Improving Sales Performance at Superstore

DATA ANALYSIS & STRATEGIC RECOMMENDATIONS

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Data Batch 24
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Superstore

Superstore, a nationwide retail chain, faces uneven sales and profit performance across regions and product categories.
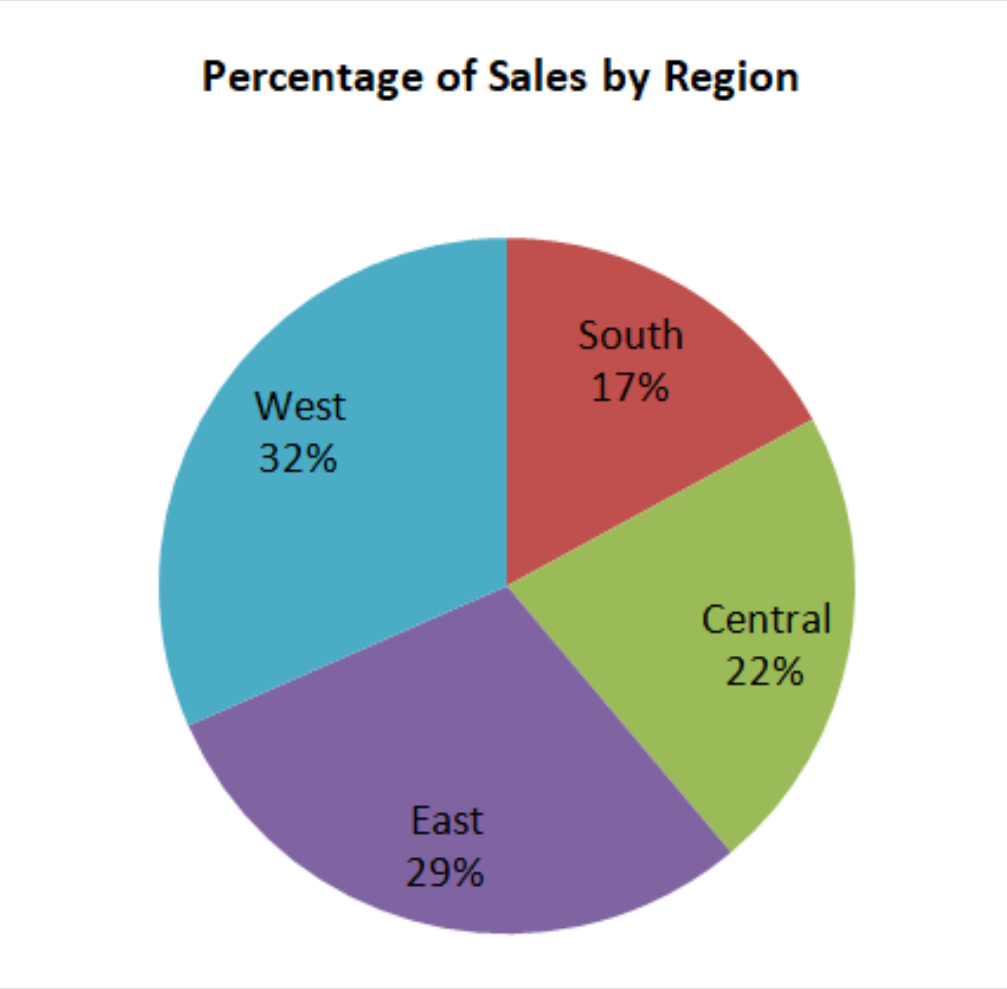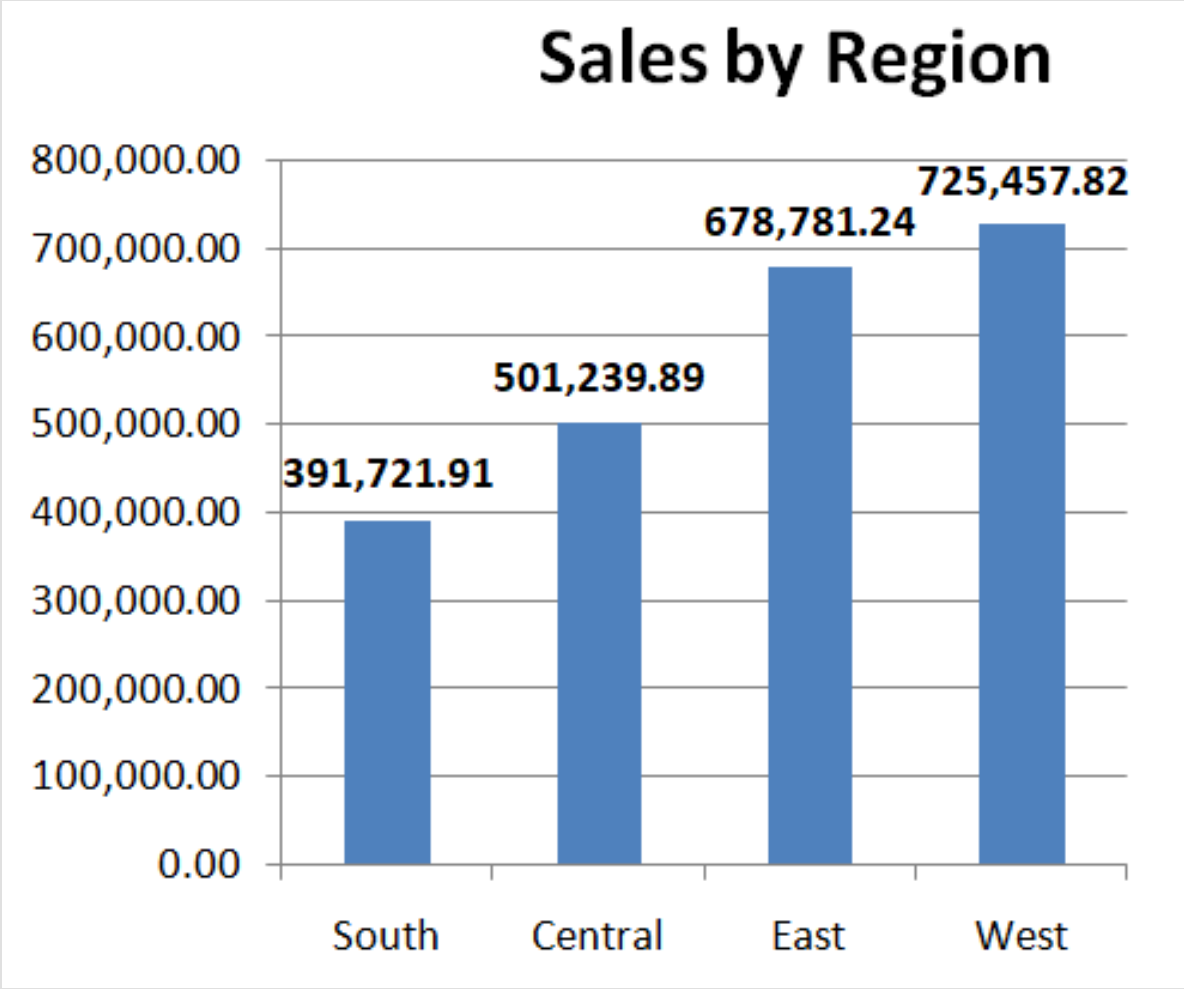
These challenges stem from factors such as inefficient inventory management, suboptimal pricing, and uneven marketing performance, which collectively impact both profitability and customer satisfaction.

