

Superstore Data Analysis



Executive Overview

Superstore
Data Analysis

Executive
Overview

Geographic
Distribution

Product
Performance

Pricing Analysis
(Exploratory)

Revenue Overview

\$2.30M

Total Sales

\$286.4K

Total Profit

12.5%

Total Profit Margin

Order Overview

5009

of Unique Orders

\$458.6

Average Order Value

Risk Overview

59.0%

Discounted Orders %

26.3%

Loss Orders %

Year ▾

2014

2015

2016

2017

Category ▾

Furniture

Office Supplies

Technology

Region ▾

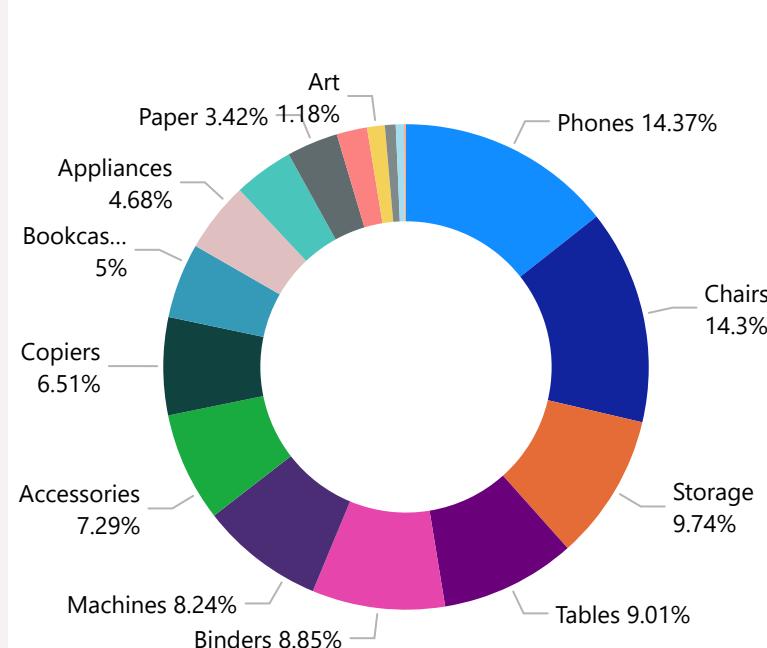
Central

East

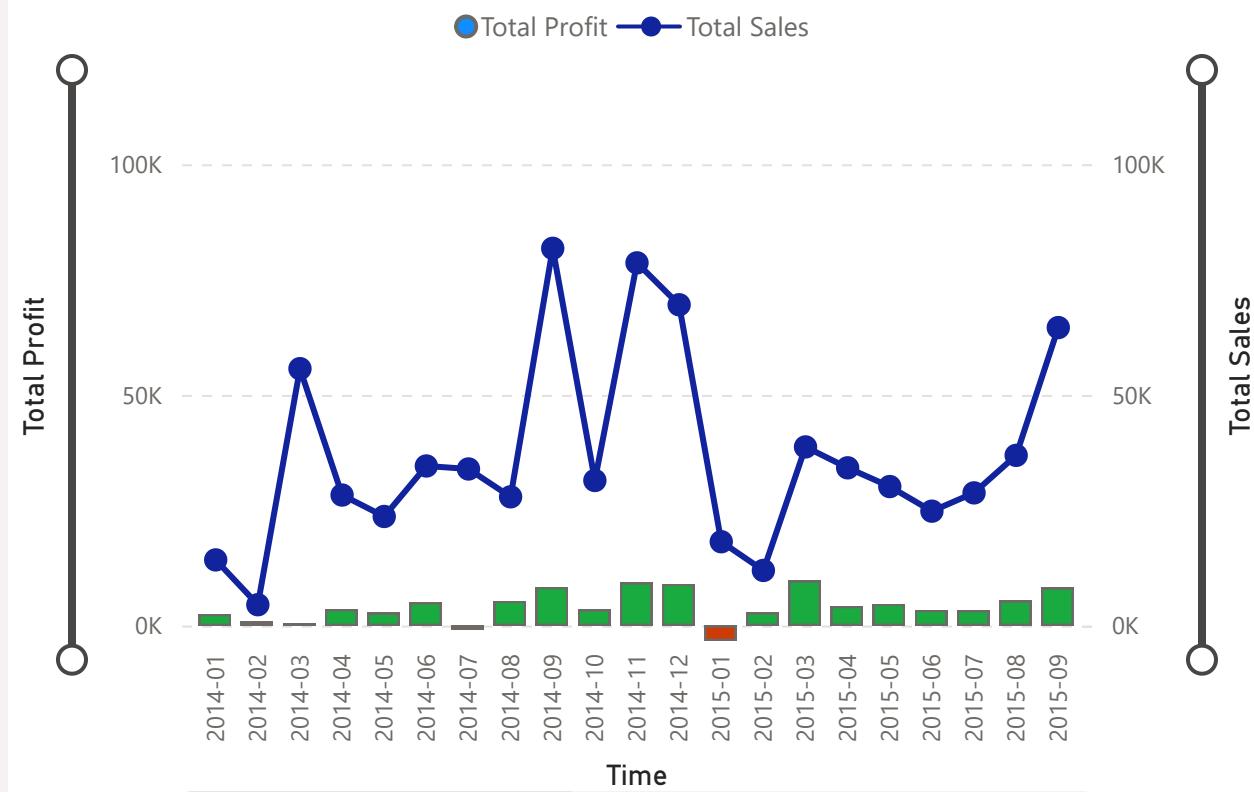
South

West

Distribution of Sales within Product Sub-Categories



Total Sales and Total Profit over Time



Geographic Distribution

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793

Customer Count

Year

 2014 2015 2016 2017

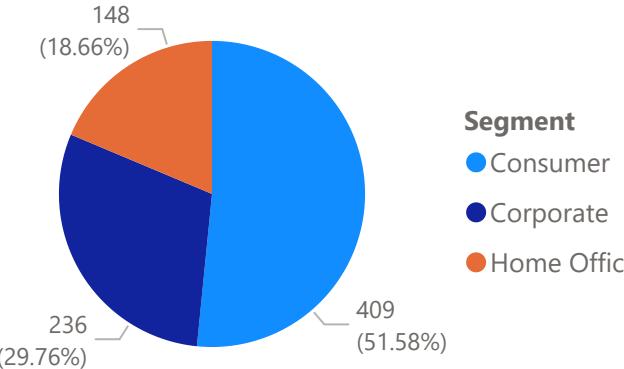
