

Superstore Storyboard

Business Question	Which states are performing better?	Which categories perform the best?	What generates the greatest profit?	What has the highest margins?	What are our biggest losses?	Conclusion
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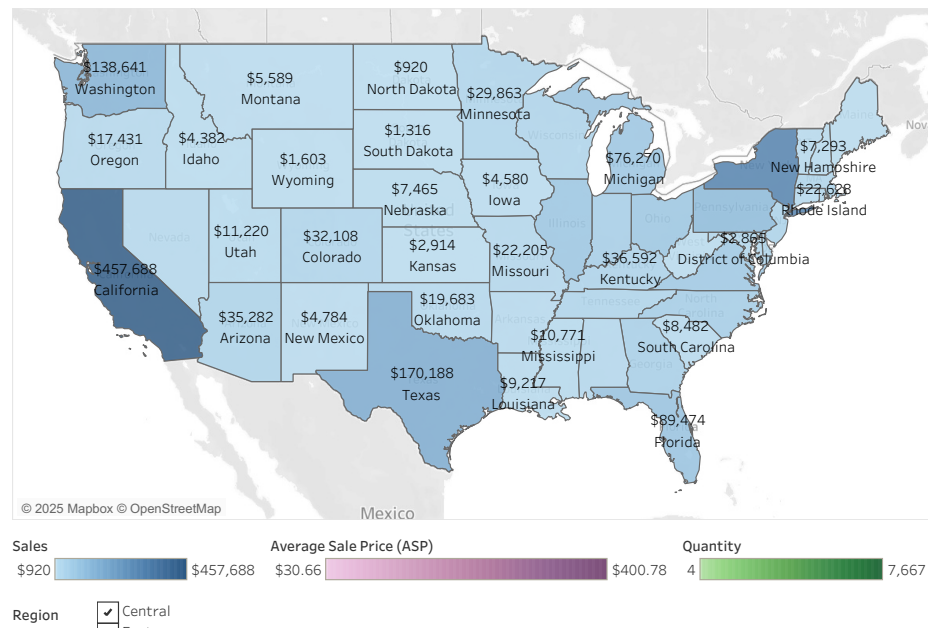
How can we maximise revenue in Superstore?



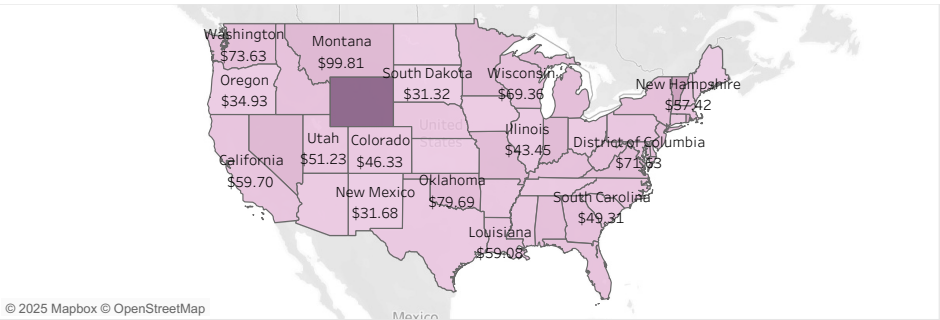
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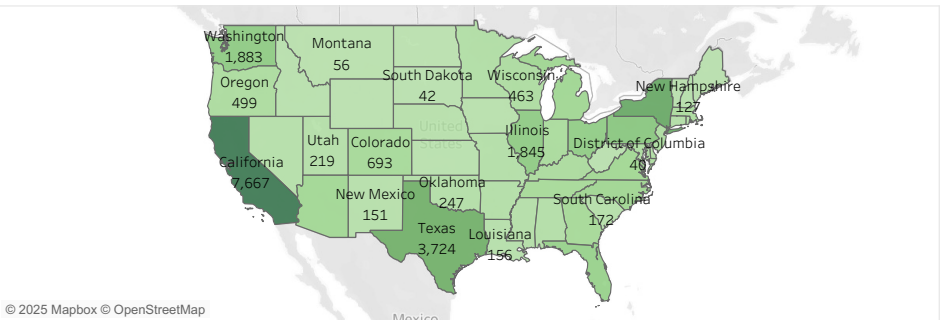
Total National Sales



Average Sale Price (ASP)



