

Superstore Report (2023-2024)

Product & Sales Analysis Report (2023–2024)

This report offers a detailed breakdown of sales performance and product analytics from **the years 2023 and 2024**. It captures key trends across regions, product categories, customer segments, and subcategories.

Sales Overview

Over the two years, the total sales reached approximately ₹5,14,290, with an overall profit of ₹92,310. Sales trends revealed significant spikes in April and October, which may be linked to seasonal demand or promotional efforts.

- **Top Performing States:**

- **California: ₹1,16,190**
- **New York: ₹1,07,250**
- **Texas: ₹1,03,820**

- **Top Regions:**

The South region led the chart with the highest sales overall.

In terms of profit, the three main product categories—Furniture, Office Supplies, and Technology—performed fairly and evenly. Office Supplies had a slight edge, contributing the most to overall profit.

- **Category-wise Profit Distribution:**

- **Office Supplies: ₹31,570**
- **Furniture: ₹30,220**
- **Technology: ₹30,520**

The most profitable sub-categories were:

- Sofas
- Binders
- Paper

These sub-categories showed strong returns, likely due to consistent demand and effective pricing.

Customer Segment Insights

Customer segments were distributed across categories, but corporate clients stood out in the Furniture category with consistently high purchases. The Consumer, Small Business, and Home Office segments showed a more balanced mix across categories.

Product Performance Overview

The South region was the best-performing region in terms of product sales, contributing over ₹1,32,740. Among individual states, California led with ₹29,891, followed by Texas and New York.

- **Top Categories by Sales:**
 - **Furniture: ₹10,949**
 - **Technology: ₹9,697**
 - **Office Supplies: ₹9,244**

Within the Furniture category, Bookcases, Sofas, and Tables were the highest revenue-generating subcategories.

Discount Trends

Discounting was fair and consistent across product lines:

- Most subcategories received an average discount of 10%.
 - Staplers and Phones had slightly higher discounts at 11%.
 - No category exceeded the 11% average, showing a uniform discounting approach.
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Order Volume Analysis

Product demand in terms of quantity was well-distributed, with Furniture topping the list:

- **Furniture: 1,873 units**
- **Technology: 1,832 units**
- **Office Supplies: 1,786 units**

This balance in volume reflects a diverse range of customer needs.

Monthly Trends

Sales across months revealed a few key highlights:

- April and October saw significant surges in sales—especially in Furniture and Office Supplies.
 - Technology showed a stable performance throughout the year, with less fluctuation than other categories.
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Conclusion

To summarize, the company demonstrated great and consistent success in both sales and product delivery. The South and California made significant contributions, with furniture emerging as the best-performing category in terms of revenue and units sold.

The discount approach remained balanced, and demand from all client segments was strong. These data highlight to potential for improving marketing during peak months, keeping inventory for key sub-categories, and refining customer-targeting techniques for sustainable growth.