



Superstore Sales

INSIGHTS

Problem Statement :

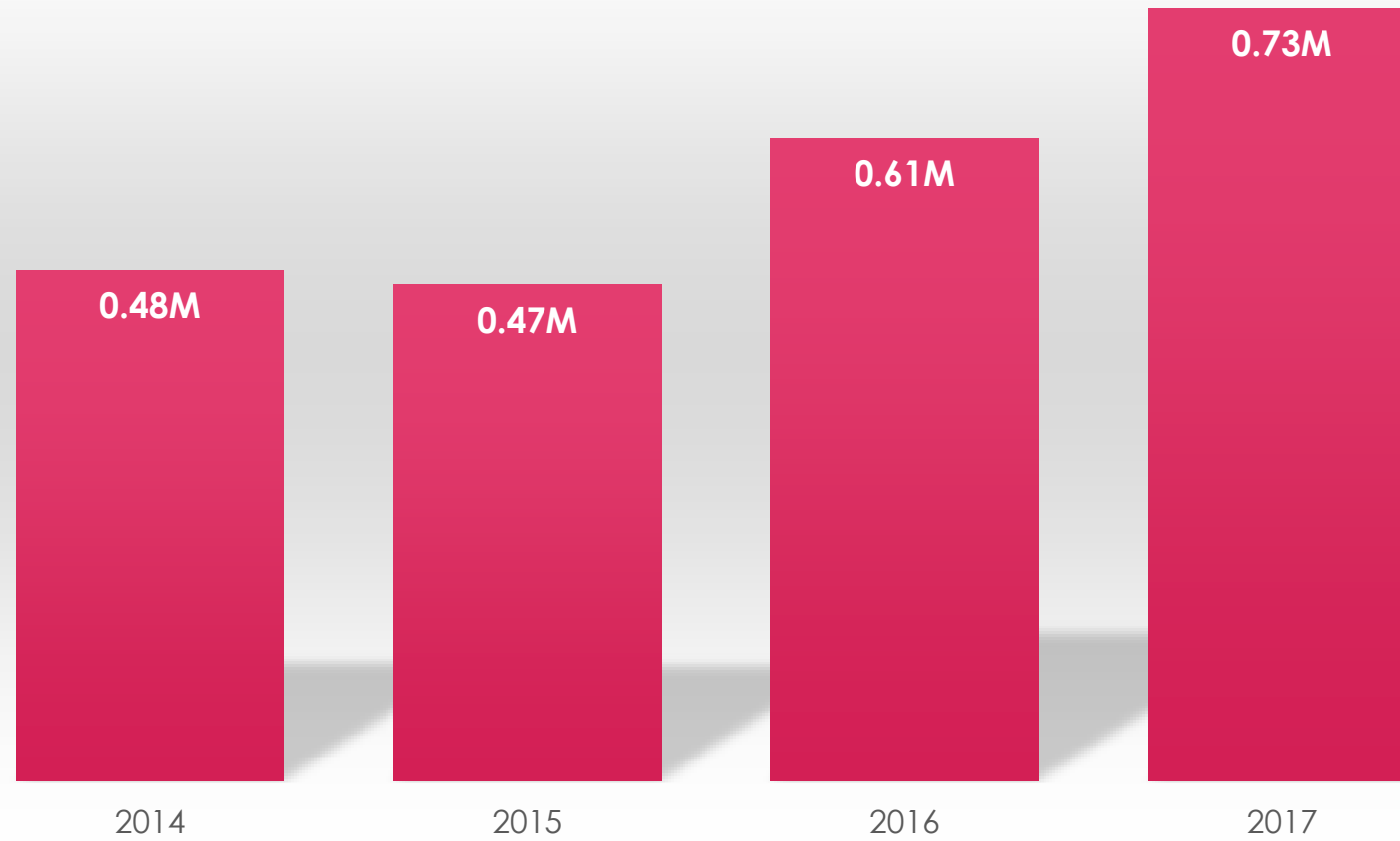
Superstore, a retail giant, holds a wealth of customer data encompassing demographics and purchases. To personalize experiences and maximize profits, a comprehensive analysis is needed. This exploration aims to unearth hidden patterns: How do demographics influence buying habits? What product categories are supreme in sales? Which year saw the highest sales peak? Who are Superstore's most valuable customers, and where does the store acquire the most business geographically? Identifying spending trends will be crucial. By addressing these questions, Superstore can personalize marketing efforts, optimize product offerings, and ultimately strengthen customer loyalty, driving sales to new heights.

