

Click Here to
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Total Sales

2.3M



Total Products

1861



Total Orders

9800



Total Customers

793



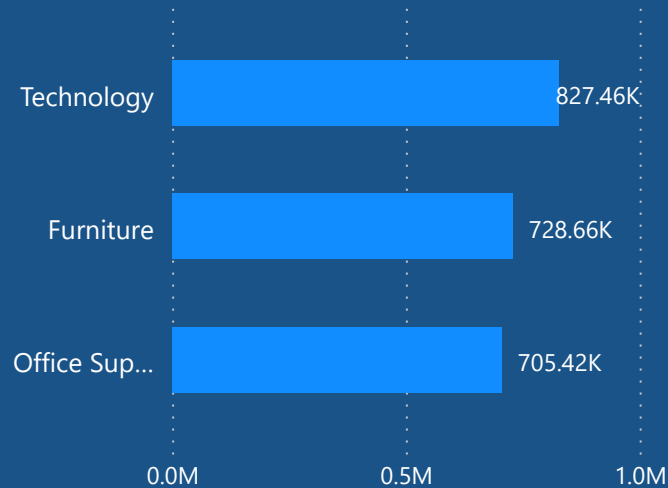
YoY% Growth

46.9%

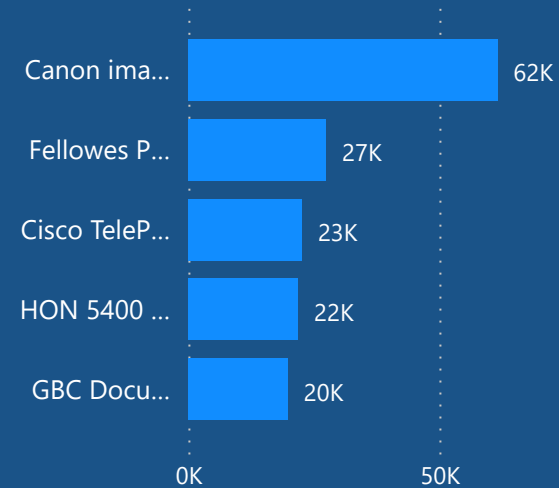


Sales Overview

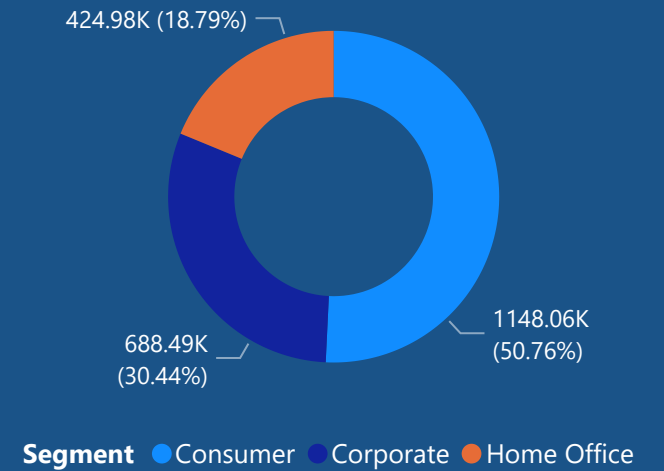
Sales by Category



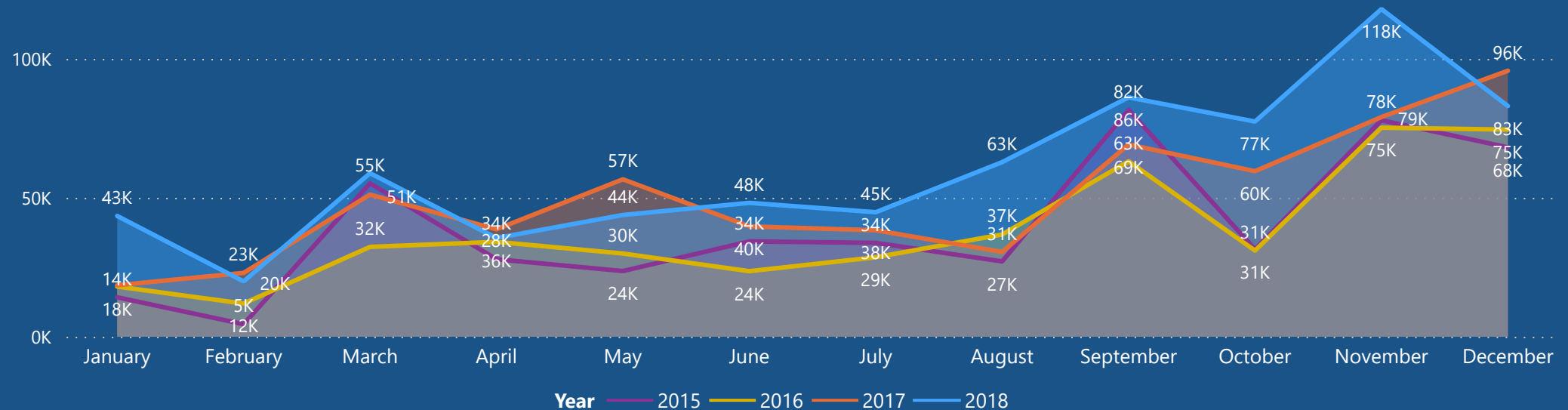
Sales by Product Name

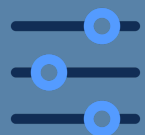


Sales by Segment



Sales by Month and Year





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Total Sales

2.26M



Total Products

1861



Total Orders

9800



Total Customers

793



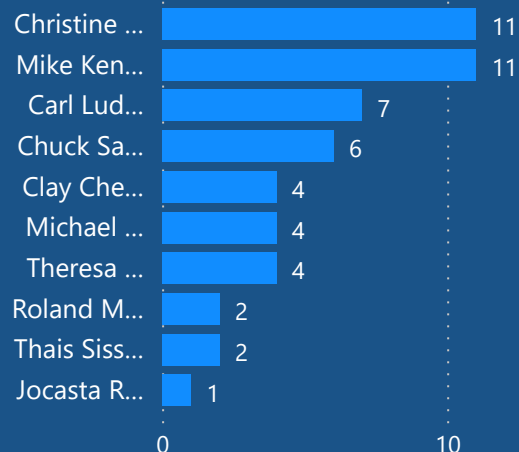
YoY% Growth

46.9%

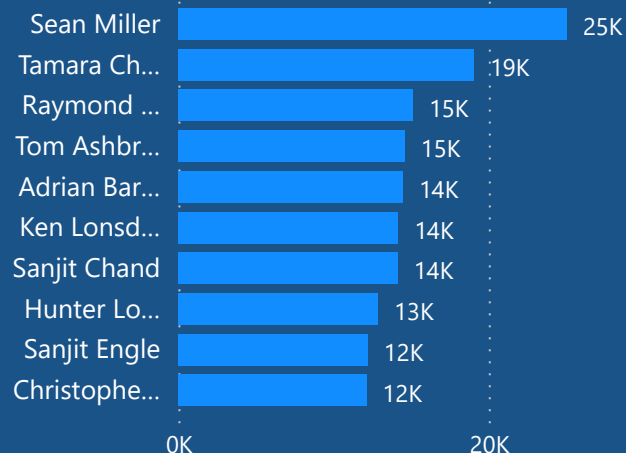


Customer Demographic

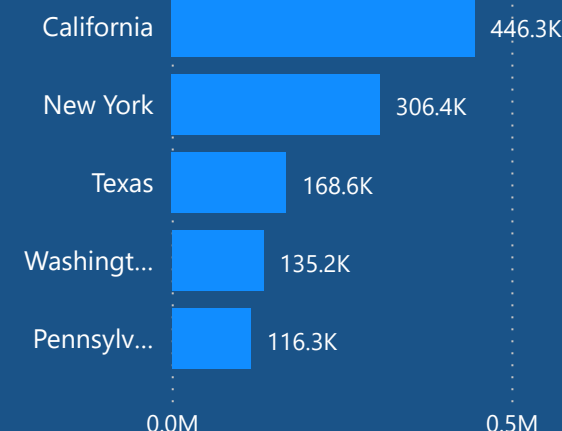
