Retail Supermarket Analysis

Analysis on Retail Supermarket

With growing demands and cut-throat competitions in the market, a Retail Supermarket is seeking the knowledge in understanding what works best for them. They would like to understand which products, regions, categories and customer segments they should target or avoid so that their business has more profits.

Project Goals:

1) Identify key variables that affect the sales and profit of the Supermarket.

2) Give Conclusions/Recommendations to improve the Sales and Profit of the Supermarket.

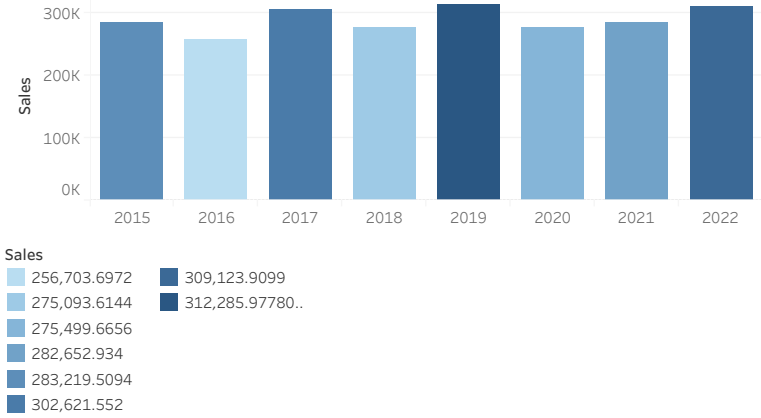
Info: The Superstore dataset contains the details of sales and profits of the states of the United States.

Questions to explore

- How does the sales change during the year?
- How's the sale distribution per region?
- Which segment provides the biggest profit?
- Which type of product (category/subcategory) provides the most profit?

Retail Supermarket Analysis

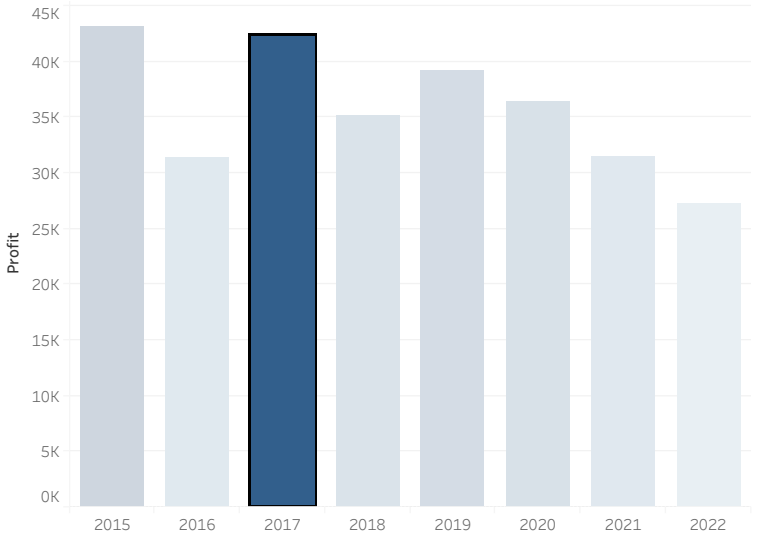
Sales by Year



Sales
256,703.6972
275,093.6144
275,499.6656
282,652.934
283,219.5094
302,621.552
309,123.9099
312,285.97780..

The Sales is changing every year .It doesn't have an inclining pattern.

Profit by Year



Profit
27,275 43,185

The Profit is also changing every year ,2015 being the highest.