Insights:

Sales by Year:

Sales data reveals a steady increase year-over-year, reaching a peak of \$733,215 in 2017, followed by \$609,206 in 2016, \$470,533 in 2015, and \$484,247 in 2014. Superstore can leverage this information by analyzing successful strategies from 2017 to propel future sales growth.

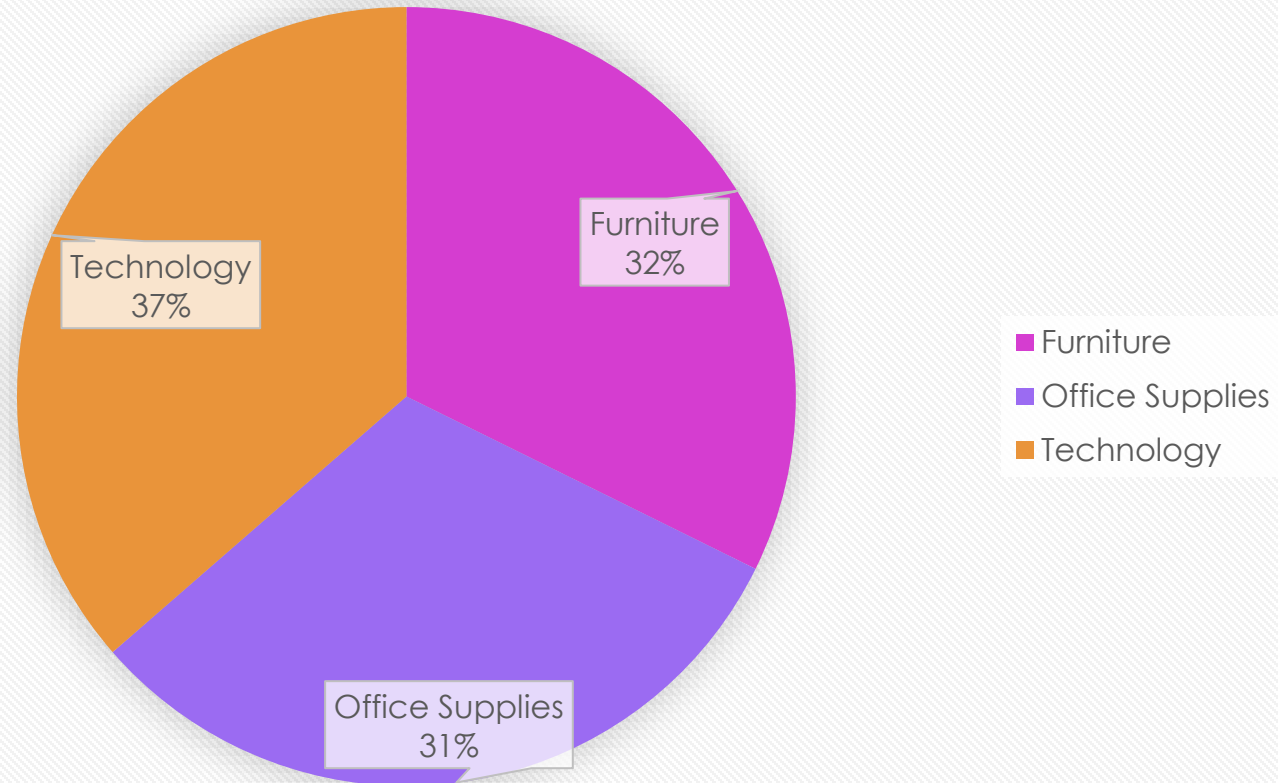
Sales by Year



Sales by Category:

The Superstore's sales analysis reveals that the technology category leads with 37%, followed closely by furniture at 32%, and office supplies at 31%. To capitalize on this data, the Superstore can implement targeted marketing campaigns and promotions that highlight technology products, leveraging their popularity to drive increased sales. Additionally, offering bundle deals or cross-promotions between technology and furniture items can encourage customers to explore complementary products, thereby boosting overall sales and enhancing customer satisfaction.

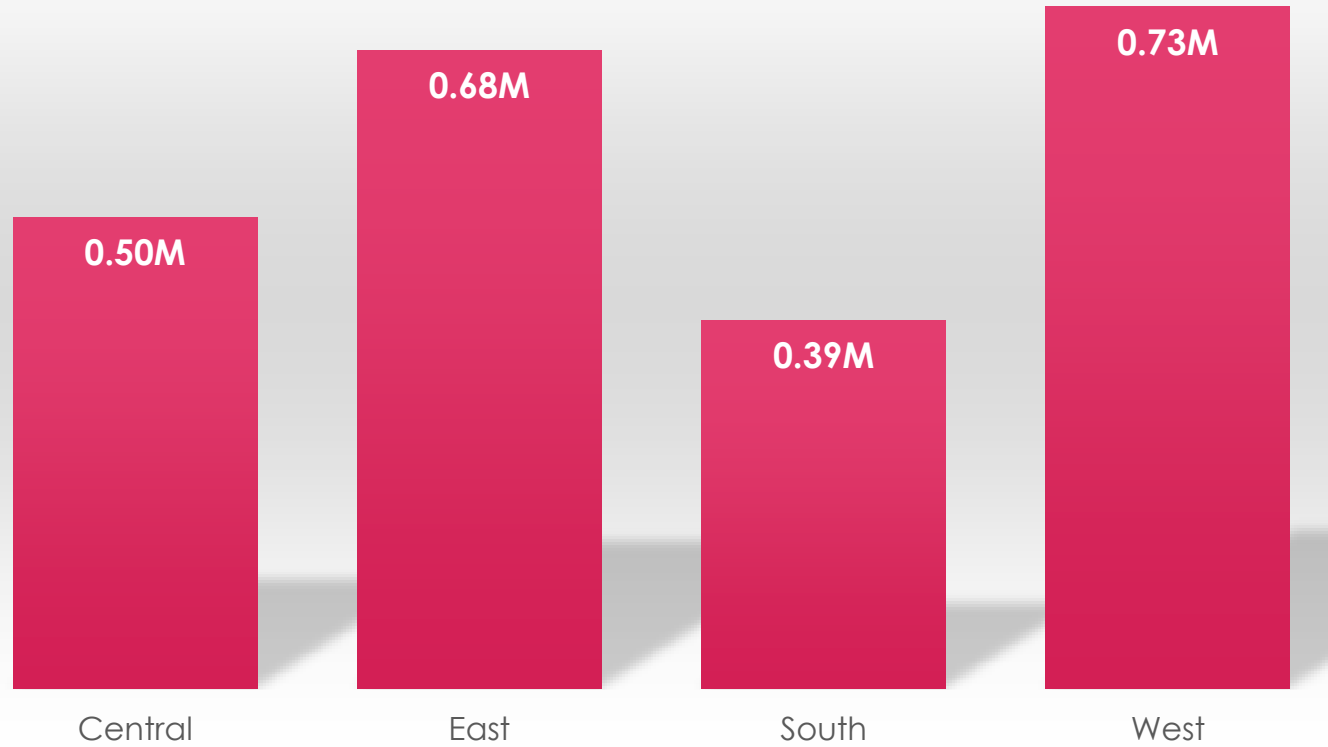
Sales by Category



Sales by Region:

Sales analysis shows the West region is a powerhouse at \$725,458, followed by the East at \$678,781. While Central (\$501,240) and South (\$391,722) hold potential, Superstore can invest in targeted marketing campaigns for these regions, potentially mirroring successful strategies from the West or East to unlock further sales growth.

