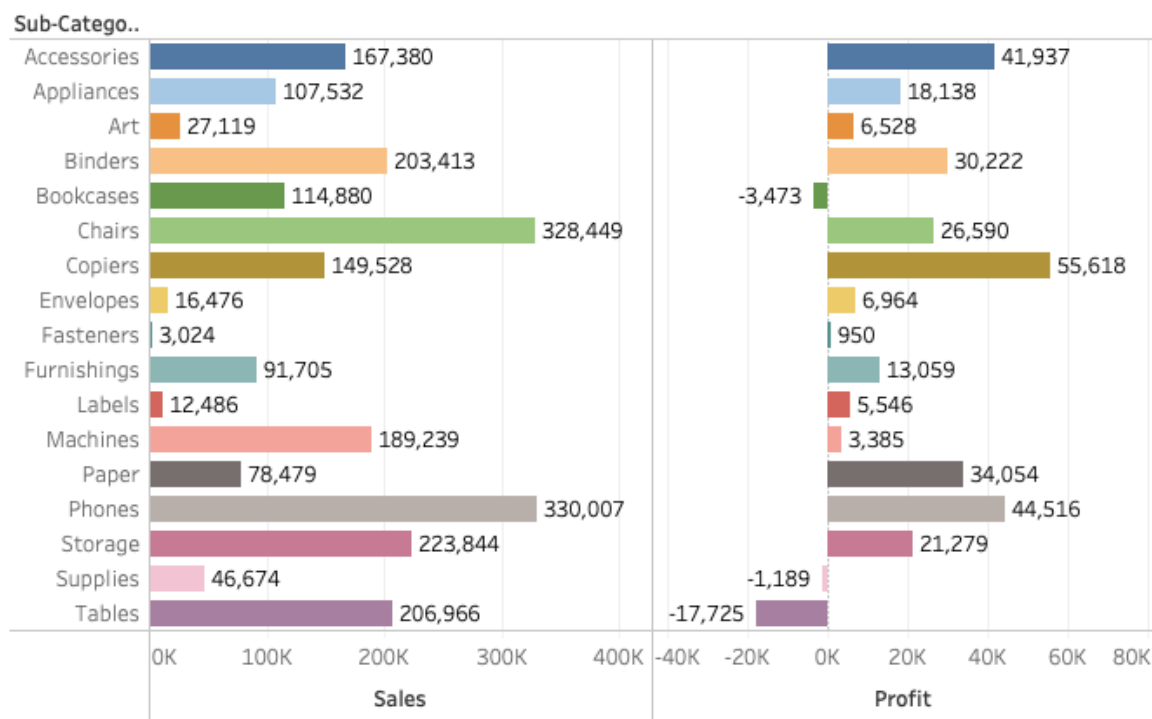## Sales Performance By Region And Month Report
JIALIU

## Check All Data

From 2015-2018 compare with sales performance and profit, view of sales by category and sub-category we can see that bookcase, machine, tables, supplies are always losing money.



Compare performance and profit in sub-category

# Sales And Profit Analysis

From 2015-2018, we took out all the loss-making items for an analysis.

Question 1:Why tables and bookcases from 2015-2018 keep losing the money.
Solution and suggestion: Check the transaction record in the past 4 years, check the shipping mode cost. Cause we still not profitable from these 2 items, I suggest stop selling tables and bookcases or cut inventory.

Question 2:Why supplies from the 2016 beginning deficit.
 Solution and suggestion: Working with the marketing team and transaction record. I suggest stopping stocking, cut inventory, or stop selling this item.

