

Increase in Revenue and Strategic approach

# **Alphaa AI "SUPERSTORE"**

## **EXECUTIVE SUMMARY**

**Deep Dive into 5-weeks of this wonderful Fellowship:**

**Week-1: Sales trend - based on various categories present in the Data and a superstore business perspective.**

**Week-2: Propose a strategy to increase the sales of superstore by "X%" for the following year using "WHAT-IF Analysis and Goal seek".**

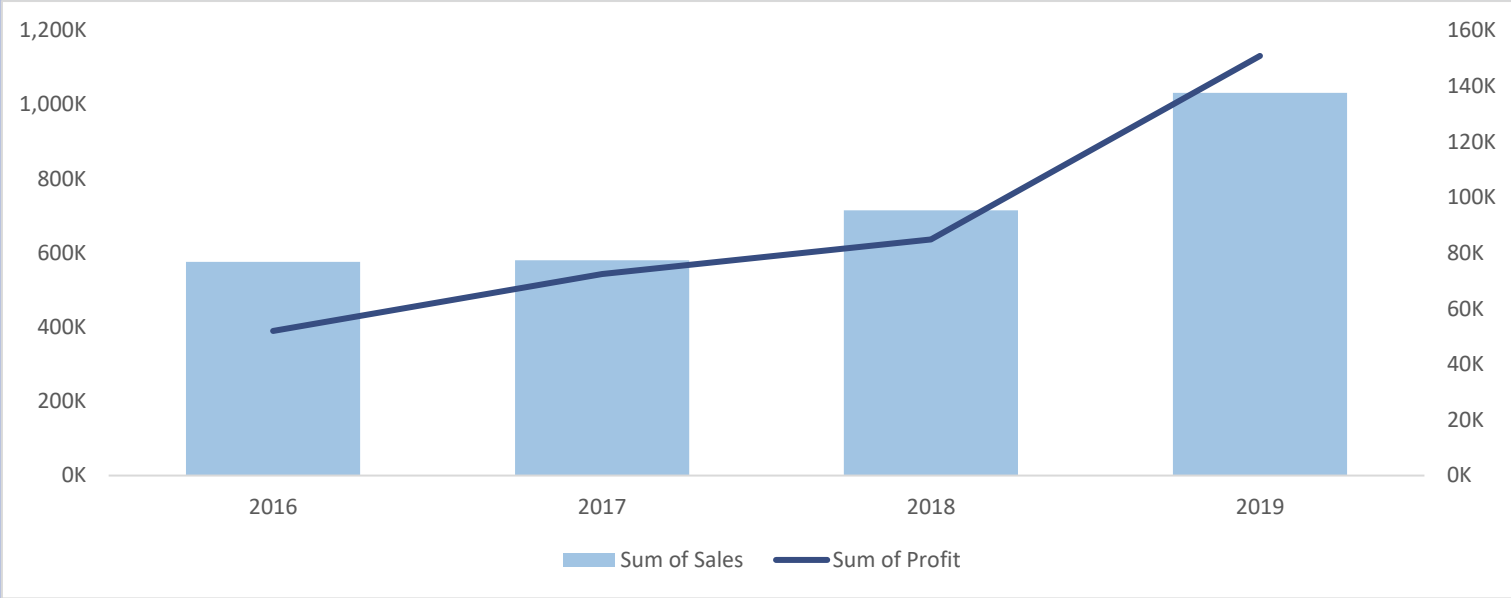
**Week-3: Validating the strategy proposed to increase the sales using the forecast method and "MONTE CARLO SIMULATION"**