This analysis uses data-driven insights to uncover key performance gaps and recommend strategies for improvement.
Findings are relevant to management, sales, and finance teams, as well as customers and suppliers who influence Superstore's growth.

Superstore

Sales by Region

Sum of Sales	
Region	Total
South	391,721.91
Central	501,239.89
East	678,781.24
West	725,457.82
Grand Total	2,297,200.86

Sum of Sales		%
Region	Total	
South	391,721.91	17.05%
Central	501,239.89	21.82%
East	678,781.24	29.55%
West	725,457.82	31.58%
Grand Total	2,297,200.86	100.00%

Sales by Region

391,721.91   501,239.89   678,781.24   725,457.82

| | South | Central | East | West |

Percentage of Sales by Region

West 32%
South 17%
Central 22%
East 29%

Sales vary by region. The **West** performs best, while the **South** lags. Replicate **Western strategies** to boost weaker areas.

Superstore
Profit by Product Category

Sum of Profit	
Category	Total
Furniture	18,451.27
Office Supplies	122,490.80
Technology	145,454.95
Grand Total	286,397.02

Sum of Profit		
Category	Total	%
Furniture	18451.27	6.44%
Office Supplies	122490.80	42.77%
Technology	145454.95	50.79%
Grand Total	286397.02	100.00%

Profit by Category, %
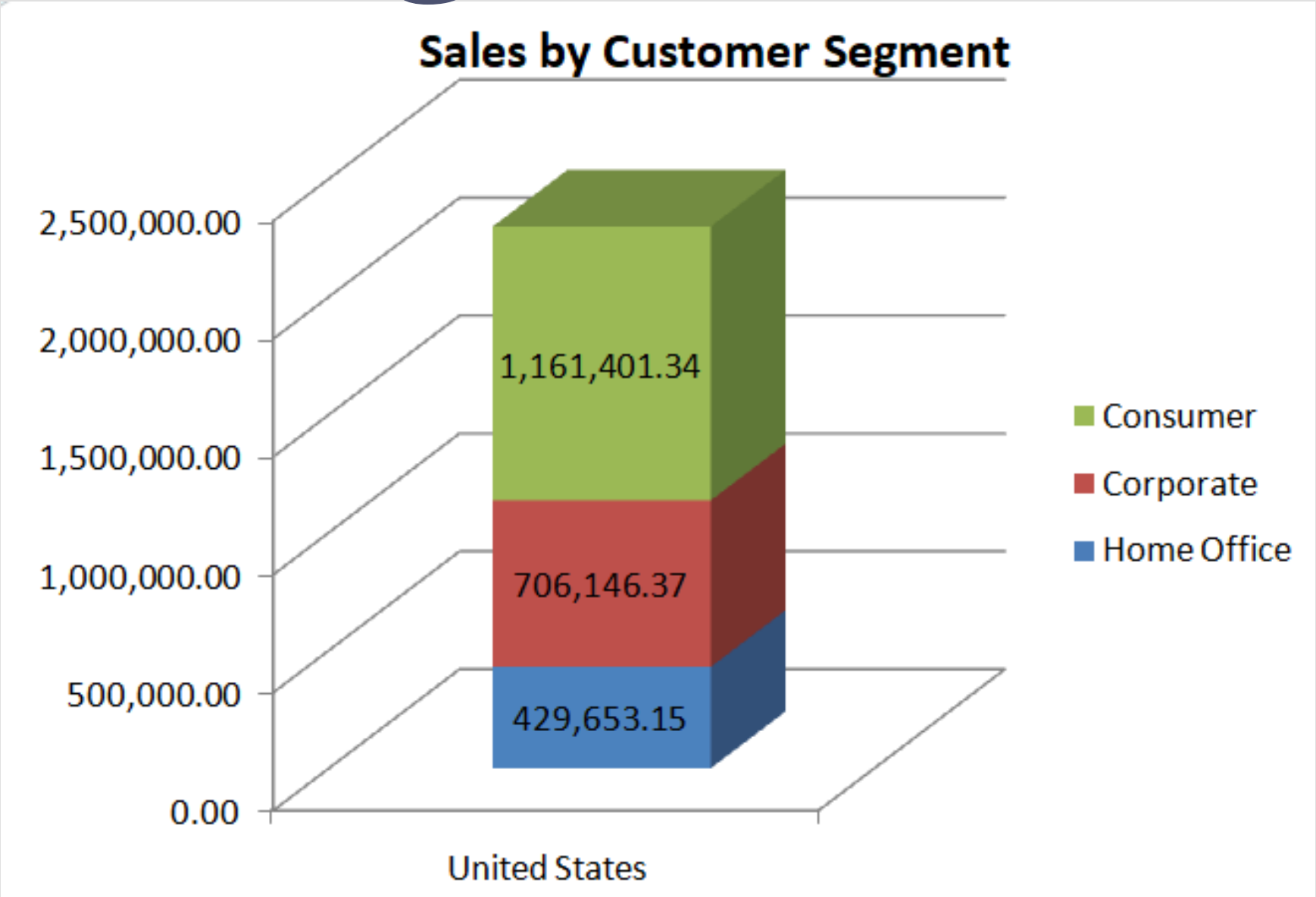
Furniture 6%
Technology 51%
Office Supplies 43%
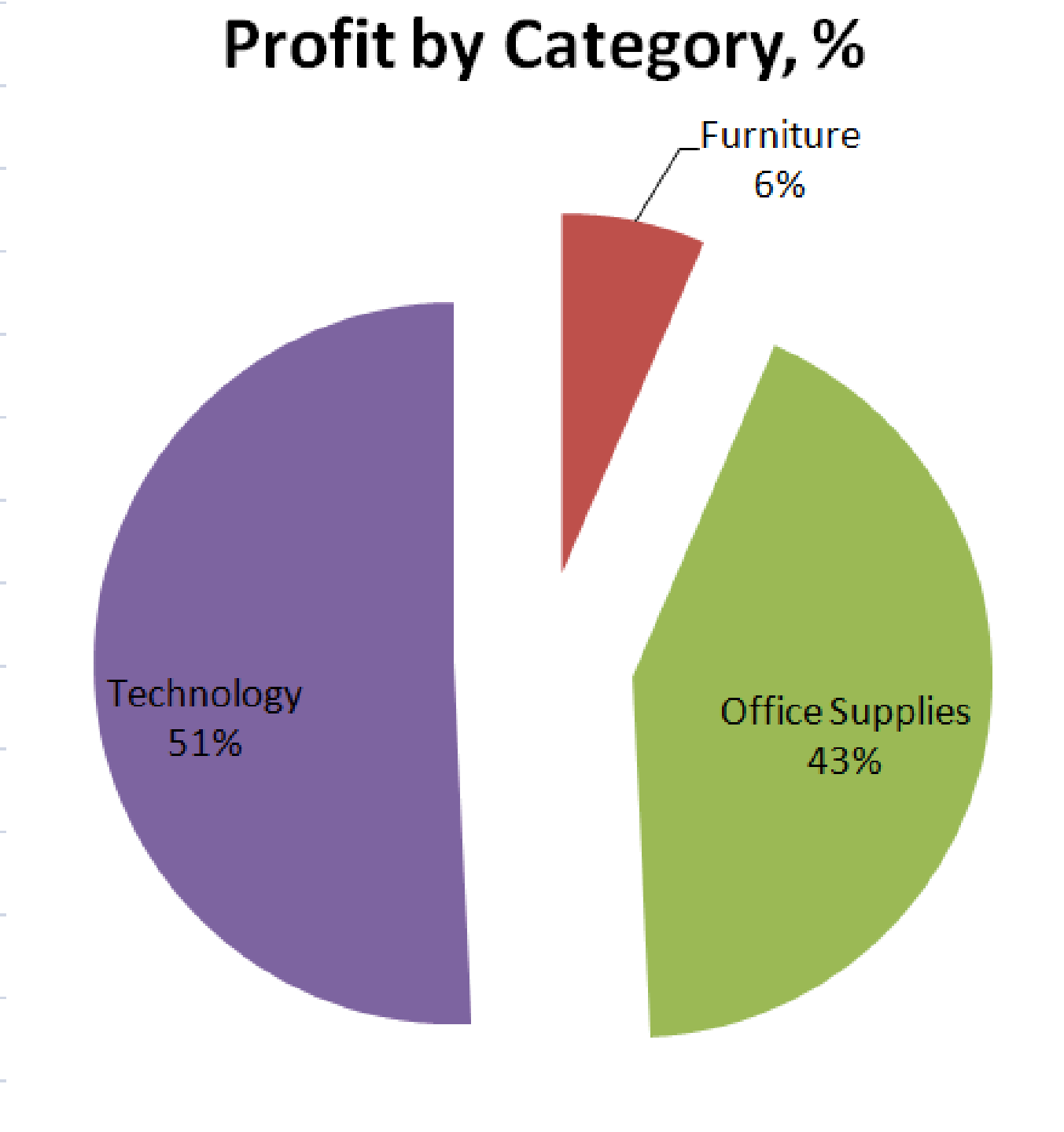
Profitability is driven by **Technology**, while **Furniture** struggles due to discount pressure.

