

SUPERSTORE DATASET

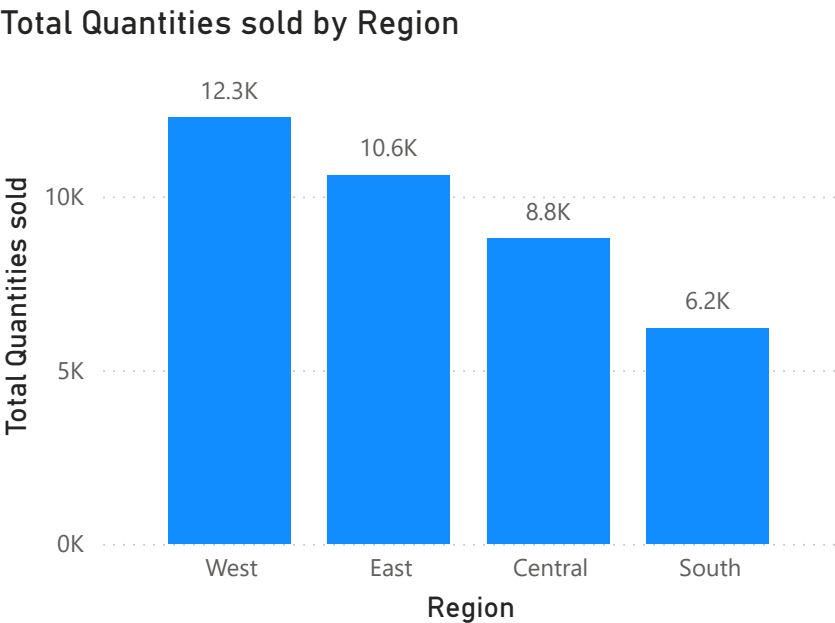
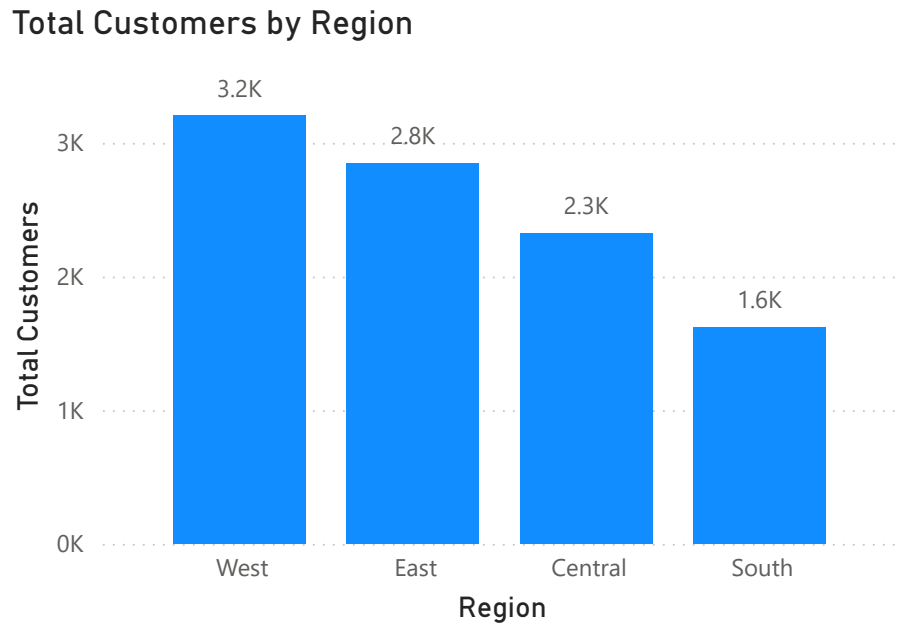
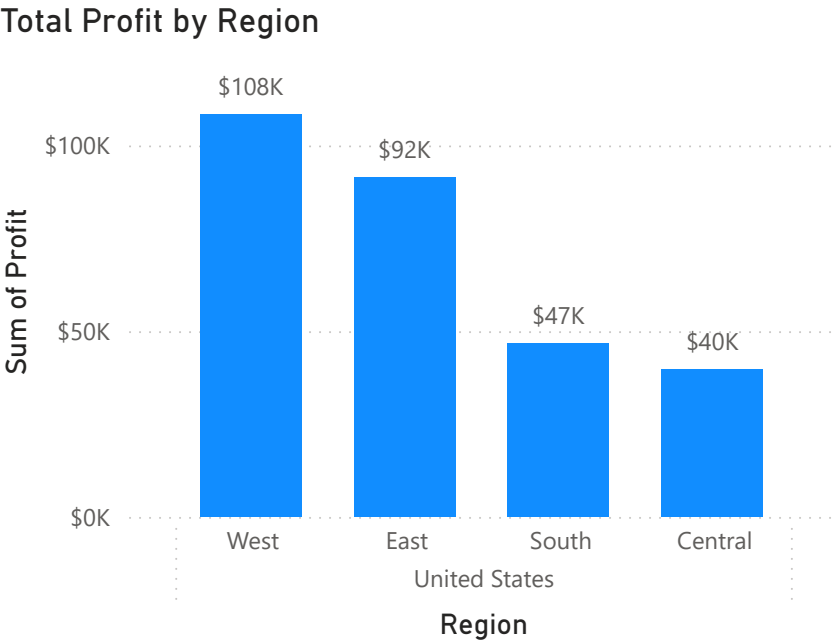
-John Okoye

