



Sales Performance Analysis and Recommendations

24 months starting Jan' 2018

A1: Data-Driven Strategic Recommendations and Business Report
Fernanda Cortes

SuperStore

2018

2019

745

Customers

2,387

Orders

\$1,091,546

Sales

\$62.8

Avg. Price

13.6%

Profit Margin

14.5%

Avg. Discount

Sales by Category

click to filter

Technology: \$407.7K (37.3%)

▲10.5%
vs 2018

Office Supplies: \$346.8K (31.8%)

▲46.6%
vs 2018

Furniture: \$337.1K (30.9%)

▲8.9%
vs 2018

Sales by Region

click to filter

West: \$437.6K (40.1%)

▲33.4%
vs 2018

East: \$228K (20.9%)

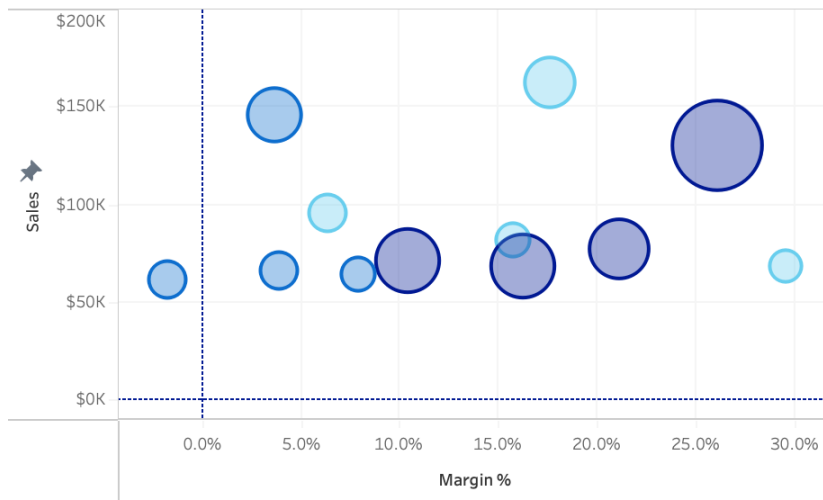
▲9.5%
vs 2018

South: \$216.5K (19.8%)

▲31.3%
vs 2018

Central: \$209.4K (19.2%)

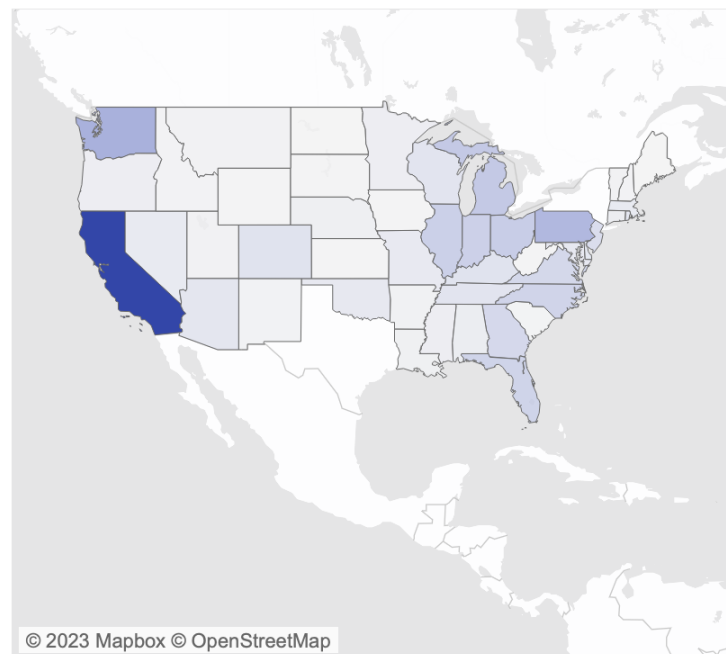
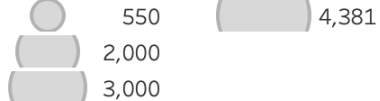
▼2.0%
vs 2018



Category

- Furniture
- Office Supplies
- Technology

Quantity



SuperStore

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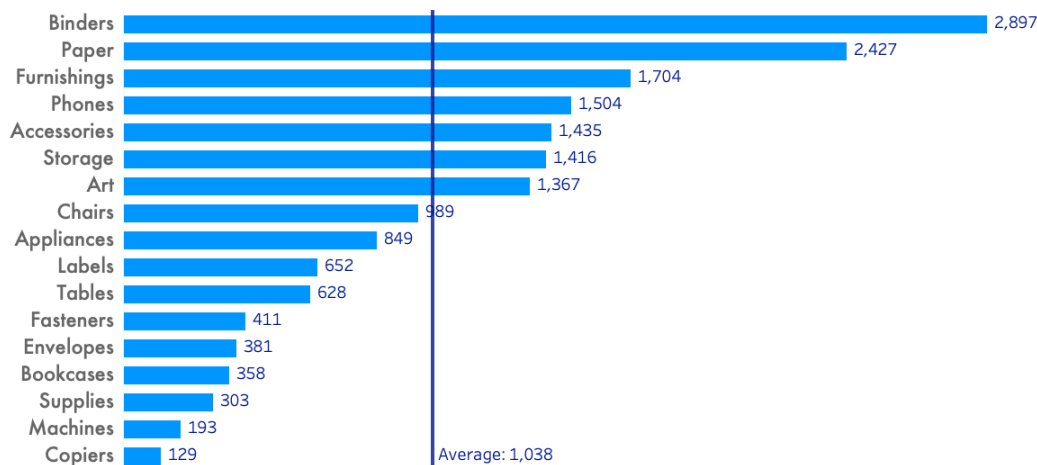
Profit Margin

