



Superstore



-Jose Zuno

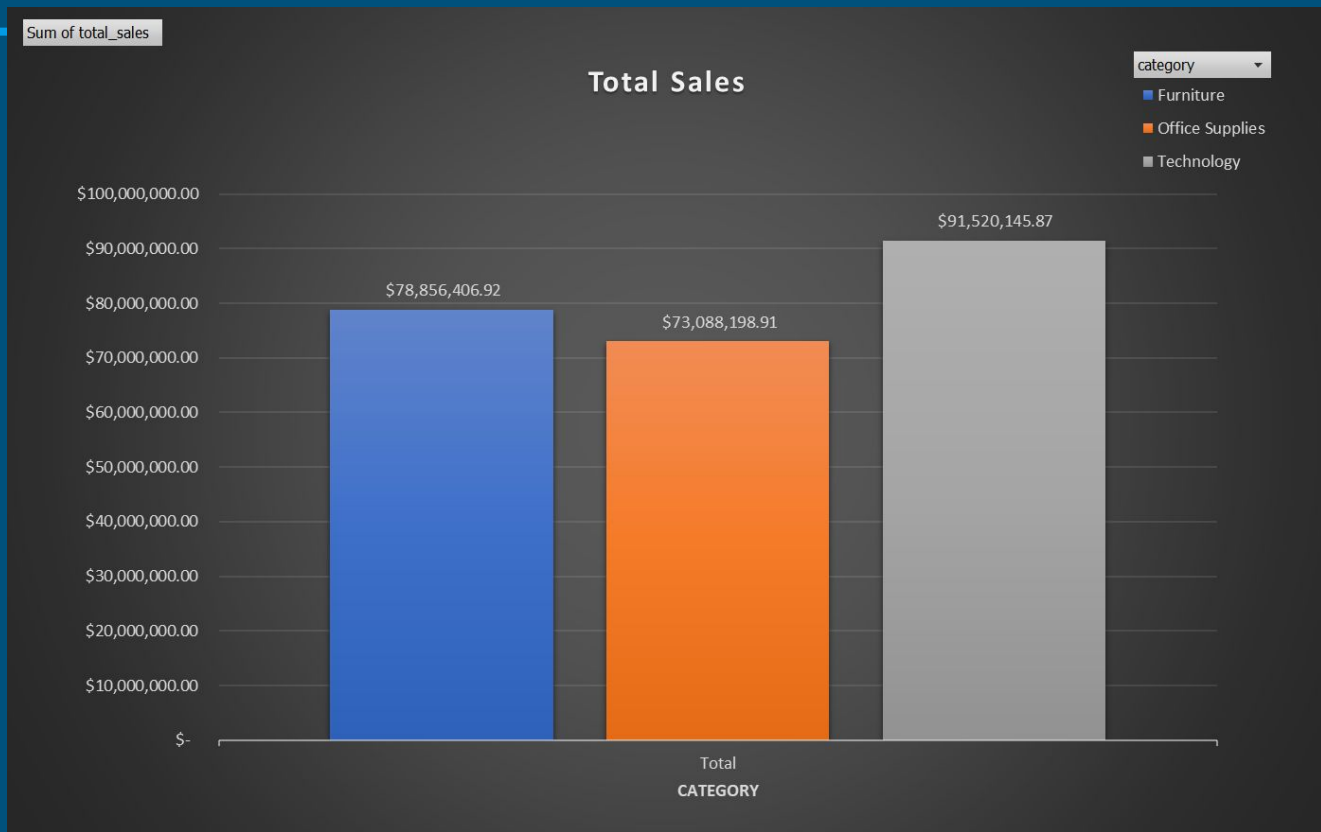




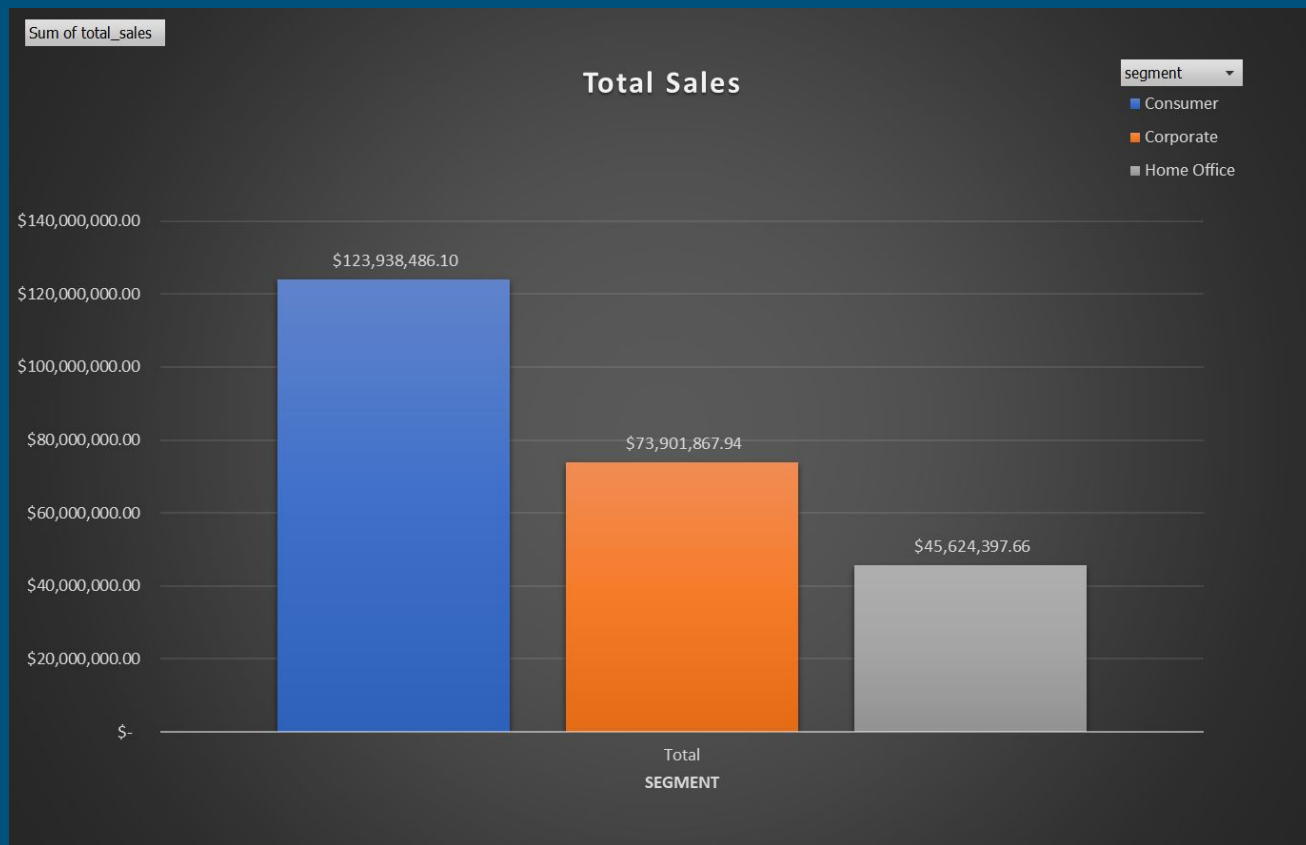
Best Performing Product Category and Customer Segment