The superstore dataset comprises of a table that depicts the store's sales and profit across different regions, states, and cities of the United States. The goal of this analysis is to identify areas of weakness where more profit can be made and other business problems.

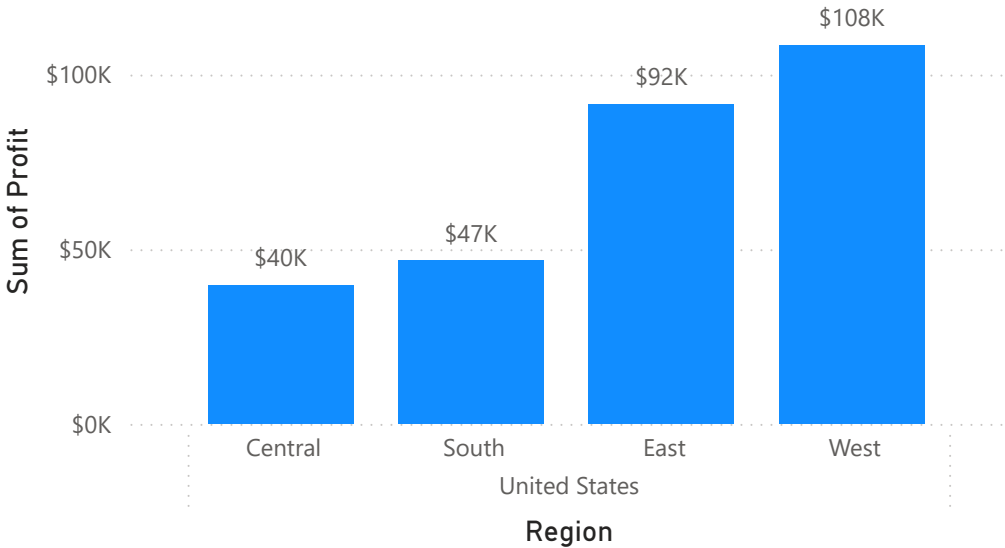
FIRST SET OF OBSERVATIONS

Observing the total profit by region shows that the Southern and Central Regions fall behind. The same trend is also observed with the Total customers and Total Quantities by Region.