Category

 Furniture Office Supplies Technology

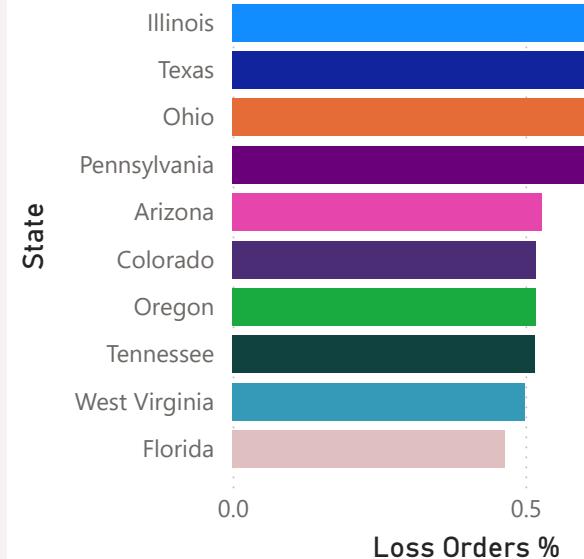
Region

 Central East South West

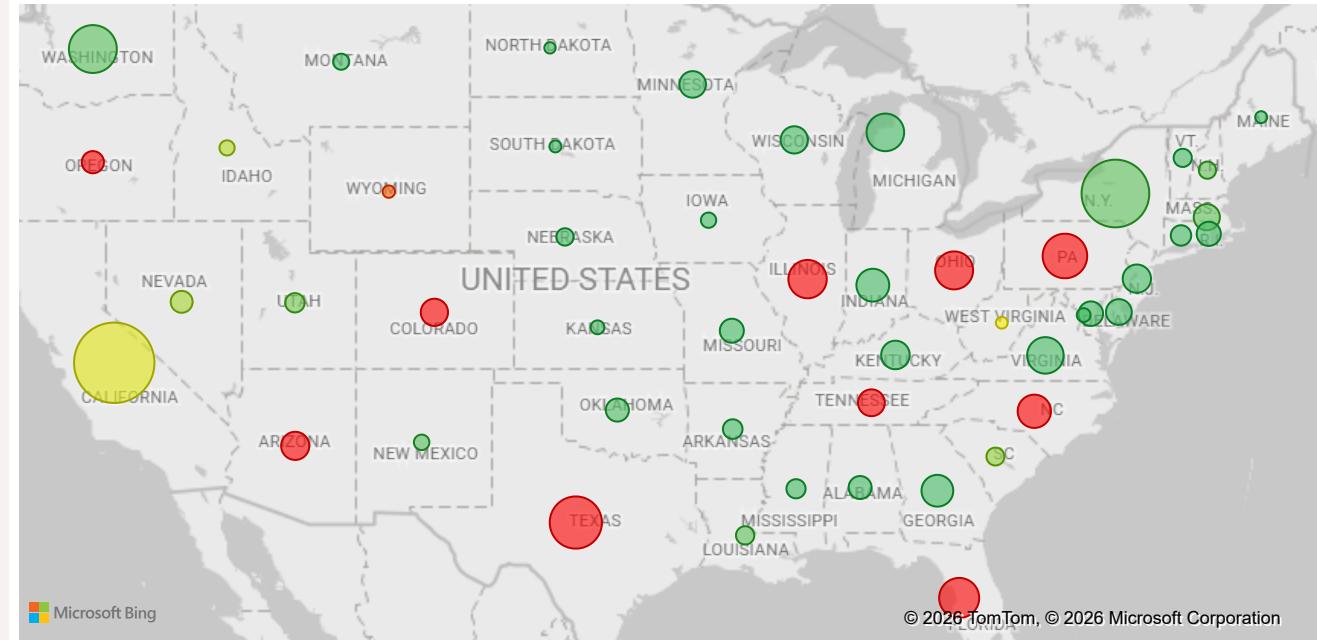
Customer Segment Distribution



Top 10 Loss Orders % by State

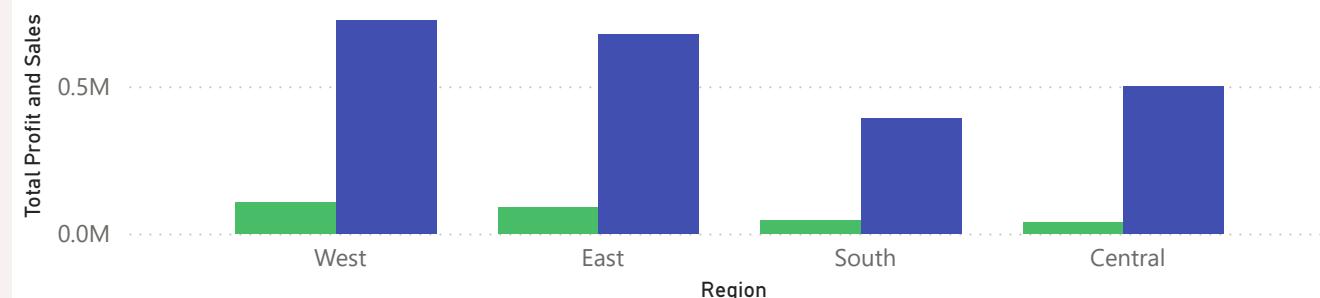


Total Sales and Total Profit Margin by State (Size = Sales, Color = Profit Margin, Green to Red Scale for Profit Margin of 25% to 0%)



