

Superstore Analysis

1. Sales Trends

- Sales have shown a consistent upward trajectory over time, signaling overall business growth. There can be an expansion of business because the trend is suggesting that the strategies implemented so far have been effective in increasing sales.

2. Top Customers

- The superstore should target top customers with a positive profit because they contribute to business growth. But the highest sales contributor Sean Miller has a negative profit so there needs to be an investigation to see why that is happening. It could be pricing, discount, marketing or operational efficiency issues. From there the company can implement strategies to fix the issue and make him a customer that contributes to business growth.

3. Regional Performance

- Oregon, Colorado, Texas, Illinois, Pennsylvania, Tennessee, North Carolina, Florida, Arizona, all had **negative** profits with Texas having the most loss at \$25,729. There may be an issue with the pricing or overall operational efficiency in those states. All other states are profiting so the superstore should focus on further developing and expanding business operations.

4. Category Sales

- The **Technology category** and **phone sub-category** has the highest overall sales so that category and subcategory should continue to be expanded on. The Superstore should continue to focus on optimizing these product lines to continue to see growth in sales.

5. Discounts and Profit Loss

- There is a **negative correlation between higher discounts and profit** across all categories. This indicates that **over-discounting** negatively affects profit.
- There needs to be a reevaluation on the discount strategy to find a balance between volume and profit.

6. Strategic Implications

- **Phones and Technology:** Given the strong sales in the Technology category, and specifically phones, there should be a focus on this category and subcategory in order to further drive sales.

- **Pricing and Discounts:** The negative impact of heavy discounts across all categories suggests the need for a more strategic pricing model. Introducing **tiered discounts**, **bundling strategies**, or **loyalty programs** could help increase sales while preserving profit margins.