Top 10 Active Buyers



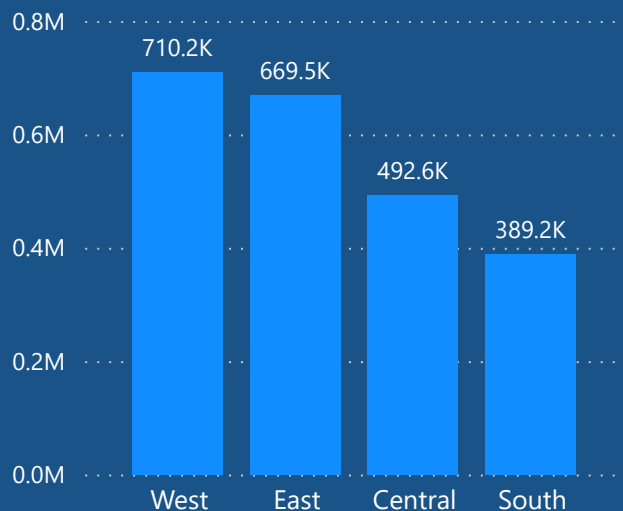
Top 10 Valuable Customers



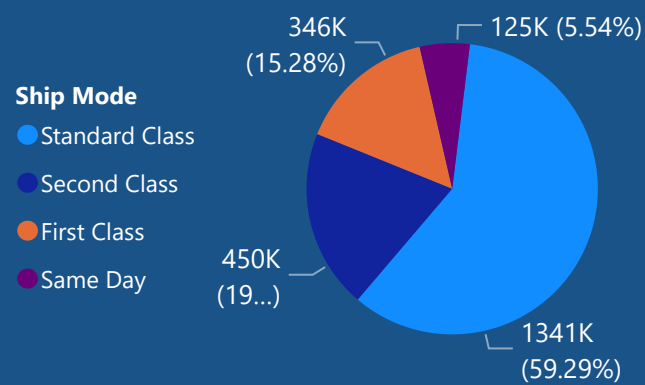
Top 10 State with Highest Sales



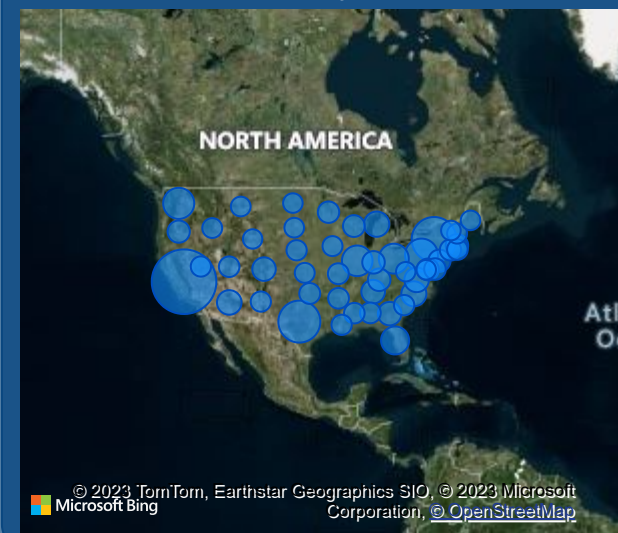
Sales by Region



Sales by Ship Mode



Orders by State



Findings :

1. Superstore has total sales 2.26M for 4 years from 2015 to 2018. Highest sales in November 2018 and lowest in February 2016.
2. Technology category has highest sales which is 827.46k followed by furniture and office supplies.
3. Canon image copier has highest sales in 2018.
4. Consumer segment is at top for selling products.
5. In customer demographic there are top 10 Active buyers which continued bought products Christine and Mike has highest orders which is 11.
6. Valuable customer who has spend highest amount Sean has spent highest than other 9.
7. California is State which has highest sales which is west region followed by east .

Recommendations:

1. Capitalize on November sales by running targeted campaigns and offering discounts during this period.
2. Enhance the Technology category by expanding product offerings and providing excellent customer service.
3. Promote the Canon Image Copier, the highest-selling product in 2018.
4. Focus on the consumer segment and cater to their specific needs and preferences.
5. Nurture and reward active buyers like Christine and Mike, while engaging other active customers.
6. Prioritize valuable customers like Sean and implement personalized strategies to retain and upsell to them.
7. Expand sales efforts in California, the state with the highest sales in the West region.