



# SUPERSTORE ANALYSIS (FROM 2014 TO 2017)



# Annual Sales Performance Review

Your Company Name

# OUTLINES

- **Metrics**
- **Sales Analysis**
- **Sales Performance**
- **Insights and Recommendations**

# CORE METRICS

**Total Sales**

**\$2,297,200.86**

**Total Profit**

**\$286,397.02**

**Profit Margin**

**12%**

**Total Orders**

**9,994**

**Total Quantity**

**37,873**

**Best Customer**

**Sean Miller**

**Top Performing  
Segment**

**Consumer**

**Best Selling Product**

**Phones**

# SALES ANALYSIS

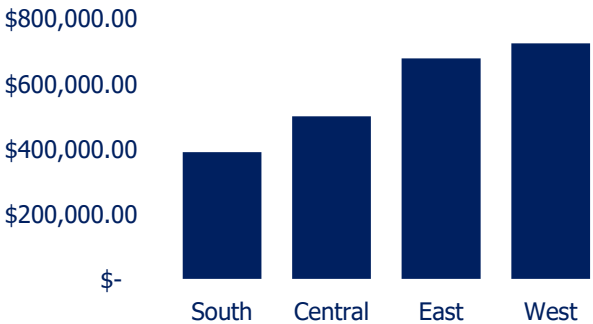
- The sales and profit was highest in November, followed by September.
- The region with the highest sales is the West with over \$700,000.
- The year 2017 has the highest sales and profit while 2014 has the lowest profit and 2016 has the lowest sales.
- California is the best selling state, closely followed by New York.
- Despite March having the third-highest sales, its profit is significantly higher than that of April, which has slightly lower sales. This indicates variability in profit margins across months.
- The last quarter (October, November, December) collectively has higher sales and profits compared to other quarters. This might be attributed to holiday shopping or end-of-year purchases.

# SALES PERFORMANCE

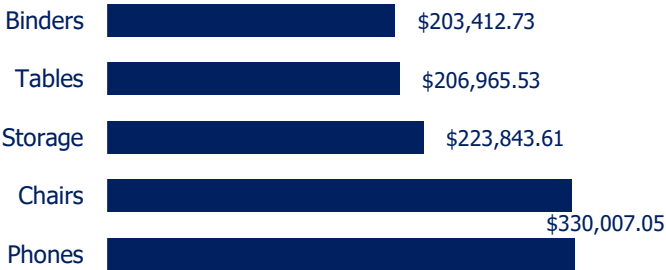
Distribution of Profit and Sales



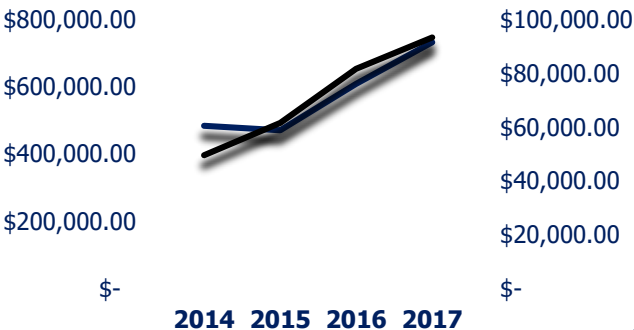
Sales by Region



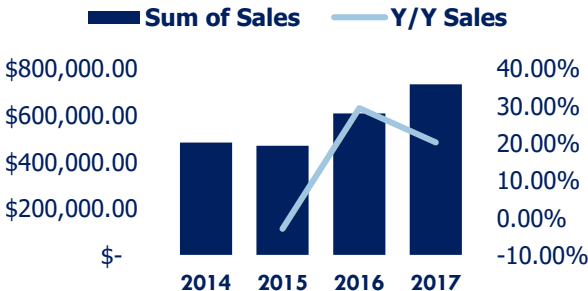
Top 5 Sales by Sub-Category



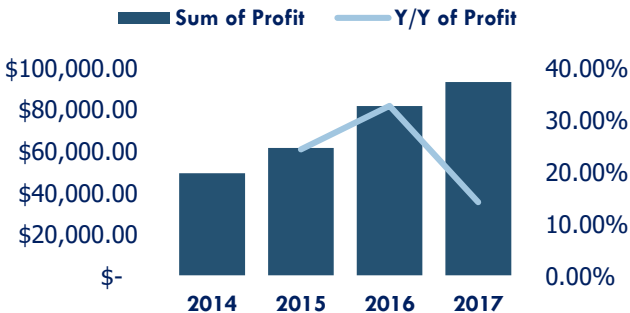
Sum of Sales Sum of Profit



Y/Y Growth Of Sales



Y/Y Growth Of Profit





# INSIGHTS AND RECOMMENDATIONS

- 2015 experienced a Y/Y sales decline of - 2.83%, indicating potential challenges in that year.
- Strong sales growth was observed in 2016 and 2017, with Y/Y increases of 29.47% and 20.36%, respectively.
- While 2015 saw a decrease in sales, profit still increased, suggesting improved operational efficiency or cost management.
- Meanwhile, even though 2016 and 2017 showed strong sales growth, the rate of profit growth started to taper off by 2017, indicating possible increased expenditures or reduced profit margins.
- Investigate the reasons behind the sales decline in 2015.
- Analyze market conditions, internal challenges, and competitive landscape for that year.
- Identify factors that contributed to the impressive recovery in 2016 and continued growth in 2017.
- Understanding these drivers can provide insights for future strategic decisions.
- Even with increased sales, it's vital to ensure profit margins aren't shrinking.
- Regularly review cost structures and pricing strategies to maintain healthy profit growth.