Regina_I

Data source: Kaggle – Superstore Sales Dataset

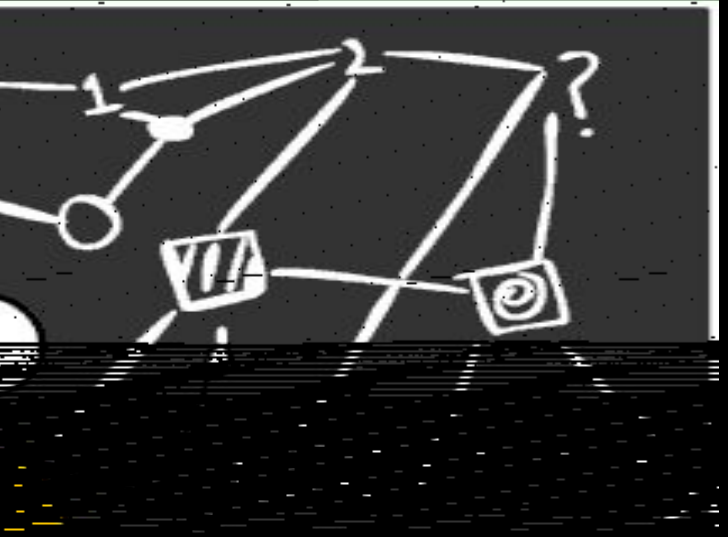
Superstore Sales Analytics

Customer Segmentation. Returns Analysis & VIP Identification

The analysis is based on a public Superstore transactional dataset containing customer-level order information, including sales values, order dates, and product categories.

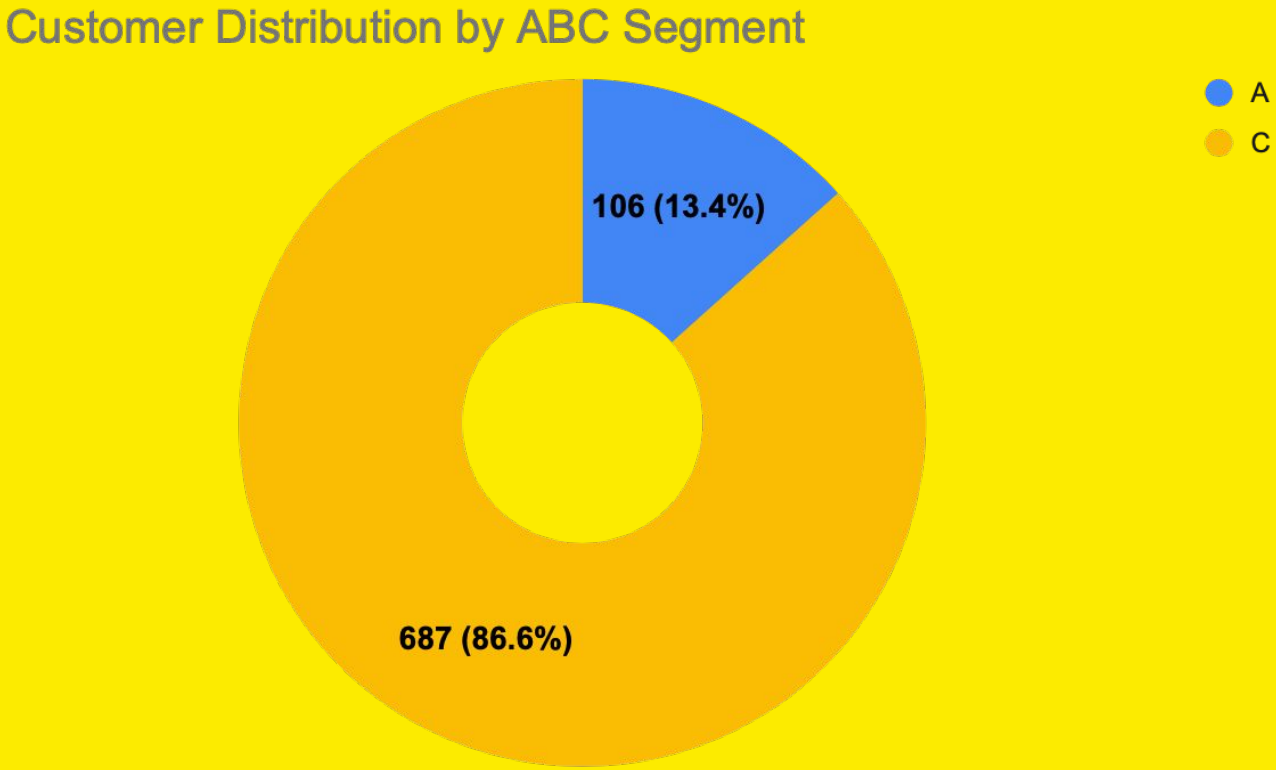
Bullet points:

- Transaction-level retail data
- Both positive and negative sales values (returns)
- Customer-level aggregation used for analysis



BULLET POINTS:

- Raw data preserved as a separate layer
- Customer-level aggregation
- Key metrics calculated:
- Total revenue
- Order count
- Average order value
- Negative transactions
- ABC segmentation based on cumulative revenue share
- VIP logic applied to high-value, high-frequency customers

