

SUPERSTORE SALES REPORT

Number of
Customers

793

Quantity Sold

37873

Total Revenue

\$2.30M

Total Profit

\$286.40K

State

All

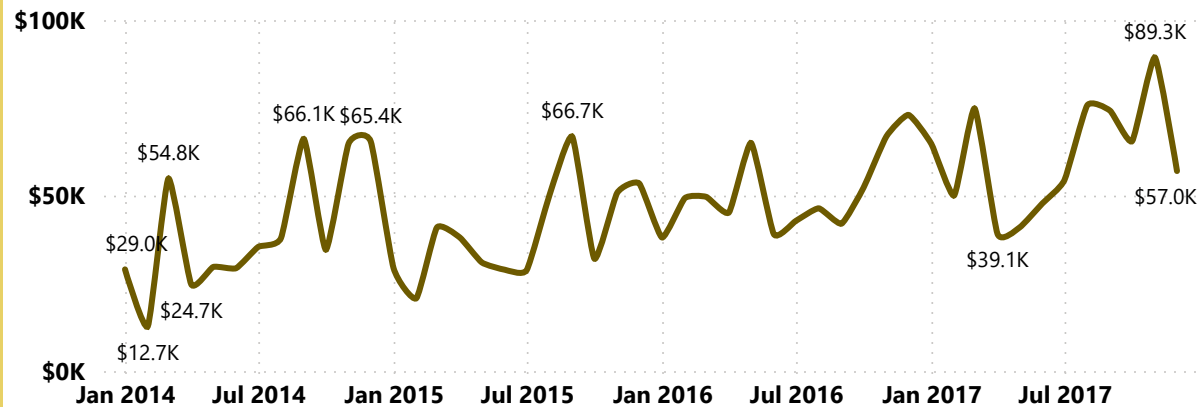
Region

All

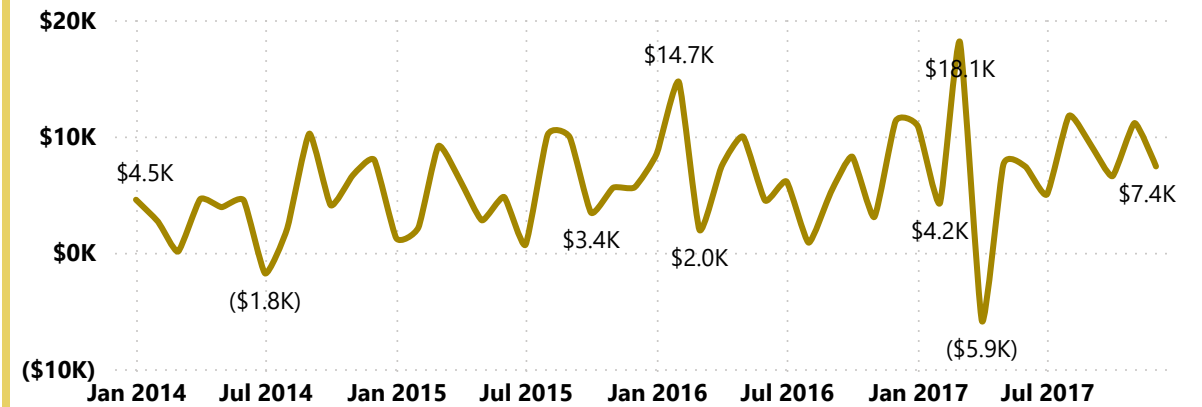
Year

All

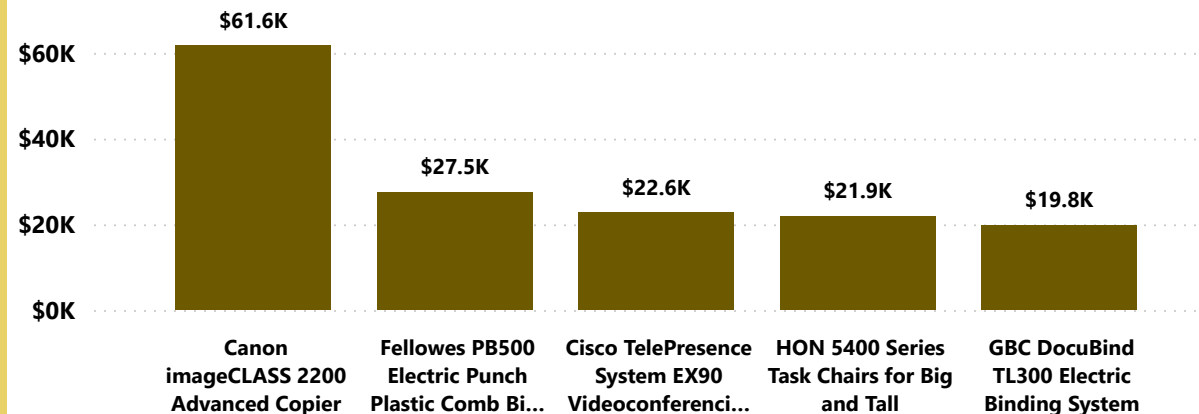
Monthly Revenue Trend



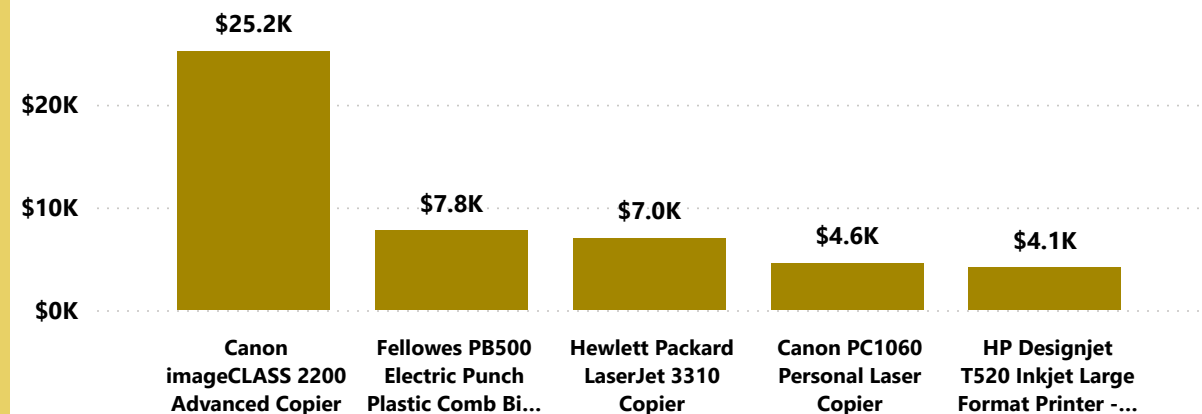
Monthly Profit Trend



Top 5 Products by Revenue



Top 5 Products by Profit





SUPERSTORE REGIONAL PERFORMANCE

