

# 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

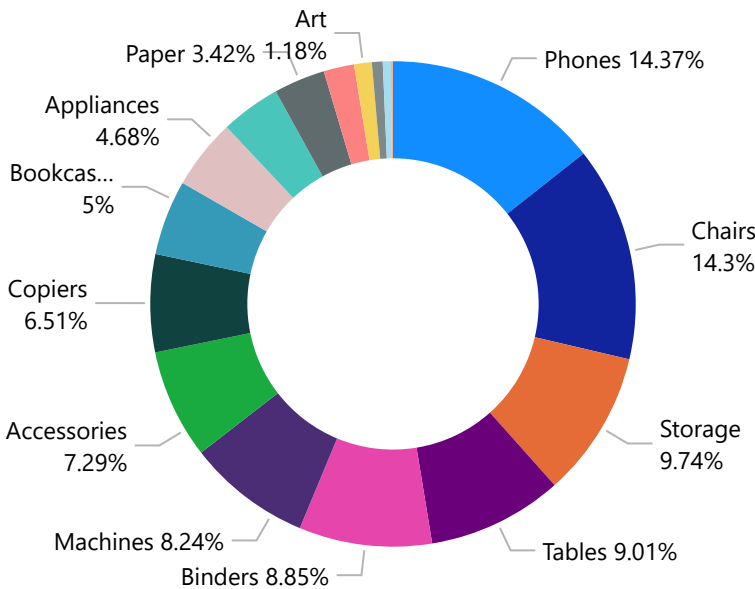
☐ Central

☐ East

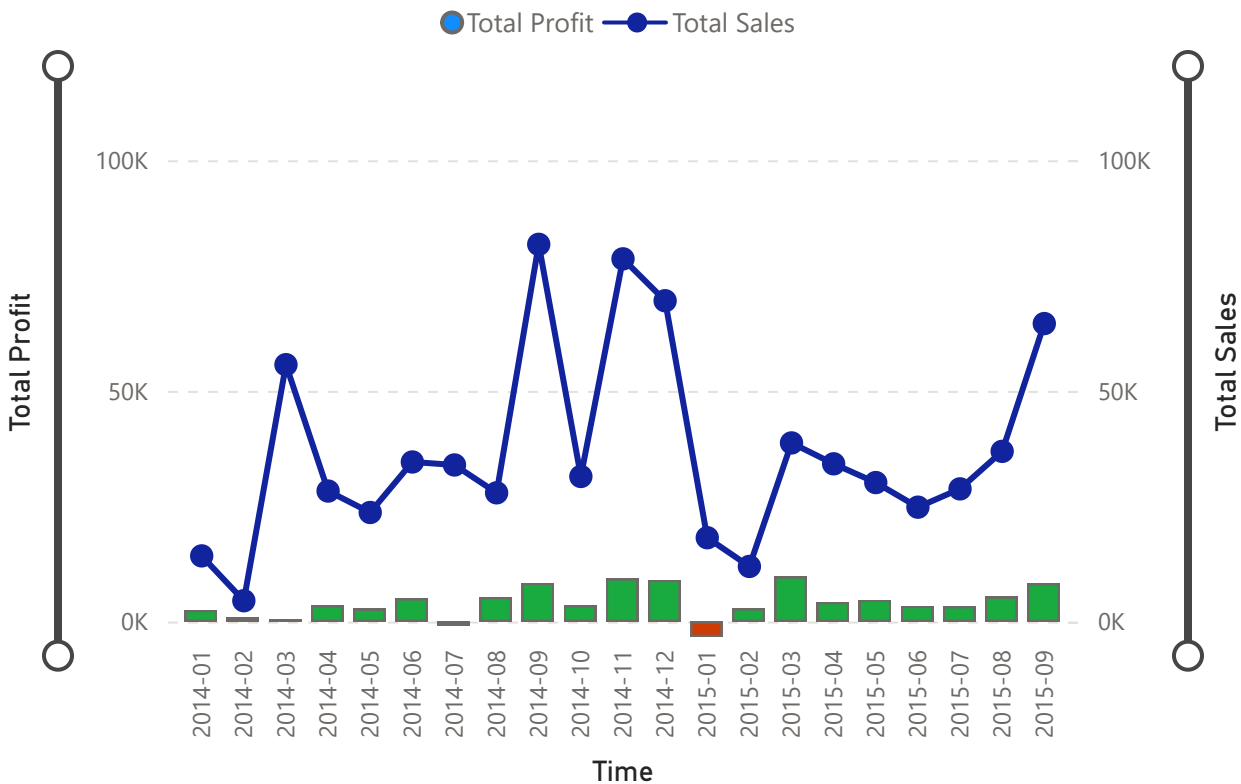
☐ South

☐ 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

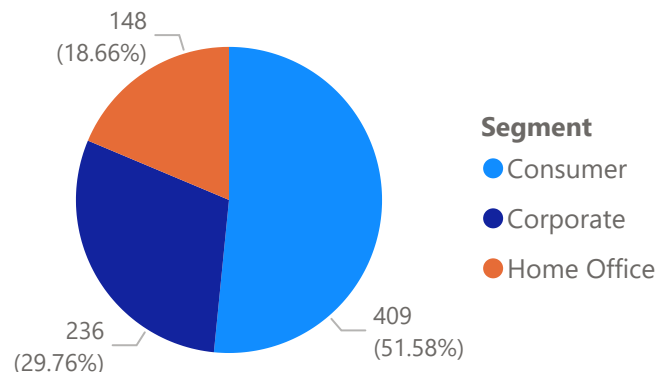
