



SUPERSTORE TO THE MOON

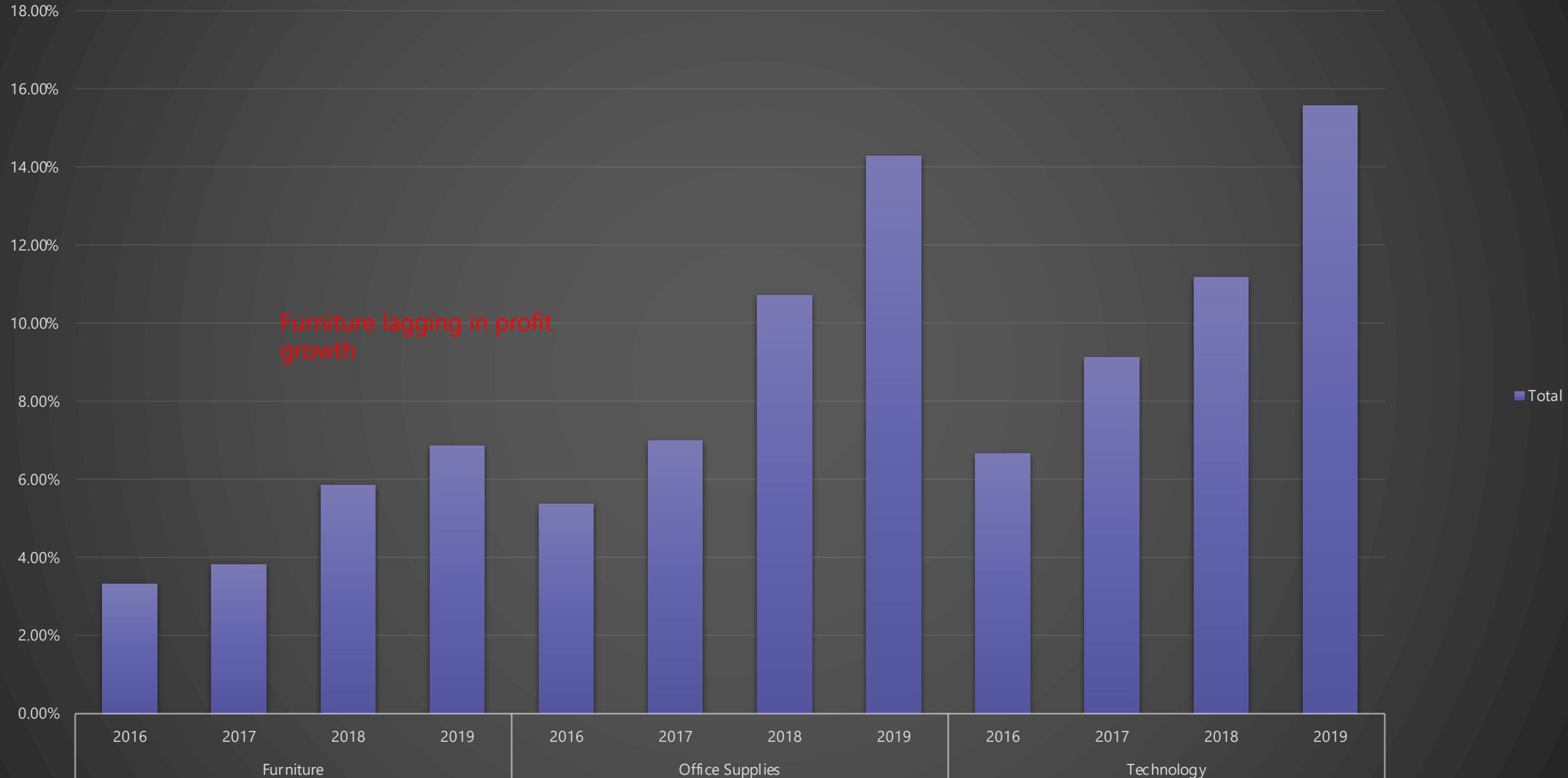
Presented by: Aidan Carlisle

Problem

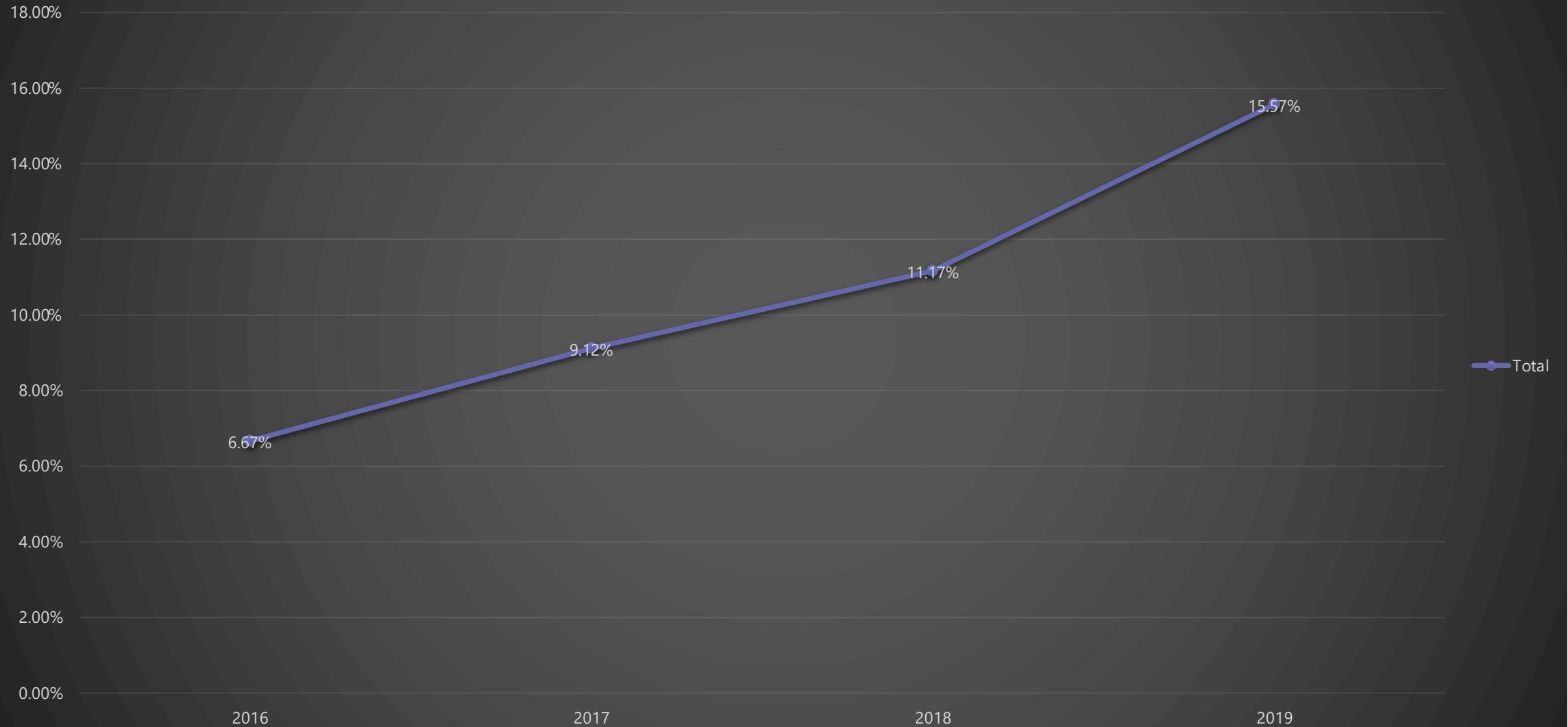
- The Regional Sales Director would like to know which product category and which customer segment are performing the best and why. Conduct an analysis to identify the best-performing product category and customer segment and make data-driven recommendations based on orders, customers, product categories, and returns