The company should sustain growth in Technology and refine Furniture pricing to restore healthy margins.

Superstore
Sales by Customer Segment

Sum of Sales	
Segment ⌄	Total
Home Office	429,653.15
Corporate	706,146.37
Consumer	1,161,401.34
Grand Total	**2,297,200.86**

Sum of Sales		
Segment	**Total**	**%**
Home Office	429,653.15	18.70%
Corporate	706,146.37	30.74%
Consumer	1,161,401.34	50.56%
Grand Total	**2,297,200.86**	**100.00%**

Sales by Customer Segment — 3D stacked column chart. Consumer: 1,161,401.34; Corporate: 706,146.37; Home Office: 429,653.15. United States.

The **Consumer segment** delivers the majority of sales, reflecting stable demand. However, the **Home Office** market offers growth potential through targeted promotions and tailored outreach.

Top 10 Products by Sales

Sum of Sales	
Product Name	Total
Canon imageCLASS 2200 Advanced Copier	61,599.82
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27,453.38
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48
HON 5400 Series Task Chairs for Big and Tall	21,870.58
GBC DocuBind TL300 Electric Binding System	19,823.48
GBC Ibimaster 500 Manual ProClick Binding System	19,024.50
Hewlett Packard LaserJet 3310 Copier	18,839.69
HP Designjet T520 Inkjet Large Format Printer - 24" Color	18,374.90
GBC DocuBind P400 Electric Binding System	17,965.07
High Speed Automatic Electric Letter Opener	17,030.31

A few top-performing products account for a large share of total revenue.

Ensuring steady inventory and giving these items prime visibility in campaigns can maintain consistent sales momentum.

Top 10 Products by Sales
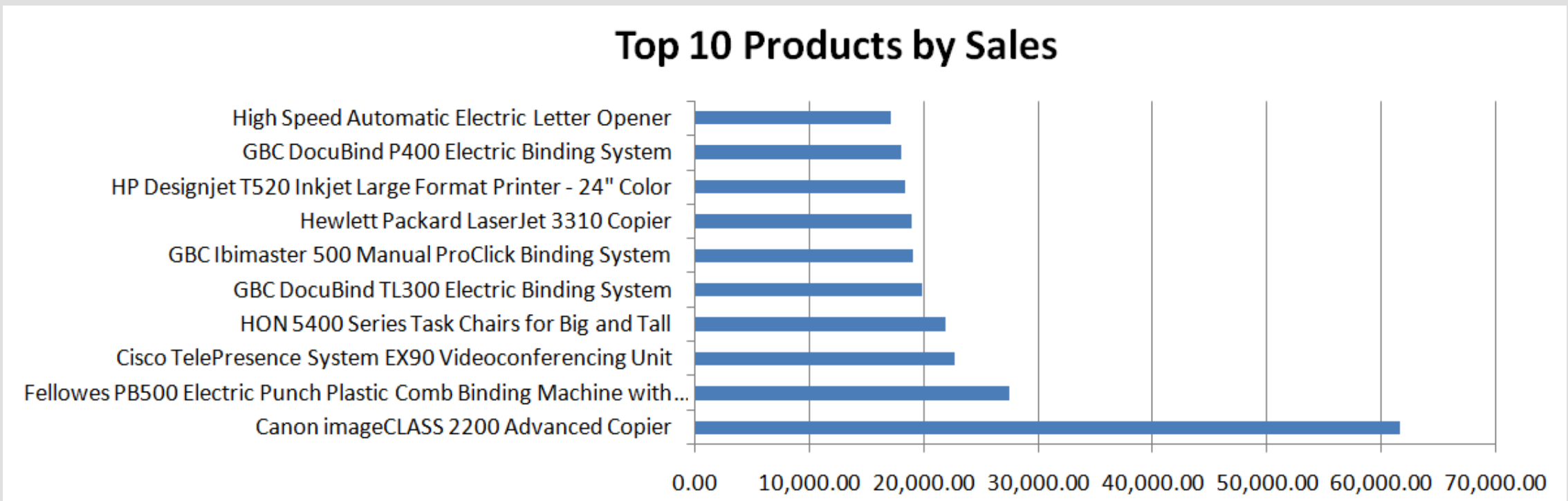
Superstore
Sales by Shipping Mode

Sum of Sales	
Ship Mode ▾	Total
Standard Class	1,358,215.74
Second Class	459,193.57
First Class	351,428.42
Same Day	128,363.13
Grand Total	2,297,200.86

Ship Mode	Total	%
Standard Class	1,358,215.74	59.12%
Second Class	459,193.57	19.99%
First Class	351,428.42	15.30%
Same Day	128,363.13	5.59%
Grand Total	2,297,200.86	100.00%