Question 3:Why machines were profitable in 2015-2017 but started to lose money in 2018. We need to find out the reason why machines start losing in 2018?
Solution and suggestion: Maybe because of changing the sales plan and change the shipping mode or other reasons? Do we need to think about whether to change the sales plan or stop-sale this item in some of the states?
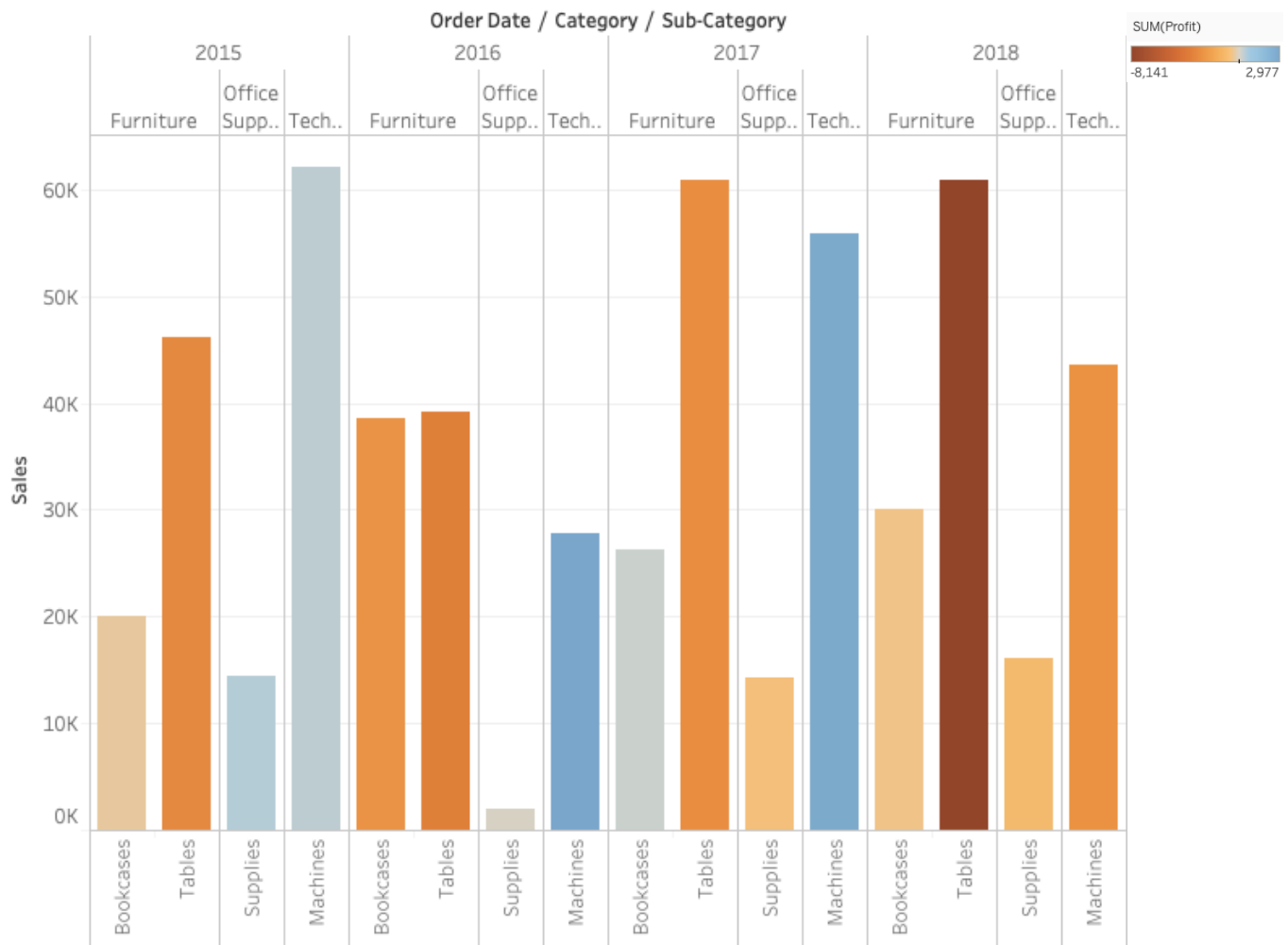
# Year Over Year Growth Analysis

We can clear to see 2018 Nov. our sales volume higher than 2017 Nov., the sales volume rate higher than 53.7%. We can see from 2018 the sales volume in August is much higher than 2015-2017. We need to find out why we increase so much in 2018? Special in 2018 August and November, why we increase too much? Which part did we change to help sales volume?



| Month of O.. | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|
| January | | 27.7% | 2.0% | 137.1% |
| February | | 164.4% | 92.3% | -11.7% |
| March | | -30.5% | 33.5% | 13.8% |
| April | | 20.9% | 13.3% | -5.8% |
| May | | 27.4% | 89.1% | -22.3% |
| June | | -28.3% | 62.7% | 31.3% |
| July | | -15.3% | 36.5% | 15.3% |
| August | | 32.2% | -15.7% | 102.9% |
| September | | -21.0% | 13.6% | 19.7% |
| October | | -0.2% | 90.1% | 30.3% |
| November | | -3.4% | 4.5% | 49.2% |
| December | | 7.7% | 29.5% | -13. |