Number of
Customers

793

Quantity Sold

37873

Total Revenue

\$2.30M

Total Profit

\$286.40K

Segment

All

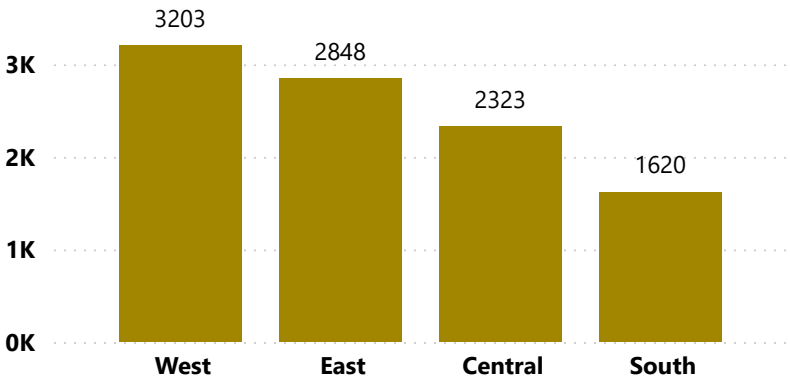
Category

All

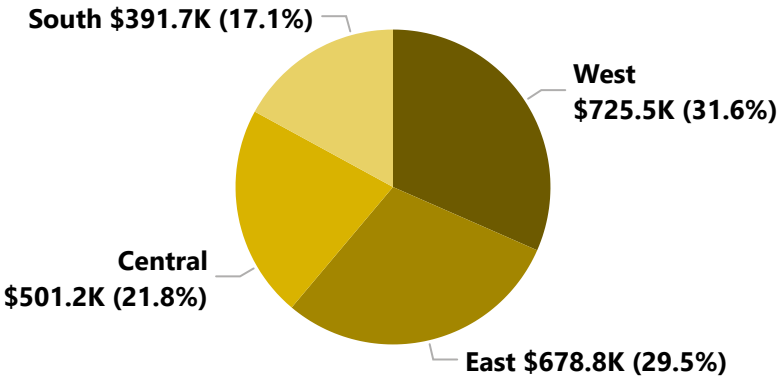
Ship Mode

All

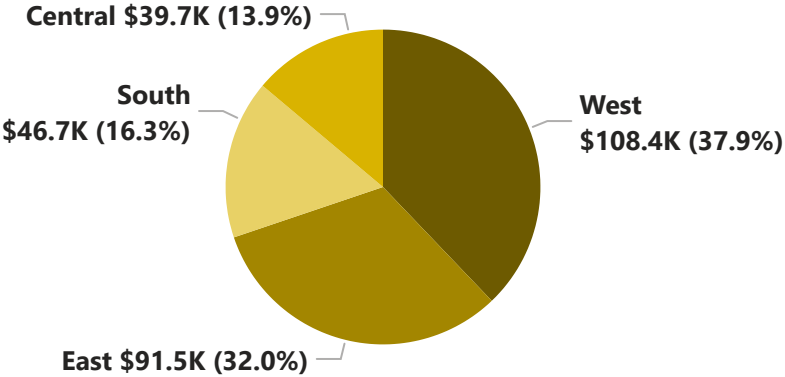
Quantity Sold by Region



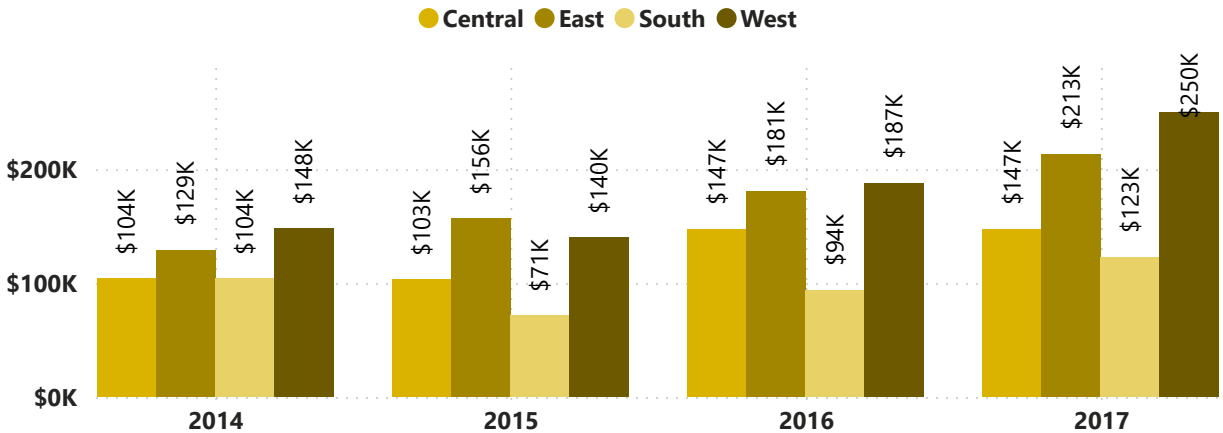
Revenue by Region



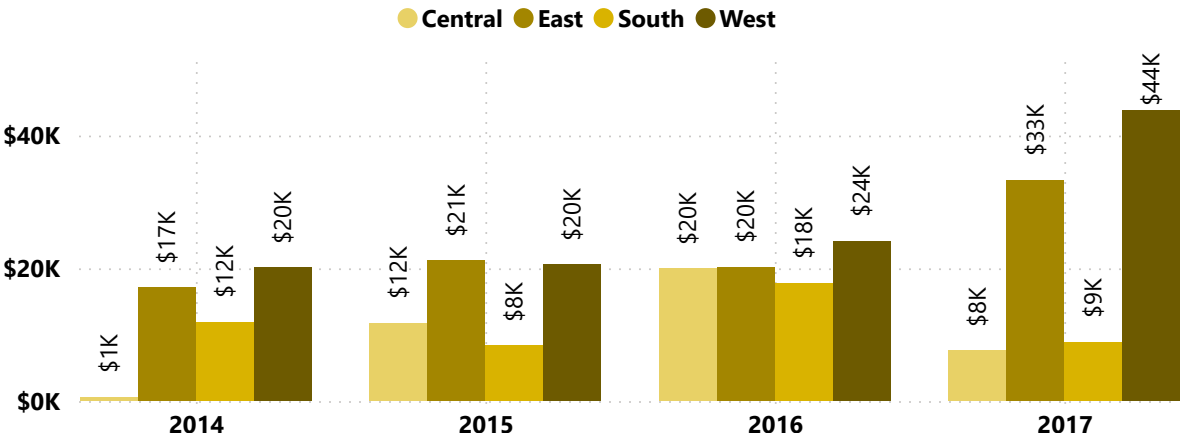
Profit by Region



Yearly Regional Revenue



