



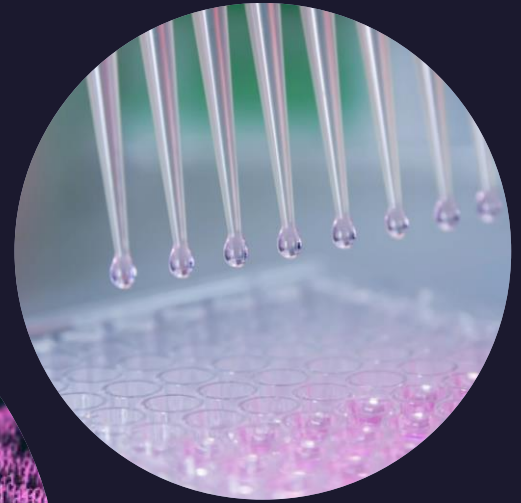
# Superstore Chain Data Analysis

Tanya Duchane



# About Me

- Former Biotech Lab Technician
- Student of Data Analytics
- Obsessed with Cats; currently have 2
- Criminology & Criminal Justice Enthusiast
- Video & Board Game Enthusiast







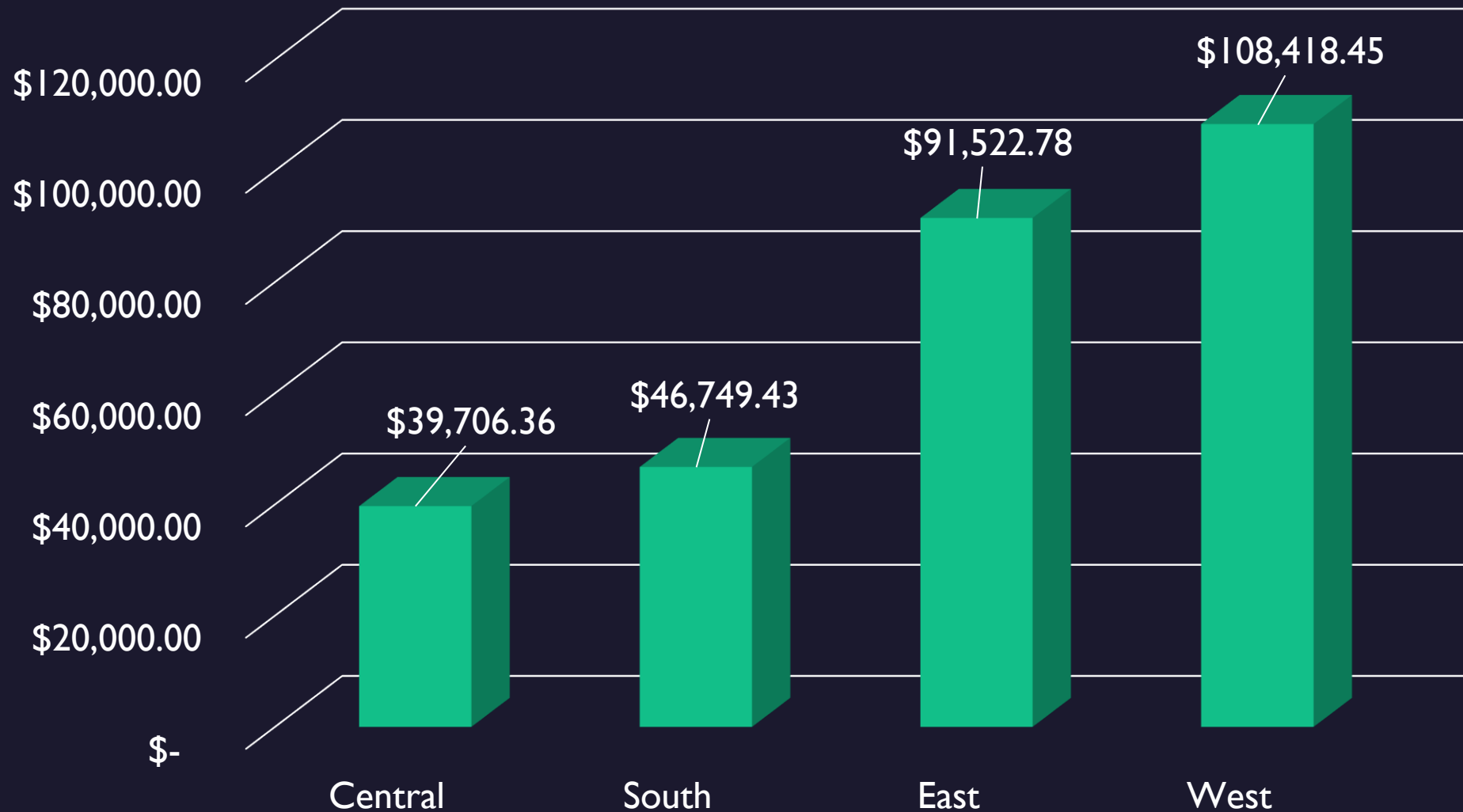