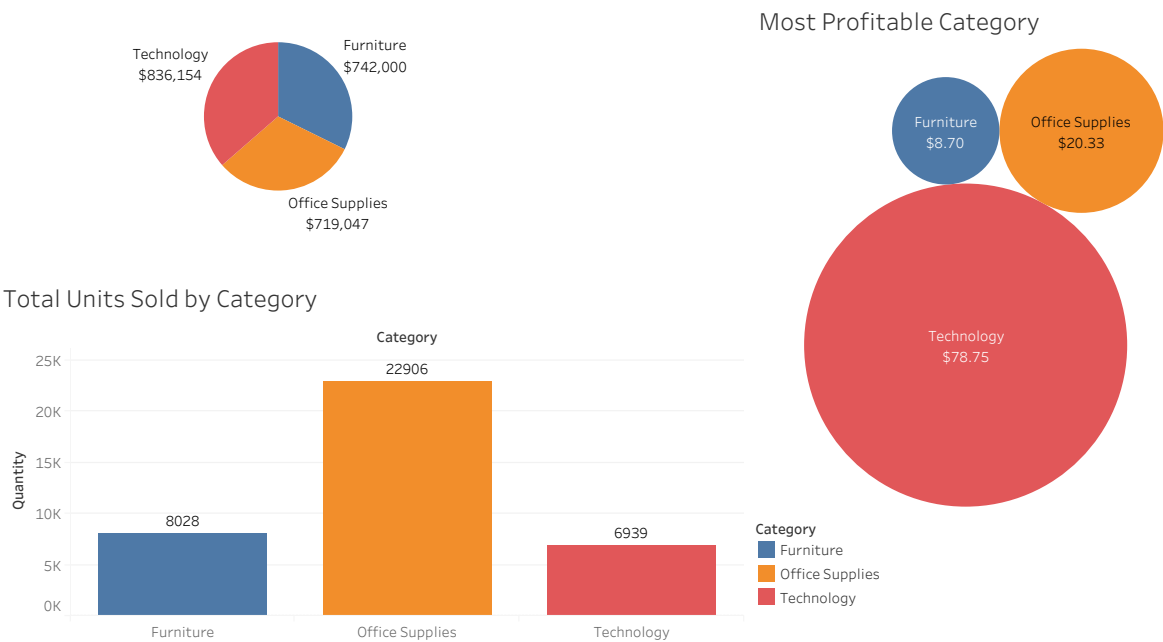
Total Units Sold



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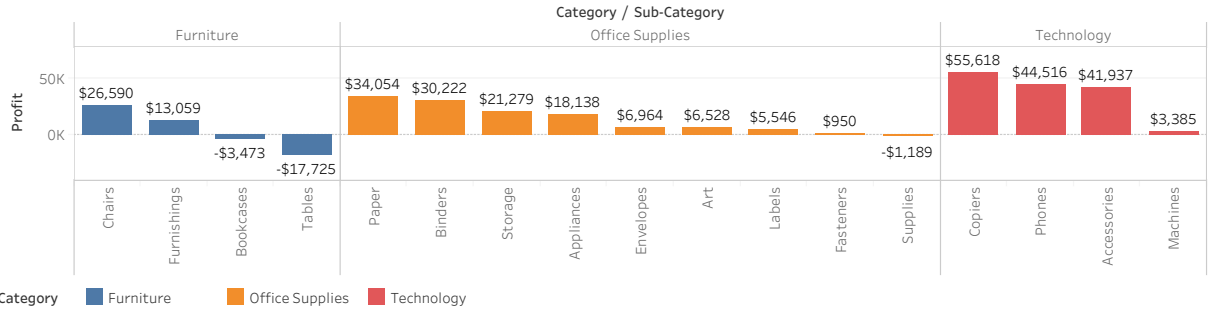
Overall Sales by Category



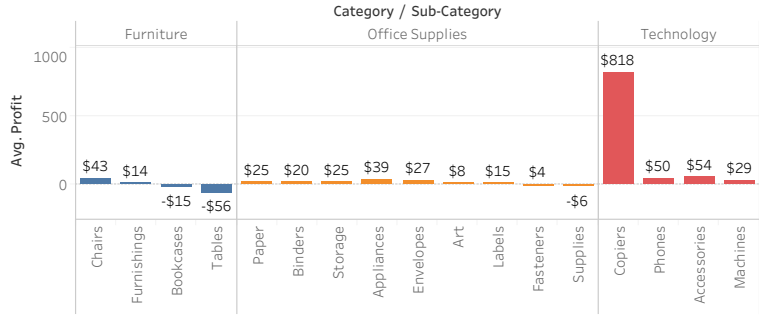
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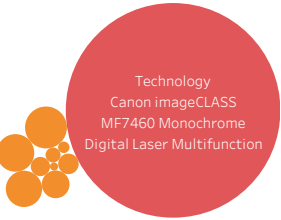
Total Profits by Product