Sales by Shipping Mode

Same Day 6%

First Class 15%

Second Class 20%
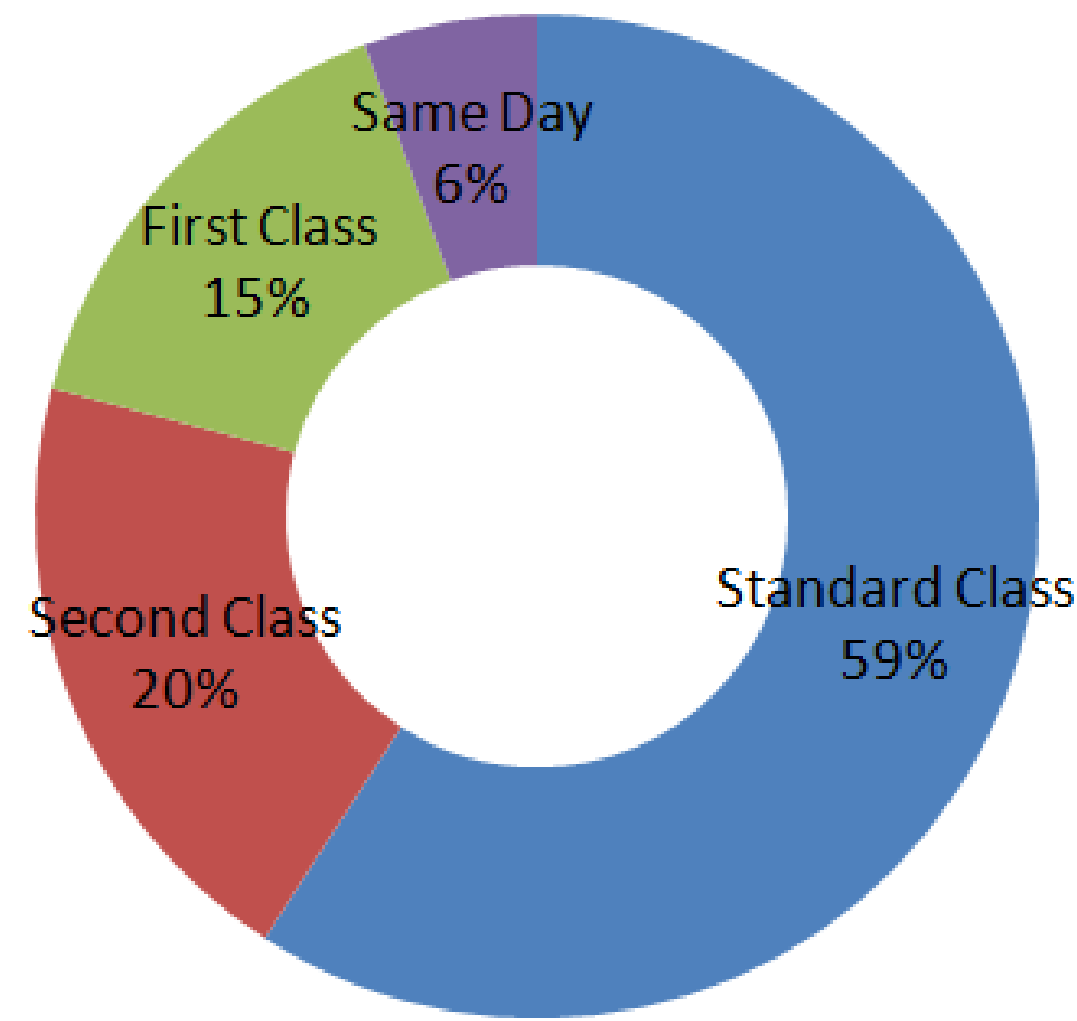
Standard Class 59%

Standard Class dominates shipping preferences, indicating cost sensitivity among customers.

Expanding faster delivery options could enhance satisfaction and differentiate Superstore's service.
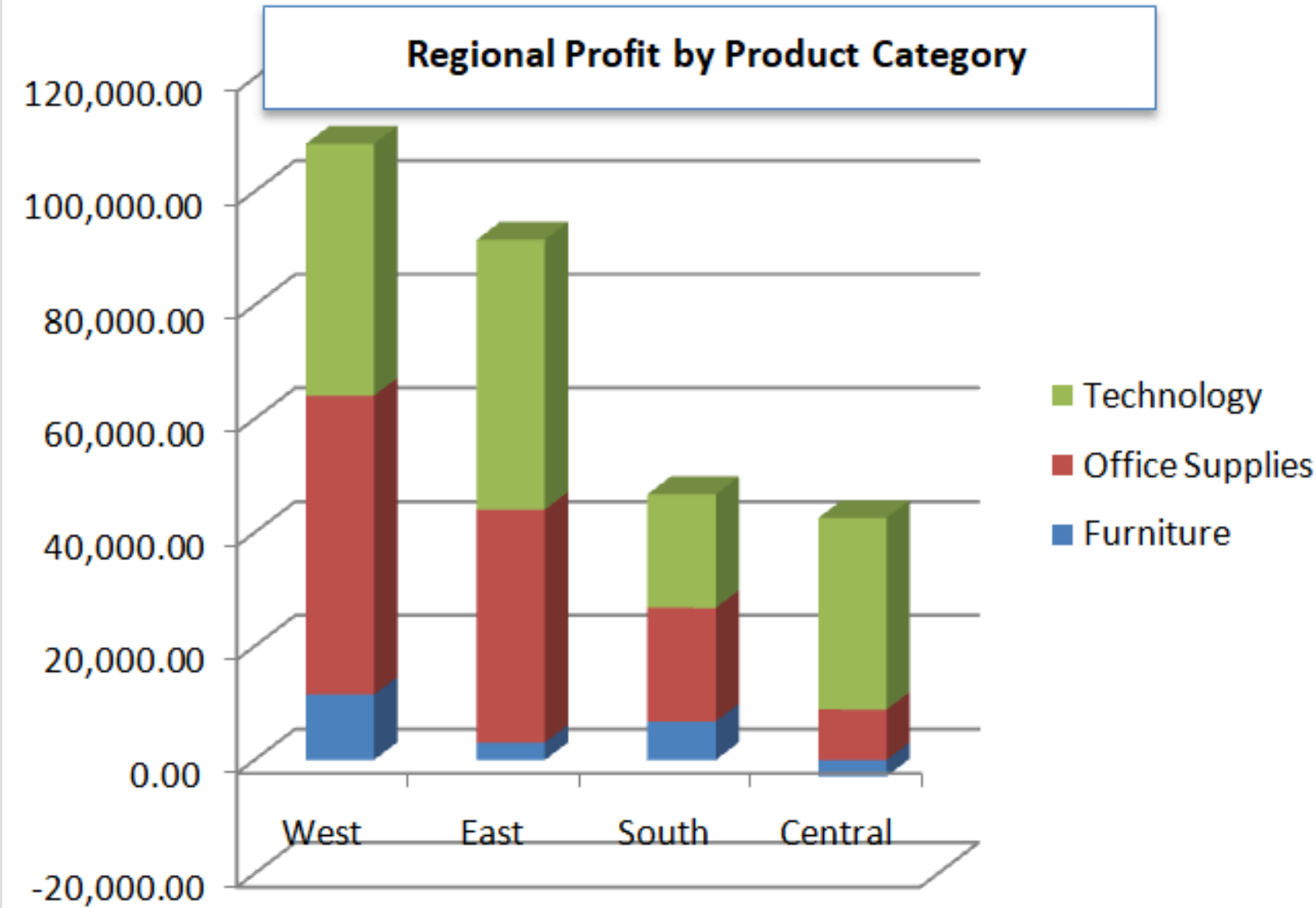
Superstore
Profit by Region and Category

Sum of Profit	Category			
Region	Furniture	Office Supplies	Technology	Grand Total
West	11,504.95	52,609.85	44,303.65	108,418.45
East	3,046.17	41,014.58	47,462.04	91,522.78
South	6,771.21	19,986.39	19,991.83	46,749.43
Central	-2,871.05	8,879.98	33,697.43	39,706.36
Grand Total	18,451.27	122,490.80	145,454.95	286,397.02

The **Western region** leads in profitability, supported by strong **Technology** and **Office Supplies** performance.

Replicating these strategies in **Central** and **South** could lift total profits.