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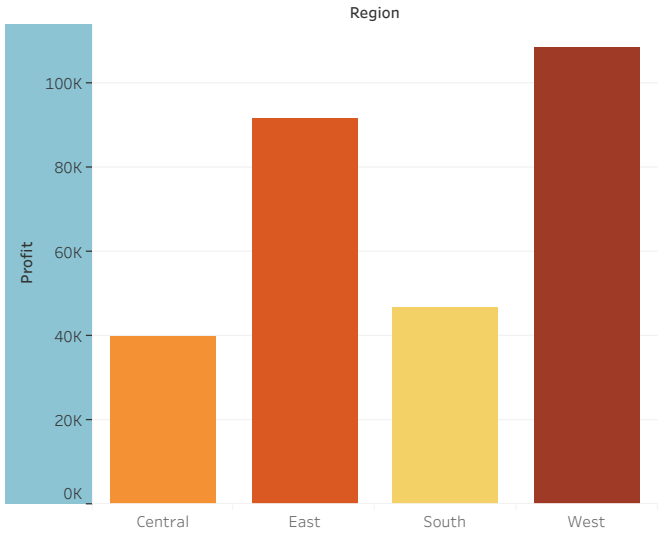
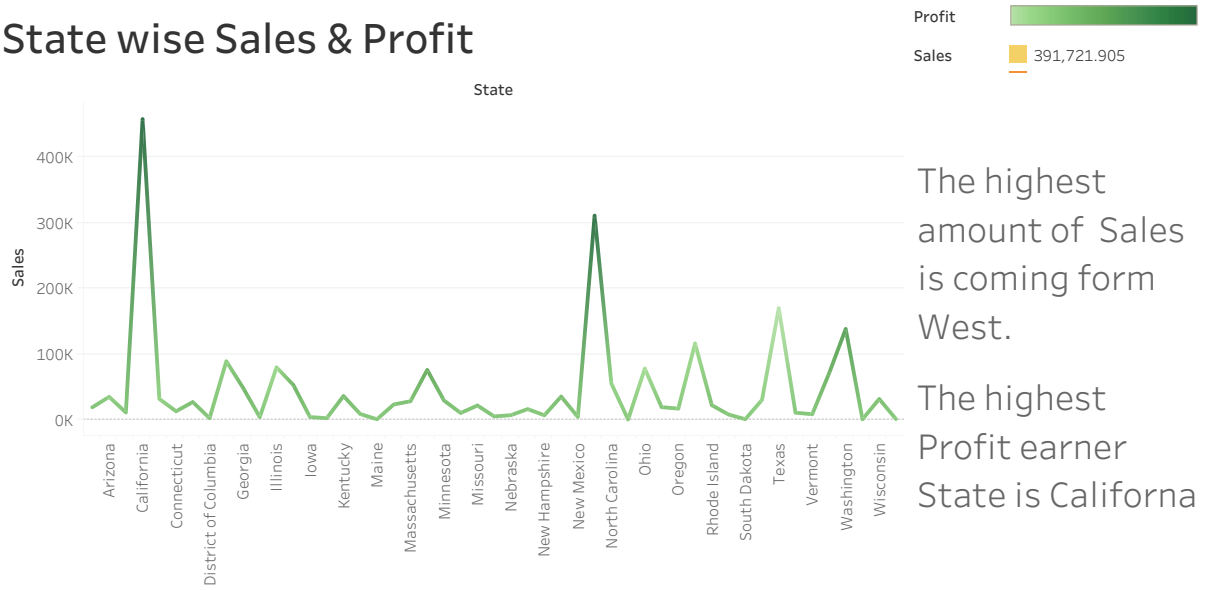
Region wise sales



State wise Sales & Profit



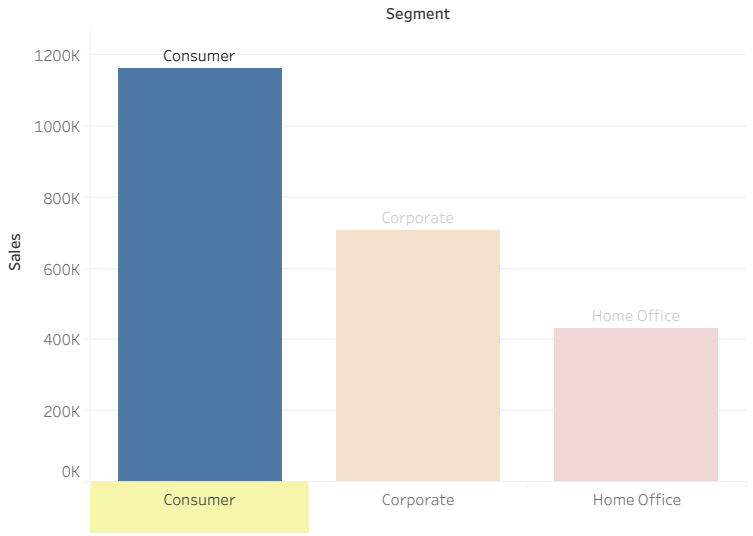
The highest amount of Sales is coming form West.

