

Superstore Sales Insights Report

1. Sales Trends Over Time:

◆ Observation:

- The highest sales occurred in November 2017 with 118,448 USD.
- The lowest sales were in February 2014 with 4,520 USD.
- Overall trend shows growth with strong seasonality (peaks around year-end).

💡 Recommendation:

- Increase stock and marketing campaigns during November–December.
 - Boost promotions in early-year months (Jan–Feb) to stabilize sales.
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2. Sales by Product Category:

◆ Observation:

- Technology contributes the most sales (836K) and highest profit (145K).
- Furniture generates high sales (742K) but very low profit (18K).
- Office Supplies has balanced sales (719K) with good profit (122K).

💡 Recommendation:

- Focus marketing on Technology (high sales + profit).
 - Revisit pricing/supplier contracts for Furniture (low profitability).
 - Bundle low-margin furniture with high-margin tech items.
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3. Sales by Customer Segment:

◆ Observation:

- Consumer segment contributes the largest share (50.6% revenue, 1.16M).
- Corporate contributes ~31% (706K) with steady profit.
- Home Office contributes the least (19%, 430K).

💡 Recommendation:

- Strengthen loyalty programs for Consumers.
 - Launch corporate packages for businesses.
 - Improve targeted marketing for Home Office.
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4. Sales by Region:

◆ Observation:

- The West leads with 725K sales & 108K profit.
- The South lags with 392K sales & 47K profit.
- Profitability is highest in the West and lowest in Central.

💡 Recommendation:

- Expand distribution in the South & Central.
 - Double down on promotions in the West.
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5. Top Products:

◆ Observation:

- The top-selling product is Canon imageCLASS 2200 Advanced Copier (61.6K sales, 25.2K profit).
- The Top 10 products contribute ~10.6% of total sales.
- Some high-volume products (like Cisco TelePresence) are unprofitable.

💡 Recommendation:

- Ensure top products never go out of stock.
 - Bundle less popular products with top-sellers.
 - Review high-volume but unprofitable products.
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6. Profitability Analysis:

◆ Observation:

- Cisco TelePresence System EX90 → 22.6K sales but –1.8K loss.
- HON 5400 Series Task Chairs → 21.9K sales but near-zero profit.
- Some low-sales products (e.g., Tops Green Bar Paper, Xerox 1890) have very high margins (50%).

💡 Recommendation:

- Optimize pricing for low-profit high-sales items (e.g., Cisco TelePresence).
- Increase visibility of high-margin niche products.
- Drop consistently loss-making SKUs.