14.5%

Avg. Discount

Sales Quantity by Subcategory

No items highlighted



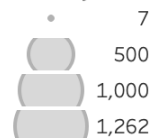
click to filter

Furniture

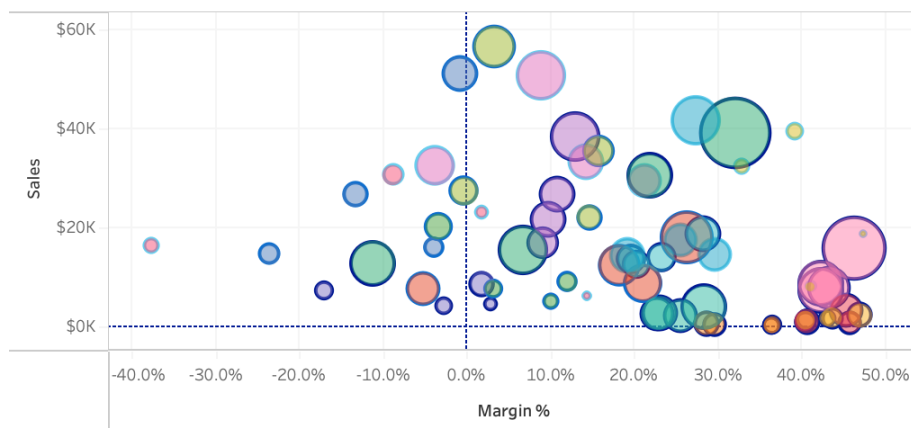
Office Supplies

Technology

Quantity



Furniture
Office Supplies
Technology



	West	East	South	Central
Phones	\$50.6K	\$32.5K	\$33.2K	\$29.5K
Chairs	\$56.7K	\$27.3K	\$22K	\$35.5K
Tables	\$51K	\$14.5K	\$26.6K	\$15.9K
Storage	\$38.3K	\$26.5K	\$21.6K	\$16.8K
Copiers	\$39.2K	\$32.5K	\$7.9K	\$18.5K
Binders	\$39.1K	\$12.6K	\$15.3K	\$30.3K
Accessories	\$41.5K	\$14.3K	\$17.5K	\$14.3K
Machines	\$30.6K	\$16.4K	\$23.2K	\$6K
Appliances	\$18.8K	\$12.5K	\$13.6K	\$13.7K
Furnishings	\$17.8K	\$12.3K	\$8.8K	\$7.5K
Bookcases	\$20.1K	\$7.5K	\$8.9K	\$4.8K
Paper	\$15.8K	\$7.3K	\$8.7K	\$7.6K
Supplies	\$8.6K	\$7.1K	\$3.9K	\$4.4K
Art	\$3.8K	\$2.4K	\$2.7K	\$2K
Envelopes	\$2.1K	\$1.2K	\$1.7K	\$1.4K
Labels	\$3.2K	\$788.3	\$834.1	\$766.1
Fasteners	\$506.9	\$315.5	\$212.1	\$346.5

- Subcategories with lowest sales (\$) are part of Office Supplies; nevertheless, they're also the ones with higher margin

- Negative margins in all business units are mostly due to high discounts

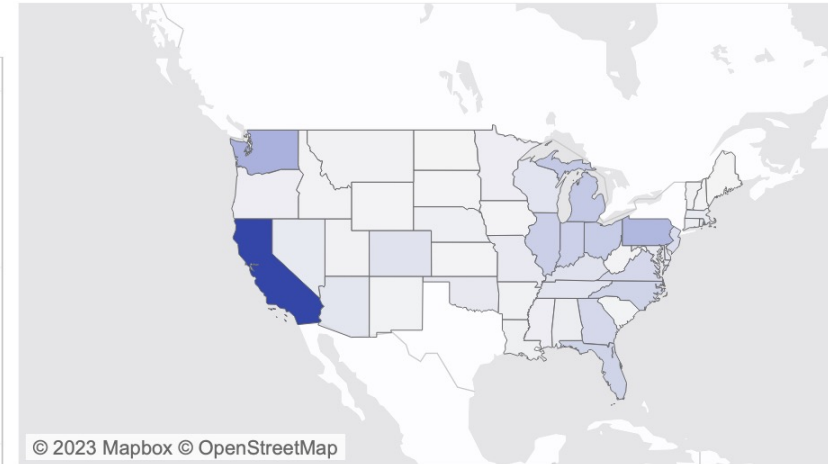
- Focus on increasing sales volume for Fasteners, Labels, Envelopes and Art



Recommendations

Marketing campaign to boost sales from high margin subcategories, focusing mainly on Office Supplies

High profit (%) subcategories with low sales volume



- Even though Binders is one of the best-selling subcategories of Office Supply, Fasteners have a very low volume of sales.
- Labels can be part of a "Back to School" bundle to boost sales during the summer. The rest of the year, they should be directed to organization and inventory management.
- Promote art supplies by partnering with schools, creating kits to make specific DIY projects and offer workshops and classes.
- Offer customization for both envelopes and labels, as well as targeting customers who have a higher shopping frequency for these items such as stationery retailers and event planners.