

SALES AND PROFITS OF SUPERSTORE

SUMMARY

SALES

FORECAST

ACTIONABLES

CATEGORY

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

ORDER YEAR

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

SEGMENT

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

SHIP MODE

- ☐ First Class
- ☐ Same Day
- ☐ Second Class
- ☐ Standard Class

TOTAL ORDERS

5009

TOTAL SALES

2.30M

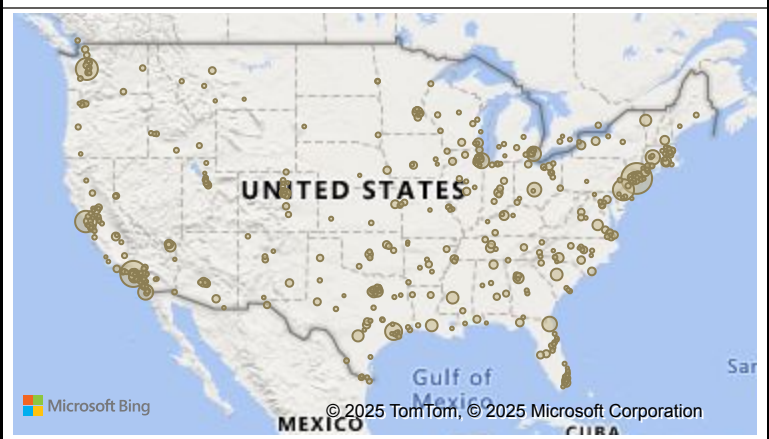
TOTAL PROFIT

286.40K

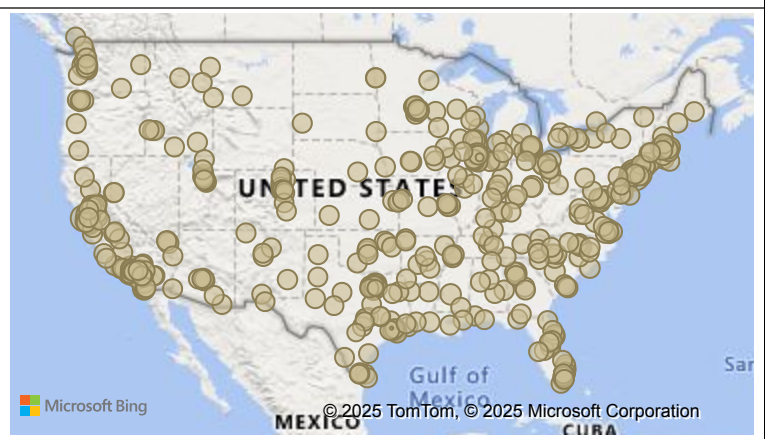
AVG QTY PER ORDER