Regional Profit by Product Category

Superstore
Average Discount by Category

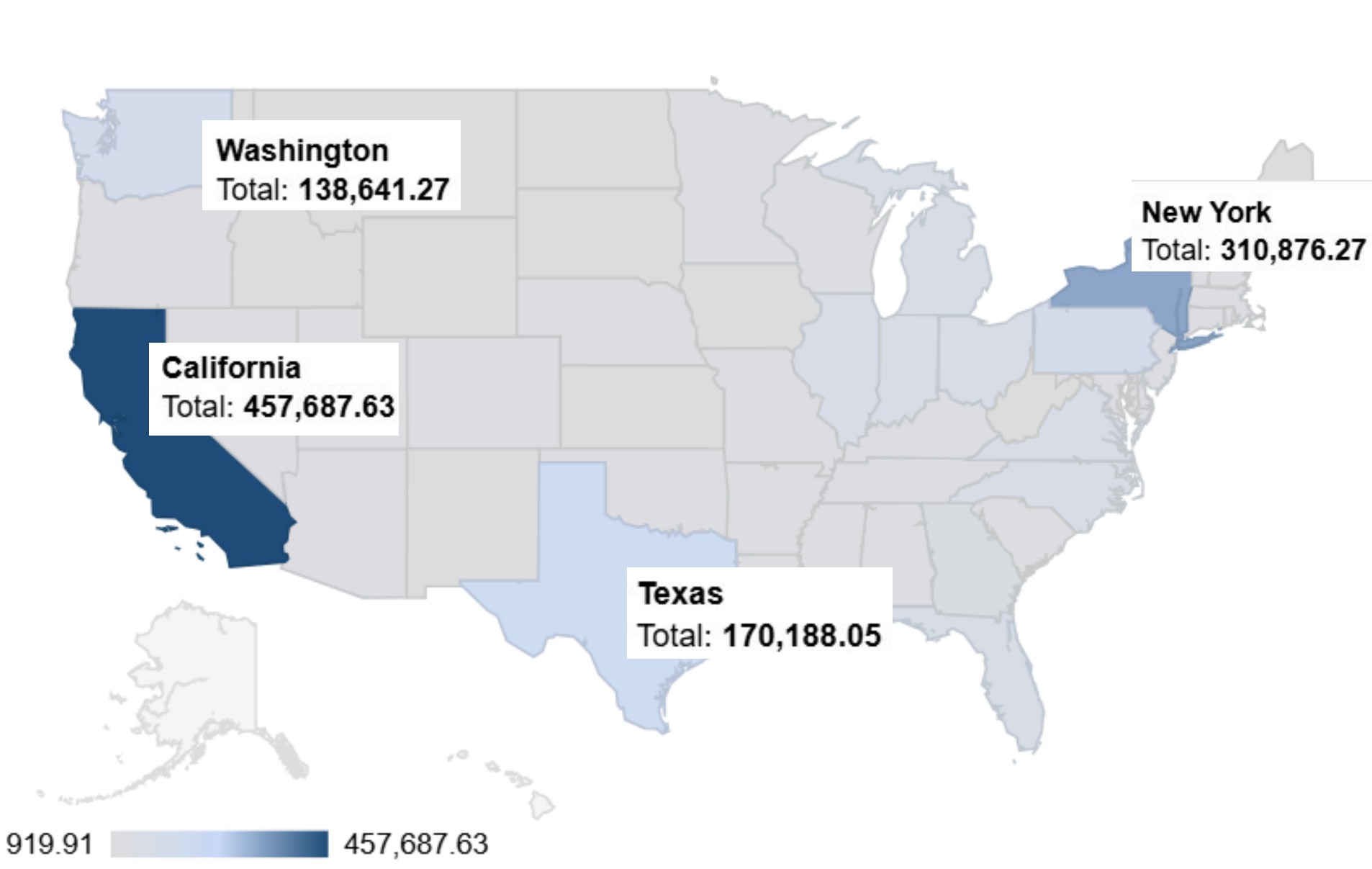| Average of Discount	
Category ▾	Total
Furniture	17.39%
Office Supplies	15.73%
Technology	13.23%
Grand Total	15.62%

Furniture discounts remain disproportionately high, eroding profit margins.

Reducing blanket markdowns and shifting to targeted discounts could **improve** category profitability.

Average Discount by Product Category
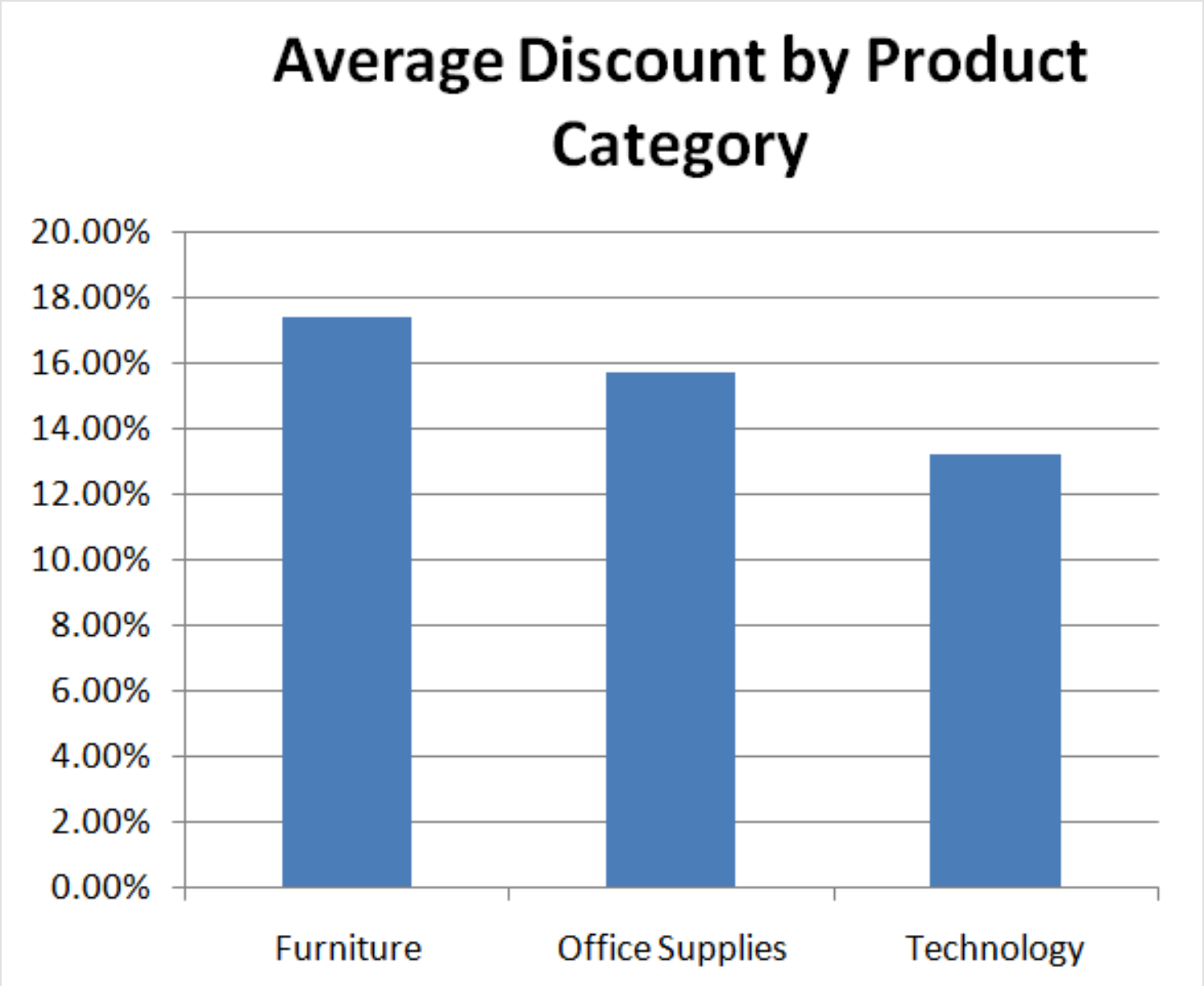
Superstore
Sales by State