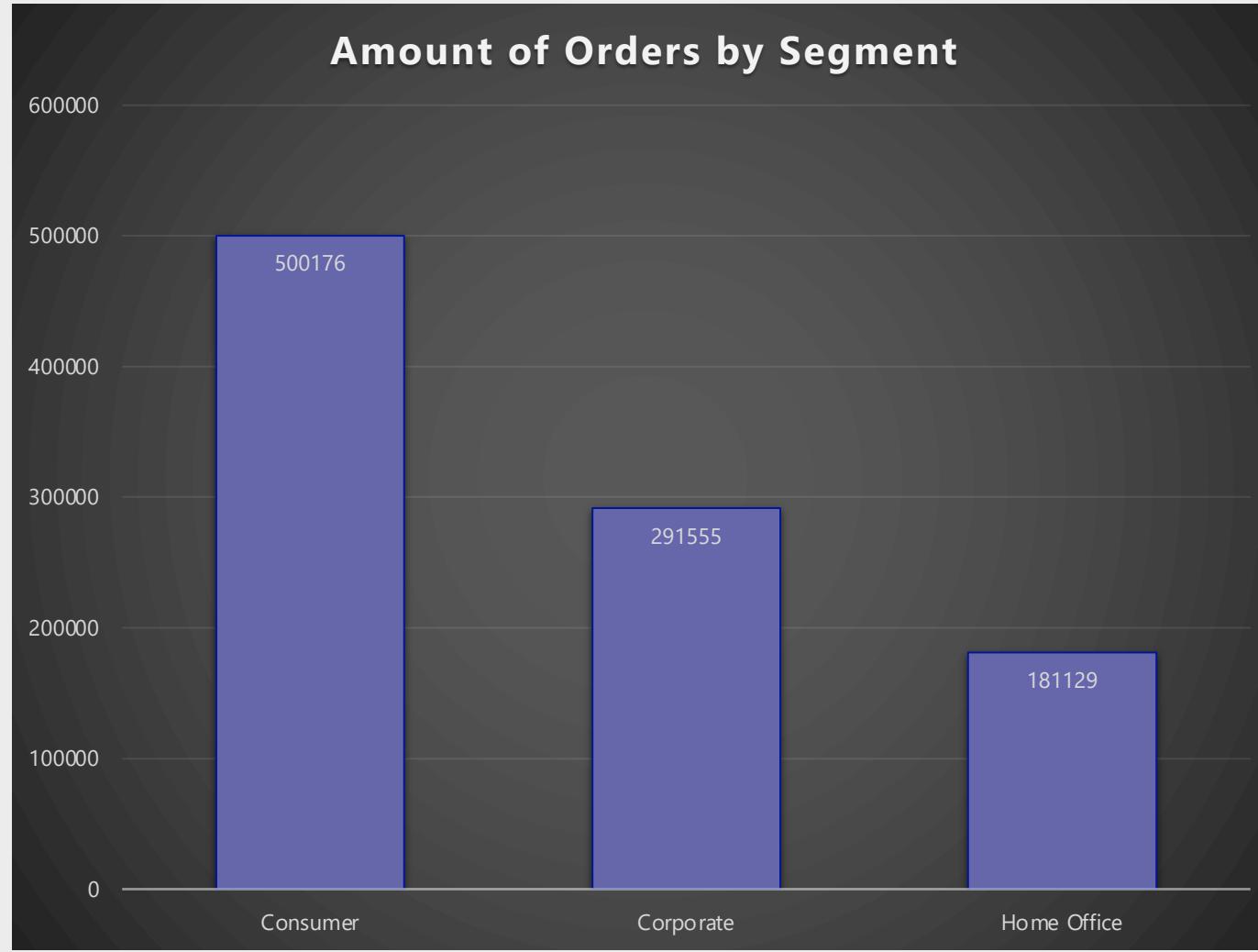


Yearly Profit



Yearly Profit by Category- Technology





Segment is the group of customers the superstore sells to

Total Sales by Segment

\$140,000,000.00

\$120,000,000.00

\$100,000,000.00