7.56

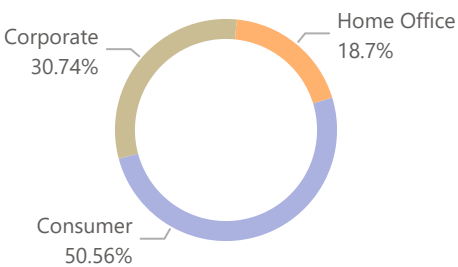
SUM OF SALES BY CITY



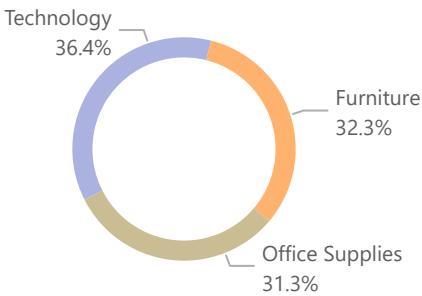
SUM OF PROFIT BY CITY



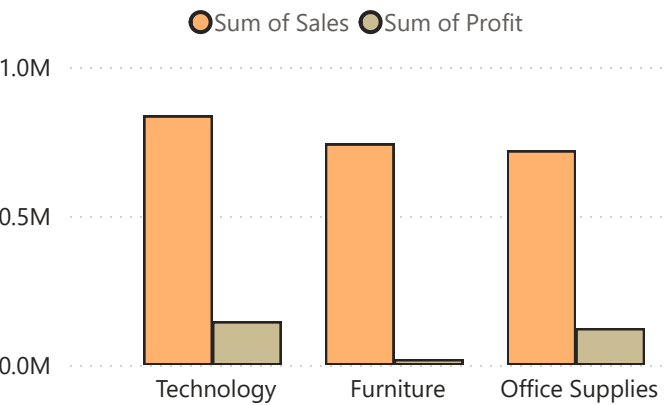
SALES BY SEGMENT



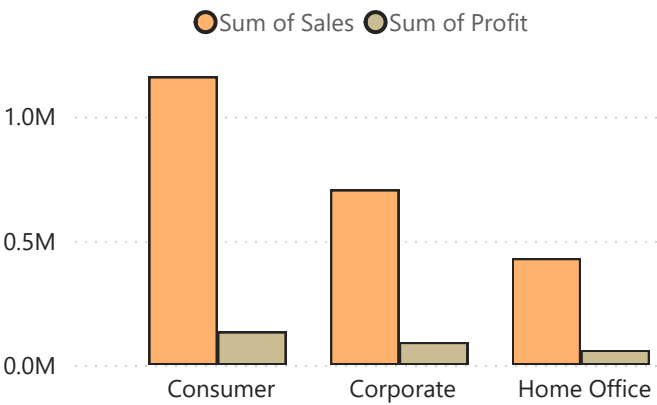
SALES BY CATEGORY



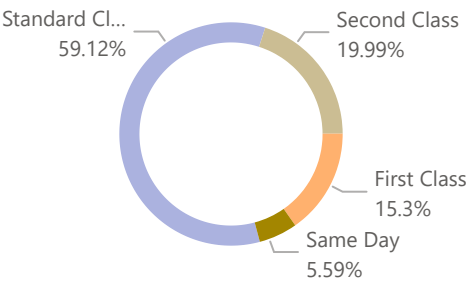
SUM OF SALES AND PROFITS BY CATEGORY



SUM OF SALES AND PROFIT BY SEGMENT



SALES BY SHIP MODE



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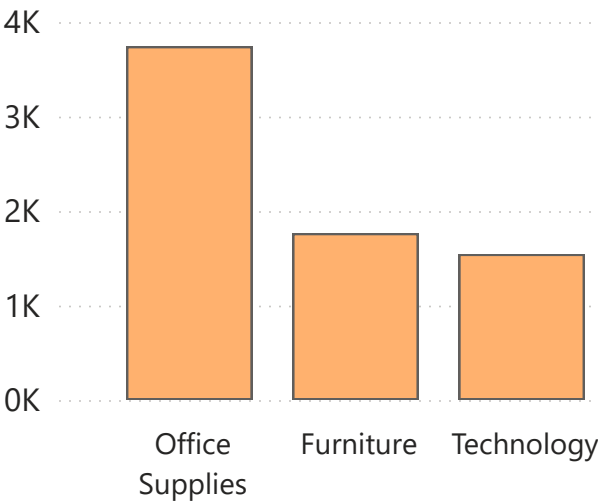
SEGMENT

