Superstore

New Store Opening Feasibility Analysis

Team 05

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EXECUTIVE SUMMARY

Superstore is rapidly growing and we are pleased to announce that we will be opening a new store location, offering select high demand products. Our analysis of the business' performance will help us determine:

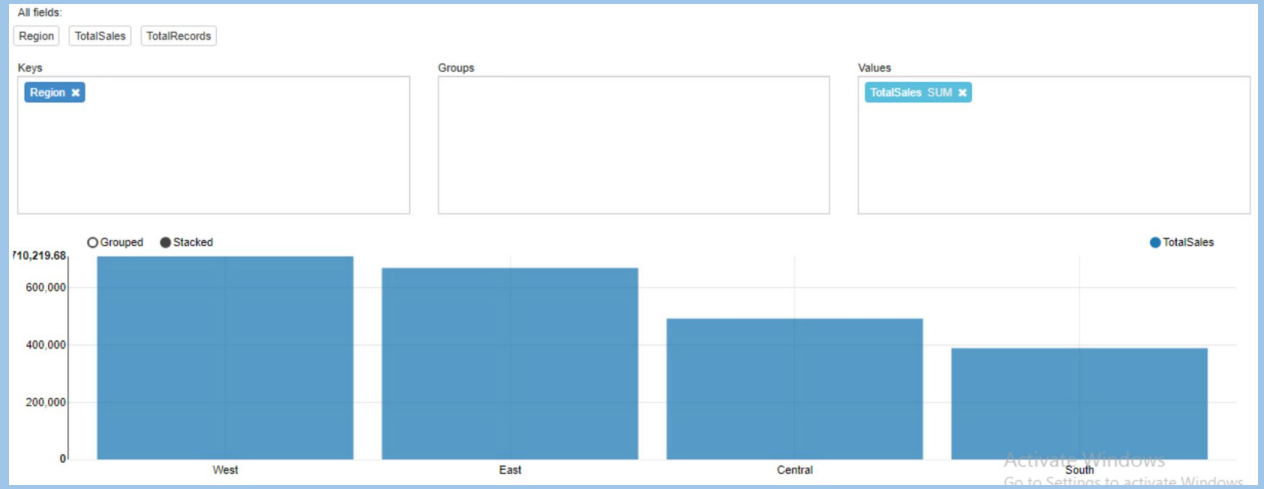
1. The region and cities which we should open new store.
2. The customer segments to focus on.
3. The product offerings we will make available at the new store.
4. Our sales and marketing strategy to combat seasonal sales trends.

01.

Identify Top Sales by Region

01: Top Sales by Region

Region	TotalSales	TotalRecords
West	710219.68	3140
East	669518.73	2785
Central	492646.91	2277
South	389151.46	1598



TOP SALES

West Region

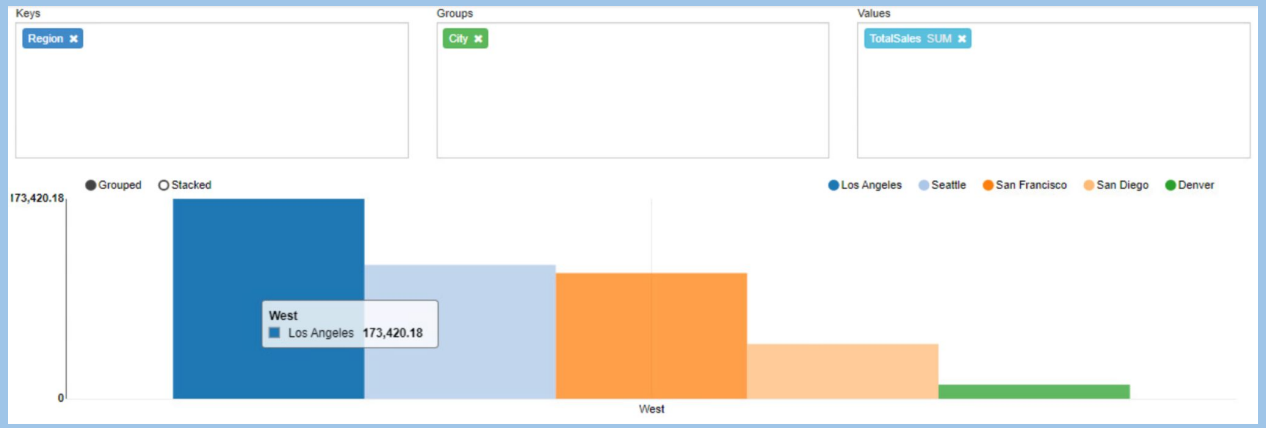
$710,220

02.