**Week-4: How to effectively tell a data story when given two identical scenarios.**

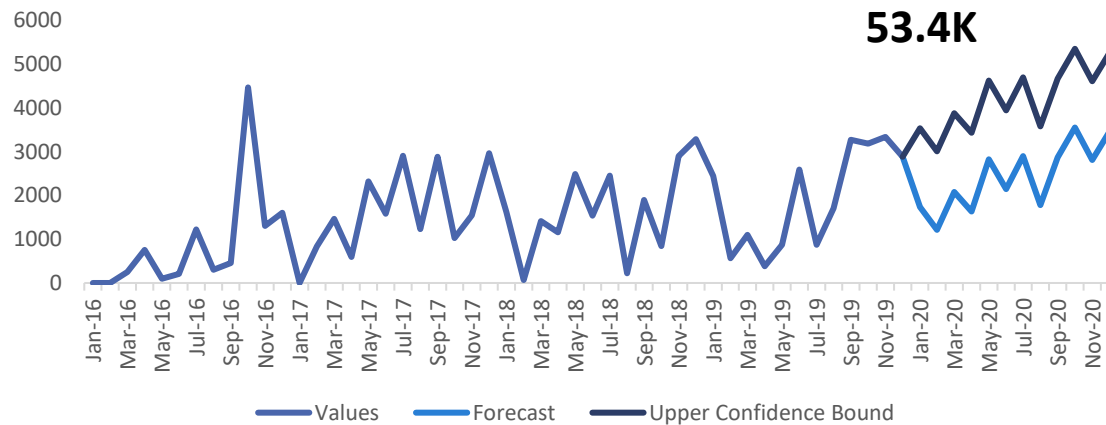
**Week-5: Combining all the above week's learnings in one-go.**

# OVERVIEW OF SALES AND PROFIT OF SUPERSTORE

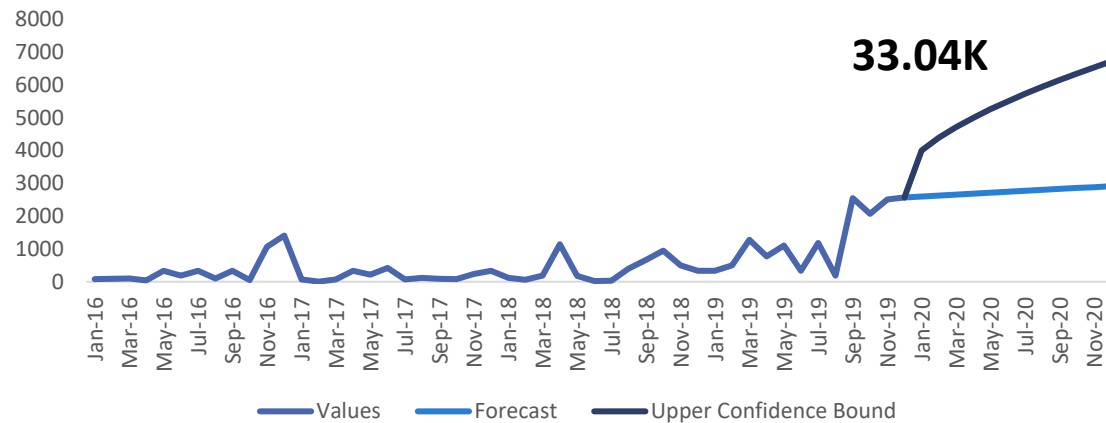
Growth can be seen in the superstore from  
The year 2016 to 2019 in a linear way.  
Looking on the whole,  
-> Revenue of superstore has increased by  
1.79x in the period 2016-2019  
-> Profits of superstore has increased by  
2.9x in the period 2016-2019  
In the next pages, we will break the sales  
into four regions and forecast the sales  
for the following year