✓ Keep Only   ✗ Exclude

2 items selected · % Difference in SUM(Sales): **53.7%**

# Four-year performance

Compare with 2015, we can see each of region year over the year growth rate, East every year than 2015 is increasing, central is 2017 growth fast than the other region, we can to know what happened in 2017 and why growth so fast than the other region, and also higher than 2016 and 2017, do we have a big sale or the other promotion?
*Solution and suggestion*:need working with the marketing team, find out the 2017 central area promotion and which kind promotion.

| | Region | | | |
|---|---|---|---|---|
| Year of Ord.. | Central | East | South | West |
| 2015 | 103,838 | 128,680 | 103,846 | 147,883 |
| 2016 | 102,874 | 156,332 | 71,360 | 139,966 |
| 2017 | 147,429 | 180,686 | 93,610 | 187,480 |
| 2018 | 147,098 | 213,083 | 122,906 | 250,128 |

| | Region | | | |
|---|---|---|---|---|
| Year of Ord.. | Central | East | South | West |
| 2015 | | | | |
| 2016 | -0.93% | 21.49% | -31.28% | -5.35% |
| 2017 | 43.31% | 15.58% | 31.18% | 33.95% |
| 2018 | -0.22% | 17.93% | 31.30% | 33.42% |

# Performance Furniture Category

Basie on the data we have, we can get more information to know which states have good profit, we can clear to see several markets for furniture seem to have the same problem of deficit (Red and orange).We can found out Illinois, Ohio, Pennsylvania, North Carolina, Florida, Texas are negative profit.
*Question*: 1:Why we got a negative profit from these big states?
　　　　　2:Do we need to change our sales plan?
　　　　　3:Do we need to merge the warehouse to cut our costs?
　　　　　4:Do we need to stop stocking, cut inventory?
　　　　　5:Do we need to change the shipping mode?

*Solution and suggestion*: need working with the marketing team, find out this 4 years marketing strategy and still not increase performance reason also need to check with the shipping mode
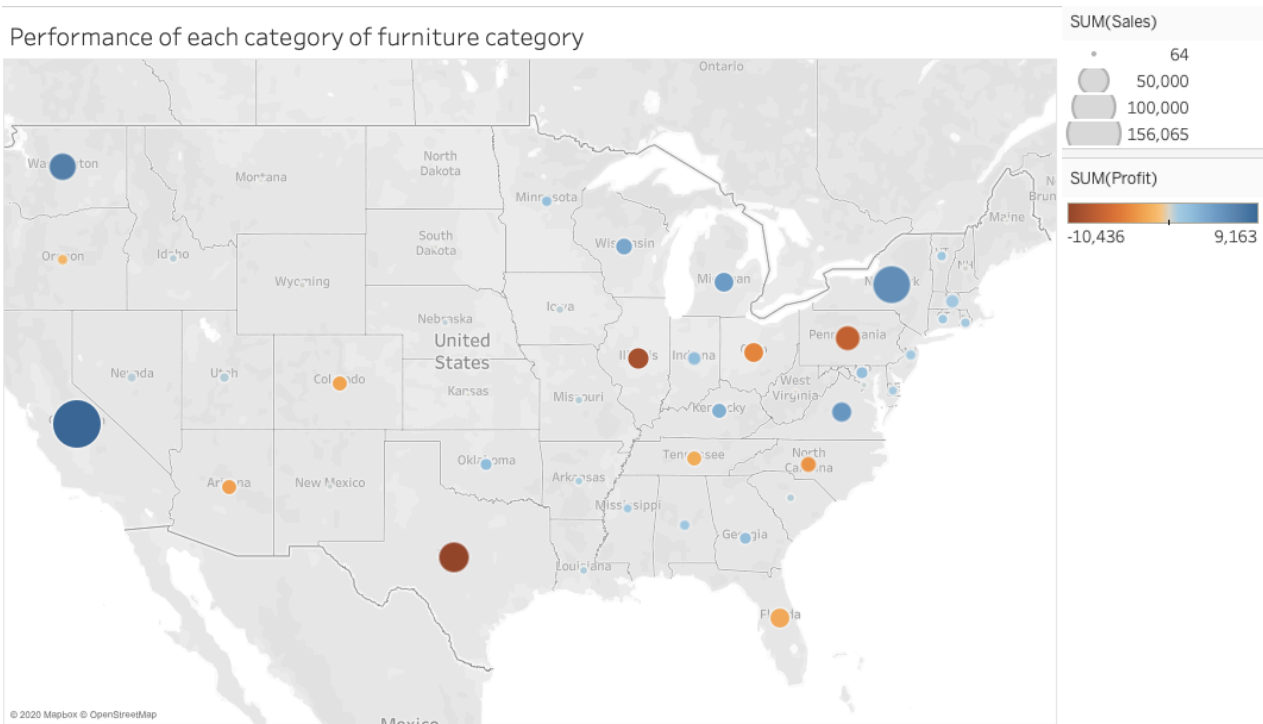