California stands out as the strongest market, while several states remain underdeveloped. Localized marketing and distribution optimization could unlock regional potential.
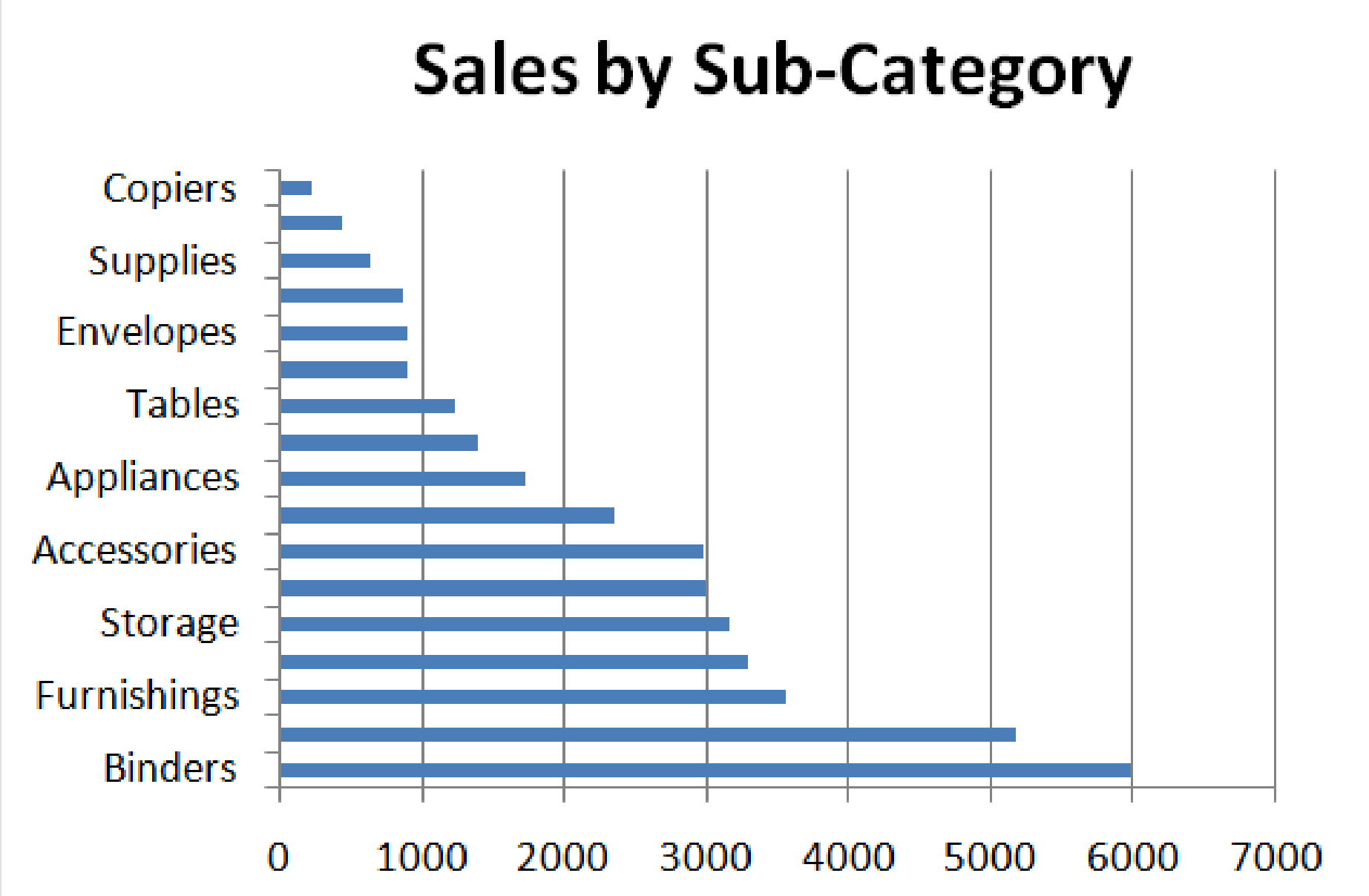
Sum of Sales				Sum of Sales		
State	Total			State	Total	%
California	457,687.63			California	457,687.63	19.92%
New York	310,876.27			New York	310,876.27	13.53%
Texas	170,188.05			Texas	170,188.05	7.41%
Washington	138,641.27			Washington	138,641.27	6.04%
Pennsylvania	116,511.91			Pennsylvania	116,511.91	5.07%
Florida	89,473.71			Florida	89,473.71	3.89%
Illinois	80,166.10			Illinois	80,166.10	3.49%
Ohio	78,258.14			Ohio	78,258.14	3.41%
Michigan	76,269.61			Michigan	76,269.61	3.32%
Virginia	70,636.72			Virginia	70,636.72	3.07%
North Carolina	55,603.16			North Carolina	55,603.16	2.42%
Indiana	53,555.36			Indiana	53,555.36	2.33%
Georgia	49,095.84			Georgia	49,095.84	2.14%
Kentucky	36,591.75			Kentucky	36,591.75	1.59%
New Jersey	35,764.31			New Jersey	35,764.31	1.56%
Arizona	35,282.00			Arizona	35,282.00	1.54%
Wisconsin	32,114.61			Wisconsin	32,114.61	1.40%
Colorado	32,108.12			Colorado	32,108.12	1.40%
Tennessee	30,661.87			Tennessee	30,661.87	1.33%
Minnesota	29,863.15			Minnesota	29,863.15	1.30%
Massachusetts	28,634.43			Massachusetts	28,634.43	1.25%
Delaware	27,451.07			Delaware	27,451.07	1.19%
Maryland	23,705.52			Maryland	23,705.52	1.03%
Rhode Island	22,627.96			Rhode Island	22,627.96	0.99%
Missouri	22,205.15			Missouri	22,205.15	0.97%
Oklahoma	19,683.39			Oklahoma	19,683.39	0.86%
Alabama	19,510.64			Alabama	19,510.64	0.85%
Oregon	17,431.15			Oregon	17,431.15	0.76%
Nevada	16,729.10			Nevada	16,729.10	0.73%
Connecticut	13,384.36			Connecticut	13,384.36	0.58%
Arkansas	11,678.13			Arkansas	11,678.13	0.51%
Utah	11,220.06			Utah	11,220.06	0.49%
Mississippi	10,771.34			Mississippi	10,771.34	0.47%
Louisiana	9,217.03			Louisiana	9,217.03	0.40%
Vermont	8,929.37			Vermont	8,929.37	0.39%
South Carolina	8,481.71			South Carolina	8,481.71	0.37%
Nebraska	7,464.93			Nebraska	7,464.93	0.32%
New Hampshire	7,292.52			New Hampshire	7,292.52	0.32%
Montana	5,589.35			Montana	5,589.35	0.24%
New Mexico	4,783.52			New Mexico	4,783.52	0.21%
Iowa	4,579.76			Iowa	4,579.76	0.20%
Idaho	4,382.49			Idaho	4,382.49	0.19%
Kansas	2,914.31			Kansas	2,914.31	0.13%
District of Columbia	2,865.02			District of Columbia	2,865.02	0.12%
Wyoming	1,603.14			Wyoming	1,603.14	0.07%
South Dakota	1,315.56			South Dakota	1,315.56	0.06%
Maine	1,270.53			Maine	1,270.53	0.06%
West Virginia	1,209.82			West Virginia	1,209.82	0.05%
North Dakota	919.91			North Dakota	919.91	0.04%
Grand Total	2,297,200.86			Grand Total	2,297,200.86	100.00%

Superstore
Quantity Sold by Sub-Category

Sum of Quantity	
Sub-Category ▾	Total
Binders	5974
Paper	5178
Furnishings	3563
Phones	3289
Storage	3158
Art	3000
Accessories	2976
Chairs	2356
Appliances	1729
Labels	1400
Tables	1241
Fasteners	914
Envelopes	906
Bookcases	868
Supplies	647
Machines	440
Copiers	234
Grand Total	37873

Binders and **Paper** dominate sales volume, highlighting consistent everyday demand.
Maintaining sufficient stock levels in these key sub-categories is crucial to avoid shortages.