## Phones

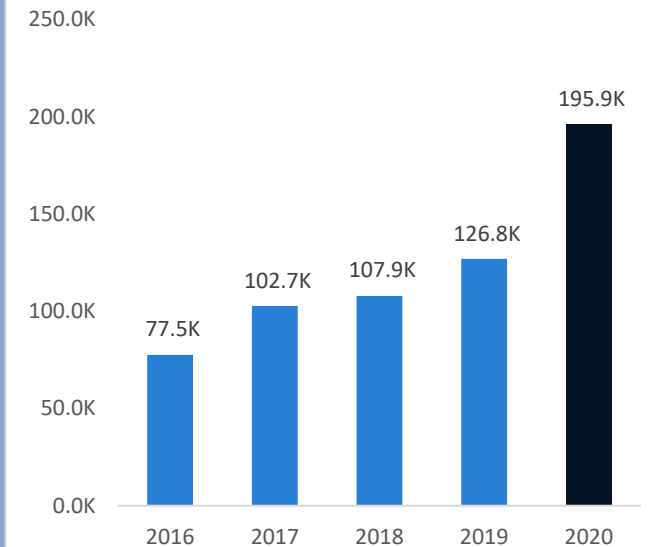


## Binders



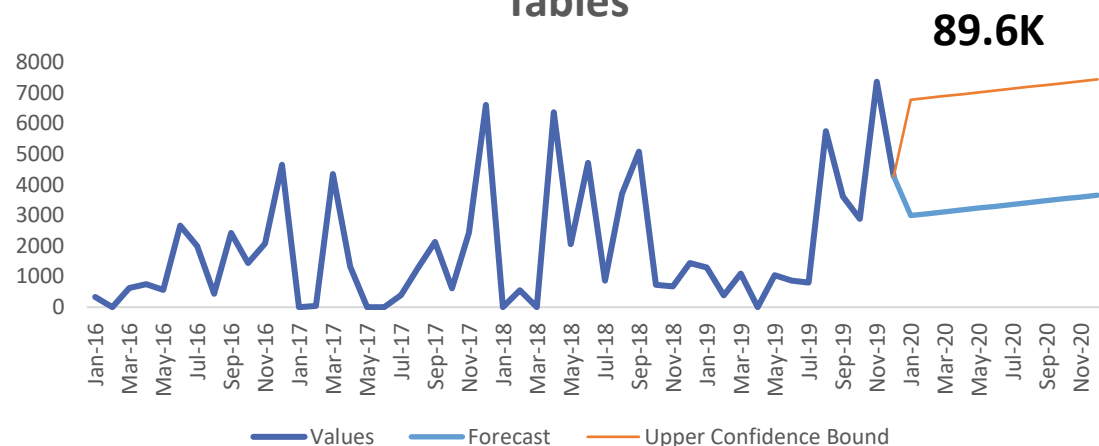
## CENTRAL REGION

### Sales over years

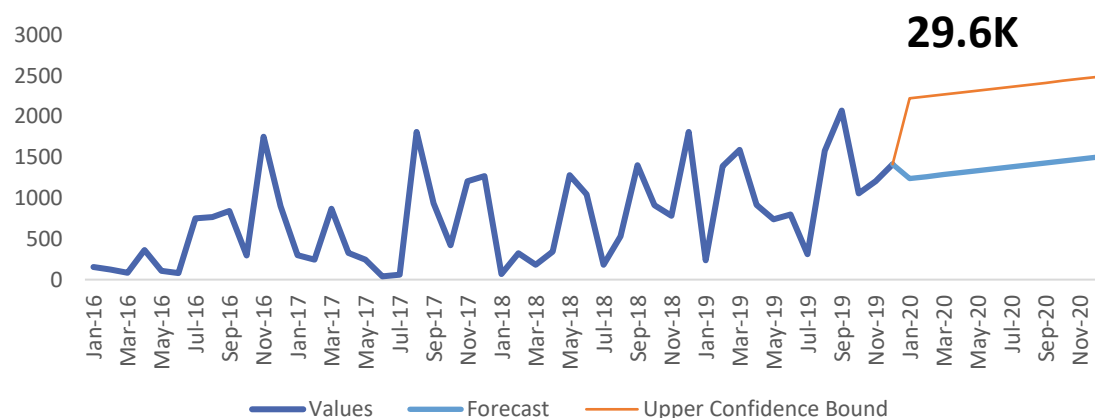


The forecast of 50 % increase in sales for CENTRAL region in year 2020 is achieved by increasing the sales of top sub-categories Binders and Phones by observing the trends of sales every month for last 4years.