# Business Objective

- Identify which products, categories, and locations are performing well and which are not performing well so that the business owners can better define their target customers and develop a comprehensive marketing plan.

# Profits & Sales

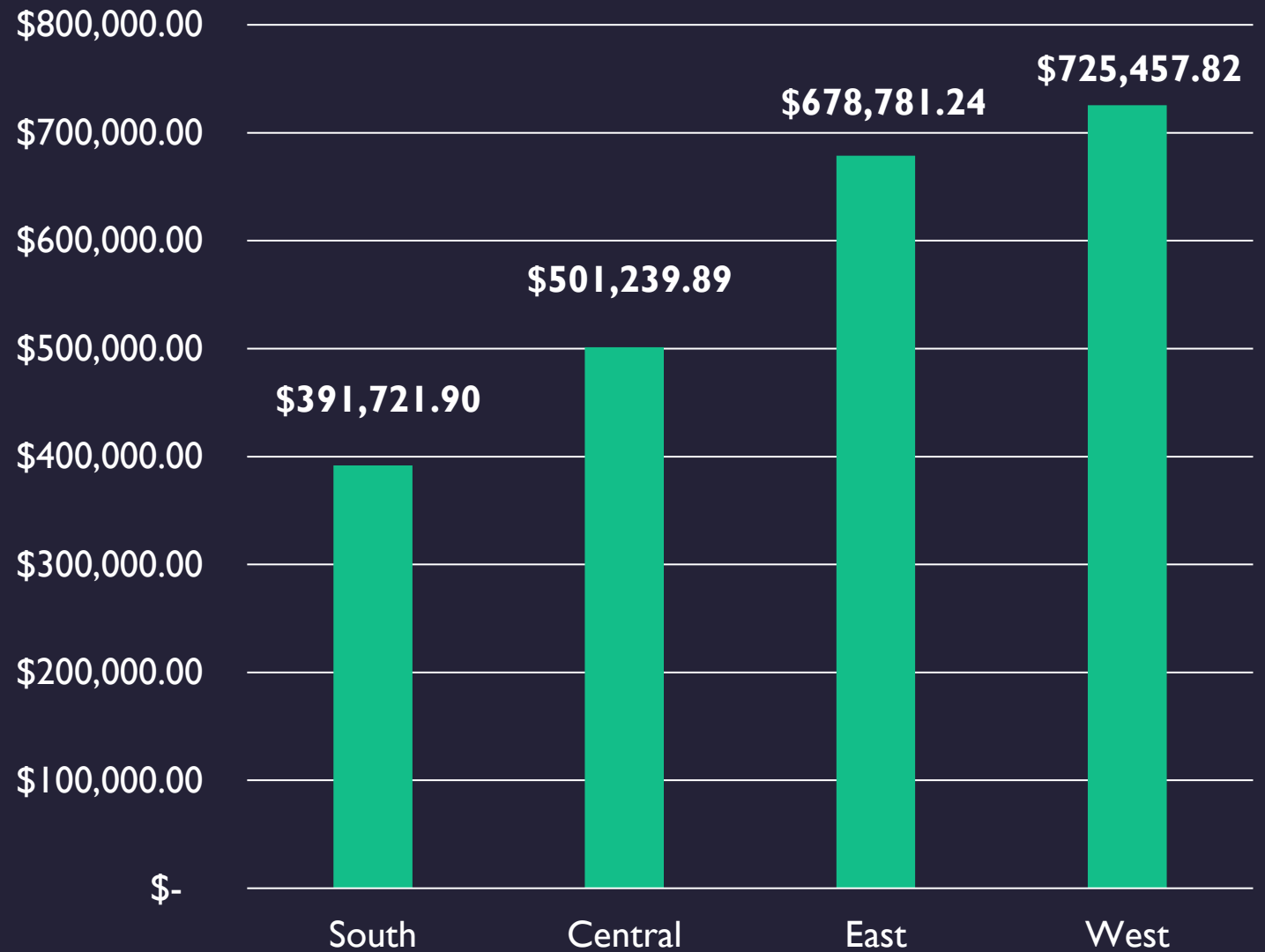
- Central & Southern Region Locations are underperforming in total profits