Top 5 Cities by Sales from Western Region

02: Top 5 Cities by Sales from Western Region

Region	City	TotalSales
West	Los Angeles	173420.18
West	Seattle	116106.32
West	San Francisco	109041.12
West	San Diego	47521.03
West	Denver	12198.79



TOP 5 CITIES

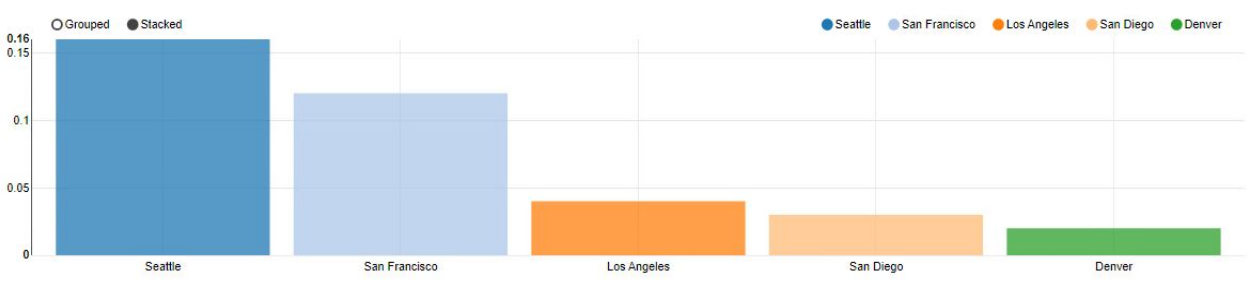
Los Angeles
Seattle
San Francisco
San Diego
Denver

03.

Sales per Capita

03: Sales per Capita

City	TotalSales	SalesPerCapita
Seattle	116106.32	0.16
San Francisco	109041.12	0.12
Los Angeles	173420.18	0.04
San Diego	47521.03	0.03
Denver	12198.79	0.02



TOP 5 RANKs

Seattle
San Francisco
Los Angeles
San Diego
Denver

Insight:
Strong demand for the company's products in Seattle

Sales Metrics - Seattle

Customer Segments

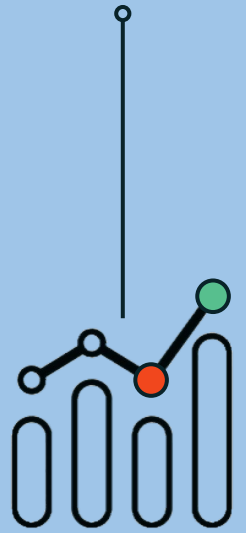
Consumer | Home Office | Corporate

Top Product Category & Product Sales

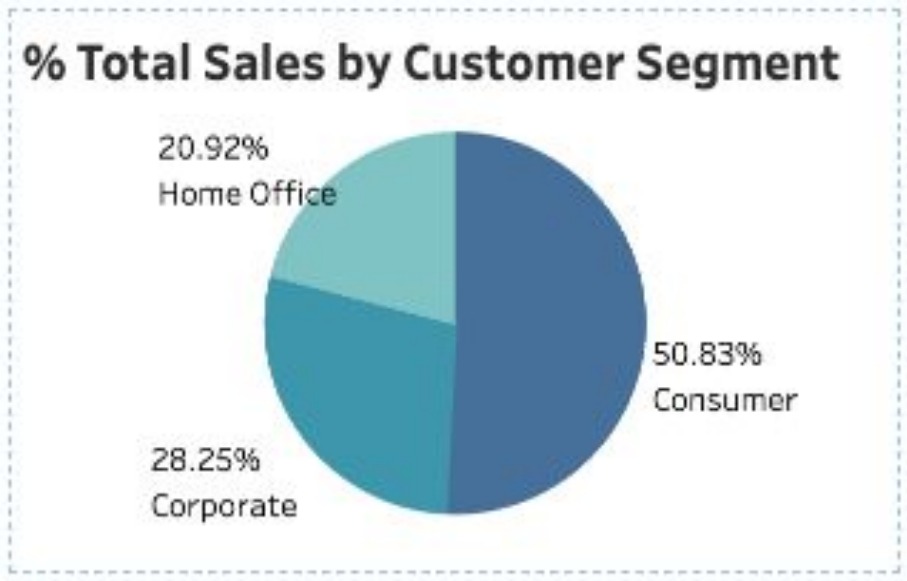
Technology | Furniture | Office Supplies