Sales by Sub-Category

Superstore
Sales by Month

Sum of Sales	
Order Month ▾	Total
January	94,924.84
February	59,751.25
March	205,005.49
April	137,762.13
May	155,028.81
June	152,718.68
July	147,238.10
August	159,044.06
September	307,649.95
October	200,322.98
November	352,461.07
December	325,293.50
Grand Total	2,297,200.86
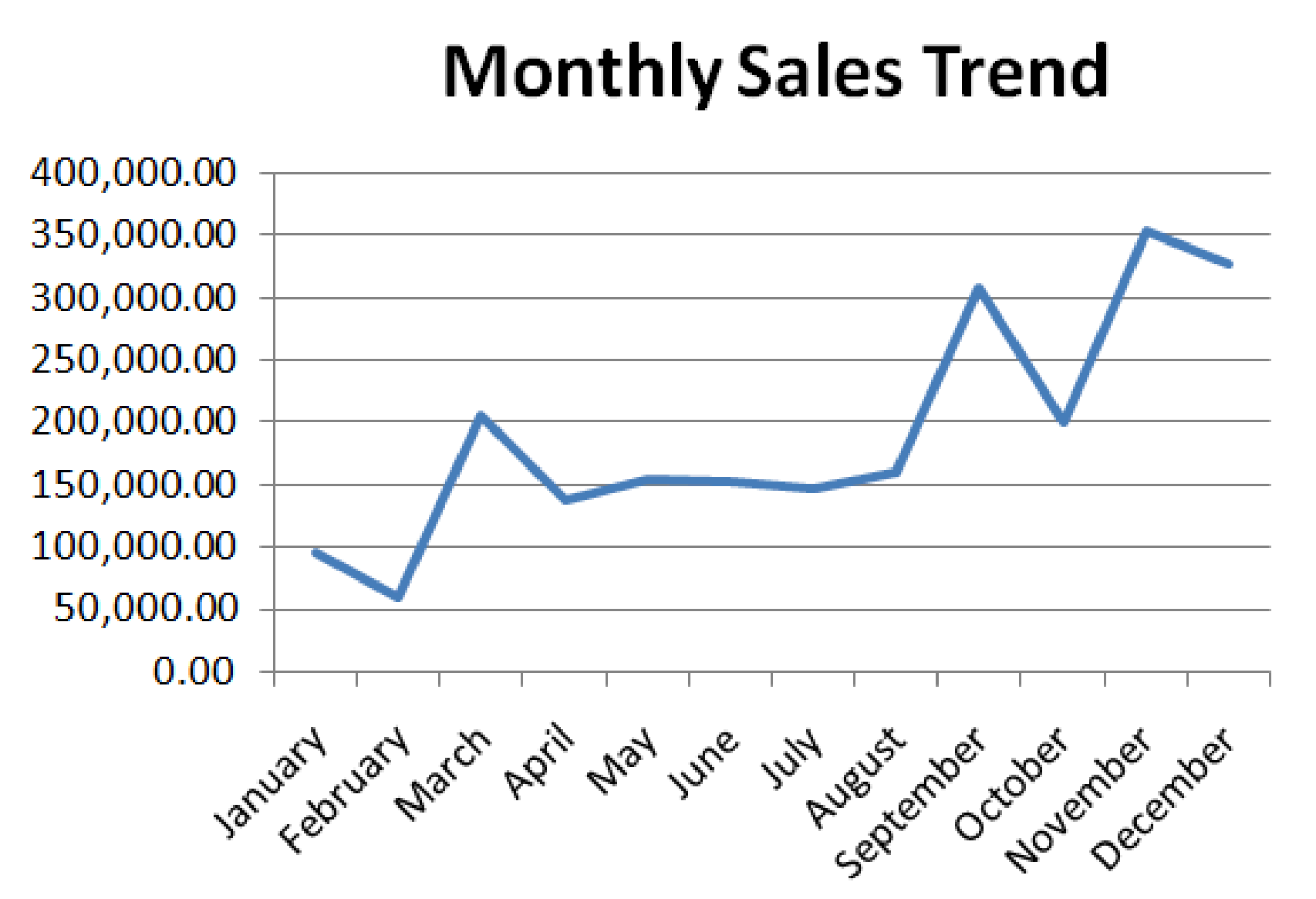
Seasonal trends show clear peaks in **November** and **December**.
Strategic inventory planning and focused promotions during these months can maximize year-end results.

Superstore
Profit Margin by Region

| Sum of Profit Margin	
Region	Total
West	14.94%
East	13.48%
South	11.93%
Central	7.92%
Grand Total	12.47%

Profit Margin by Region
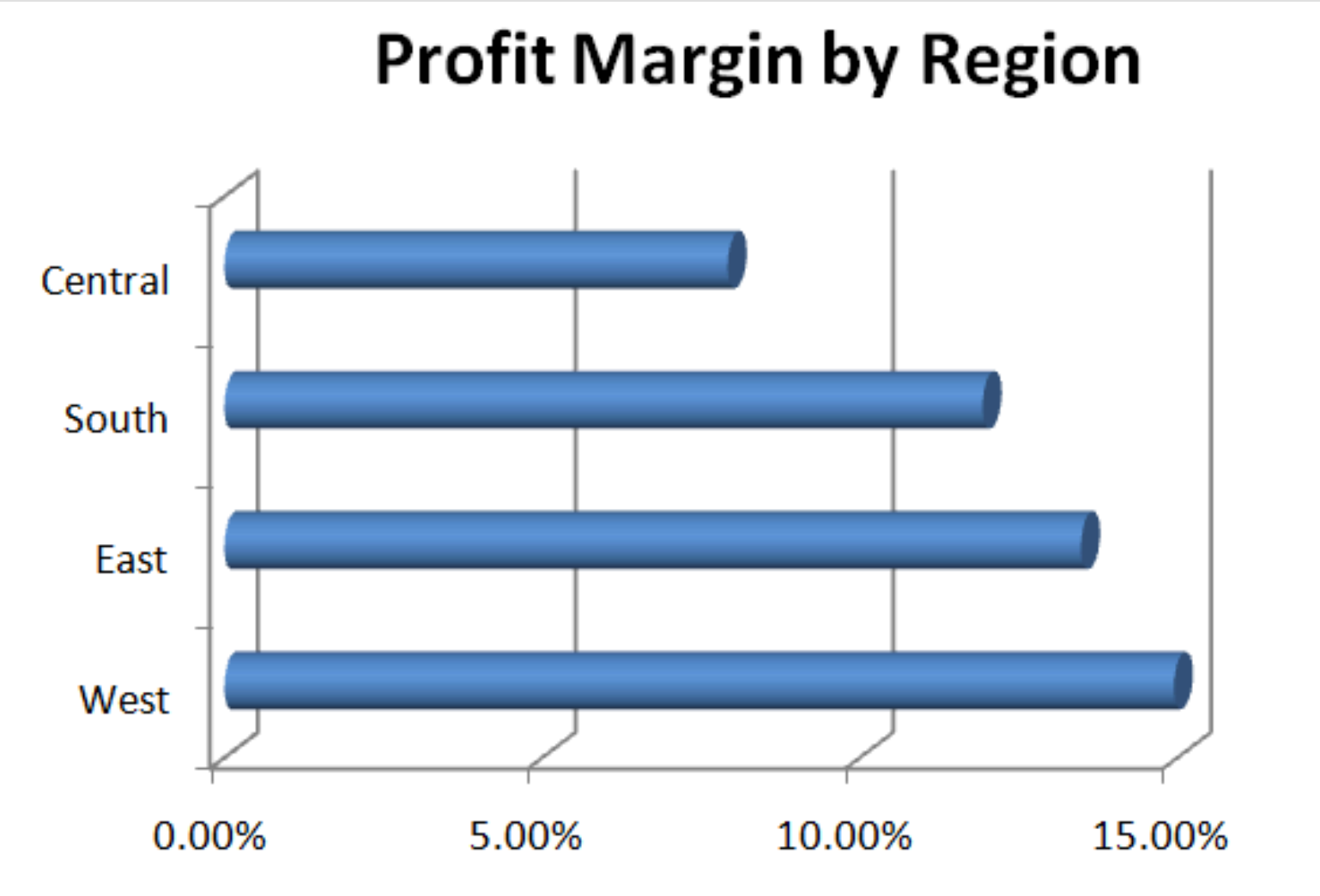
The **Western region** maintains the healthiest margins, while **Central** falls behind.