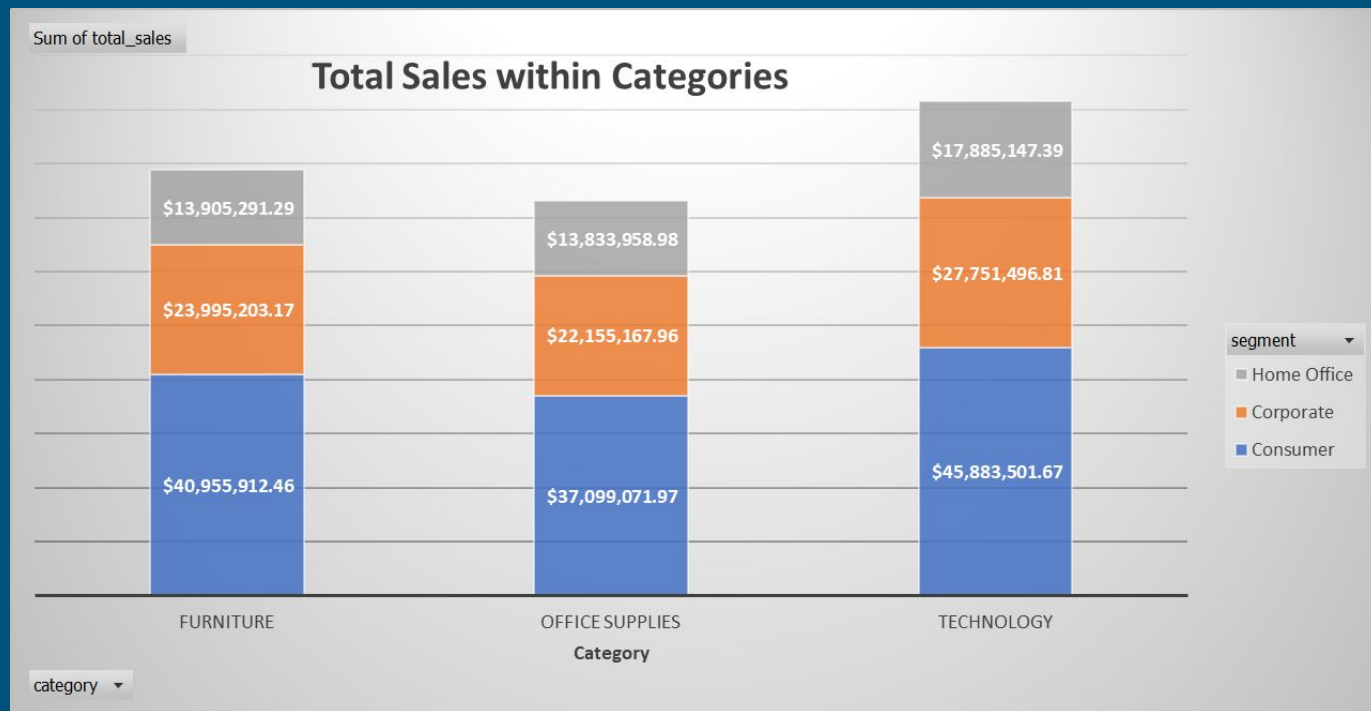
What product category has the highest total sales revenue?



What customer segment has highest total sales revenue?

