Superstore Sales Analysis – Insights & Recommendations

Key Insights

1. 1. Texas, Ohio, North Carolina, Pennsylvania, and Colorado have high sales but low or negative profits, indicating pricing or cost inefficiencies.
2. 2. Delaware, Rhode Island, Vermont, and D.C. show strong profit margins despite low sales, highlighting untapped growth potential.
3. 3. Technology is the most profitable category. Furniture and Office Supplies have mixed or lower margins and require review.
4. 4. The Home Office segment contributes the least profit. Consumer segment shows consistent performance.
5. 5. Standard Class shipping is the most cost-effective. Same Day shipping is costly and rarely used.
6. 6. States with high discount percentages often correlate with negative profit, indicating discount policy issues.
7. 7. California, New York, and Michigan are high performers across all metrics.
8. 8. Office Supplies segment underperforms in several states and may be impacted by over-discounting.

Strategic Recommendations

- Audit Texas, Ohio, and Pennsylvania to review pricing models, discounts, and shipping costs.
- Invest in marketing and supply chain improvements in Delaware, Vermont, and Rhode Island.
- Reevaluate discounts and product offerings for the Furniture and Office Supplies categories.
- Prioritize the Technology category for high-margin growth opportunities.
- Limit Same Day shipping to premium orders where margins justify the cost.
- Rethink product mix and pricing for the Home Office segment.
- Simulate return rates and shipping costs to incorporate operational factors into profitability.
- Expand the data model with customer lifetime value (CLV) and order frequency for better targeting.