Highest Avg Profit by Sub-Category



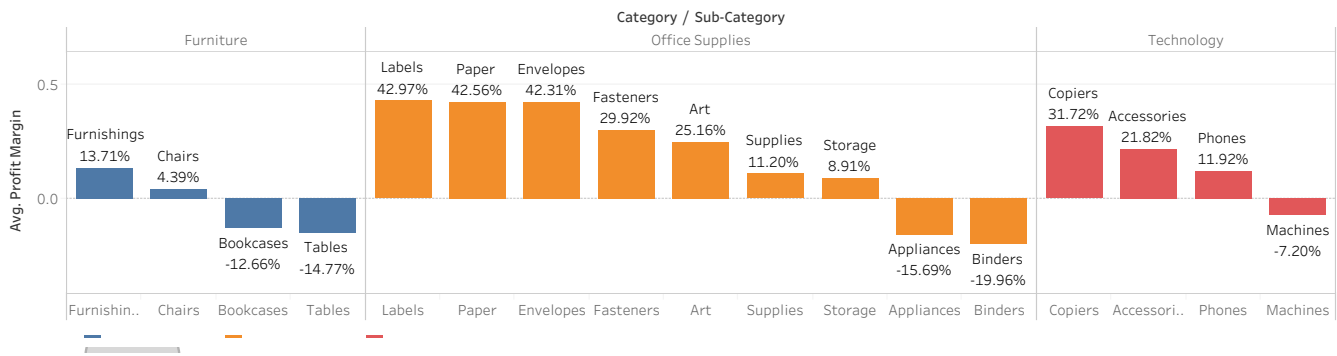
Best Performing Product by Profit



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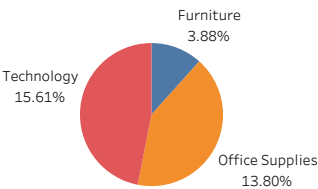
Profit Margins by Subcategory



Best Performing Product by Profit Margin

Adams Telephone Message Book	Tops Green Bar	Xerox 1890 Paper	Avery 5 Labels	
Avery 475 Labels				
Southworth Structures Collection		Xerox 1969 Paper		
	Xerox 1918 Paper			

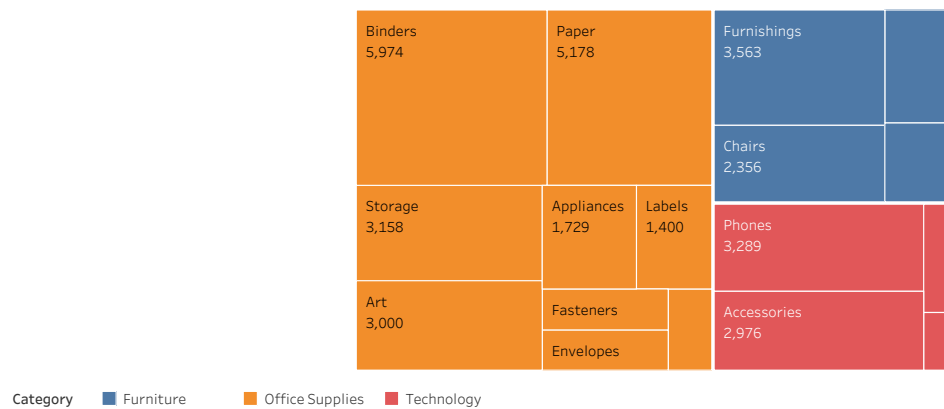
Highest Profit Margins by Category



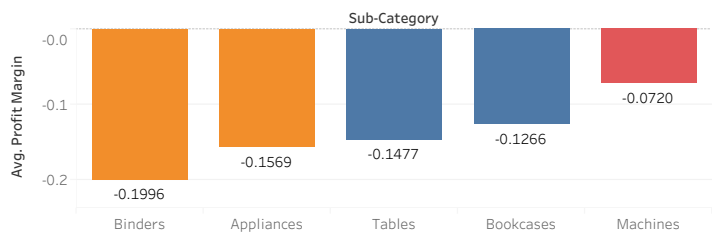
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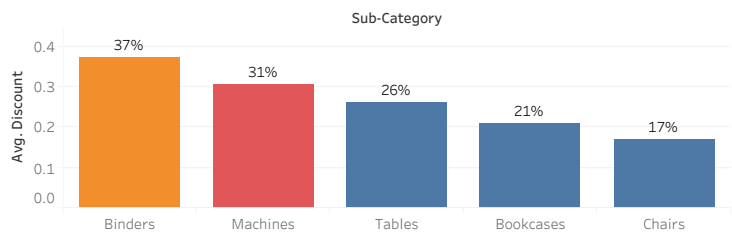
Total Units Sold Chart



Lowest Profit by Sub-Category



Greatest Discounts by Sub-Category



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Conclusions:

- Consider closing low revenue stores: North Dakota, West Virginia, Maine, South Dakota & Wyoming, as overheads may be more costly than sales revenue.
- Look to ensure we always have adequate stock in technology and office supplies to ensure steady profit from these successful products.
- Consider reducing discounts given to binders as they are currently biggest source of losses.