Total Profit and Total Sales by Region

● Total Profit ● Total Sales



Product Performance

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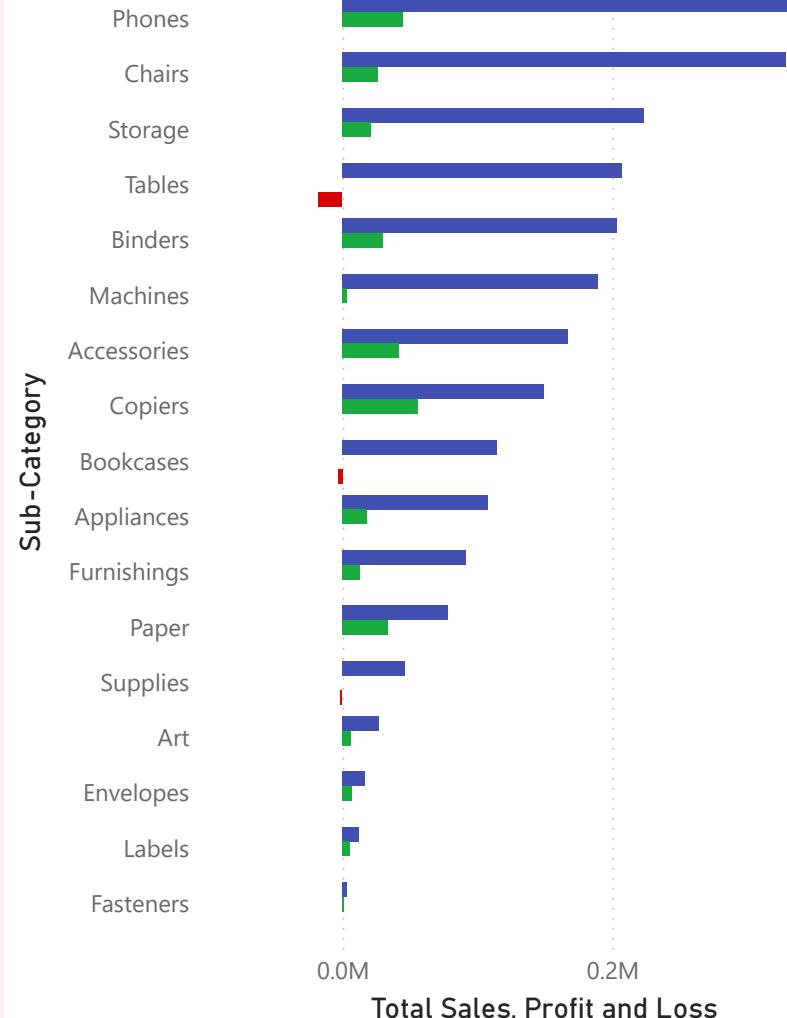
Geographic
Distribution

Product
Performance

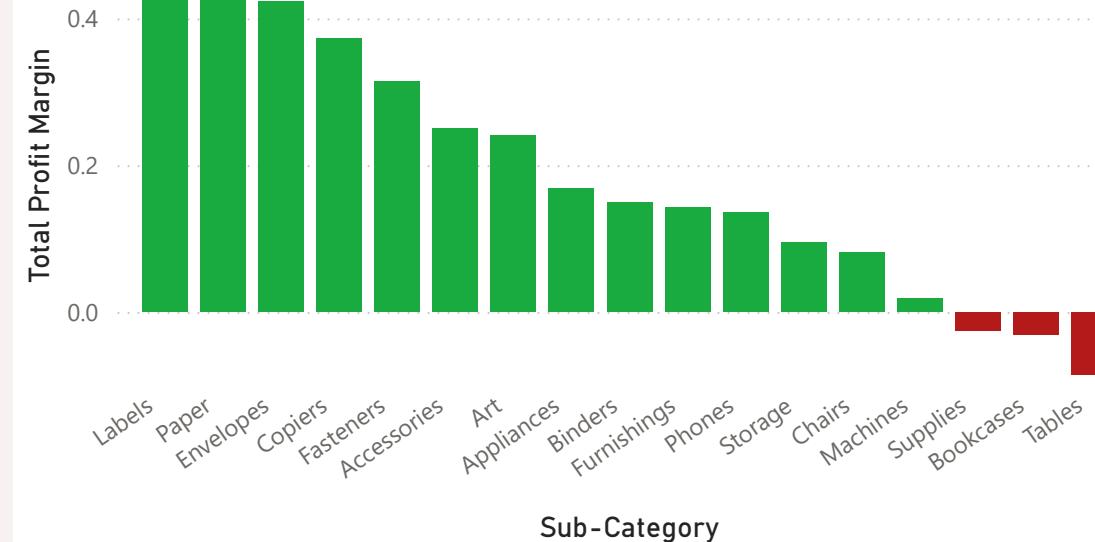
Pricing Analysis
(Exploratory)