## Total Profits by Region



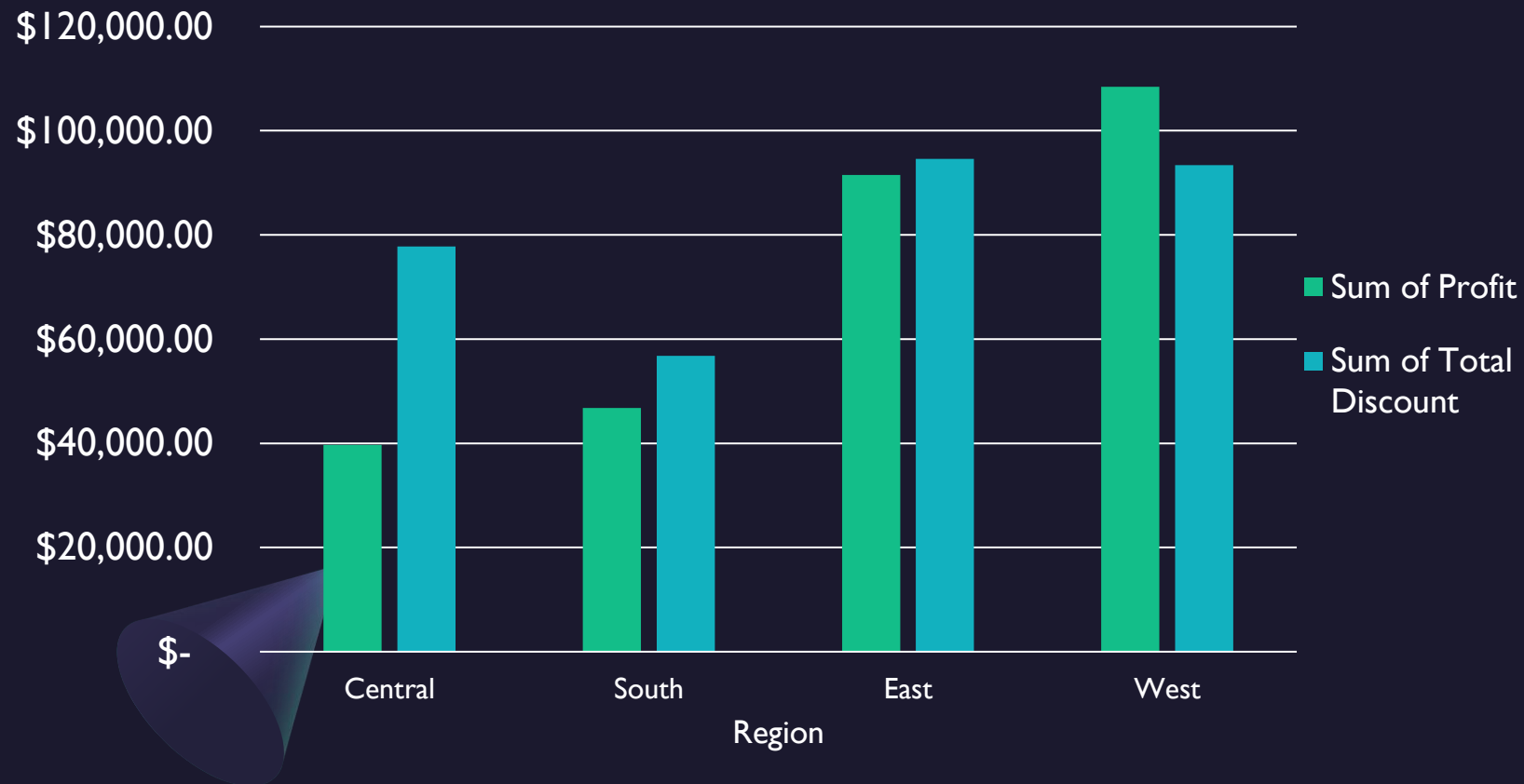
The Southern and Central region locations are underperforming in total sales.