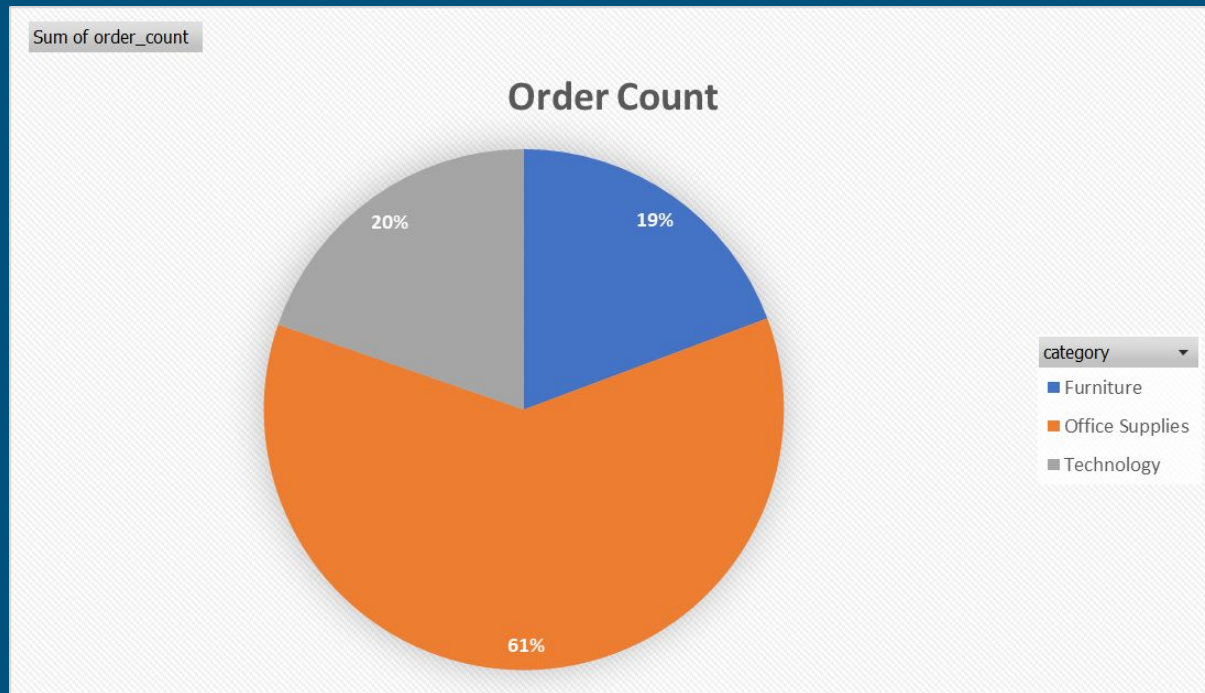


What is the best performing product category and customer segment?



What category has the most order count?

Row Labels	Sum of order_count
Furniture	191223
Office Supplies	604271
Technology	195183
Grand Total	990677