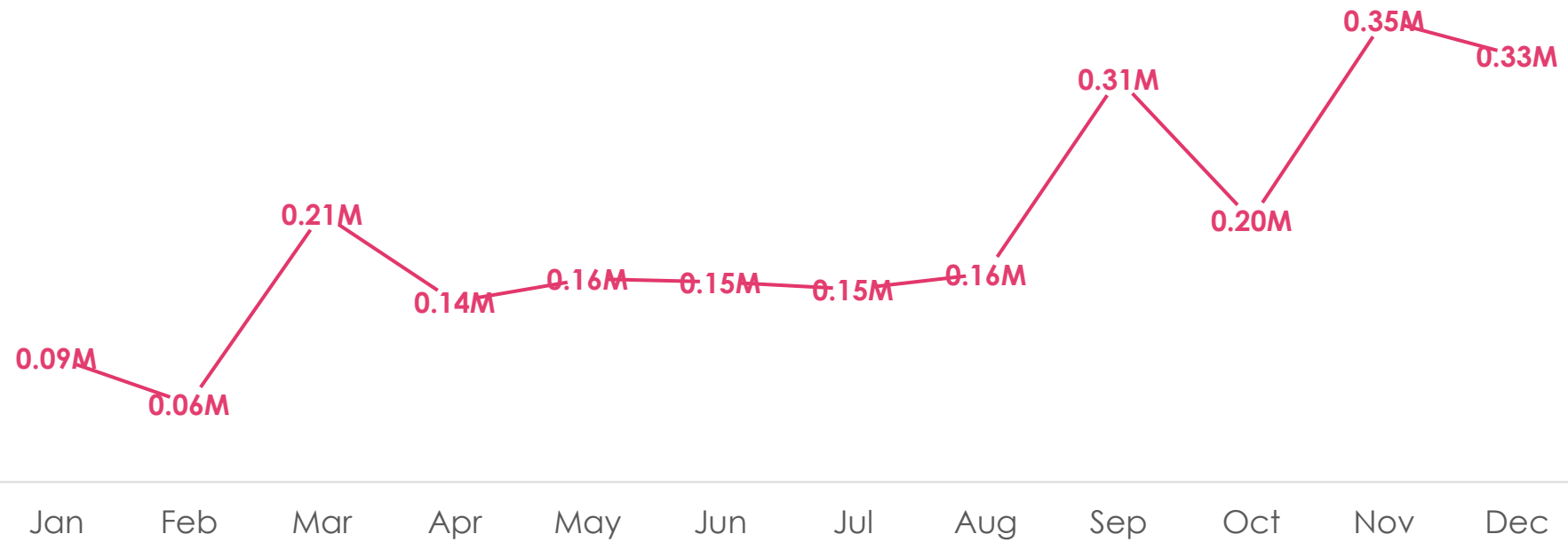
Sales by Region



Sales by Month:

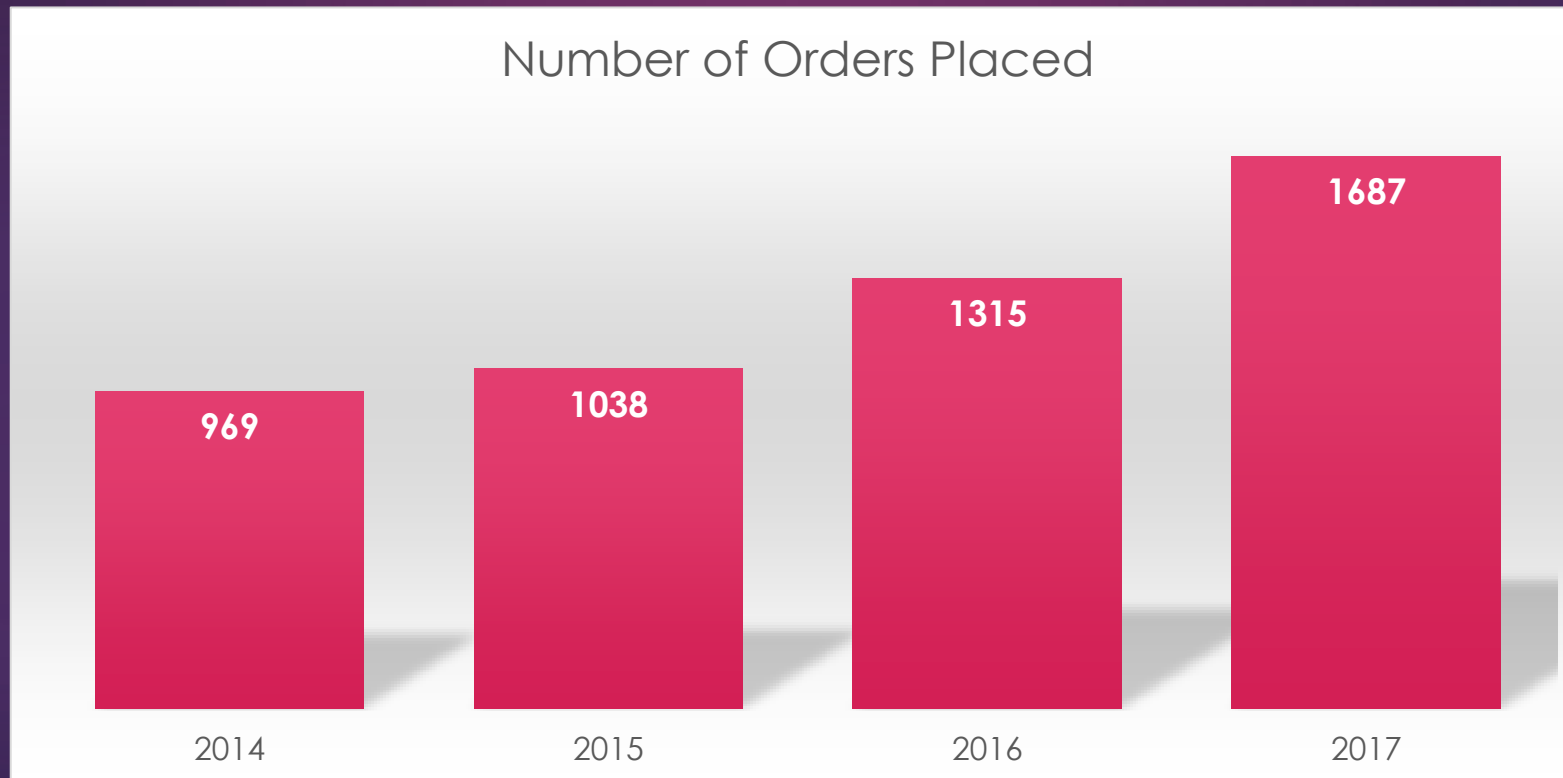
Analyzing monthly sales reveals November as the peak month at \$118,448, followed by September (\$87,867) and December (\$83,829). To capitalize on this information and address potential seasonal dips, Superstore can plan targeted marketing campaigns during slower months. This might involve strategic promotions, seasonal offerings aligned with holidays (e.g., Back-to-School sales), or increased customer engagement through loyalty programs or social media initiatives. By implementing these strategies, Superstore can work towards a more balanced sales performance throughout the year.

SALES BY MONTH



Numbers of Orders Placed:

Order volume has grown steadily, with 2017 recording the highest number of orders at 1,687, followed by 2016 (1,315), 2015 (1,038), and 2014 (969).