## Total Sales By Region

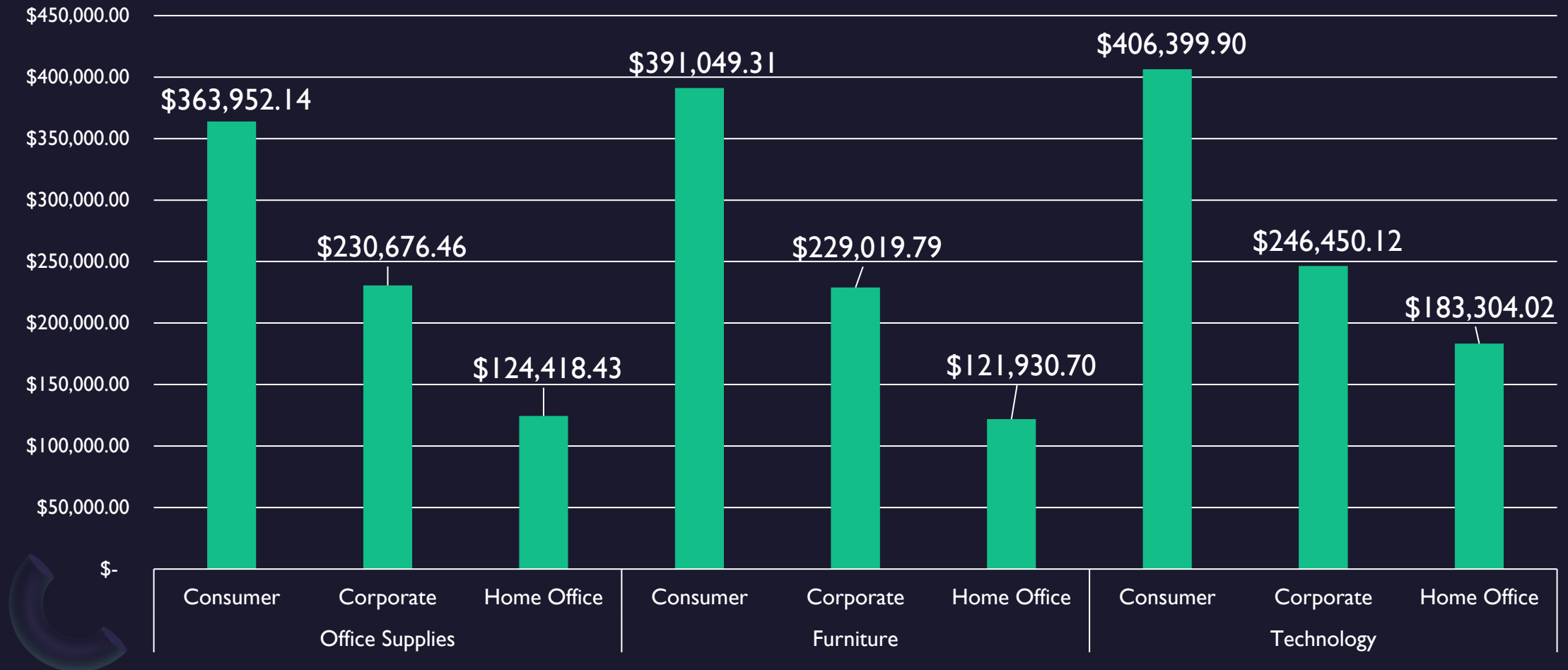


# Total Profits Vs. Total Discounts

- As you can see, the discounts given in the Central, Southern, & Eastern Region locations are higher than the sum of profits.
- Central region locations should lower the total amount of discounts offered, or lower the discount percentage on most expensive products.