## Performance Of Different Commodities

We can see the vigorous performance of different commodities in the jurisdiction. Profits of more than $30,000 are orange, and those with less than $30,000 are blue. We also found out the Copiers are our most profitable goods. Tables are the least profitable goods, machine also use lot of cost and get less profit.
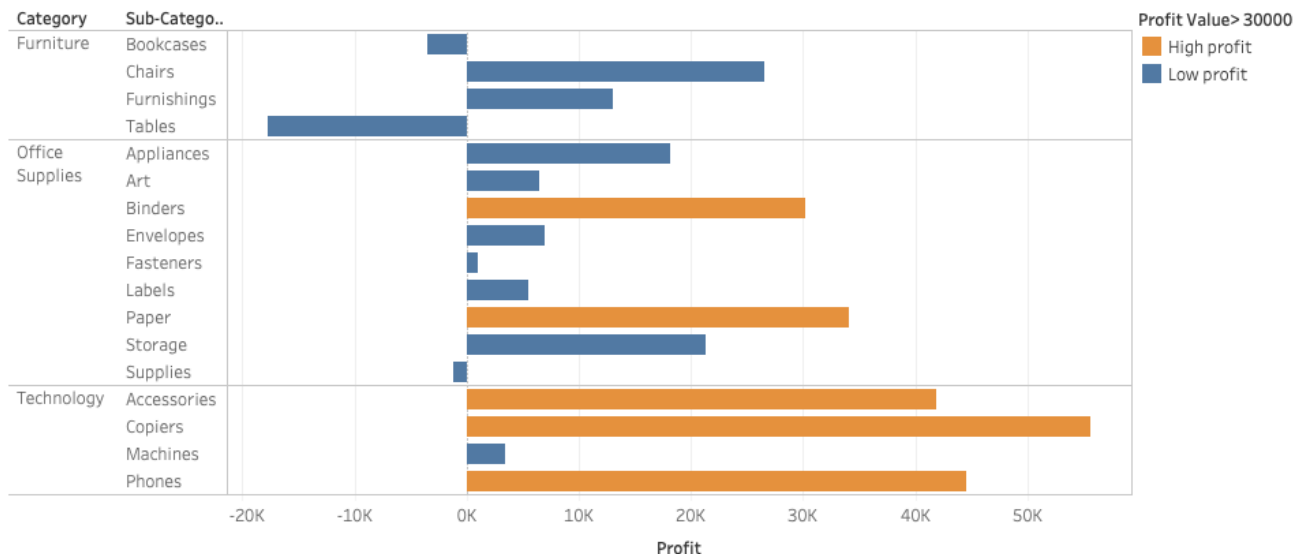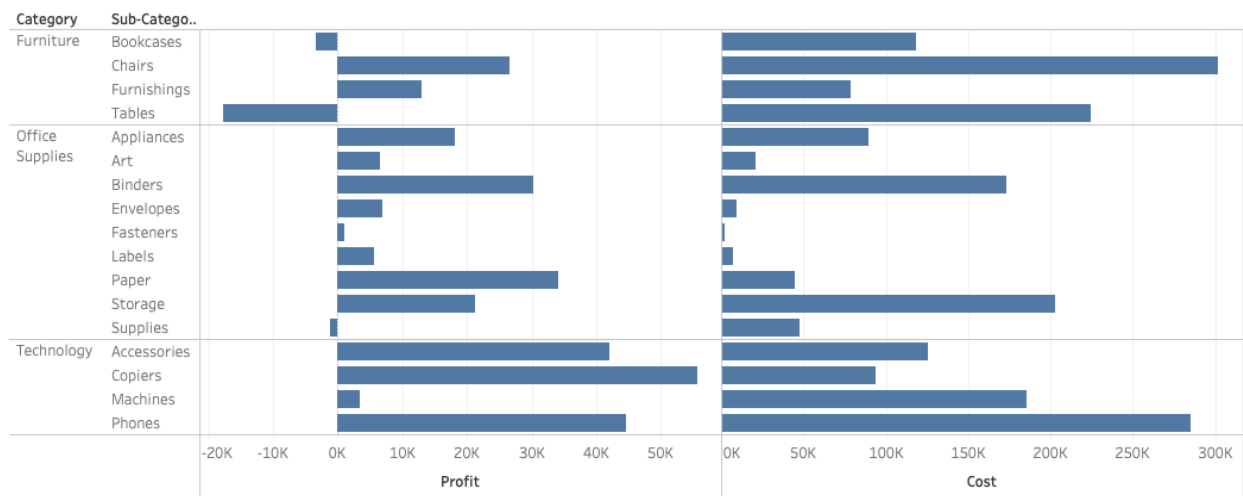
## The Growth Rate Of New Customers