\$80,000,000.00

\$60,000,000.00

\$40,000,000.00

\$20,000,000.00

\$0.00

\$125,189,921.13

\$74,605,957.50

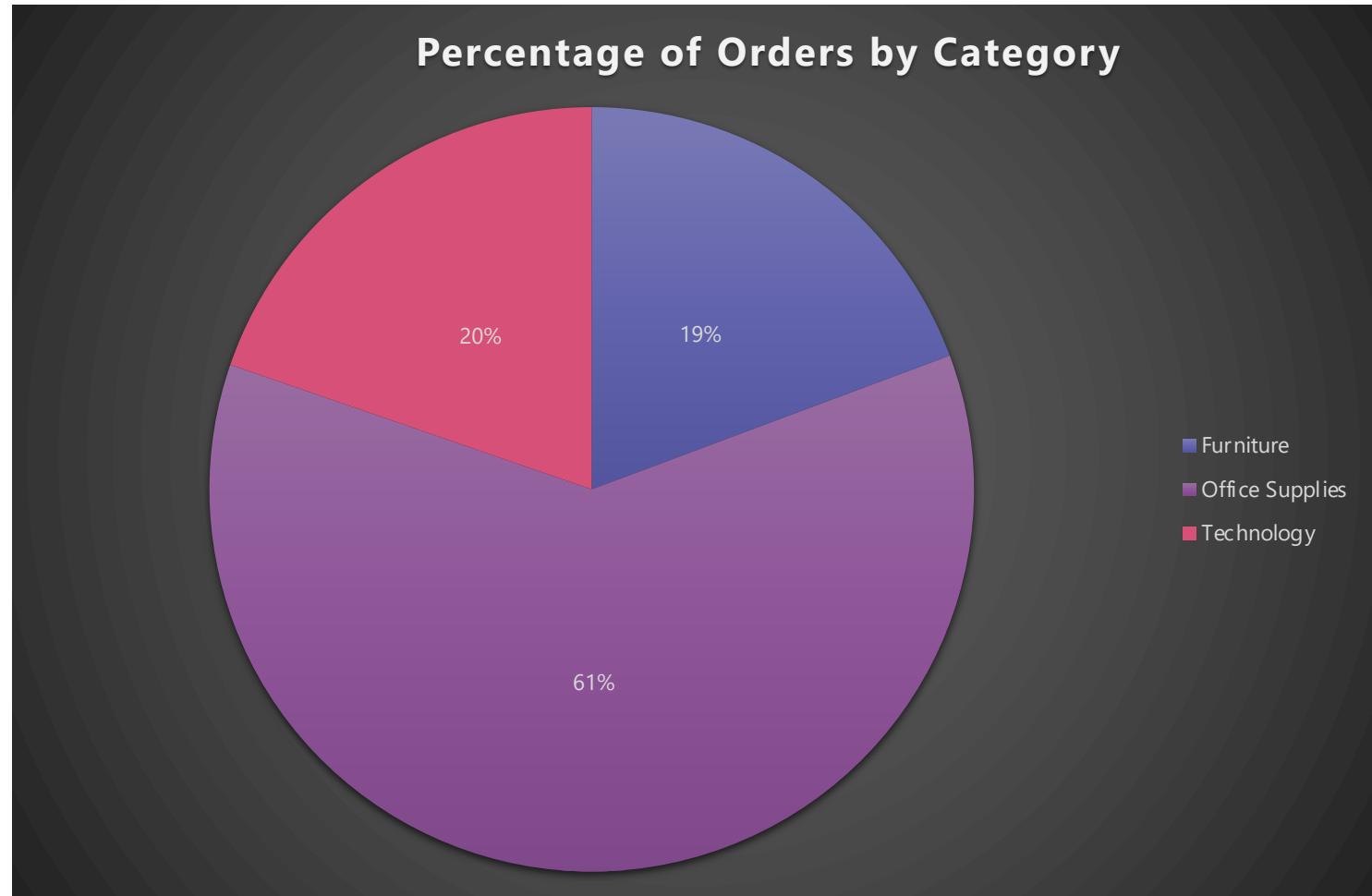
\$46,087,796.13

Consumer

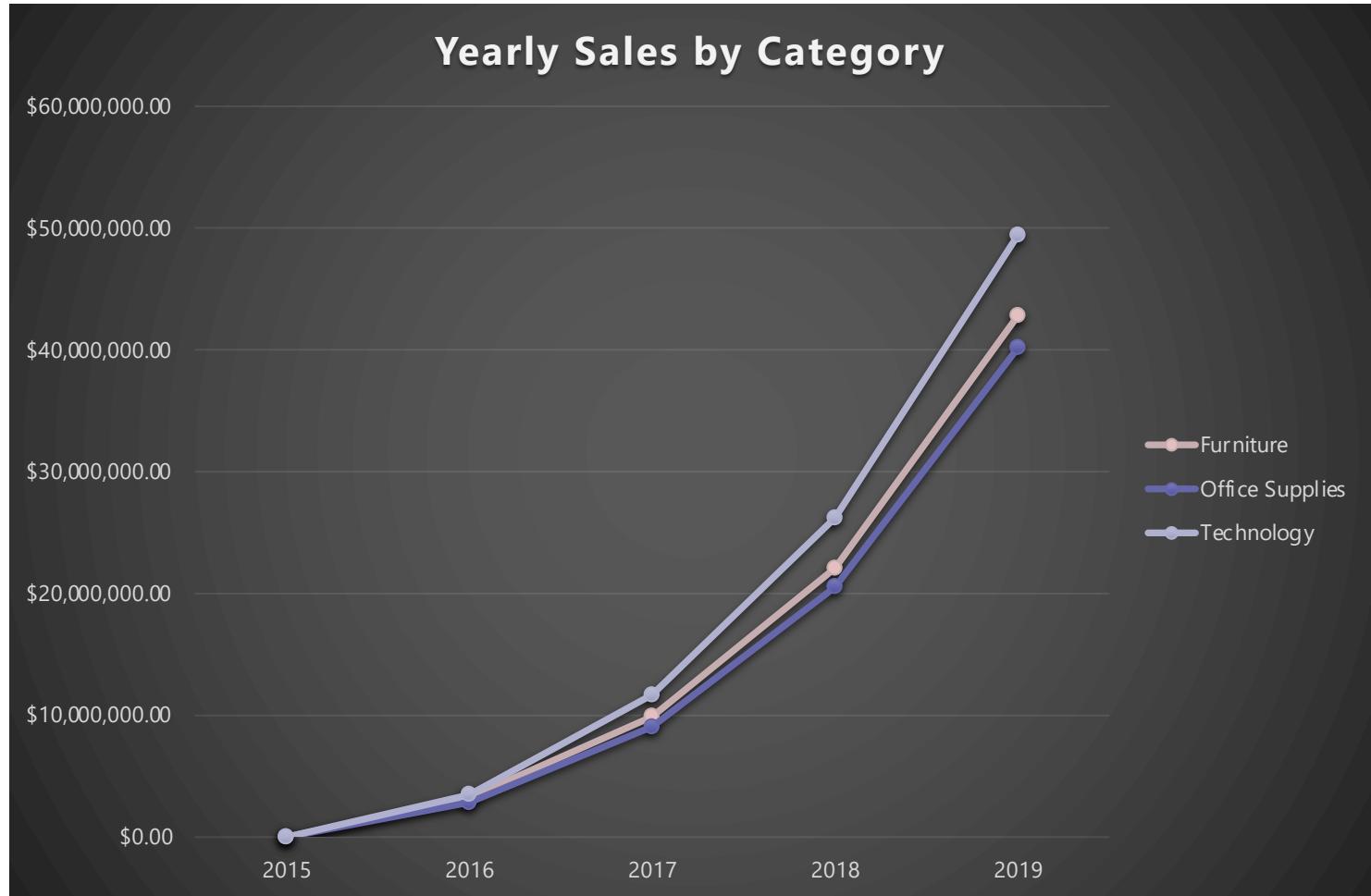
Corporate