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

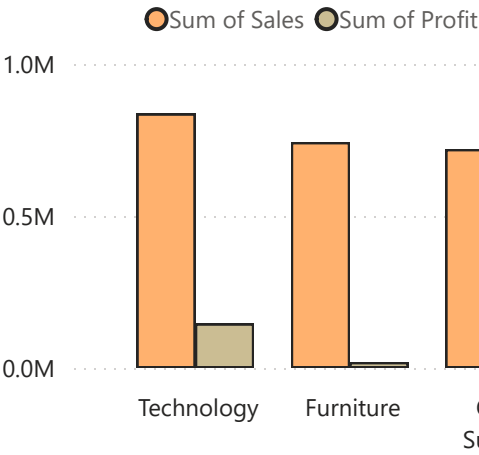
SHIP MODE

- ☐ First Class
- ☐ Same Day
- ☐ Second Class
- ☐ Standard Class

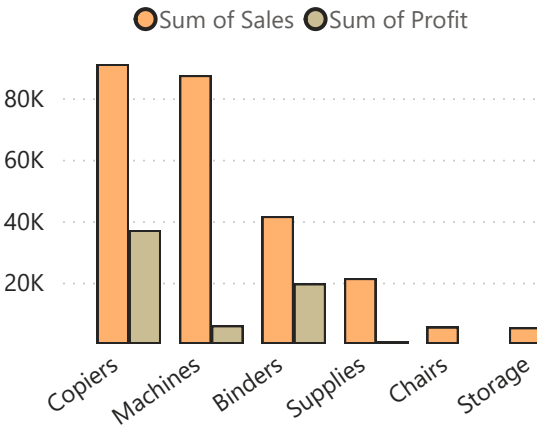
TOTAL ORDERS BY CATEGORY



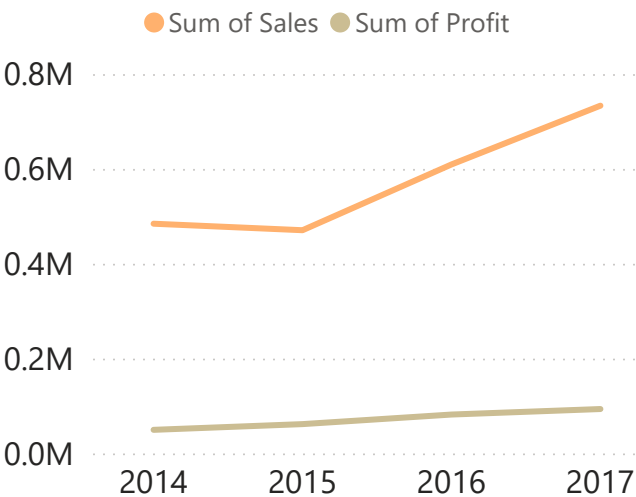
SUM OF SALES AND PROFITS BY CATEGORY



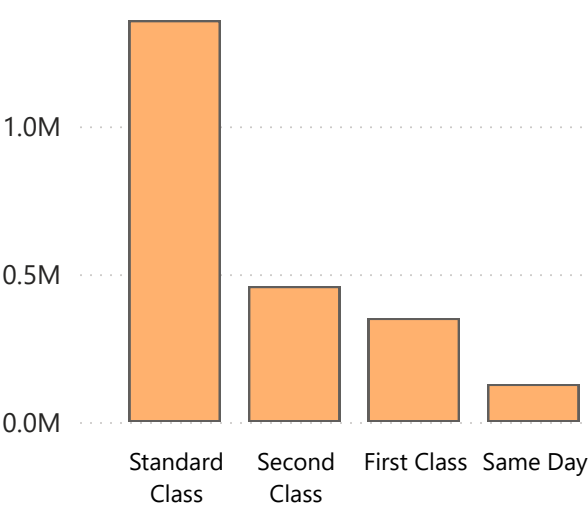
SUM OF SALES AND PROFITS BY SUB-CATEGORY