The number of daily new customer acquisitions by marketers in each region and the effectiveness of the organization in expanding new business. When performance is slow, marketing activities are needed to increase potential users.

Trend graph of the number of daily new customer acquisitions in each region. Each region has been slow to grow since 2016. We need to find out why the 2015-2016 growth rate growth so fast? Why 2017-2018, not growing too much? Not enough advertising or a decrease in market share?
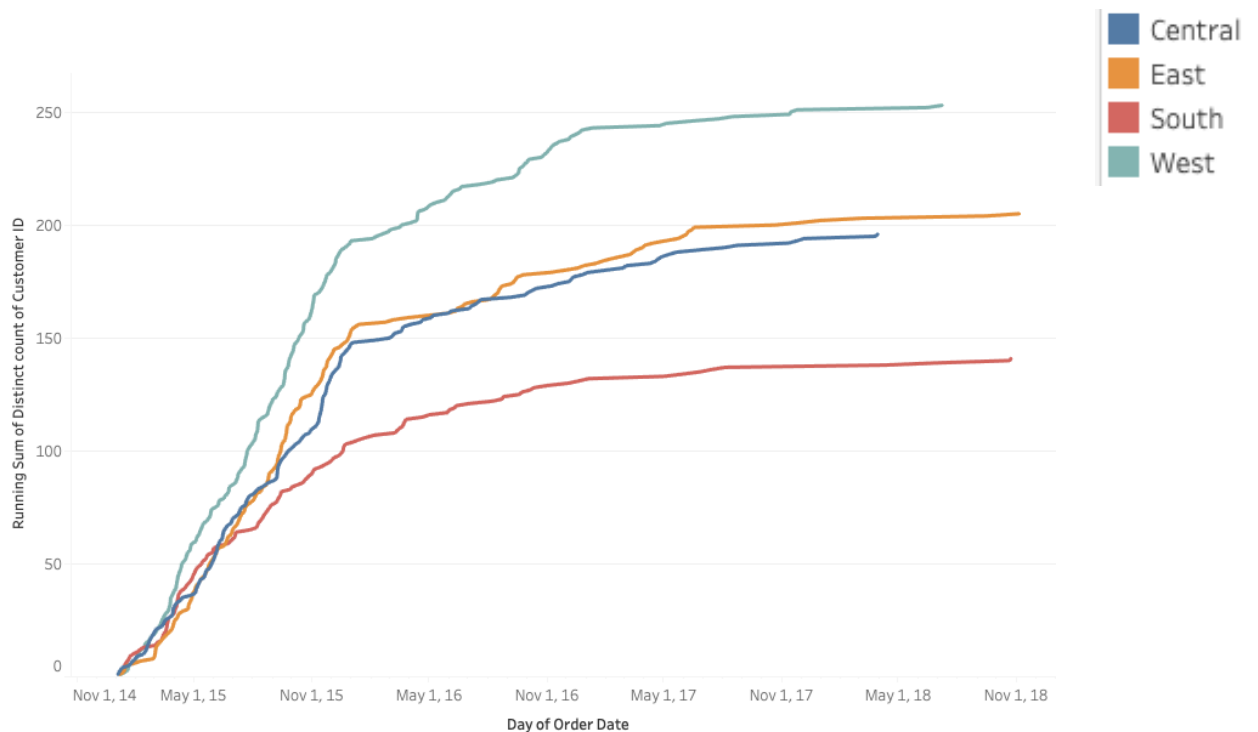
# Pareto Chart for Sales performance