Category

- ☐ Furniture  
☐ Office Supplies  
☐ Technology

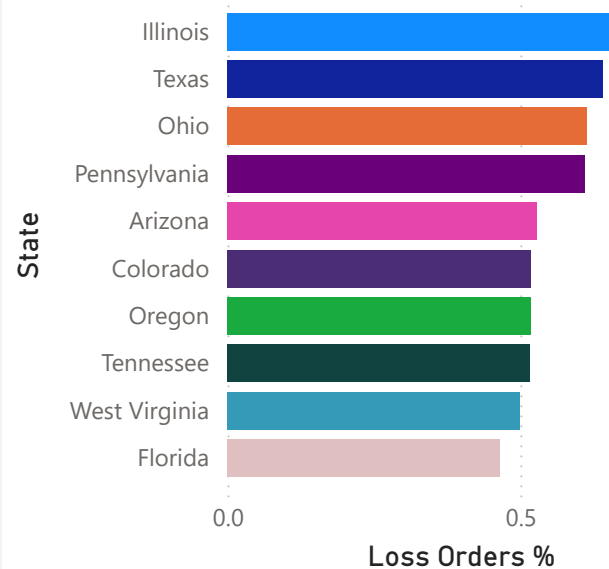
Region

- ☐ Central  
☐ East  
☐ South  
☐ West

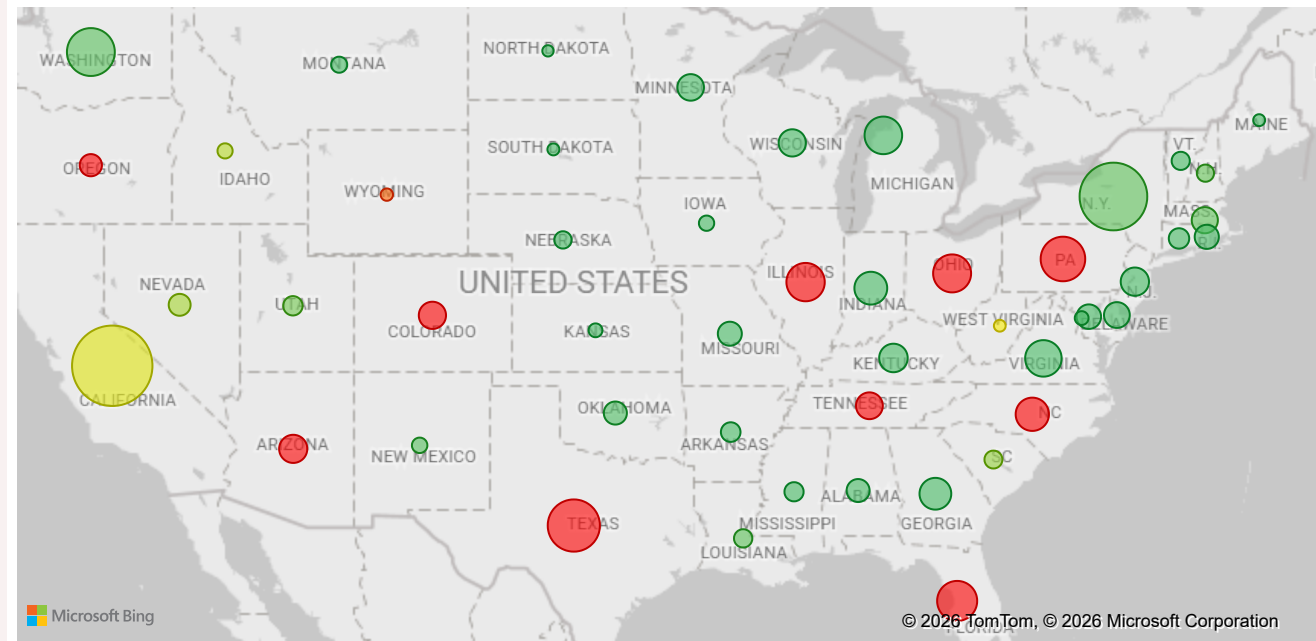
Customer Segment Distribution



