

# ENOCH ANALYTICS ON SUPERSTORE

File created on: 1/17/2023 3:56:20 PM



DATA STORY

|                              |                                      |                                       |                        |                |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|
| LOGISTIC IMPACT ON SHIP MODE | PROFIT&SALES BASED ON SEGMENT/REGION | QUANTITY OUTCOMES BASED ON SEGMENT/.. | SEGMENT&SALES OUTCOMES | ITEMS CATEGORY |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|

| Segment     | Region  | Ship Mode   |          |              |                |
|-------------|---------|-------------|----------|--------------|----------------|
|             |         | First Class | Same Day | Second Class | Standard Class |
| Consumer    | Central | Abc         | Abc      | Abc          |                |
|             | East    |             |          | Abc          | Abc            |
|             | South   |             |          |              | Abc            |
| Corporate   | South   |             |          |              | Abc            |
|             | West    |             |          |              | Abc            |
| Home Office | West    |             |          |              | Abc            |

LOGISTIC IMPACT BASED ON SHIP MODE/REGION SUMMARY

“Abc”---Indicates availability.

SHIP MODE INSIGHT:

STANDARD CLASS: HAS 75% PATRONAGE ACROSS FOUR REGIONS  
NAMELY;EAST,SOUTH,WEST.

SECOND CLASS: HAS 50% PATRONAGE ACROSS CENTRAL AND EAST REGION.

SAME DAY: HAS 25% PATRONAGE IN CENTRAL REGION.

FIRST CLASS: HAS 25% PATRONAGE IN CENTRAL REGION.

REGION INSIGHT:

CENTRAL REGION HAS THE HIGHEST PATRONAGE(75%).

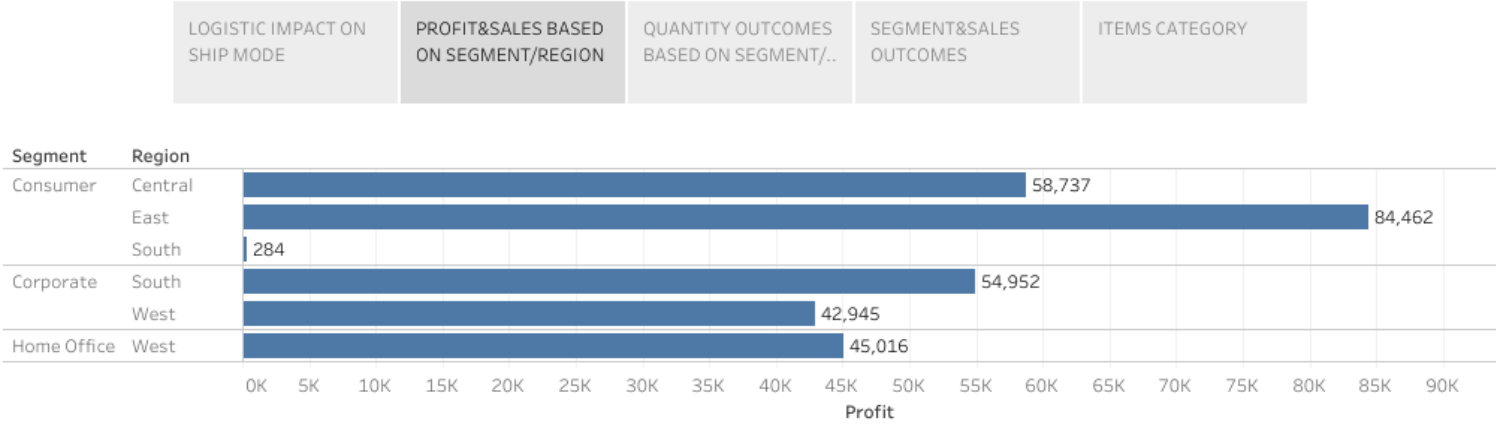
EAST REGION HAS AVERAGE PATRONAGE(50%).