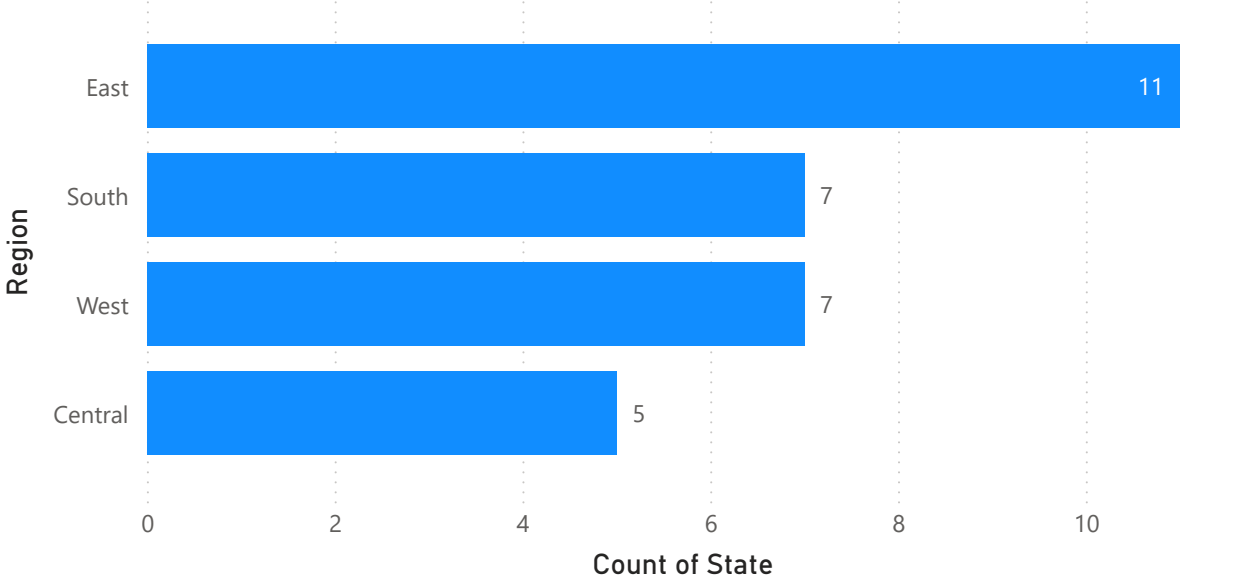
On the surface, we can agree that the our superstore isn't performing well in the Southern and Central Regions. In all three cases, they are seen to be below the average.