## Tables

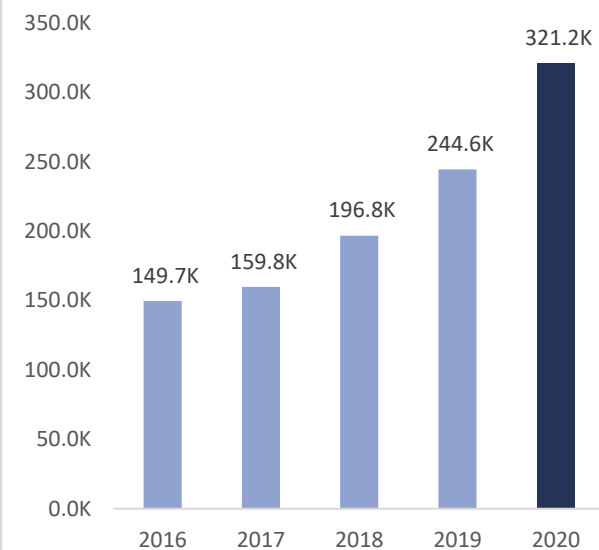


## Paper



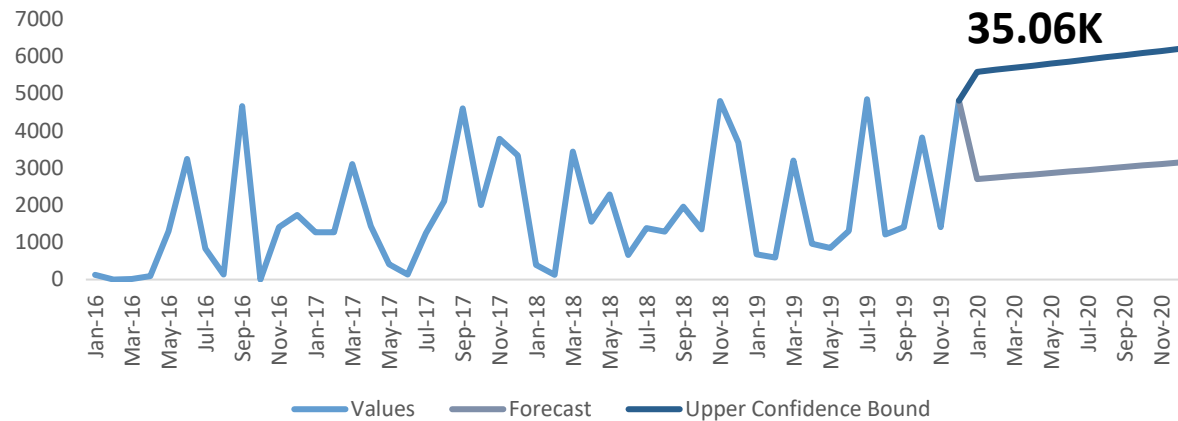
## WEST REGION

### Sales over years

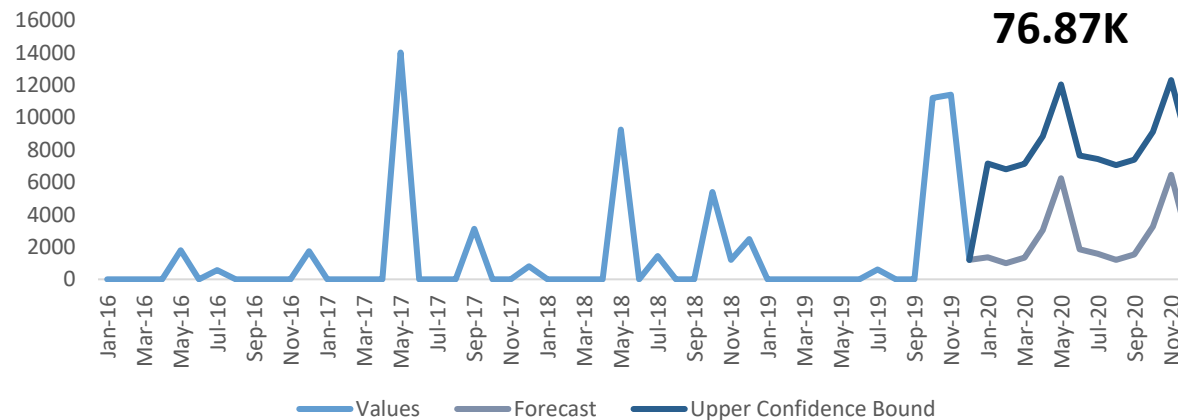


The forecast of 32% increase in sales for WEST region in year 2020 is achieved by increasing the sales of top subcategories paper and table by observing the trends of sales every month for