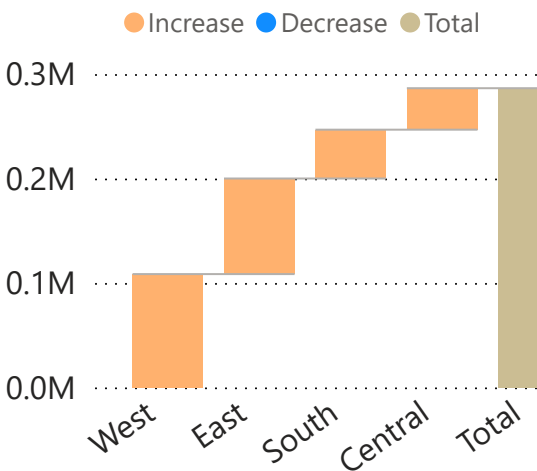
SUM OF SALES AND PROFITS BY YEAR



SUM OF SALES BY SHIP MODE



SUM OF PROFIT BY REGION



SALES AND PROFITS OF SUPERSTORE

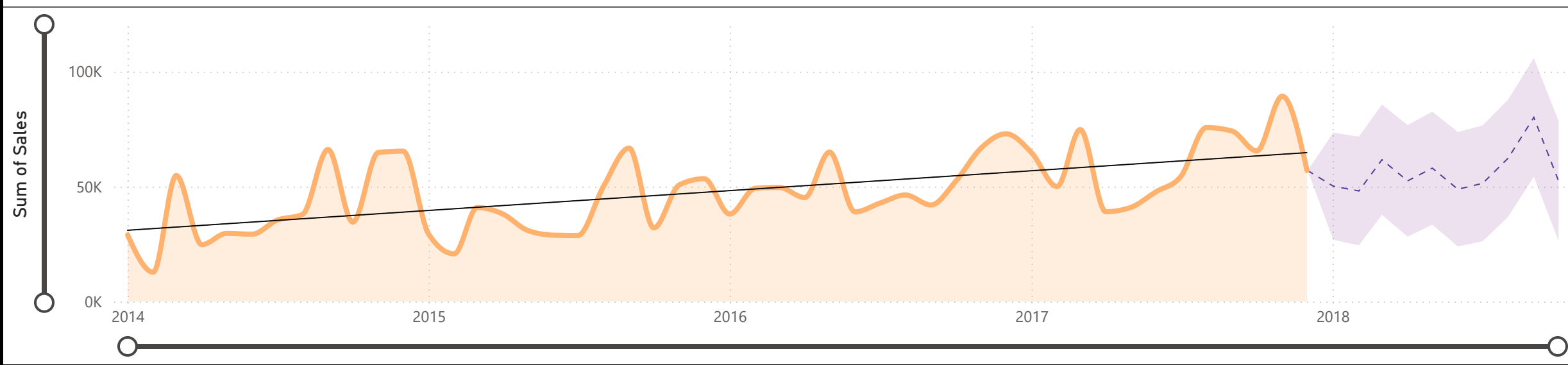
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CURRENT SALES TREND AND FORECAST



SUM OF SALES TRENDED UP, RESULTING IN A 96.76% INCREASE BW JAN 2014 & DEC 2017.

SUM OF SALES STARTED TRENDING UP ON AUG 2016 RISING BY 22.94% (10,629.21) IN 16 MONTHS.

SUM OF SALES JUMPED FROM 29639.83 TO 65426.3 DURING ITS STEEPEST INCLINE BW MAY 2014 AND DEC 2014.

EXPECTED GROWTH: -19.2%

The forecast suggests a **decline in performance** — possibly due to seasonal dips, reduced demand, or conservative forecasting. The forecast rises again by **August–September (up to ₹80K)**, showing some **recovery trend**.

Based on past trends & forecast continuation.

EXPECTED TOP CATEGORY: OFFICE SUPPLIES

Forecasted total sales for next 10 months based on historical trend.

PREDICTED SALES: 565728

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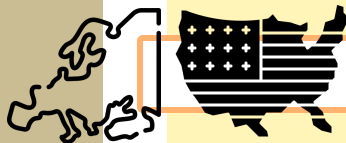
ACTIONABLES

OFFER LOYALTY DISCOUNTS OR CORPORATE BUNDLES – REWARD TOP CONTRIBUTORS AND **ENCOURAGE REPEAT SALES** AMONG HIGH-VALUE CUSTOMERS.



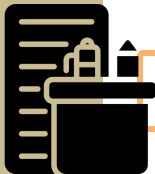
PROMOTE PROFITABLE SHIPPING OPTIONS – HIGHLIGHT AND INCENTIVIZE EFFICIENT SHIPPING MODES TO **ENHANCE PROFIT MARGINS**.

MARKET HIGH-PERFORMING PRODUCTS IN UNDERPERFORMING REGIONS – LEVERAGE STRONG SELLERS TO **BALANCE REGIONAL PERFORMANCE**.



SUSTAIN STRONG PERFORMANCE IN USA AND EUROPE – MAINTAIN PROVEN STRATEGIES TO **ENSURE CONSISTENT GLOBAL STABILITY**.

OPTIMIZE FURNITURE PRICING AND DELIVERY – ADJUST PRICING AND STREAMLINE LOGISTICS TO **IMPROVE SALES IN A HIGH-COST CATEGORY**.



LEVERAGE OFFICE SUPPLIES AS ENTRY-LEVEL PRODUCTS – USE AFFORDABLE, ESSENTIAL ITEMS TO **ATTRACT NEW CUSTOMERS AND BUILD LOYALTY**.