Yearly Regional Profit





SUPERSTORE PERFORMANCE BY STATE

Number of
Customers

793

Quantity Sold

37873

Total Revenue

\$2.30M

Total Profit

\$286.40K

Segment

All

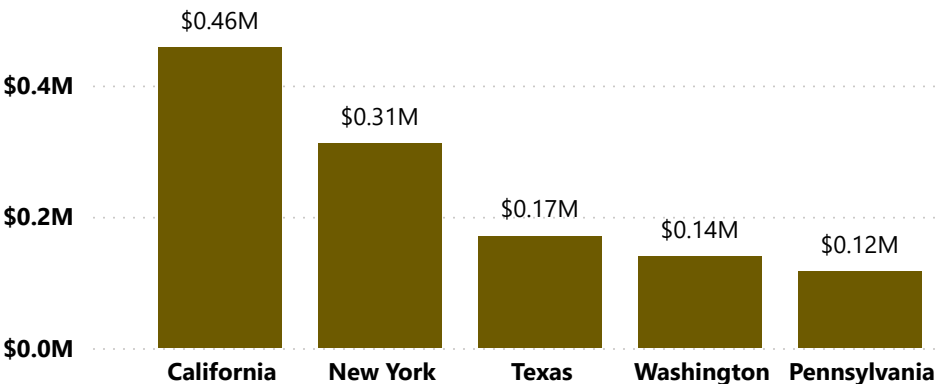
Category

All

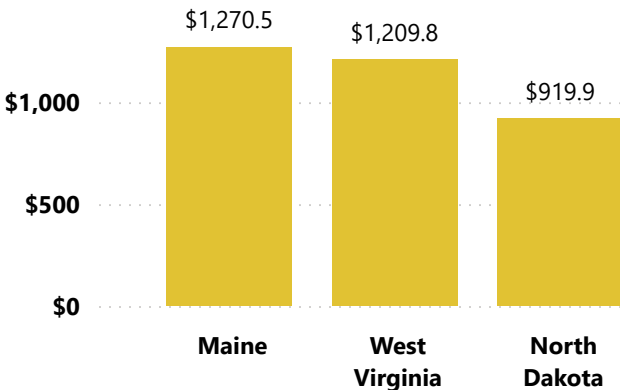
Year

All

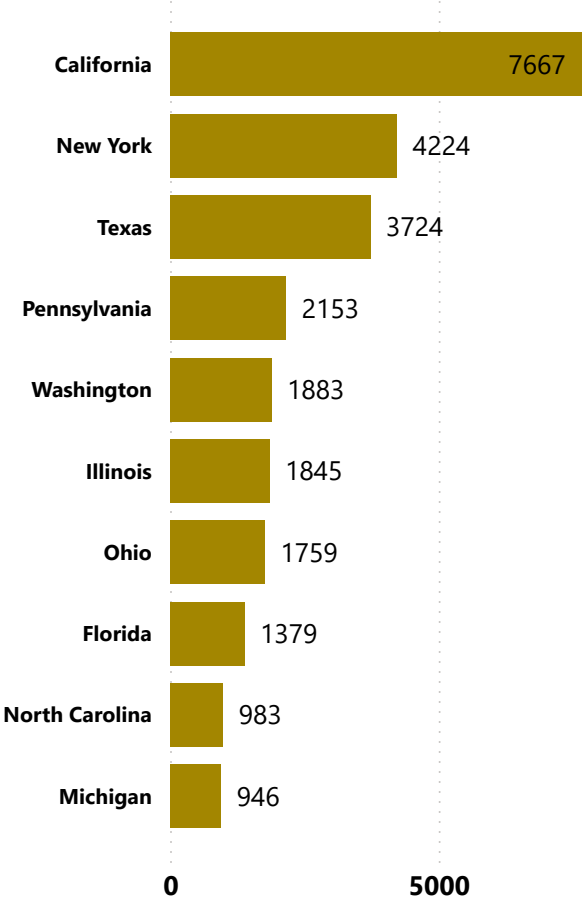
Top 5 States by Revenue



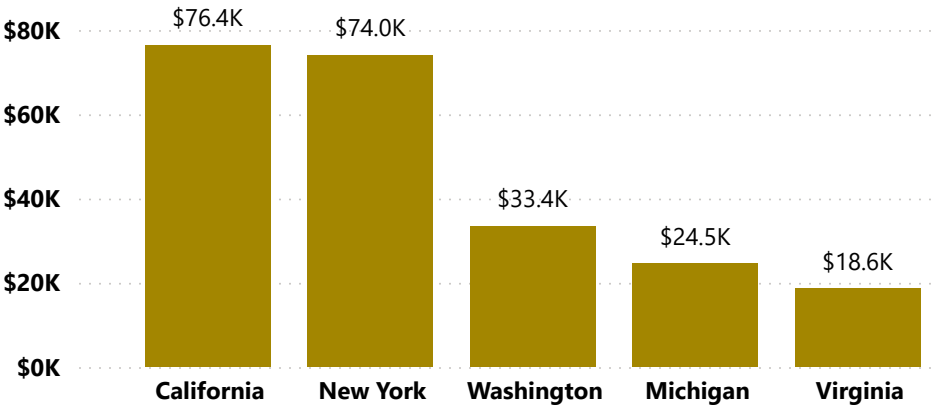
Bottom 3 States by Revenue



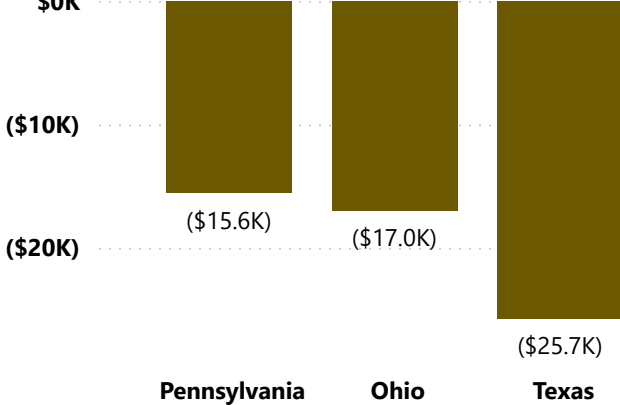