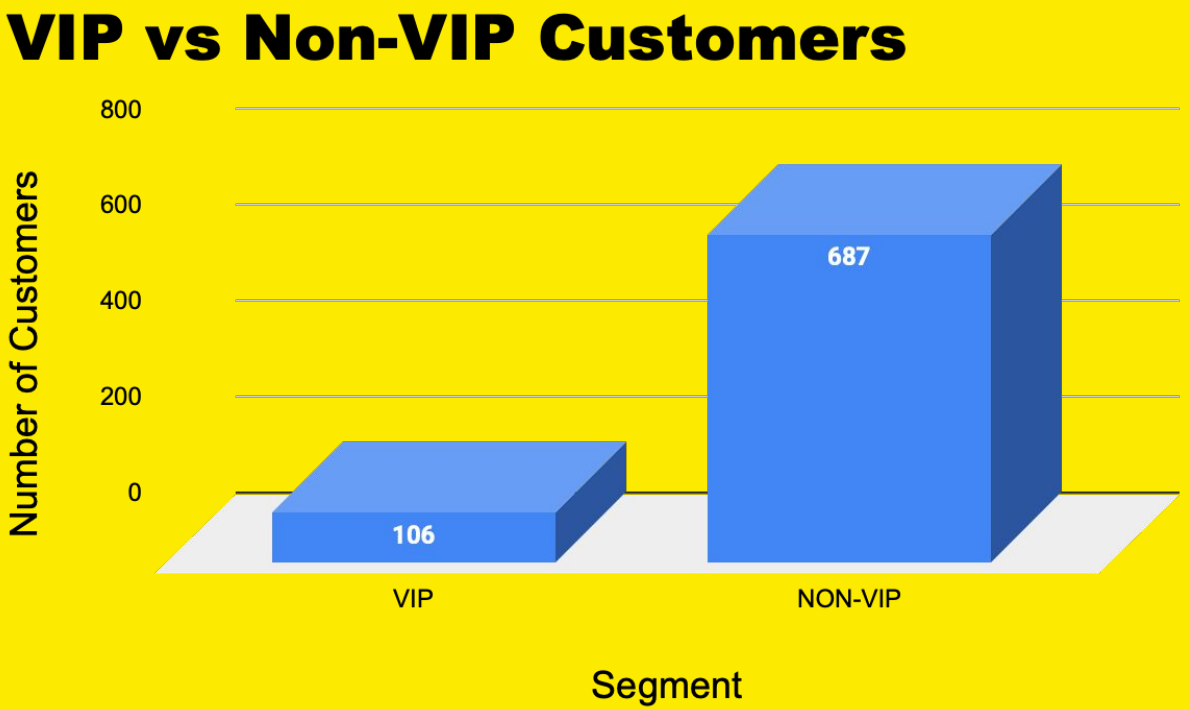


ABC Segmentation

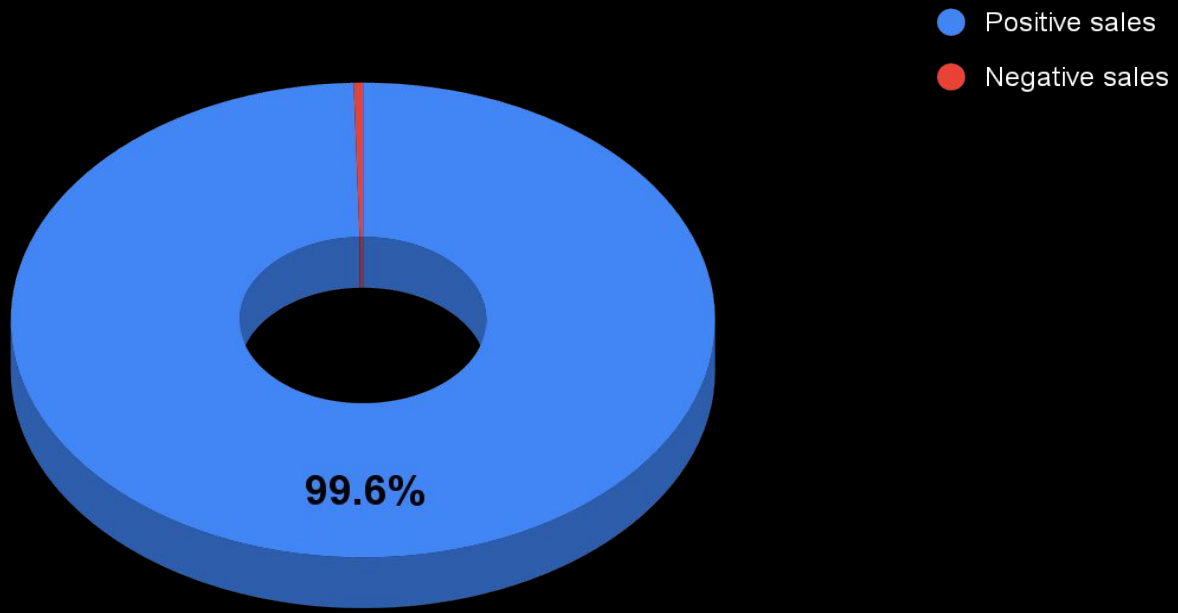
Based on order value distribution

VIP Customers

VIP Customers were defined as A-segment clients with at least four orders.



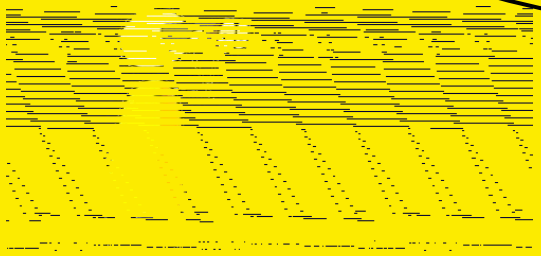
Share of Returned Orders



Negative transactions were analyzed to assess return risk across customer segments

INSIGHT:
Returns are primarily concentrated outside the VIP segment

Key Insights & Conclusions



Revenue is highly concentrated among a small group of customers

VIP customers combine high revenue contribution with low return risk

ABC segmentation is effective for prioritizing customer focus

The model can be used for targeted marketing and retention strategies