Sum of Profit by Country and Region

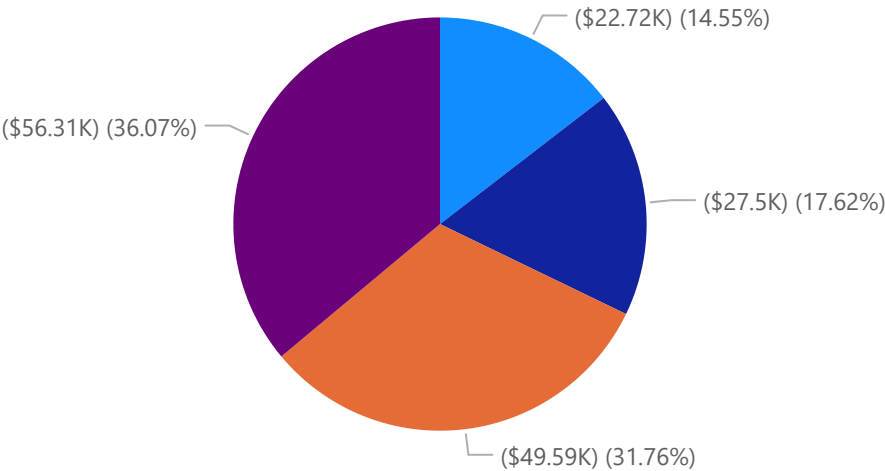


Count of State by Region



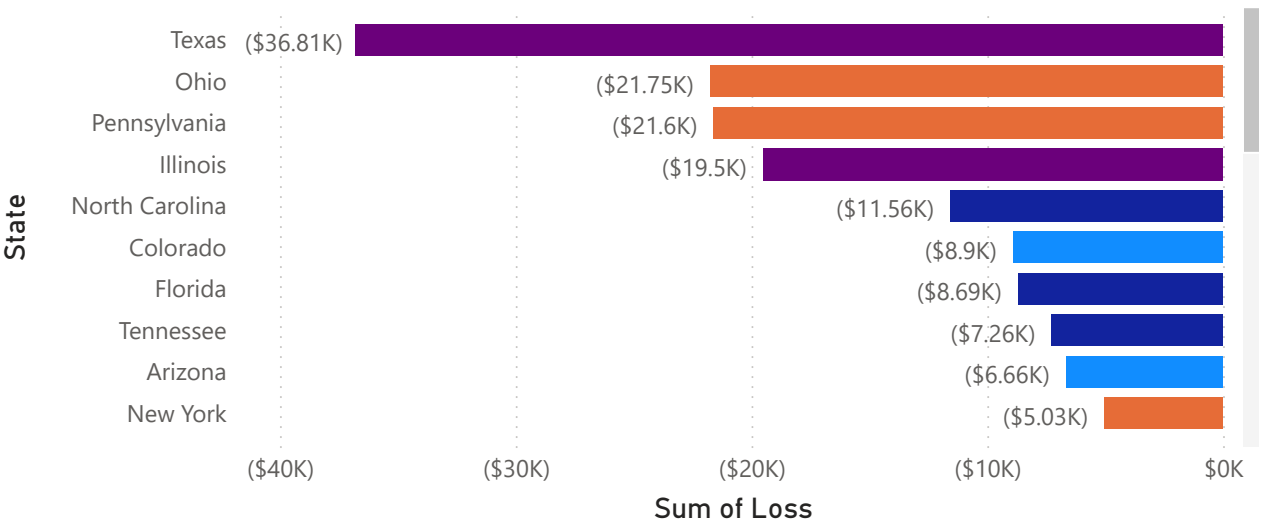
Sum of Loss by Region

Region ● West ● South ● East ● Central



Sum of Loss by State and Region

Region ● Central ● East ● South ● West



FURTHER OBERVATION

From the visuals above, we can see that while the Central Region accounts for over 35% of the store's loses, the Eastern Region makes up 11 of the 30 States where losses or zero profit was recorded.

Drilling down on the Profit to Region plot with focus on the Eastern Region, we see that the State of New York accounts for over 75% of the profit made in the Eastern Region.

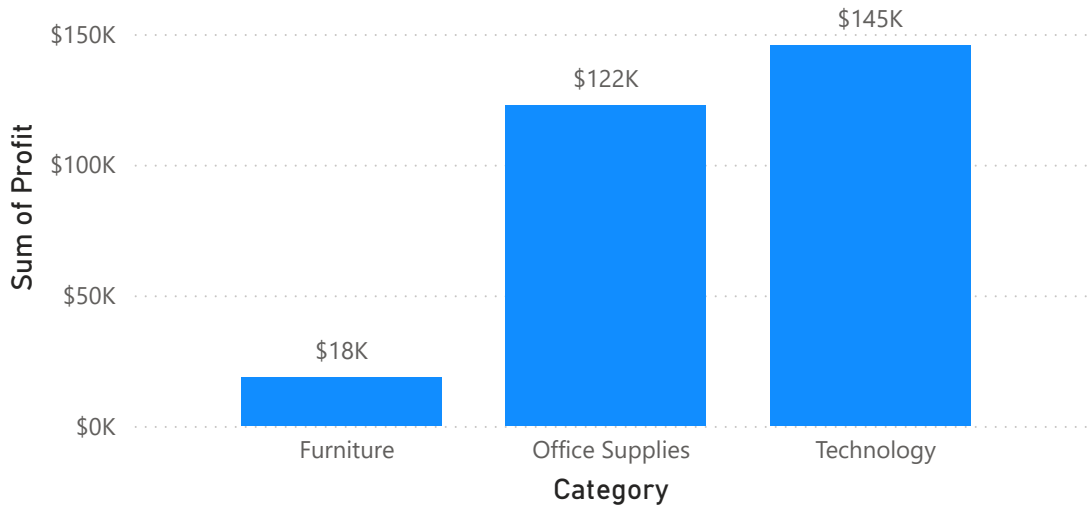
Almost the same can be said of the Western Region where profit from Washington and California constitutes over 95% of profit in that Region.