Seasonal Sales Trends

Highlighted Top Sales by Month



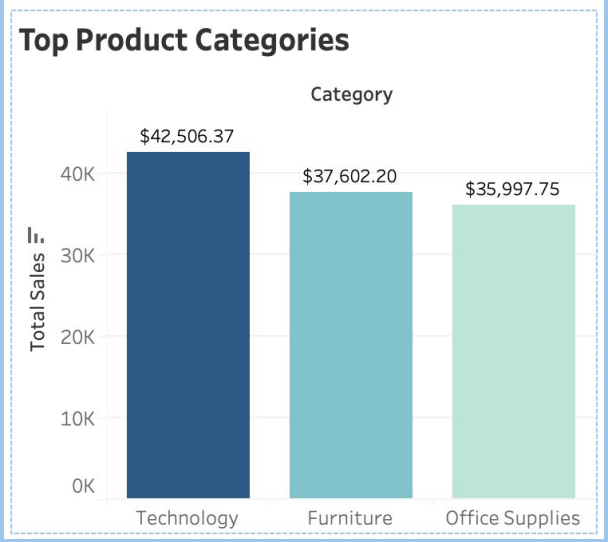
Customer Segments in Seattle

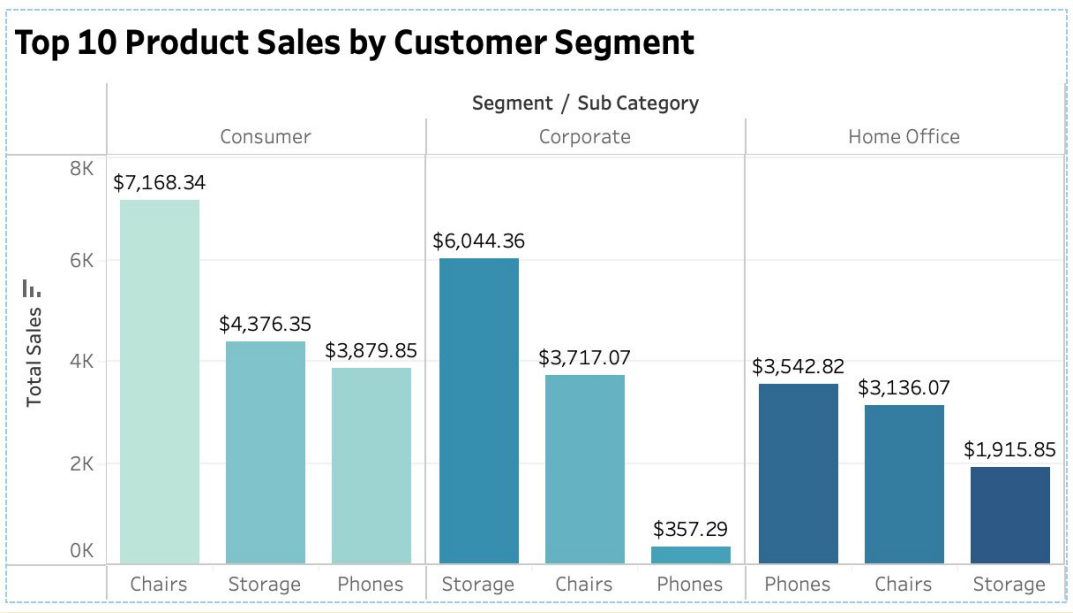


Insights:

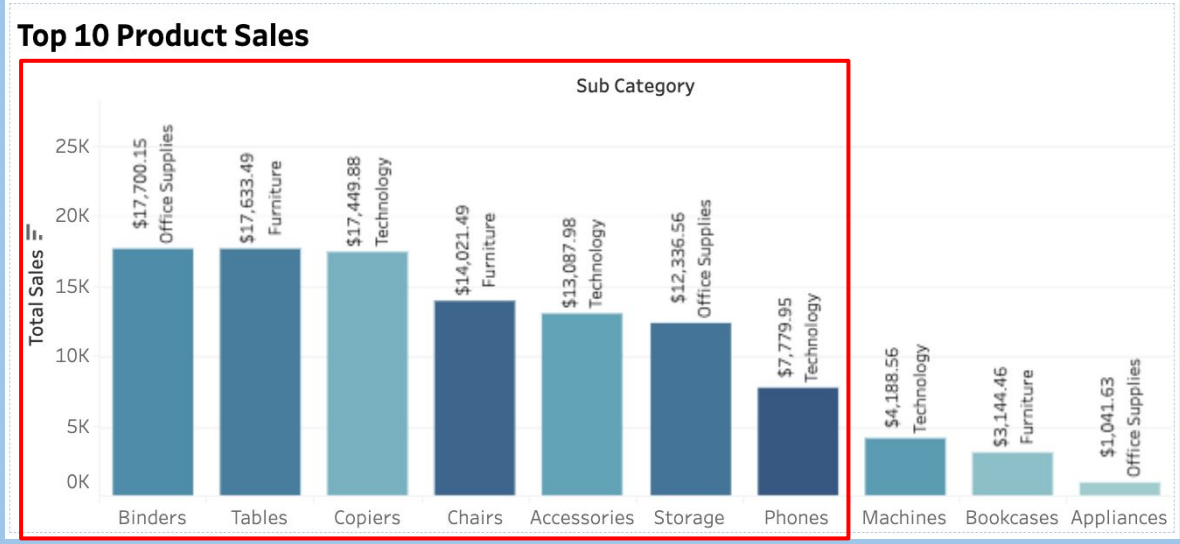
1. Offer individual customers with personalized offers
2. Focus on customer shopping experience
3. Offer bulk discounts for large orders

