

Superstore Sales Analysis – Key Insights Report

Overall Business Performance:

- Total Sales: \$2.26 M (\$2,261,537)
 - Total Orders: 9,800
 - Average Order Value (AOV): \$230
- The business demonstrates strong sales volume with a healthy average order value, indicating consistent customer purchasing behavior.

Shipping Performance Analysis:

- Average Shipping Days: 4 days
 - Maximum Shipping Days: 7 days
 - Minimum Shipping Days: 0 days
- Shipping performance is generally efficient and consistent, with most orders delivered within a reasonable time frame.
 - Minimal delivery delays suggest a well managed logistics process.

Customer Segment Analysis:

- Consumer Segment: 51% (largest contributor)
- Corporate Segment: 30%
- Home Office Segment: 19%

Insights:

- Consumer customers drive more than half of total sales, making them the most important segment.
- Corporate customers contribute a significant share and typically show higher order values.
- Home Office is the weakest segment and represents an opportunity for targeted marketing.

Product Category Performance:

- Top Categories by Sales
- Technology: \$827,456 (highest sales)
- Furniture: \$728,659
- Office Supplies: \$705,422 (lowest among the three)

Insights:

- Technology is the primary revenue driver, likely due to high value products.
- Office Supplies generate frequent purchases but lower total revenue.
- Furniture performs moderately but may have profitability or shipping challenges.

Sub Category Analysis:

- Top Sub Category by Sales
 - Phones: \$327,782 (highest selling sub category)
- Lowest Sub Category by Sales
 - Fasteners: \$3,002
- Top 5 Sub Categories by Sales
 - Phones
 - Chairs
 - Storage
 - Tables
 - Binders

Insights:

- A small number of sub categories contribute a large share of revenue.
- Low performing sub categories may require price optimization or reduced inventory focus.

Regional Sales Performance:

- West Region: \$710,220 (highest sales)
- South Region: \$389,152 (lowest sales)

Insights:

- The West region is the strongest market, likely driven by high performing states.
- The South region underperforms and represents a growth opportunity.

Sales by Shipment Mode:

- Standard Class: \$1,349,832 (most preferred)
- Same Day: \$125,219 (least used)

Insights:

- Customers prioritize cost effective shipping over speed.
- Same day delivery adoption is low, possibly due to higher costs.

Top Products:

- Canon image CLASS 2200 Advanced Copier
- Fellowes PB500 Electric Punch Plastic Comb Binding Machine

Insights:

- These products contribute significantly to revenue and should be prioritized for promotions and availability.

Sales Trend Analysis:

- Sales by Year
 - 2018: \$722,052 (highest sales)
 - 2016: \$459,436 (lowest sales)
- Sales by Month
 - November: \$330,162 (highest)
 - February: \$59,371 (lowest)

Insights:

- Sales show strong year over year growth.
- Clear seasonality exists, with peaks during year end months.
- Early months of the year consistently underperform.

Sales by State:

- California: \$446,306 (highest sales)
- North Dakota: \$920 (lowest sales)

Insights:

- Sales are heavily concentrated in California, creating geographic dependency.
- Several states show minimal sales, indicating untapped markets.

Key Business Recommendations:

- Focus marketing and inventory efforts on Technology products and Phone sub category.
- Strengthen presence in underperforming regions, especially the South.
- Introduce targeted campaigns for the Home Office segment.
- Optimize or reevaluate low performing sub categories such as Fasteners.
- Prepare for seasonal demand spikes, especially in November and December.
- Explore strategies to improve adoption of faster shipping modes where feasible.