Home Office

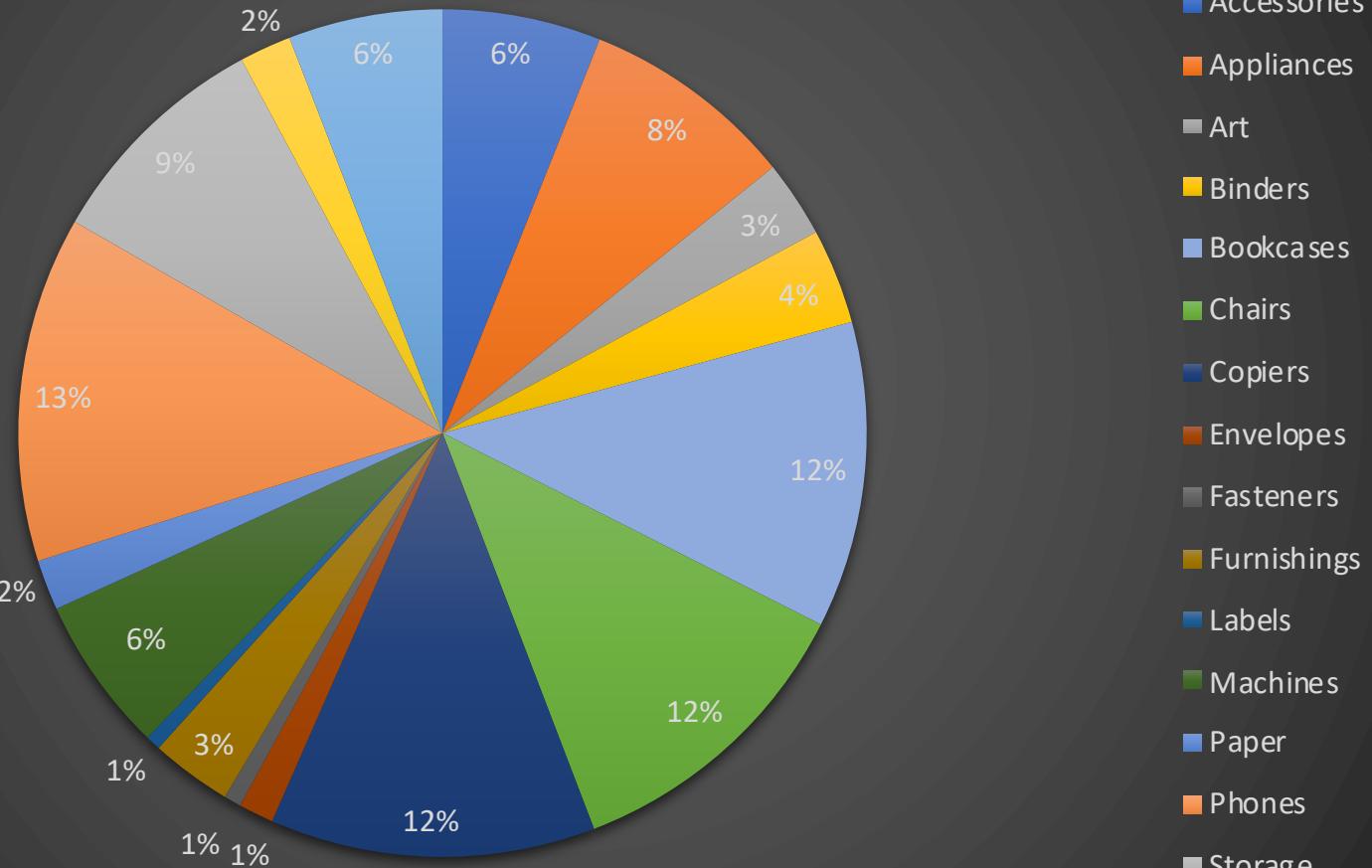
- Office supplies receive most orders but not most sales or most profit
- Tech produces the most profit and sales but is dwarfed by office supplies in comparison to orders