From the Pareto Chart, we can know 80% of sales performance comes from 20% product, we can know which product is we can keep running and which product we can remove off.  From the chart, we can see Phones, Chairs, Storage, Tables, Binders, Machines, Accessories, and Copiers this 8 product account for 80% of sales performance.
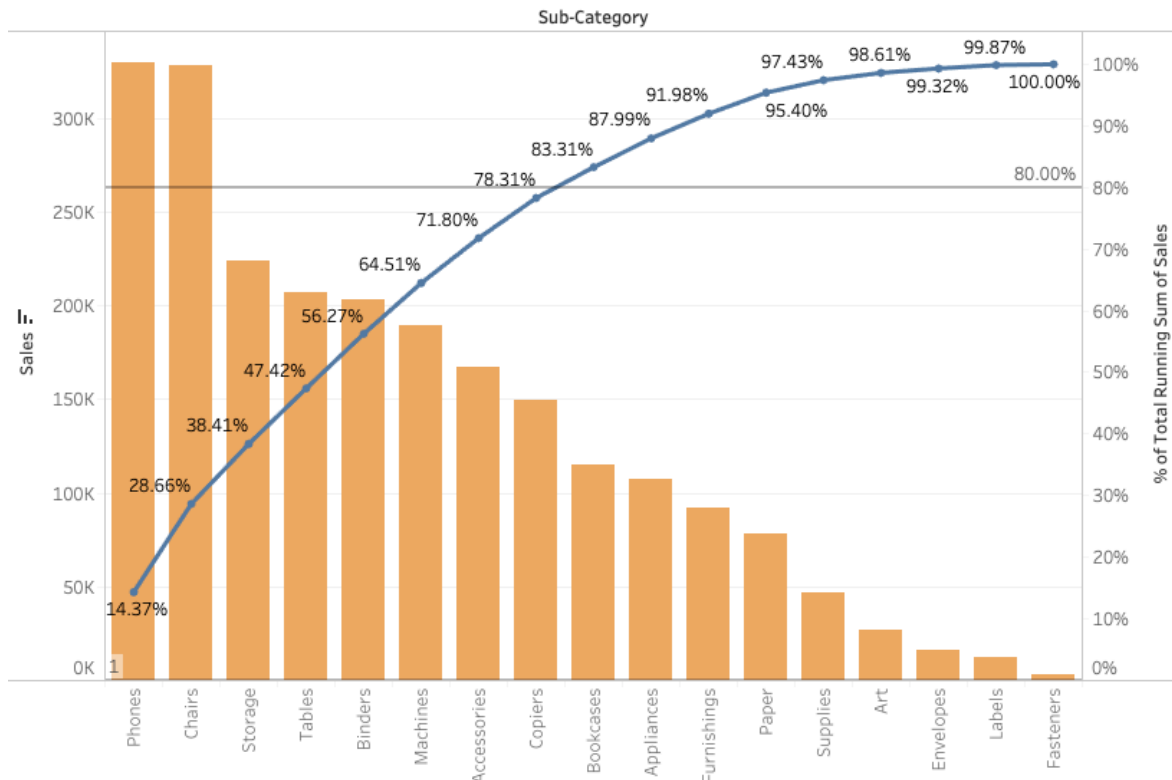


## Pareto Chart for profit

From the Pareto Chart, we can know 80% of profit comes from 20% product, From the chart, we can see Copiers, Phones, Accessories, Paper, Binders, Chairs this 6 product account for 80% of the profit.We also can find out Supplies, Bookcases, Tables is losing money. We need to stop selling this 3 product, Supplies, Bookcases, Tables, but before stop selling the product we  need to know why we lost a lot of profit from this 3 product, maybe we can find solution for them.