Top 10 States by Quantity Sold



Top 5 States by Profit



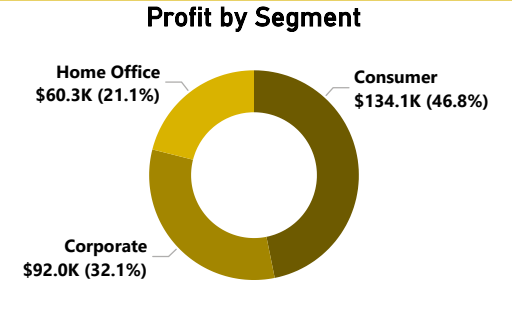
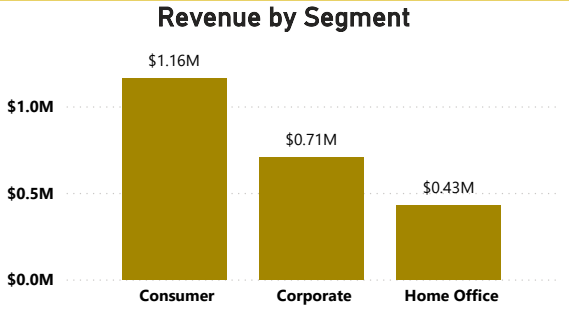
Bottom 3 States by Profit



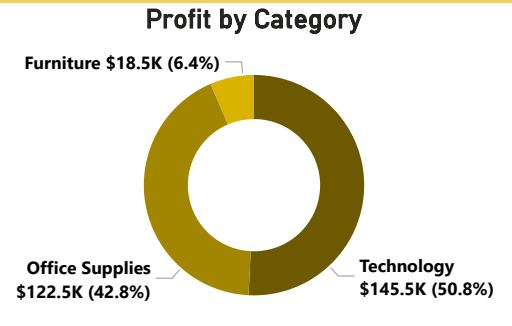
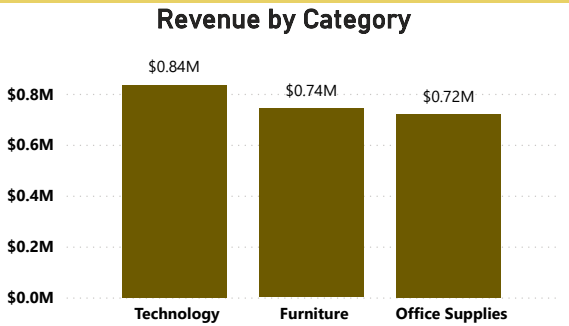


SUPERSTORE PERFORMANCE BY SEGMENT/CATEGORY

Number of Customers	Quantity Sold	Total Revenue	Total Profit	Region	State	Year
793	37873	\$2.30M	\$286.40K	All	All	All



Revenue and Profit by Sub-Category		
Sub-Category	Sum of Sales	Sum of Profit
Copiers	\$149,528.03	\$55,617.82
Phones	\$330,007.054	\$44,515.73
Accessories	\$167,380.318	\$41,936.64
Paper	\$78,479.206	\$34,053.57
Binders	\$203,412.733	\$30,221.76
Chairs	\$328,449.103	\$26,590.17
Storage	\$223,843.608	\$21,278.83
Appliances	\$107,532.161	\$18,138.01
Furnishings	\$91,705.164	\$13,059.14
Envelopes	\$16,476.402	\$6,964.18
Art	\$27,118.792	\$6,527.79
Labels	\$12,486.312	\$5,546.25
Machines	\$189,238.631	\$3,384.76
Fasteners	\$3,024.28	\$949.52
Supplies	\$46,673.538	(\$1,189.10)
Bookcases	\$114,879.9963	(\$3,472.56)
Tables	\$206,965.532	(\$17,725.48)
Total	\$2,297,200.8603	\$286,397.02



INSIGHTS FROM SUPERSTORE DATA

1. Sales Trend Analysis:

- Analysis of overall sales trends reveals consistent revenue and profit growth, with peak profitability observed in March, September, and December. These months represent key opportunities for targeted sales strategies.