Total Sales, Profit and Loss by Sub-Category

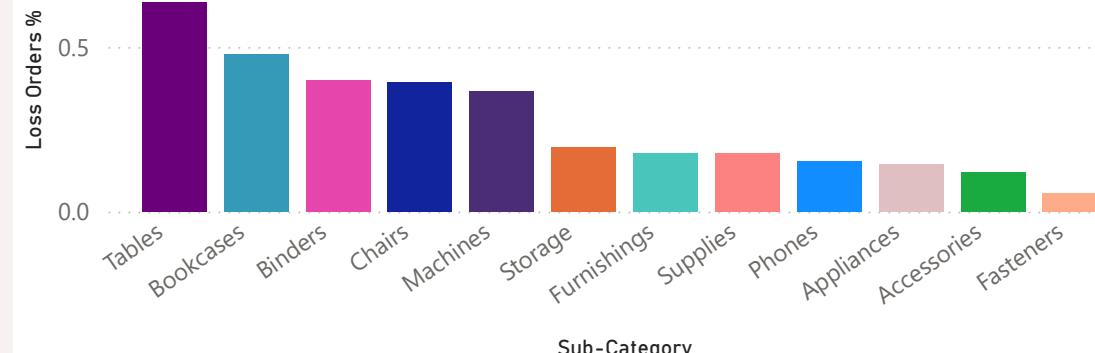
● Total Sales ● Profit ● Loss



Total Profit Margin by Sub-Category



Loss Orders % by Sub-Category



Pricing Analysis (Exploratory)