Texas, a state in the Central Region of the United States has the highest loss on record followed by Ohio and Pennsylvania, both in the Eastern Region.

The Southern and Central States show a more even distribution of profit.

Now, let's take a look at the products.

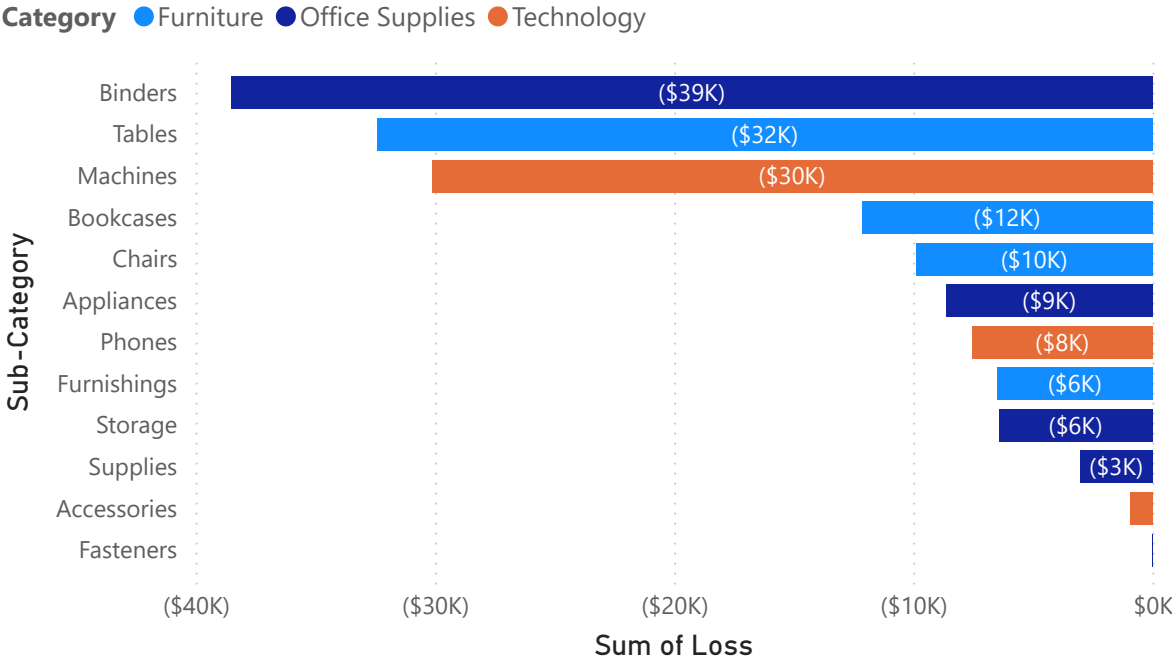
Sum of Profit by Category



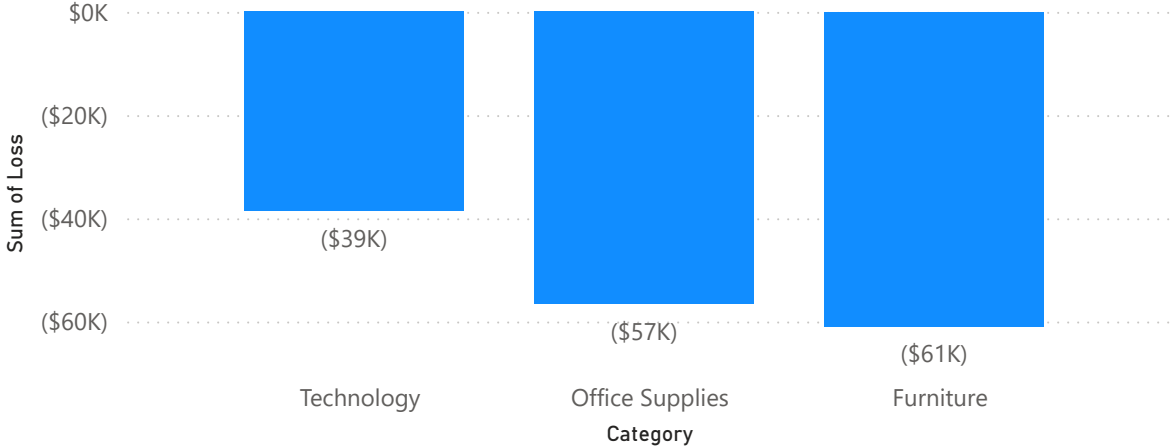
Furniture category accounts for under 10% of the total profit earned while the other categories (Technology and Office Supplies) make up a significant part of the profit.