2. State-Level Performance:

- California demonstrates the strongest performance, leading in both revenue and profit generation. New York and Texas follow in revenue, while New York and Washington are the subsequent top performers in profit. This highlights California as a key market and suggests potential areas for optimization in other states.

3. Performance Discrepancies:

- North Dakota generated the lowest revenue, indicating a need for focused market development efforts. Notably, Texas, despite ranking third in revenue, yielded the lowest profit, suggesting potential inefficiencies or cost factors requiring further investigation.

4. Regional Performance:

- The Western region exhibits the highest revenue and profit, underscoring its strength as a key market. Conversely, the Southern region generated the lowest revenue, warranting a review of sales strategies, while the Central region's low profitability suggests a need for cost management or pricing adjustments.

5. Segment Profitability:

- The Consumer segment contributes the largest share of profits, accounting for nearly 50%, demonstrating its significance to overall profitability. In contrast, the Home Office segment generates just over 20% of the profit share, indicating an opportunity to explore strategies for increasing its contribution.

6. Category Profitability Analysis:

- Despite a near-equal revenue share with other categories, Furniture lags significantly in profitability, contributing only 6.4%. Technology leads in profit contribution at 50.8%, followed by Office Supplies at 42.8%, highlighting the disparity in profit margins across categories.

RECOMMENDATIONS FOR SUPERSTORE

1. Overall Sales Trend Analysis:

- Capitalize on peak sales months (March, September, and December). - Implement targeted marketing campaigns and promotions well in advance of these months.
- Ensure adequate inventory levels to meet increased demand. - Analyze the factors driving peak performance in these months and replicate successful strategies.

2. State-Level Performance:

- Leverage California's success and optimize strategies in other states. - Conduct a deeper dive into California's sales and marketing strategies to identify best practices.
- Investigate factors hindering performance in lower-performing states. - Tailor marketing and sales approaches to the specific needs and demographics of each state.

3. Performance Discrepancies:

- Address the revenue/profit discrepancy in Texas and boost revenue in North Dakota. - Conduct a cost analysis in Texas to identify areas for expense reduction.
- Explore market entry strategies or partnerships to increase revenue in North Dakota. - Analyze the competitive landscape in both states to understand market dynamics.

4. Regional Performance:

- Strengthen performance in the Western region and improve profitability in the Central region. - Investigate the reasons for low revenue in the Southern region (e.g., competition, market saturation, lack of brand awareness). - Implement targeted marketing and sales initiatives to boost revenue in the South.
- Analyze cost structures and pricing strategies in the Central region to improve profitability.

5. Segment Profitability:

- Maintain focus on the Consumer segment and develop strategies to increase profitability in the Home Office segment.
- Continue to invest in strategies that drive Consumer segment growth, such as targeted marketing and loyalty programs.
- Explore opportunities to increase Home Office segment profitability, such as: expanding product offerings to better meet Home Office needs, improving marketing to reach Home Office customers, offering bundled products or services for Home Offices.

6. Category Profitability Analysis:

- Address the low profitability of the Furniture category and leverage the high profitability of Technology and Office Supplies.
- Conduct a thorough analysis of the Furniture category to understand the factors contributing to low profitability (e.g., high shipping costs, low margins, competition).
- Explore strategies to improve Furniture profitability, such as: negotiating better supplier pricing, optimizing shipping and logistics, focusing on higher-margin furniture products.
- Continue to capitalize on the success of the Technology and Office Supplies categories by: maintaining strong inventory levels, investing in product development and innovation, offering competitive pricing.