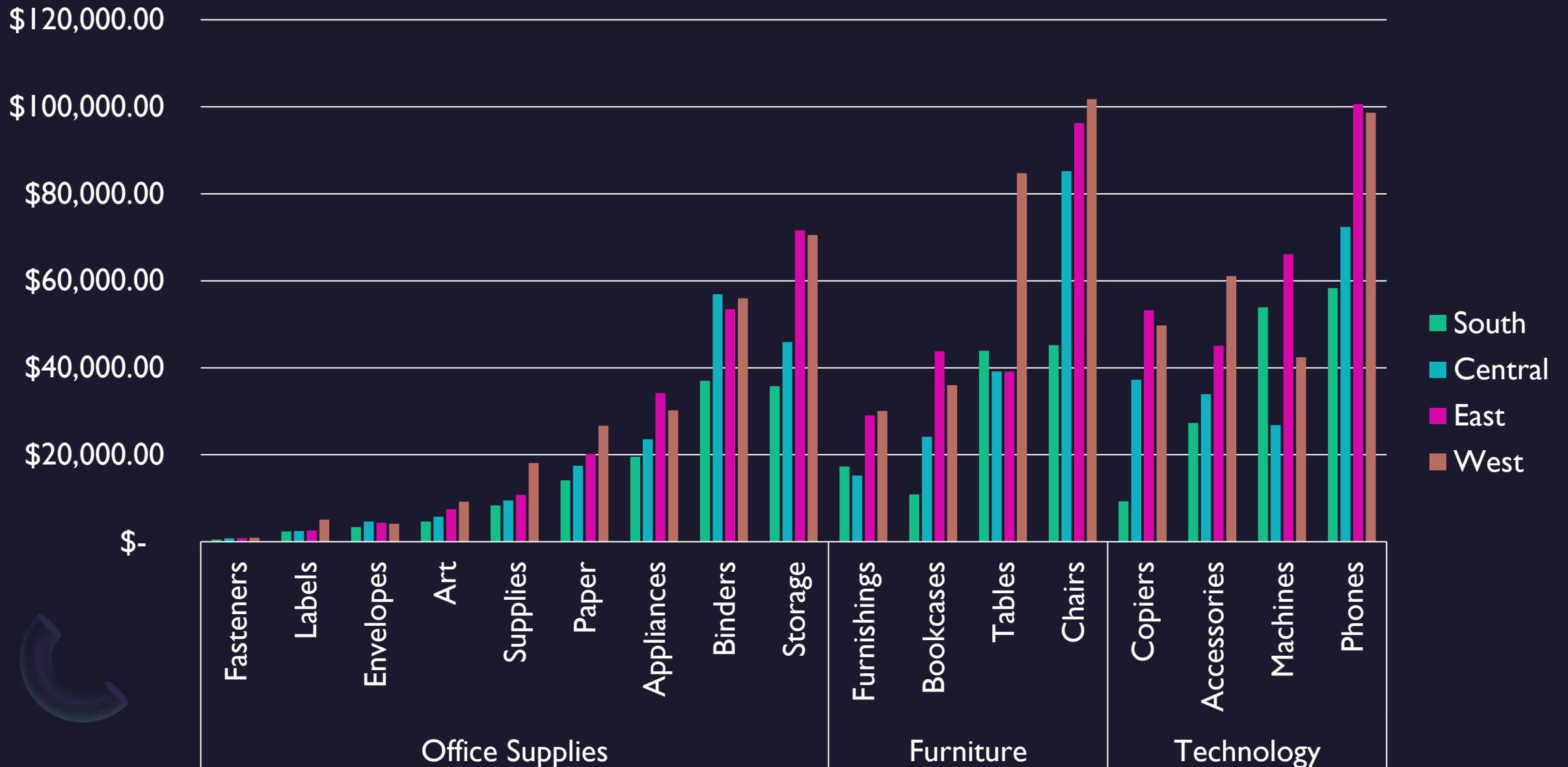
# Total Sales by Segment



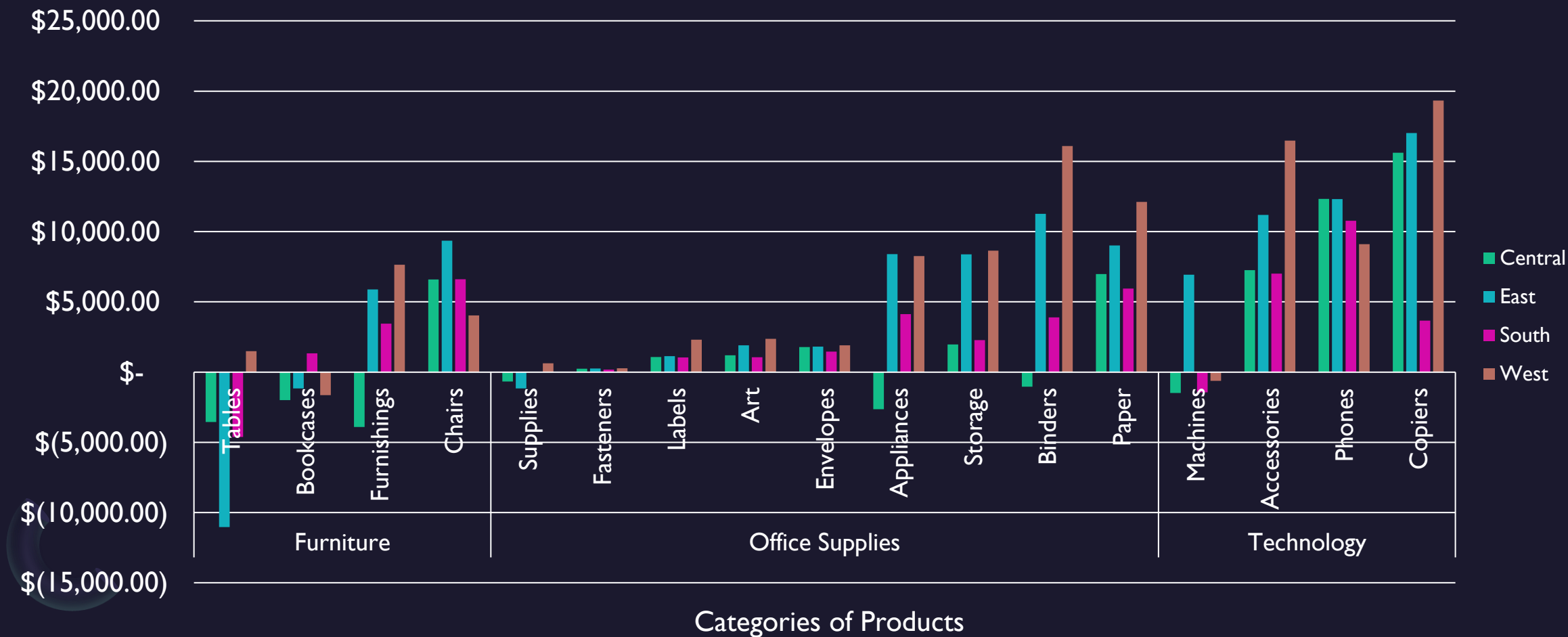


# Performance Breakdown by Product Category

# Sales by Category



# Total Profits by Region & Category

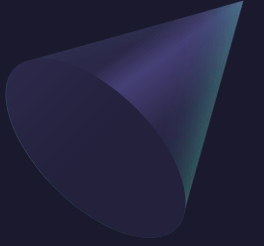


# Product specific observations by Region

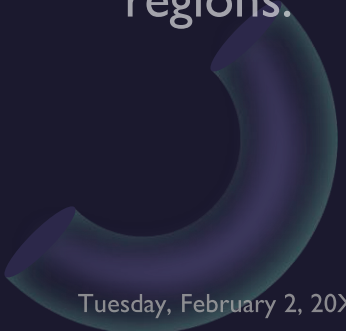
- Central region locations lost profits on tables, furnishings, appliances, binders, and machines.
- Eastern region locations lost profits on tables bookcases and supplies.
- Southern region locations lost profits on tables and machines.
- Western region locations lost profits on bookcases and machines.



# Recommendations



- Decrease the amount of discounts offered at the Central, Southern and Eastern locations to increase profits.
- Since the East and West Regions are performing well, more resources or stock could be allocated there to further increase profits from those regions.
- Focus marketing efforts mostly towards the consumer sector since that sector consistently performs well.
  - May want to consider increasing marketing efforts towards corporate segment to increase profits.
- More marketing resources should be directed towards technology and furniture categories.



# Comments? Questions?



# Thank You

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