## Sub-Category



## Sub-Category
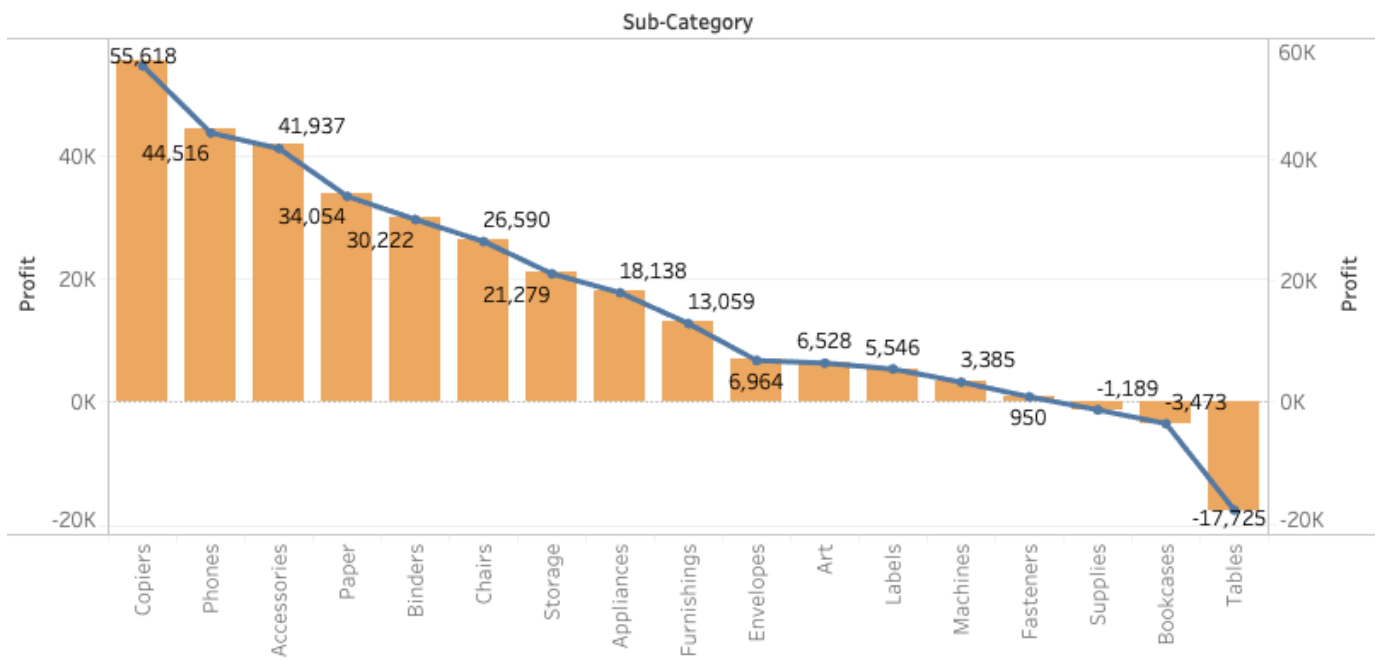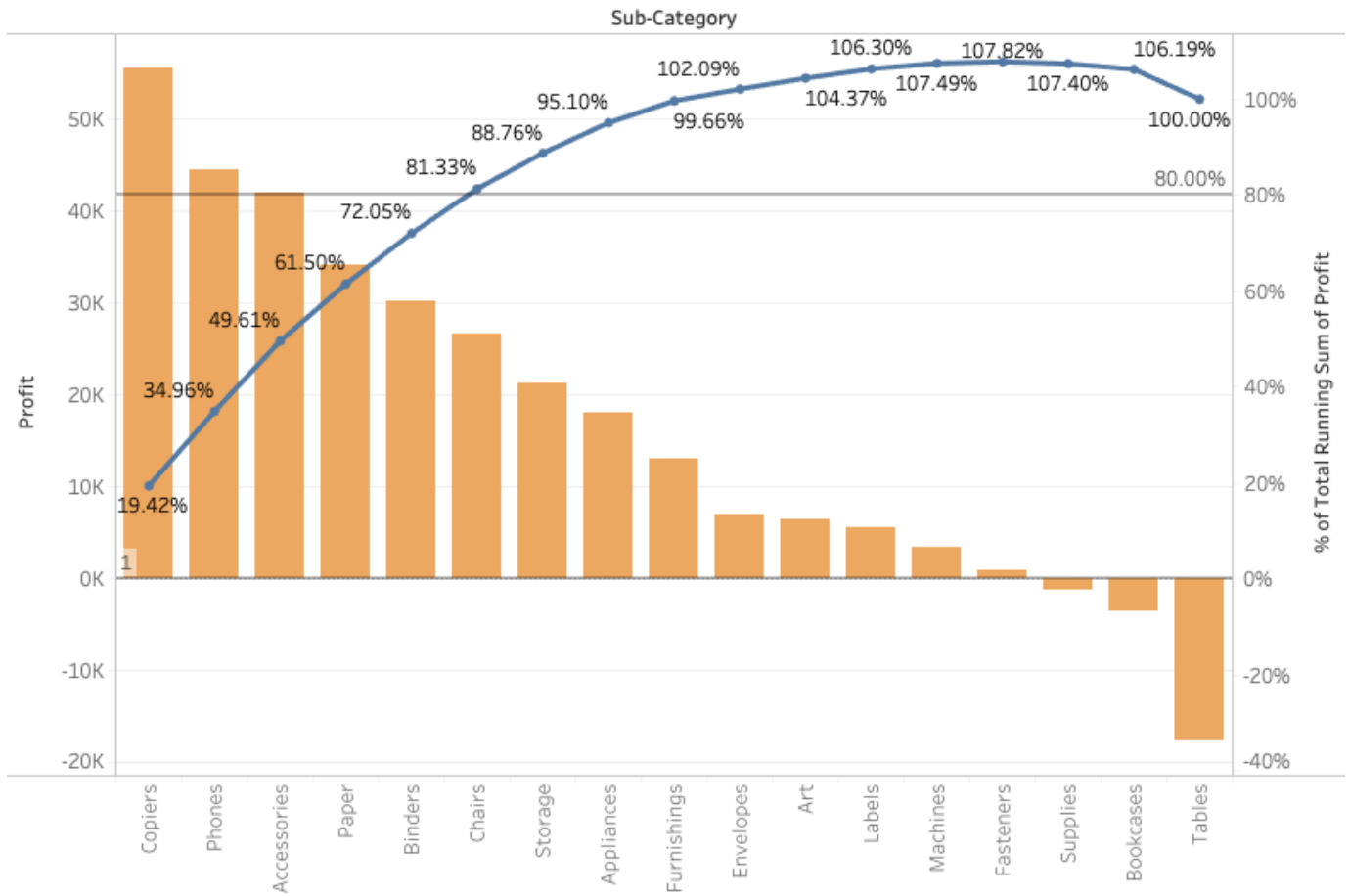
# Sales Level

We need to know whether sales volume and profit are positive rate，all sales higher and the company's profit performance is better. We found out the performance of tables is high but the profit is very low. If we still keep selling tables the more money lost, we need to know what's happened and how to solve this problem.

