To improve profitability, the Superstore should focus on the highest-performing categories and eliminate or adjust products and combinations that generate losses.

#### **Top Profit Centers**

1. Most Profitable Subcategory + Region:  
   * West – Copiers ($19,327): The Copiers subcategory in the West region is the highest profit generator. This product line performs exceptionally well, contributing significantly to the store's profits.
   * East – Copiers ($17,023): The Copiers subcategory in the East region is also highly profitable, showing strong sales performance in this area.
   * West – Accessories ($16,485): Accessories in the West region are another top performer, generating substantial profits.
2. Insight: The superstore should continue promoting Copiers in the West and East regions, and consider focusing on Accessories in the West, as these categories are the most profitable.
3. Most Profitable Shipping Mode + Product:  
   * Standard Class – TEC-CO-10004722 ($14,560): The TEC-CO-10004722 product, shipped through Standard Class, is the top product in terms of profit. This suggests that optimizing the sales of this product can further boost profitability.
   * First Class – TEC-CO-10004722 ($10,640): The same TEC-CO-10004722 product, when shipped via First Class, continues to generate a high profit.
   * Standard Class – OFF-BI-10003527 ($5,847): Another profitable product, OFF-BI-10003527, when shipped through Standard Class, generates solid returns.
4. Insight: The Superstore should prioritize the TEC-CO-10004722 product in both Standard Class and First Class shipping, as it consistently brings in high profits. Additionally, OFF-BI-10003527 can be promoted with Standard Class shipping.

#### **Biggest Loss-Makers**

1. Worst Subcategory + Region:  
   * East – Tables (-$11,025): The Tables subcategory in the East region is the largest loss-maker, losing a significant amount of money.
   * South – Tables (-$4,623): Similarly, Tables in the South region also generate notable losses.
   * Central – Furnishings (-$3,906): Furnishings in the Central region is another loss-making combination, albeit at a smaller scale.
2. Insight: The Superstore should consider discontinuing the Tables subcategory in the East and South regions, as these areas are incurring substantial losses. Additionally, focusing less on Furnishings in the Central region could help reduce losses.
3. Worst Shipping Mode + Product:  
   * Standard Class – TEC-MA-10000418 (-$6,600): The product TEC-MA-10000418 shipped through Standard Class is the biggest loss-maker.
   * Standard Class – OFF-BI-10004995 (-$5,798): Another loss-making product in Standard Class, OFF-BI-10004995, is contributing significantly to negative profit.
   * Standard Class – TEC-MA-10000822 (-$4,760): Similarly, TEC-MA-10000822 in Standard Class is also contributing to losses.
4. Insight: The Superstore should review and potentially discontinue products like TEC-MA-10000418, OFF-BI-10004995, and TEC-MA-10000822 when shipped via Standard Class, as they are major loss contributors.

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### **Conclusion**

To improve profitability, Superstore should focus on the highest-performing products and regions, such as Copiers in the West and East regions, and prioritize TEC-CO-10004722 products shipped via Standard Class and First Class. On the other hand, it should discontinue or re-evaluate underperforming product lines and regions, such as Tables in the East and South regions, and Furnishings in the Central region. By addressing both top performers and loss-makers, the superstore can optimize its product offerings and increase overall profitability.

1)Subcategory + Region vs. Profit

https://public.tableau.com/authoring/SuperstoreProfitabilityandOperationsAnalysis\_KitVine/SubcategoryRegionvs\_Profit#2

2)Shipping Mode + Product ID vs. Profit

https://public.tableau.com/authoring/SuperstoreProfitabilityandOperationsAnalysis\_KitVine/ShippingModeProductIDvs\_Profit#2