## Chairs

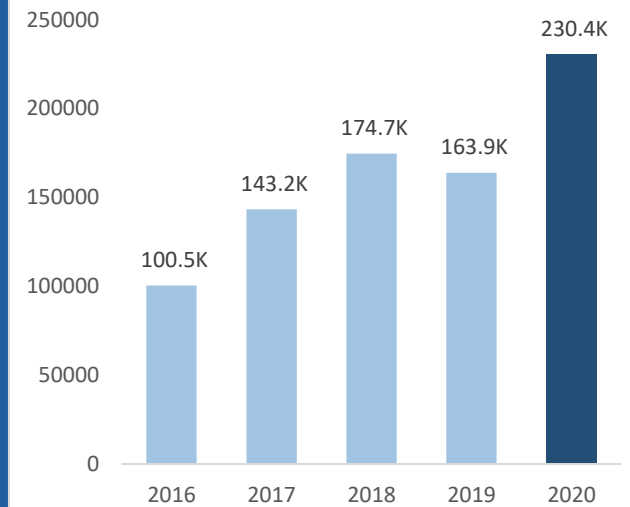


## Copiers



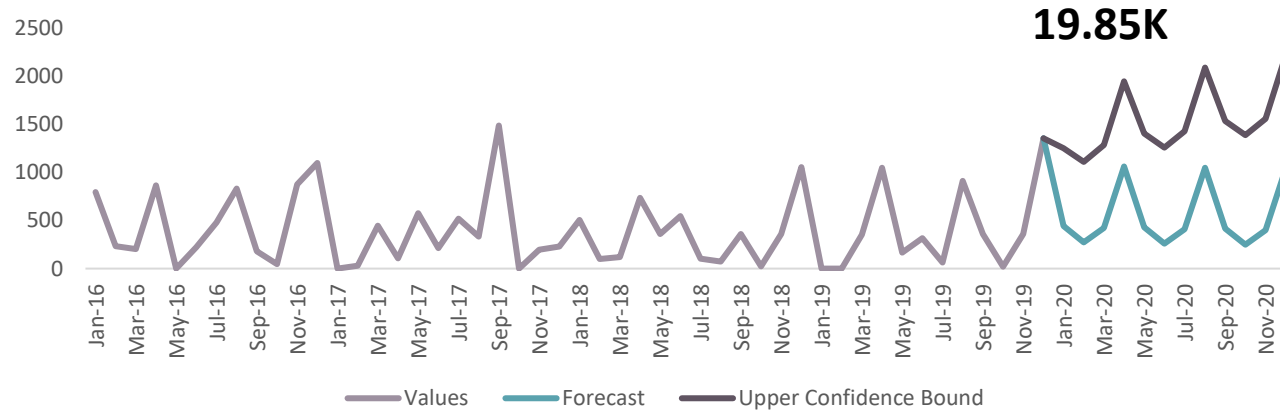
## EAST REGION

Chart Title

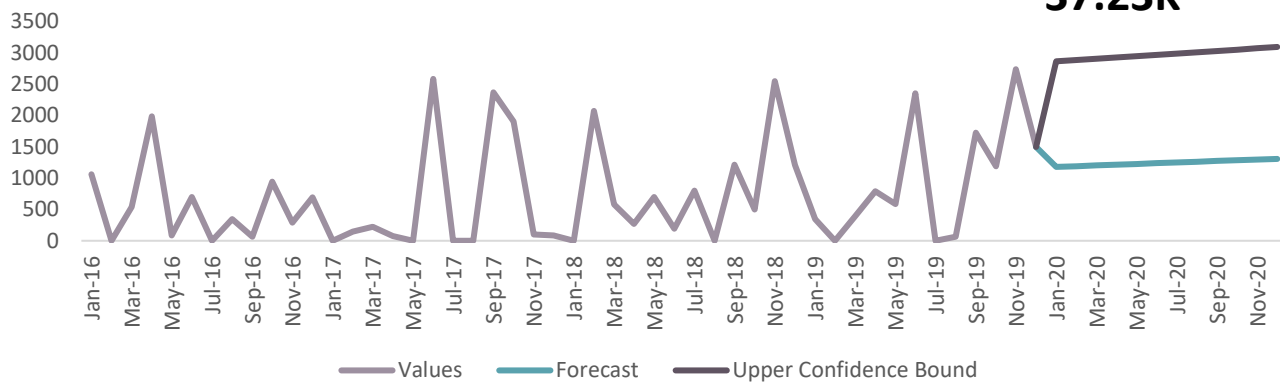


The forecast of 40% increase in sales for EAST region in year 2020 is achieved by increasing the sales of top sub-categories Copiers and Chairs categories by observing the trends of sales every month for last 4 years.

## Accessories

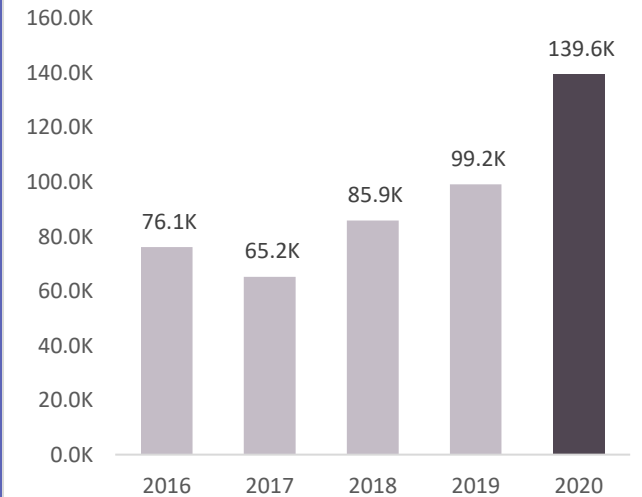


## Storage



## SOUTH REGION

### Sales over years

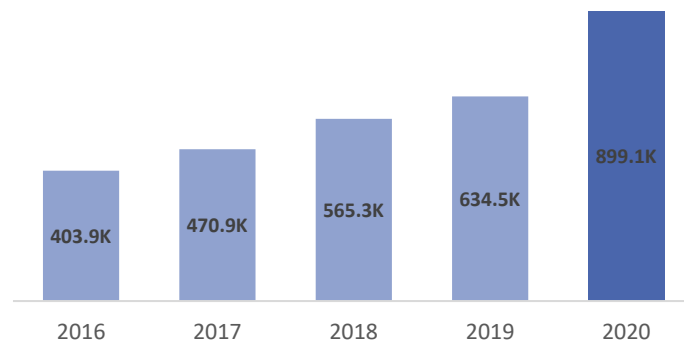


The forecast of 40 % increase in sales for SOUTH region in year 2020 is achieved by increasing the sales of top sub-categories Accessories and storage categories by observing the trends of sales every month for

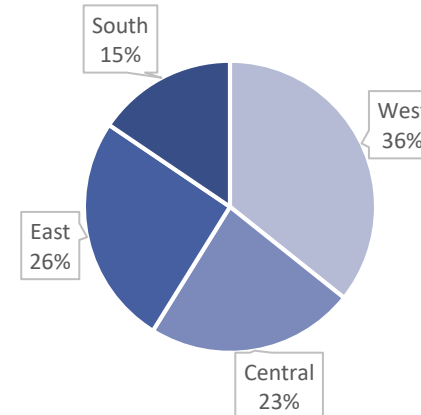
Dear Leadership,

Congrats on increase in 12% of revenue in the year 2019. For the following year, I have prepared a detailed strategy to increase our revenue by 40%. For that I have divided the whole country into 4 regions and identified the top subcategories where there is a chance for the growth.

Sales trend over years



Region wise target for 2020



As we can see West and East regions contribute more than other. I would like to congratulate all the personnel for their effective strategies which helped us in achieving this growth for this year and expect the same from all of them to with same dedication level. We are also planning to have an **Expert session/Workshop** from Industry leaders in following days so that everyone will be benefited.

Regards,

Vikram Krishna  
Fellow at Alphaa AI



**Thank you**