Top Product Sales by Customer Segment in Seattle





Top 10 Product Sales in Seattle



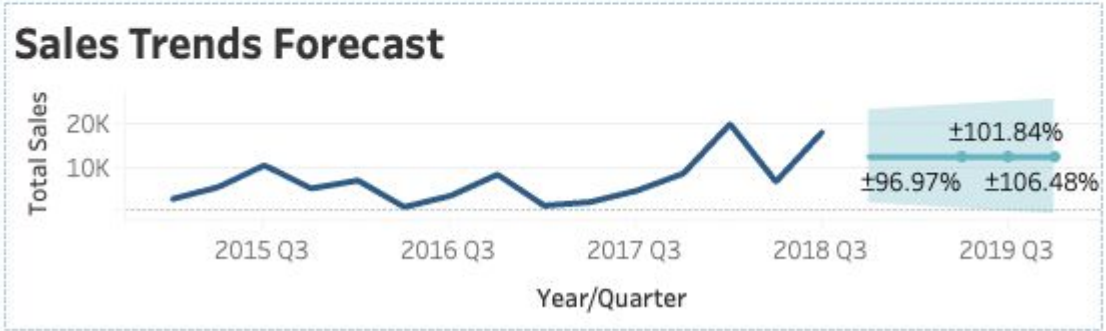
Analysis - High demand for office/work place products such as Binders, Tables, Copiers

Insights:

1. Diversify products in these categories

2. Promote technology products complementing the office products

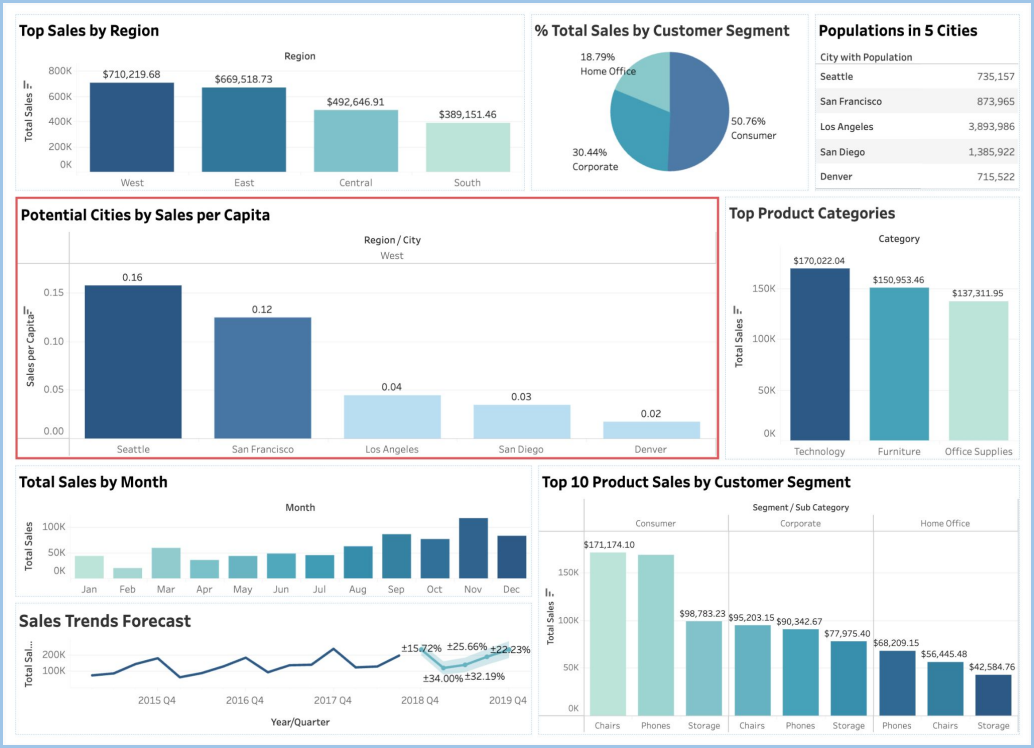
Seasonal Sales Trends in Seattle



Insights:
March - Financial Year-end
August - Back to school
November - Black Friday

Superstore can increase inventory during peak months and increase marketing during low periods

New Store Opening – Data Visualization



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