Super Store Dashboard Project

Business Insights

* Product segment/category analysis:

1. All the 3 categories have roughly equal **sales** by value.

But in terms of **profit**, technology and office supplies category share 95% profit among them with furniture category contributing only around 5% to the profits.

Whereas the office supplies share 2/3rd of the **quantity** sold.

1. In the **technology** category all the sub categories are performing really good in terms of profit except the machines, which has close to 0% profit.
2. In the **Office supplies** category, the supplies sub category is making a loss.
3. In the **Furniture** Category, 2 sub categories, namely Tables and Bookcases are making heavy losses.

* Most of the products in **Furniture** Tables subcategory, most of the products have negative margin.
* In the **technology** category, the **copier** sub category enjoys the highest margins. Machines is a low margin loss making sub category Overall average margin for this category is also very high.
* In the **Office supplies** category, **papers, labels** and **envelopes** enjoy very high margins.

This may be because of the large number of suppliers available thereby increasing supply and reducing costs.

* Region wise analysis:

1. The **western** and **eastern** regions enjoy substantial profits. This may be due to the presence pf business centres like **California, Washington DC** and **New York.**
2. The **central** region is the region with the highest losses, largely because of the loss-making state of Texas.
3. The **southern** region is also a loss-making region due to the losses in the states of Florida, North Carolina and Tennessee.

* Customer analysis:

1. **Sean miller**, the customer with the largest monetary value by sales, is actually a loss-making customer. This may be because he shopped for machine sub category.
2. Most of the profit-making customers, shop for the **copiers** and **binders** sub category (these categories have very high margins)
3. Most of the loss-making customers shop for the machine sub category (the technology product with a negative margin.)