Strategy:

After analysing the dataset, I found that there were two regions with sales and profit less than the average out of all four regions namely 'Central' and 'South'.

Central Region

On digging deeper into the data for central region, it was observed that there were some products which were yielding in loss rather than profit. Hence, if those products are taken off the market in the central region, the overall profit will increase. Since the ones that are sold are negligible, this will not have a significant impact either on customers or the super store.

After dropping some selected products, the overall profit percentage increased by 67% including the year 2020 even though the sales percentage dropped by 39%.

Although, the sales and profit individually for the year 2020 dropped by 36% and 19%, but this strategy proves to be more beneficial in the long run.

South Region

Upon analysis, it was observed that the products are performing well in this region but sales is less as compared to the demand. So, the superstore should work on the sales team to bring up profit in the south region.