Technology and Office Supplies recorded significant losses. Binders (Office Supplies), Tables (Furniture) and Machines (Technology) are amongst the top three products with the most losses

Sum of Loss by Sub-Category and Category



Sum of Loss and Count of Loss by Category



FINAL OBSERVATION

There are two tables included. One shows the shipping mode, its count and its profit. The other shows the same, but for the Segment.

It is worth noting that the company's might need to review its discount system as this might have had significant effect on its performance.

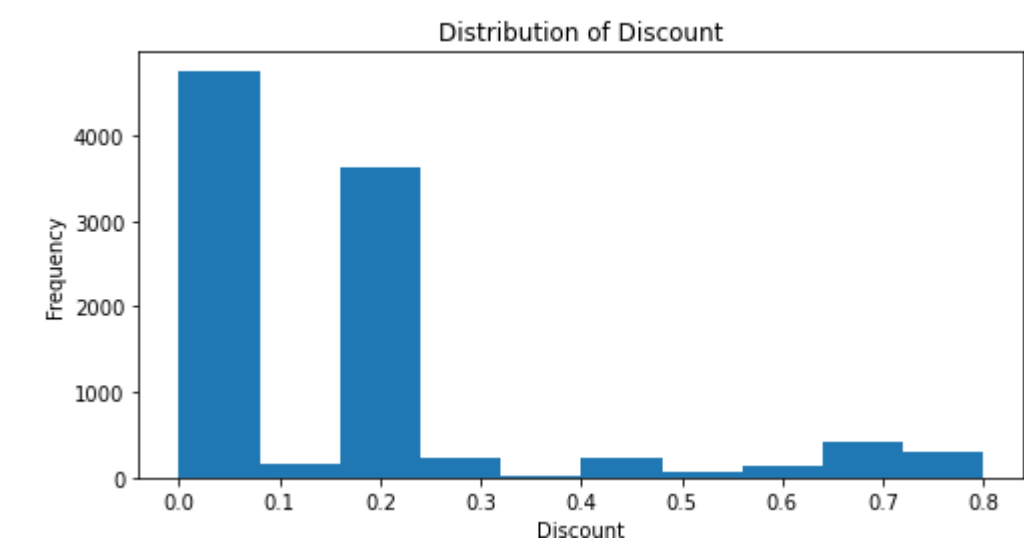
The histogram shows that the discounts are skewed to the left. However having that many discounts of over 75%, is an area the store needs to look at.

- Region
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Ship Mode	Count of Ship Mode	Sum of Profit
Standard Class	5968	\$164,088.79
Second Class	1945	\$57,446.64
First Class	1538	\$48,969.84
Same Day	543	\$15,891.76
Total	9994	\$286,397.02

Segment	Count of Segment	Sum of Profit
Consumer	5191	\$134,119.21
Corporate	3020	\$91,979.13
Home Office	1783	\$60,298.68
Total	9994	\$286,397.02

Discount, Postal Code, Profit and Quantity



Discount and Profit



SUPERSTORE DATASET DASHBOARD

THESPARKZ FOUNDATION

Region

☐ Central

☐ East

☐ South

☐ West

Category

☐ Furniture

☐ Office Supplies

☐ Technology

2.30M

Sum of Sales

\$286.40K

Sum of Profit

38K

Sum of Quantity

(\$156.13K)

Sum of Loss