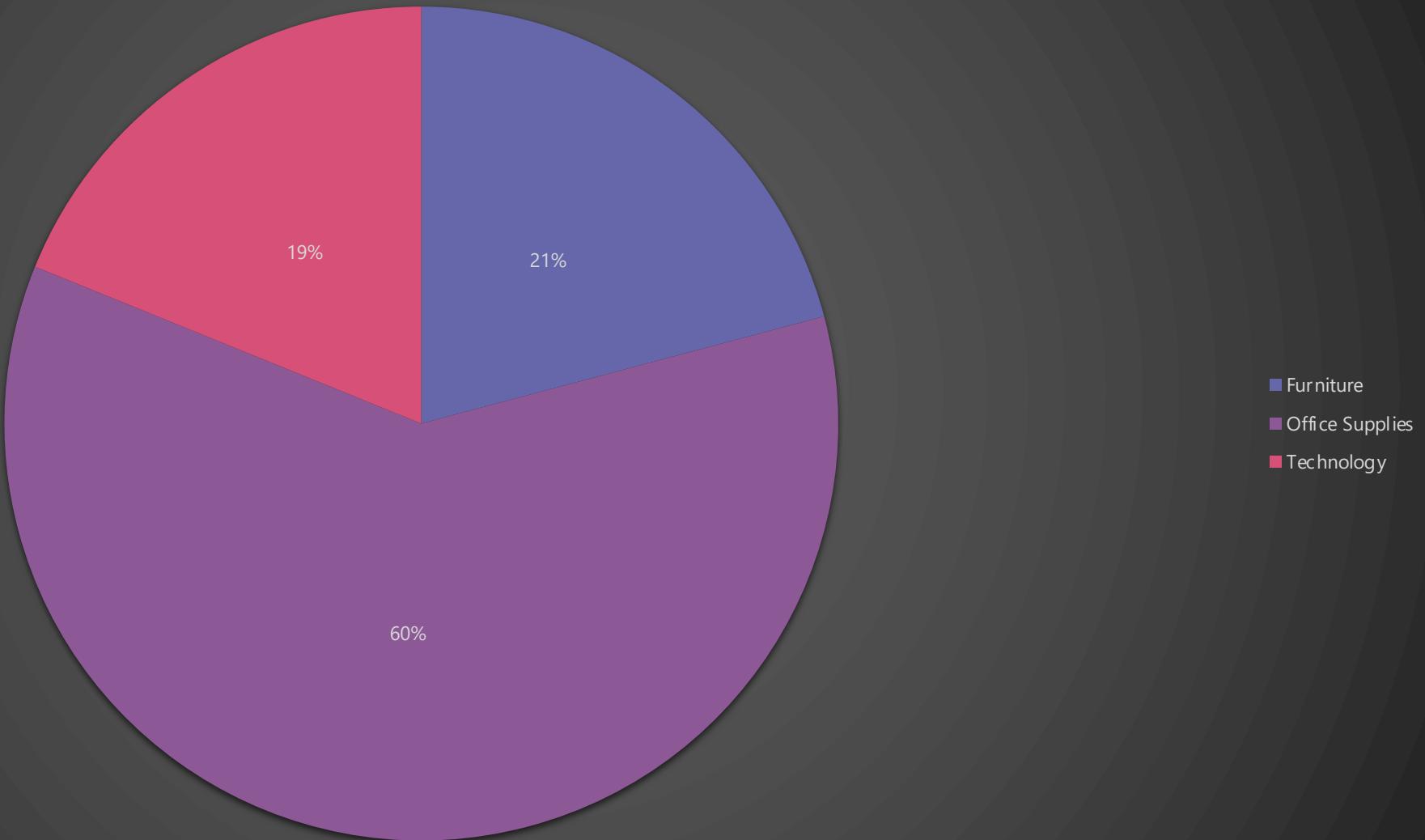
- Tech is performing great
- Furniture is lagging in profitability but sales are high
- Office Supplies high sales and profitability