The highest Profit earner State is Californa

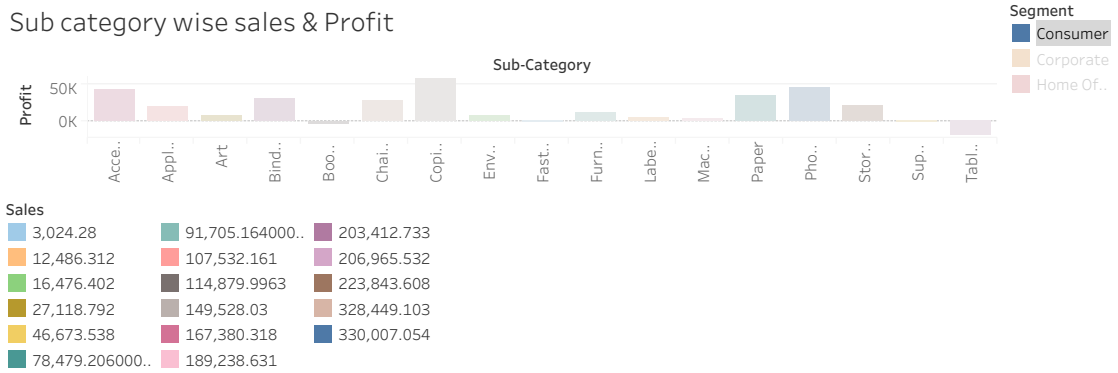
Retail Supermarket Analysis

Retail Spuer market Introduction	Year wise sales and profit	Analysis by Region	Top Segments and Subcategories	Geographic presentaion of sales ..	Linear and cluster Analysis	Conclusions and Recommendations

Segment Wise Sales



Sub category wise sales & Profit



The biggest contibutor segment wise is Consumer Segement .

The highest contributor from Sub category to Sales is Copiers .But there are products like Bookcases,Supplies and Tables that are havi..

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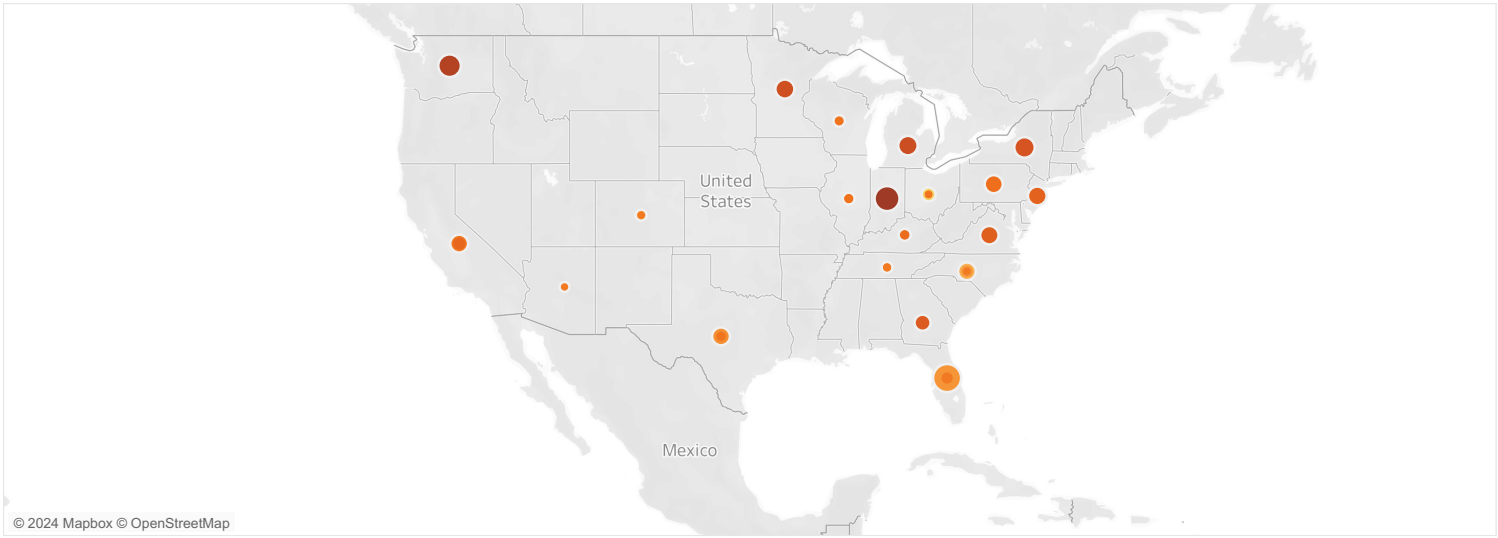
State wise Sale and Profit



Profit
To Null

Profit
-6,600 8,400

Sales
0
5,000
10,000
15,000
20,000
22,638

New York and Washington have the highest Sale and P..