## Sub-category with profit
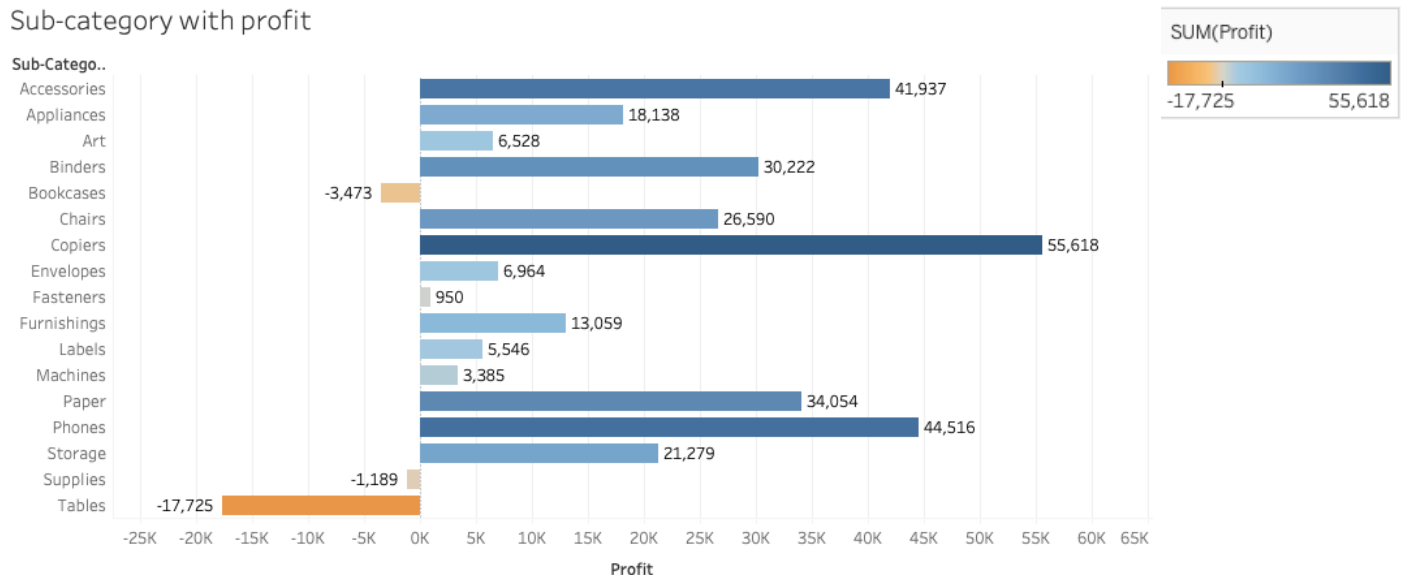


Now we finally know why we has low profit in this 3 product, we can clear to see from 2015-2018, tables' low profit because of shipping mode, we need to change the shipping mode or increase freight, for example, if the customer buys the table they need to pay the shipping fee separately.

## Deficit Sub-Category with ship mode