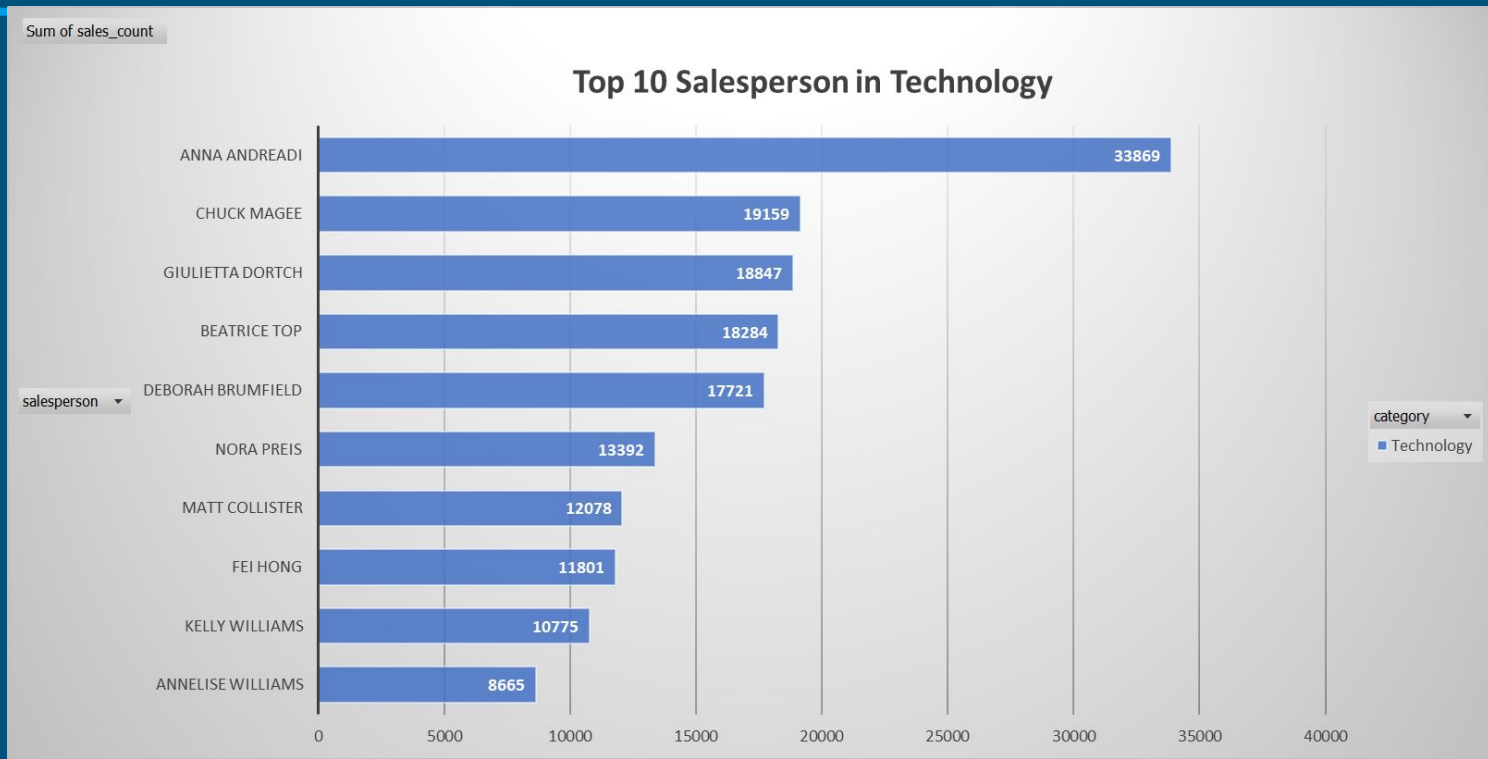


Average price to customers

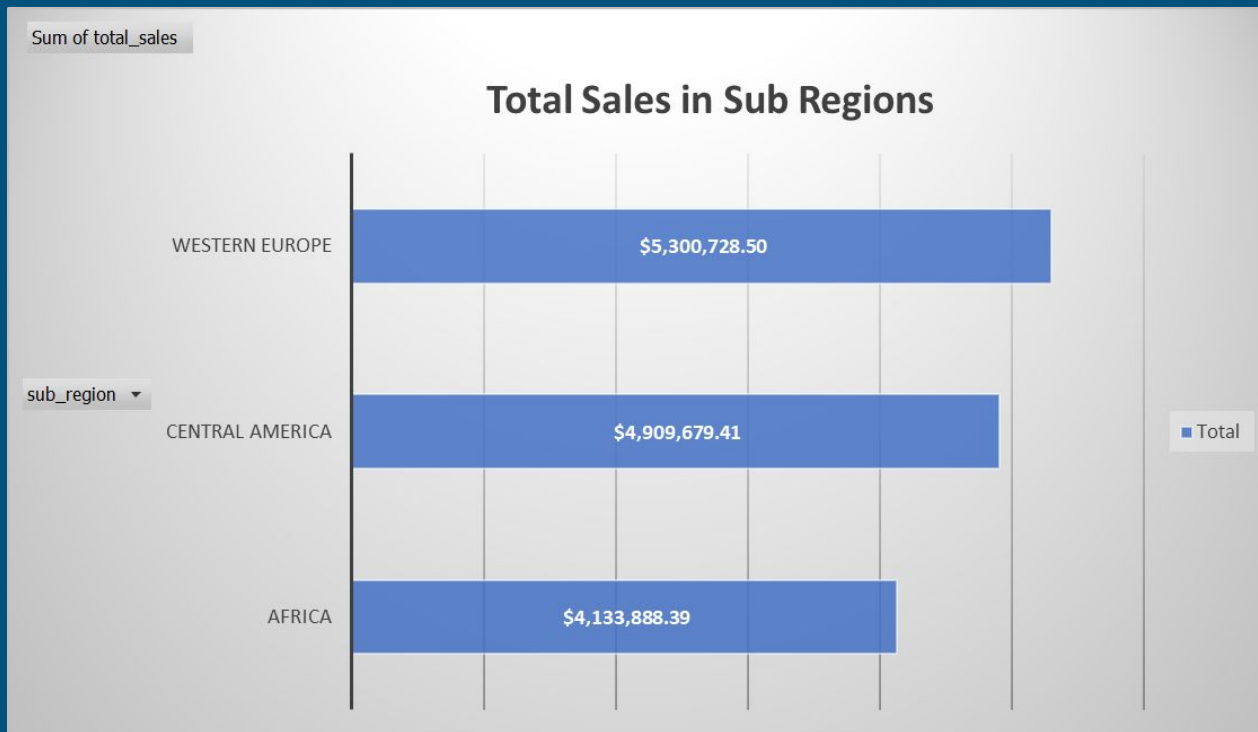
- Office supplies average cost is low
- Furniture and Technology are equal

Row Labels	▼	Sum of avg_price
Furniture	\$	138.82
Technology	\$	138.41
Office Supplies	\$	39.77
Grand Total		317.0069542

Who is the top salesperson for Technology?



Which sub_region is bringing in the most sales for Technology?



Conclusion

- Technology and Consumers are the best-performing
- Office Supplies has a high order count but low average price to customers
- Anna Andreadi is the top salesperson by a longshot
- Western Europe is our top sub region

Recommendations

- Give the top sellers a performance incentive to keep up sales
- Increase average cost products in office supplies to bring in a little more revenue
- Since home office is lacking in sales, we can make a deal to promote more sales