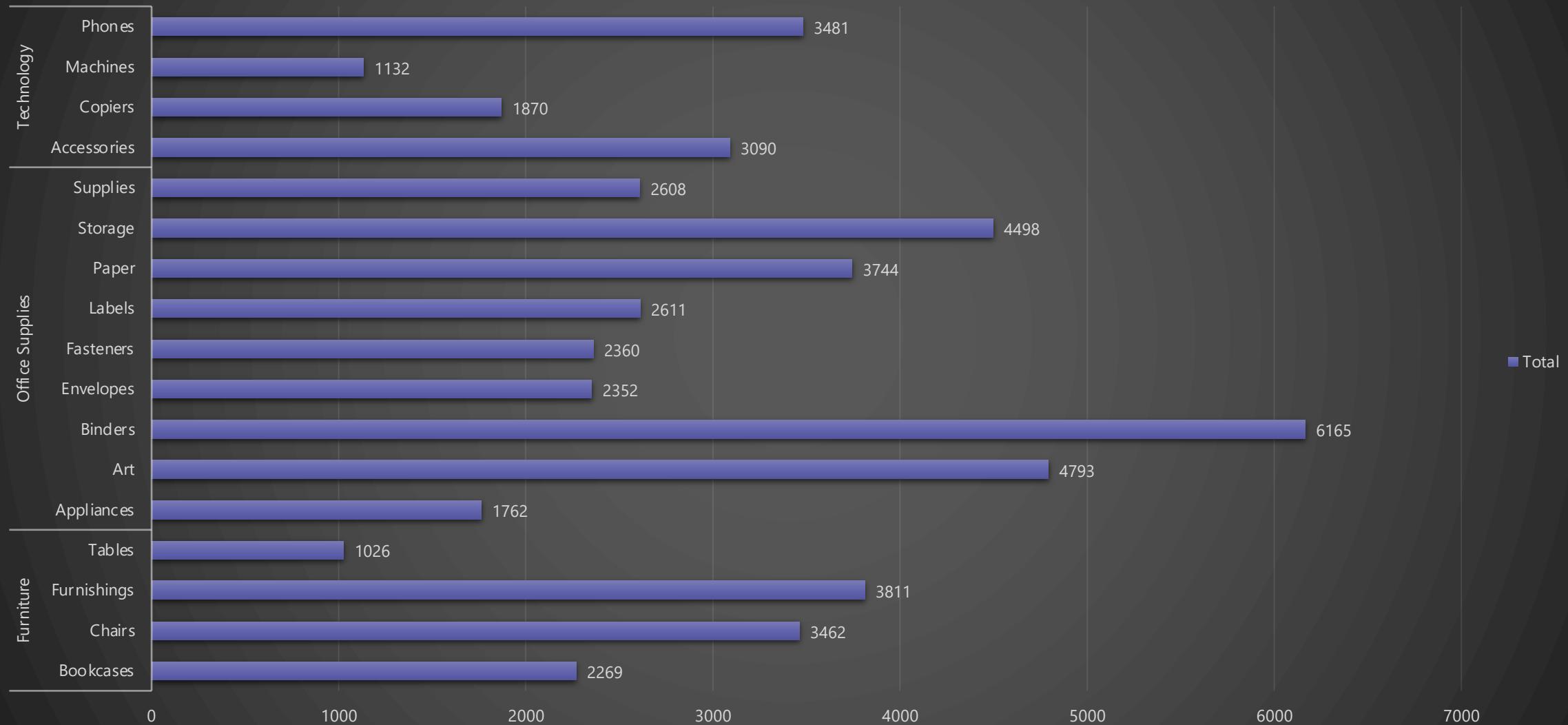
Sub-category Percentage of Sales



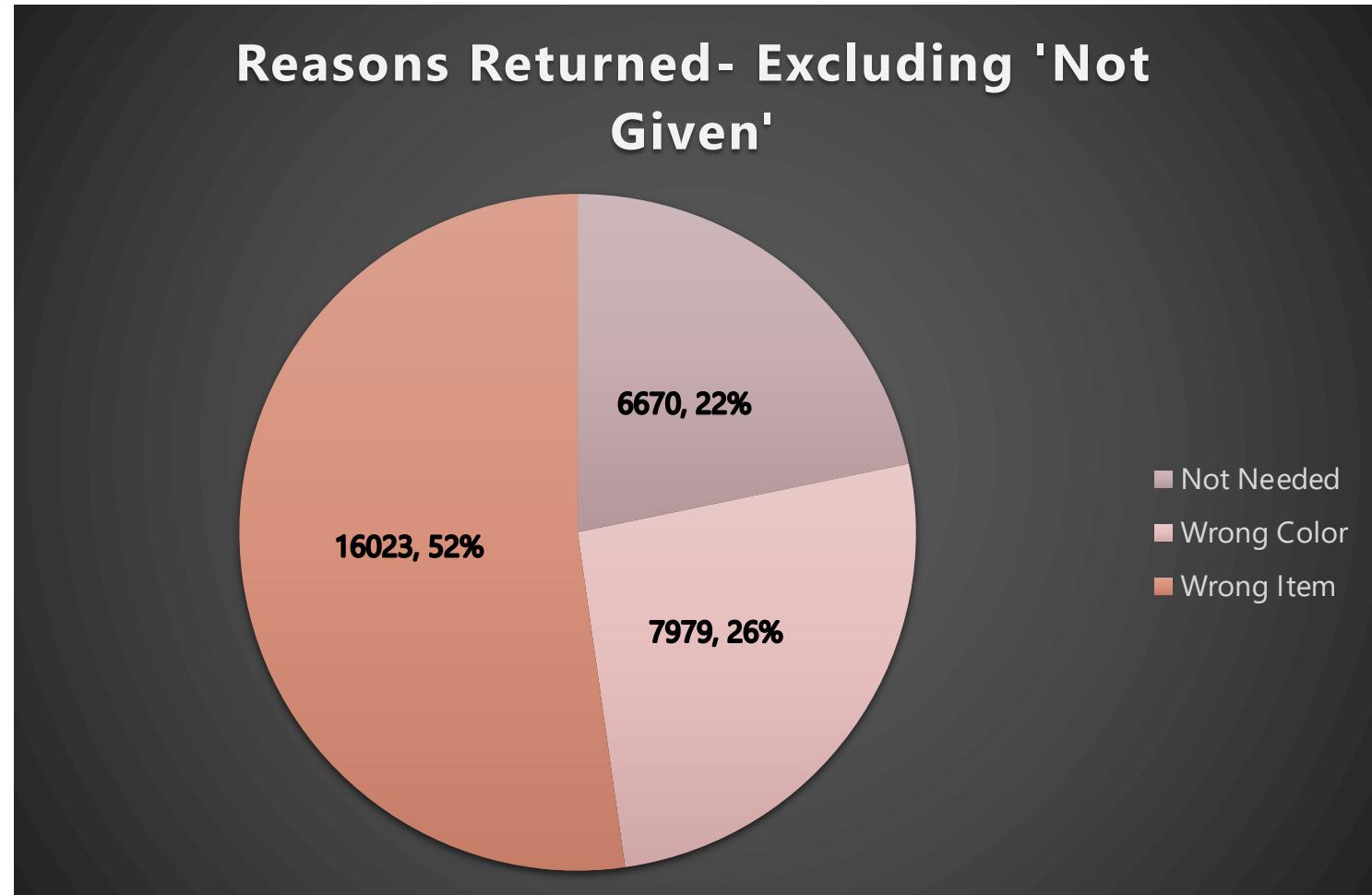
Percentage of Returns by Category



Total Returns by Category



Explains why Binders and Art returns are so high. Those items are easy to mix up



SUMMARY

- Superstore is seeing growth every year
- Technology is the most profitable category. Phones and copiers have high sales and profitability
- Consumers are the best segment
- Furniture is lagging in profitability
- Office Supplies are the most returned item
 - Most customers are returning things because it was either the wrong item or the wrong color

RECOMMENDATIONS

Process Evaluation
on packing

Price change on
furniture items

Sales on tech
items to move
more units

Possible chance
for growth in
corporate segment