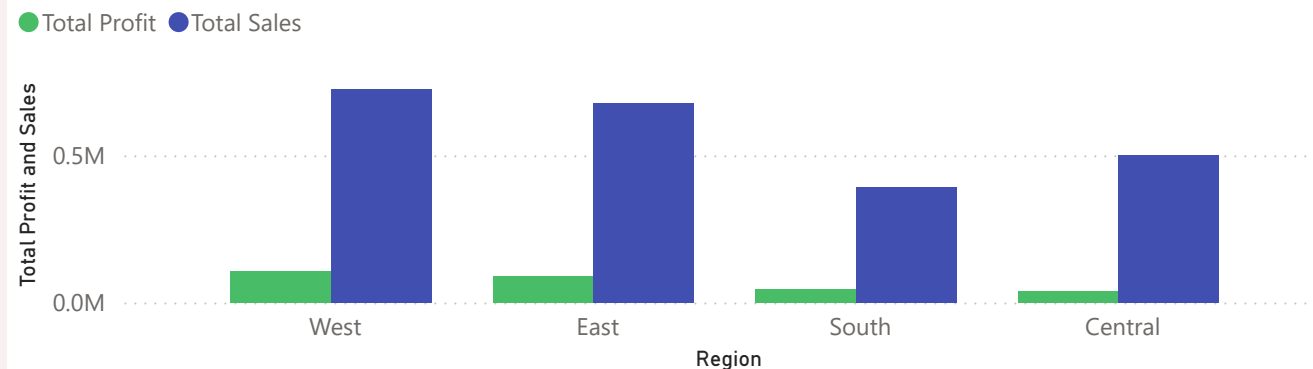
Top 10 Loss Orders % by State



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



# Product Performance

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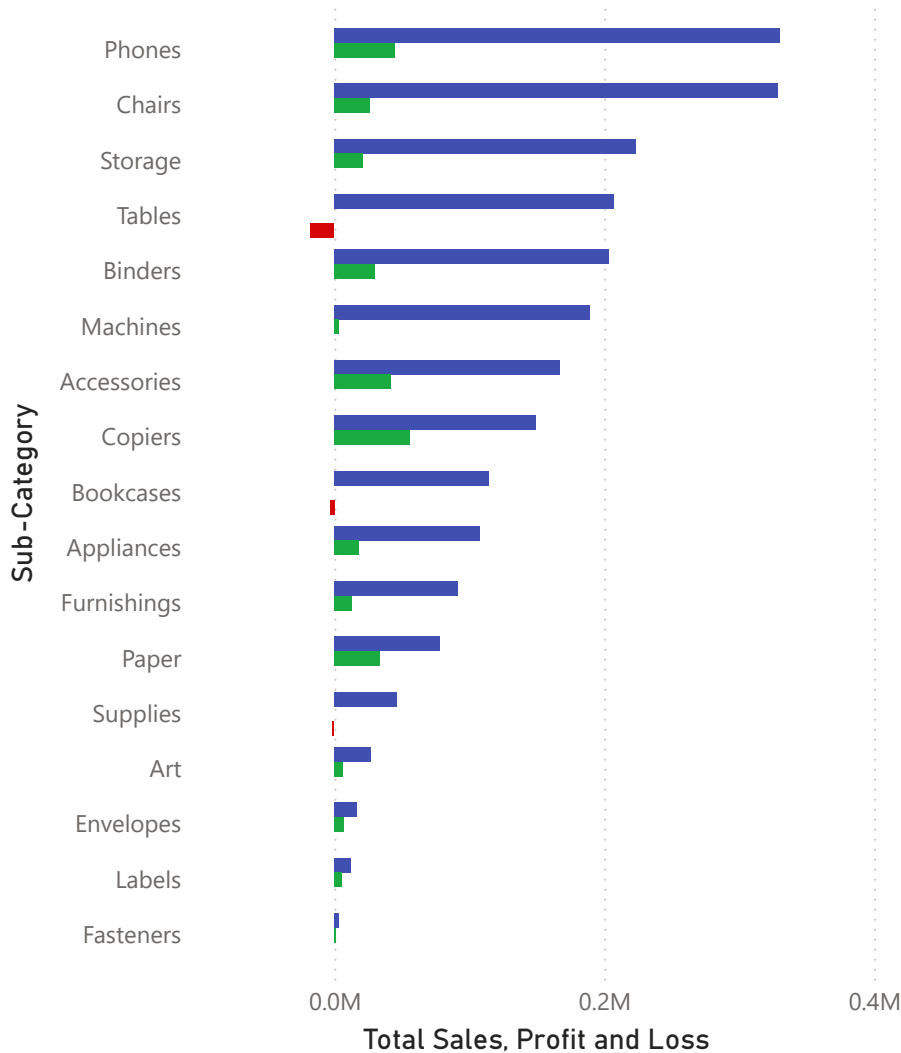
Product  
Performance