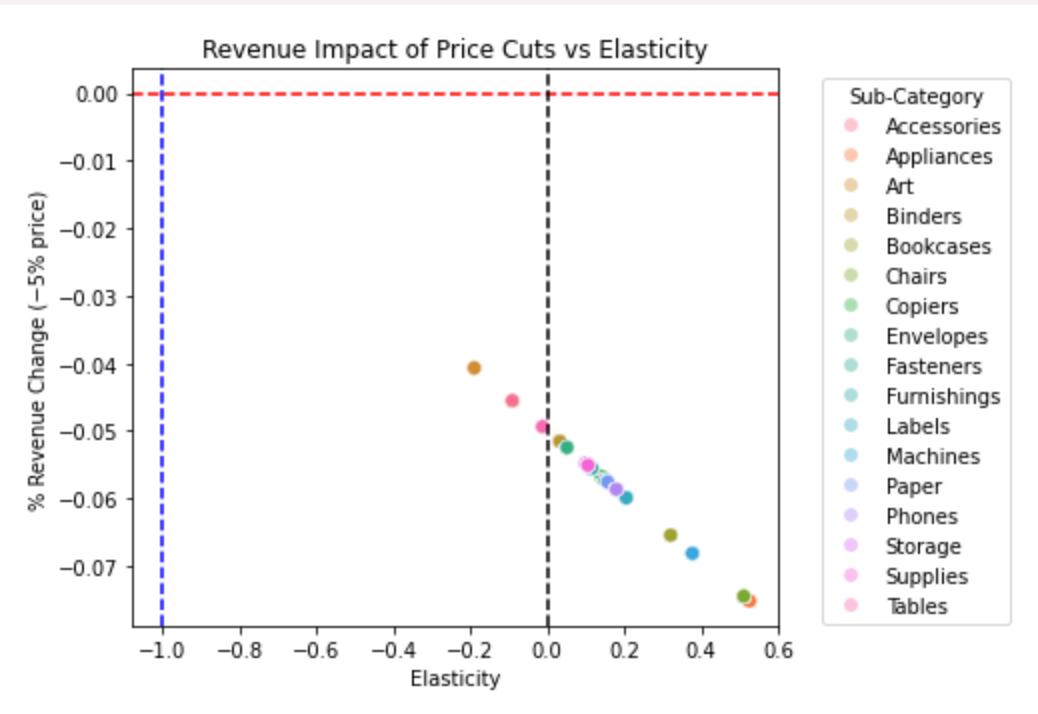
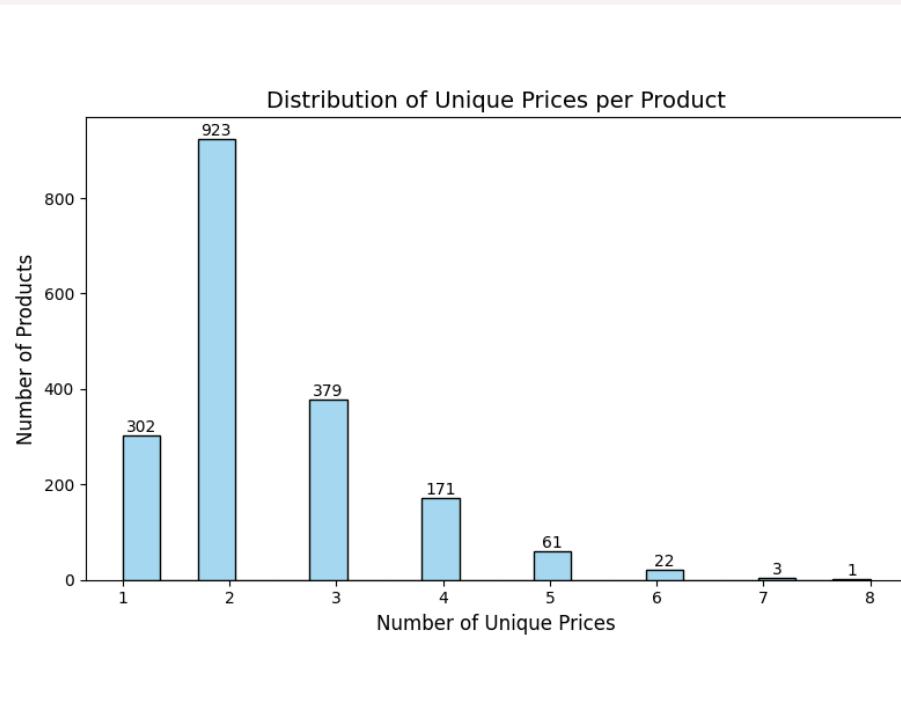
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Geographic Distribution

Product Performance

Pricing Analysis (Exploratory)



Category	▼
<input type="checkbox"/> Furniture	
<input type="checkbox"/> Office Supplies	
<input type="checkbox"/> Technology	

Findings & Conclusion:

- This analysis finds no strong evidence that price changes are a primary driver of demand within the available data.
- Product-level elasticity estimates were unreliable due to limited price variation and high noise, while sub-category level modeling, where sufficient variation exists, shows demand to be broadly inelastic ($|\varepsilon| < 1$) across all segments.
- The positive and near-zero price coefficients suggest that observed differences in sales volumes are better explained by structural factors such as sub-category characteristics and seasonality rather than price movements.
- As a result, uniform price changes are unlikely to meaningfully influence demand, and pricing decisions should be evaluated alongside non-price levers such as product mix, timing, and category strategy.