SOUTH REGION HAS LOWEST PATRONAGE(25%).

WEST REGION HAS LOWEST PATRONAGE(25%).



DATA STORY



Data Insights:  
Generally profit outcomes are sales dependent(directly proportional).  
Highest profit is in the East under Consumer segment.  
The lowest profit is in the South under Consumer segment.



DATA STORY

|                              |                                      |                                       |                        |                |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|
| LOGISTIC IMPACT ON SHIP MODE | PROFIT&SALES BASED ON SEGMENT/REGION | QUANTITY OUTCOMES BASED ON SEGMENT/.. | SEGMENT&SALES OUTCOMES | ITEMS CATEGORY |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|

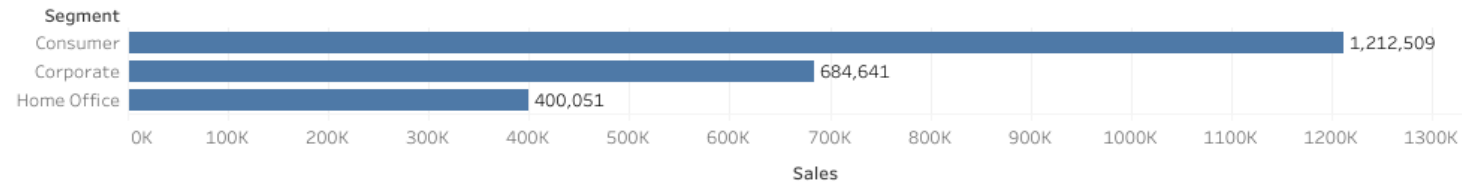


**Data Insights:**  
The southern region has the least quantity sold under the consumer segment.  
The eastern region has the highest quantity sold under consumer segment.  
The consumer segment has the coverage of three regions.  
The corporate segment has the coverage two regions.  
The home office segment has one region coverage.



## DATA STORY

|                              |                                      |                                       |                        |                |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|
| LOGISTIC IMPACT ON SHIP MODE | PROFIT&SALES BASED ON SEGMENT/REGION | QUANTITY OUTCOMES BASED ON SEGMENT/.. | SEGMENT&SALES OUTCOMES | ITEMS CATEGORY |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|



### Data Insights:

The sales are least @ Home office segment.

The sales are highest@Consumer segment.



DATA STORY

|                              |                                      |                                       |                        |                |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|
| LOGISTIC IMPACT ON SHIP MODE | PROFIT&SALES BASED ON SEGMENT/REGION | QUANTITY OUTCOMES BASED ON SEGMENT/.. | SEGMENT&SALES OUTCOMES | ITEMS CATEGORY |
|------------------------------|--------------------------------------|---------------------------------------|------------------------|----------------|

| Region  | Segment     | Category  |                 |            |
|---------|-------------|-----------|-----------------|------------|
|         |             | Furniture | Office Supplies | Technology |
| Central | Consumer    | Abc       | Abc             |            |
| East    | Consumer    |           | Abc             |            |
| South   | Consumer    |           | Abc             |            |
|         | Corporate   |           | Abc             |            |
| West    | Corporate   |           | Abc             | Abc        |
|         | Home Office |           |                 | Abc        |

Data Insights:  
"Abc"--indicates availability.  
The office supplies has the highest item category across all regions.  
Furniture has the least item category across all regions.



# Expected Business Decision Based on Data Insight

- “ Email marketing and adverts should be targeted towards corporate/home office segment customers.
- “ Cheapest logistic(ship mode) should be recommended to corporate/home office segment customers .
- “ The sales and marketing department should pay more attention to customers feedbacks across all segment/regions.
- “ Creation of new supermarket across regions to target corporate/home office customers. Taking a close look at geographical distance/location and intensive cost on logistic.
- “ Urgent attention is required in stocking of items for both low/high demand goods. More clues to item shelving and arrangement. New items that are dependent on existing items should be introduced. For instance furniture & flowers .