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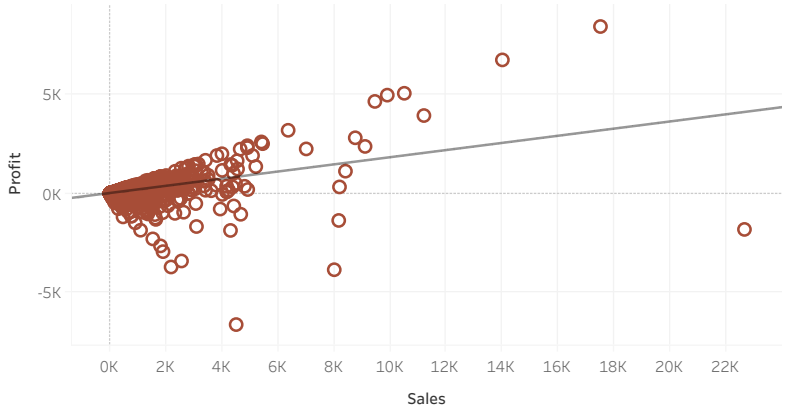
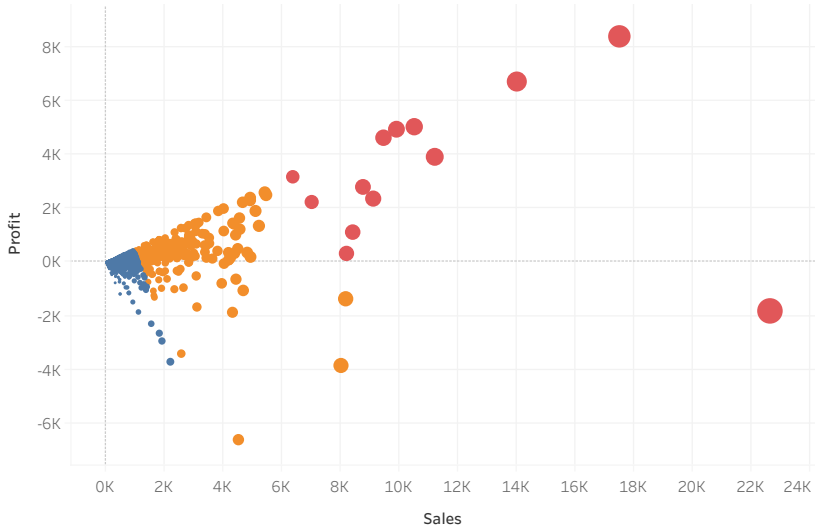
Sales Vs Profit



As the sale increases, profit also increases even though there are negative profits.

Sales Vs Profit Cluster Analysis



The findings suggest that the red cluster (Cluster 3) has the highest sales and the profits.Only one point here gives nagative profit. There are many points for the negative profits.These clusters are representing various levels of Sale and Profit.

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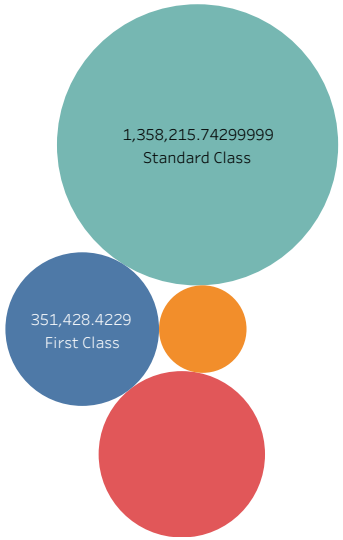
Shipping Mode Pie Chart



Ship Mode
- First Class
- Same Day
- Second Class
- Standard Class

The best shipping mode is the Standard Class shipping mode and this method is earning the highest profits.

Recommendations :

The company should focus more of turning the negative Profits to positive Profits.

Special schemes should be brought up to push sales for under performing Segments.