Pricing Analysis  
(Exploratory)

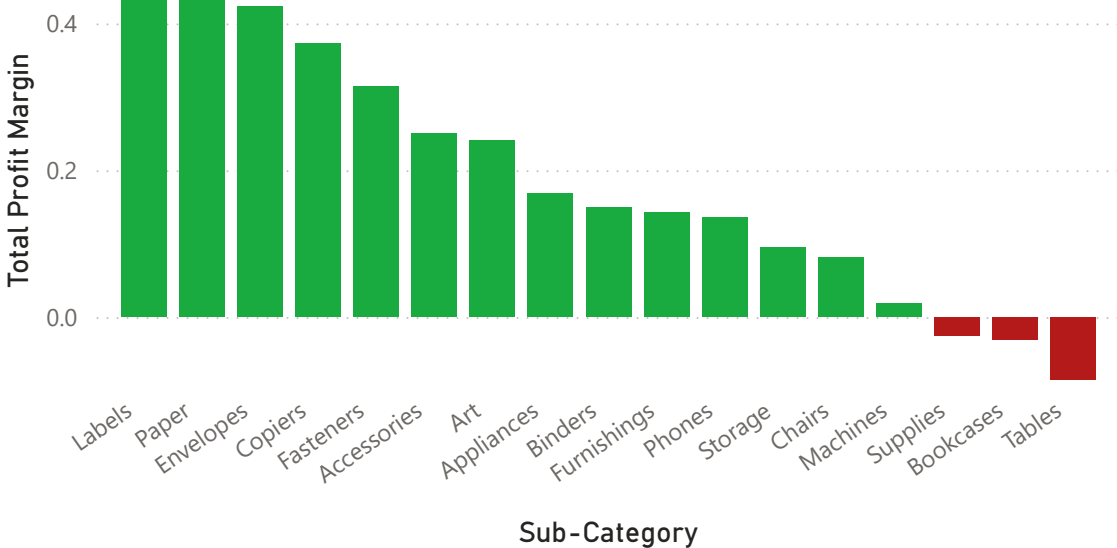
- Year ▼
- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017
- Category ▼
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology
- Region ▼
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