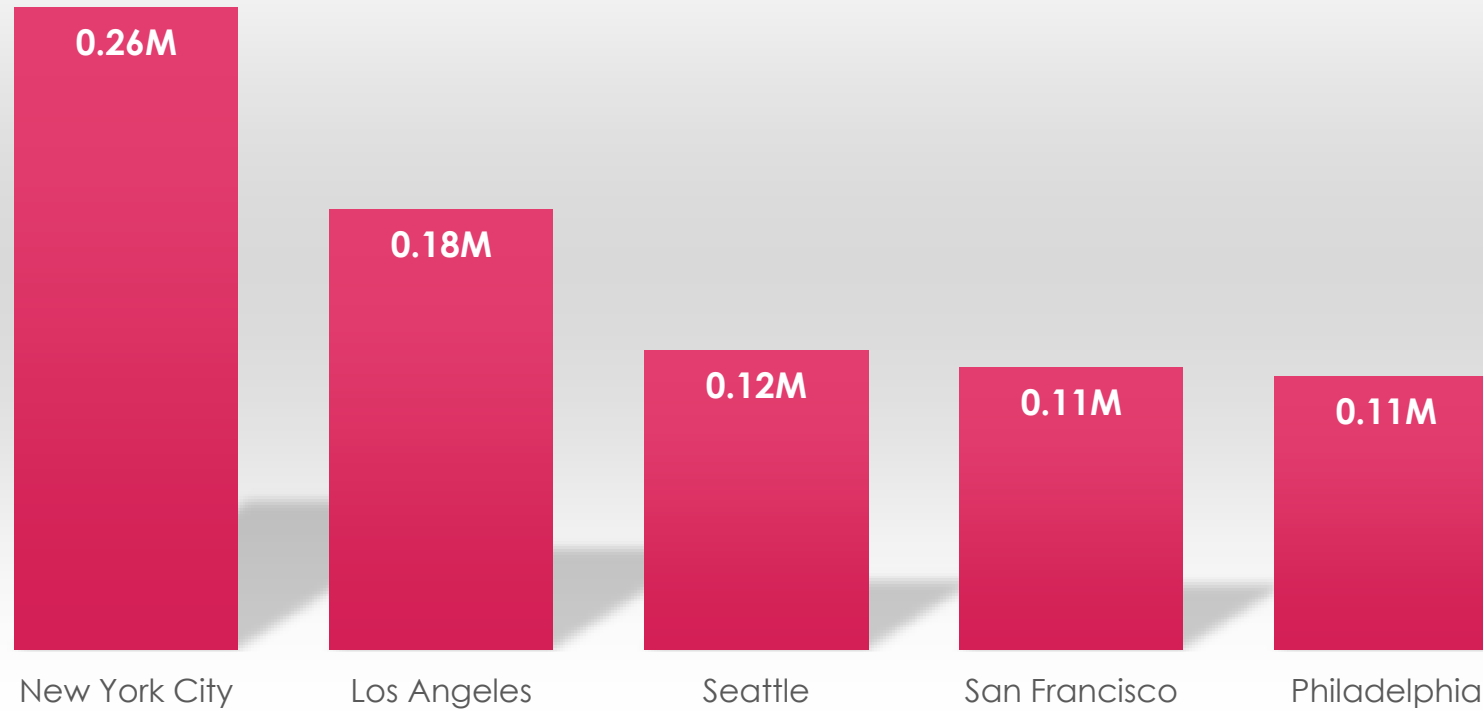




Top 5 Cities by Sales:

New York City emerges as the top sales generator with \$86,940, followed by Seattle at \$56,991 and Los Angeles at \$48,876. Superstore can leverage this data to explore further investment or targeted marketing campaigns in these key sales hubs, potentially focusing on local customer preferences or demographics to maximize sales potential.

Top 5 Cities (Sales)





Thank You