## Total Sales, Profit and Loss by Sub-Category

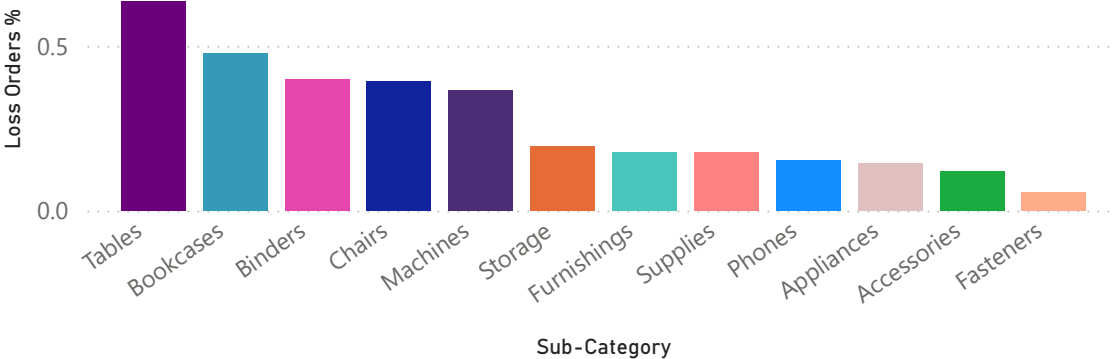
● Total Sales ● Profit ● Loss



## Total Profit Margin by Sub-Category



## Loss Orders % by Sub-Category



# Pricing Analysis (Exploratory)

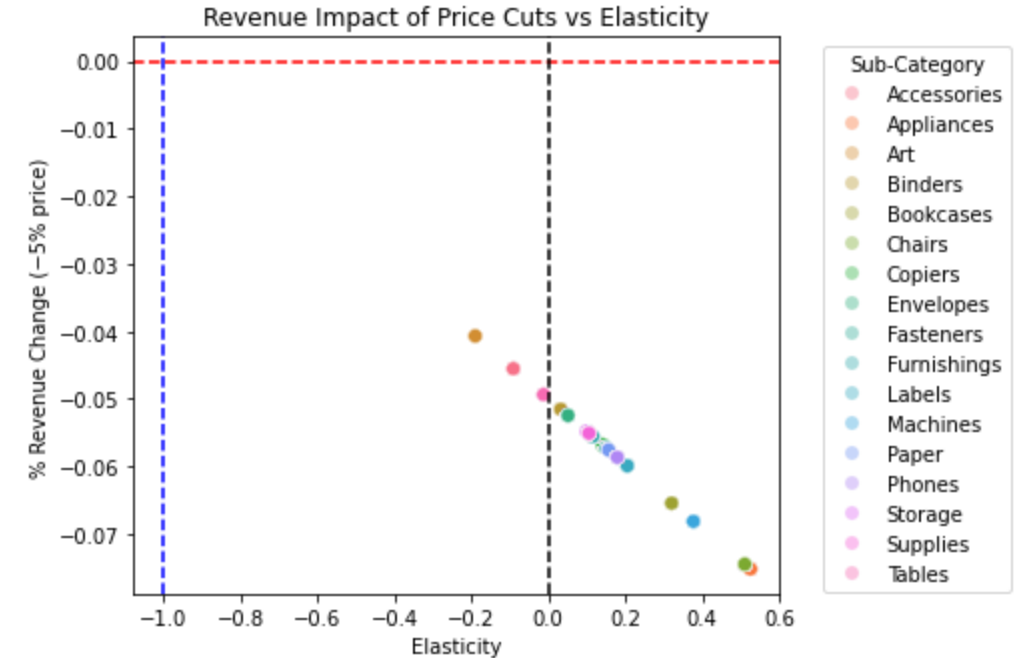
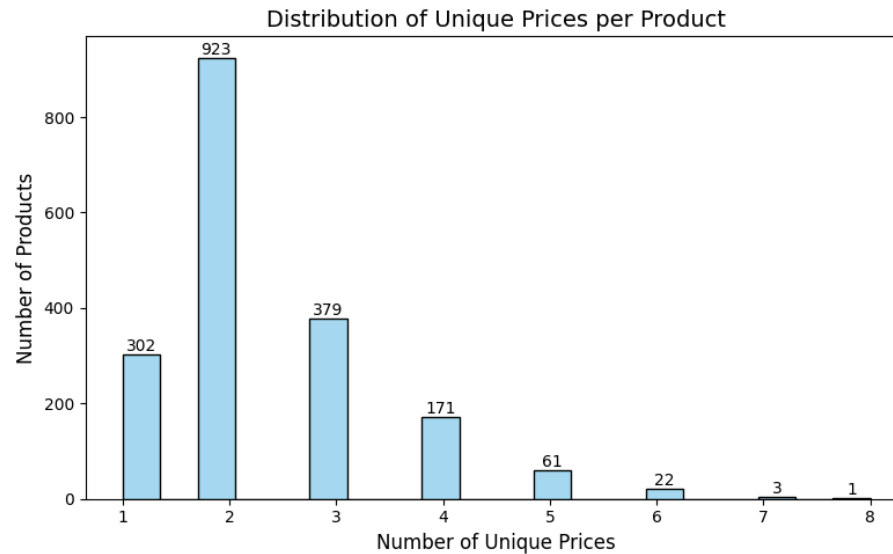
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(Exploratory)



- Category
- ☐ Furniture
  - ☐ Office Supplies
  - ☐ 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 ( $|\epsilon| < 1$ ) 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.