Optimizing pricing and tightening cost control in weaker regions can enhance profitability.

Superstore
Customer Lifetime Value (CLV)

Sum of Sales		
Customer Name ▾	Customer ID ▾	Total
⊟ Sean Miller	SM-20320	25,043.05
⊟ Tamara Chand	TC-20980	19,052.22
⊟ Raymond Buch	RB-19360	15,117.34
⊟ Tom Ashbrook	TA-21385	14,595.62
⊟ Adrian Barton	AB-10105	14,473.57
⊟ Ken Lonsdale	KL-16645	14,175.23
⊟ Sanjit Chand	SC-20095	14,142.33
⊟ Hunter Lopez	HL-15040	12,873.30
⊟ Sanjit Engle	SE-20110	12,209.44
⊟ Christopher Conant	CC-12370	12,129.07
Grand Total		153,811.17

Top 10 Customer Lifetime Value (CLV)
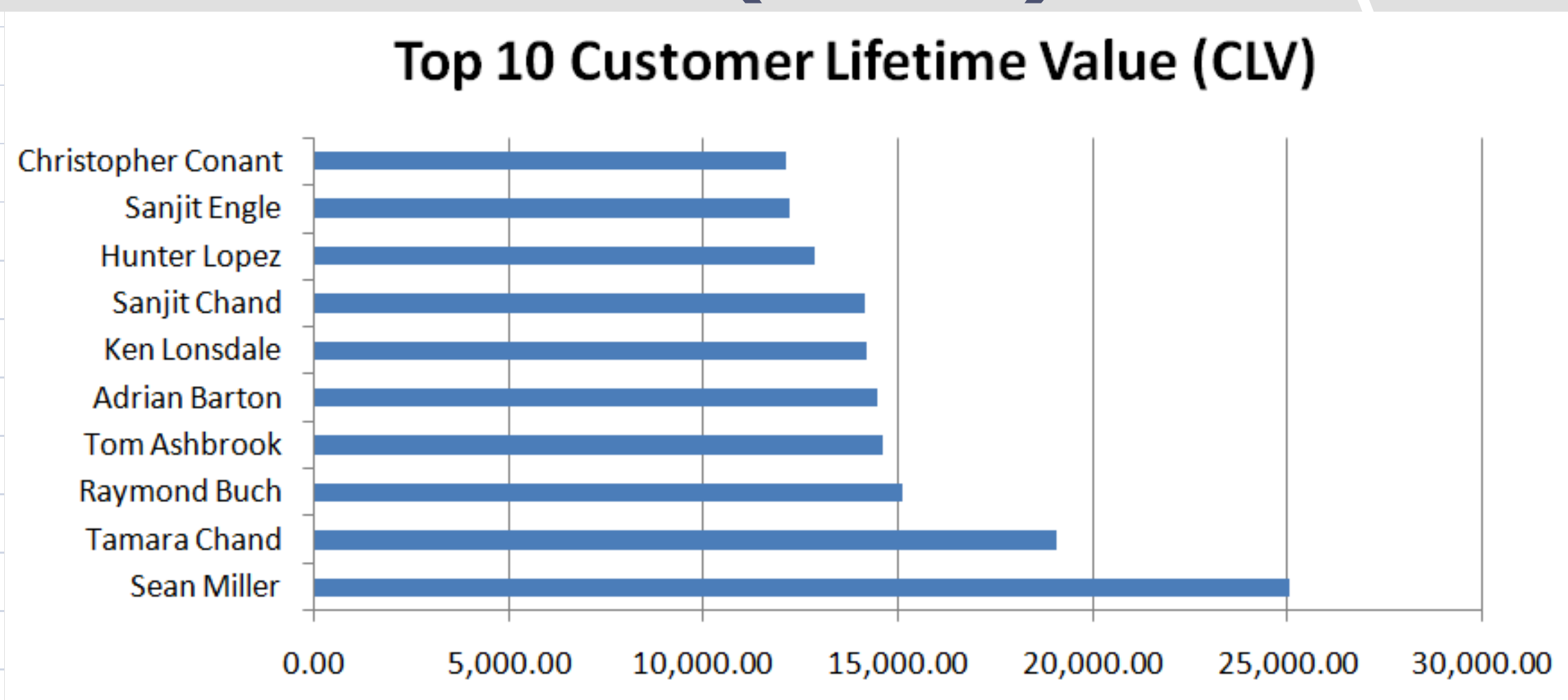
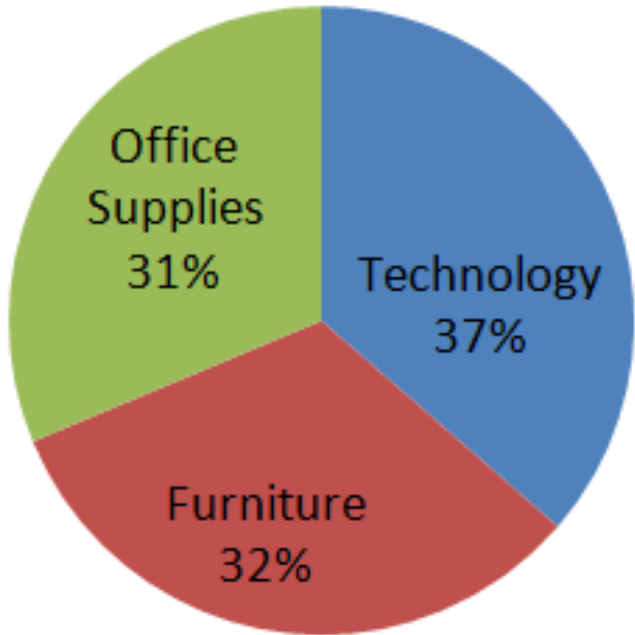High-value customers contribute significantly to overall revenue.

Implementing loyalty programs and personalized engagement can drive retention and repeat purchases

Superstore
Sales Contribution by Category

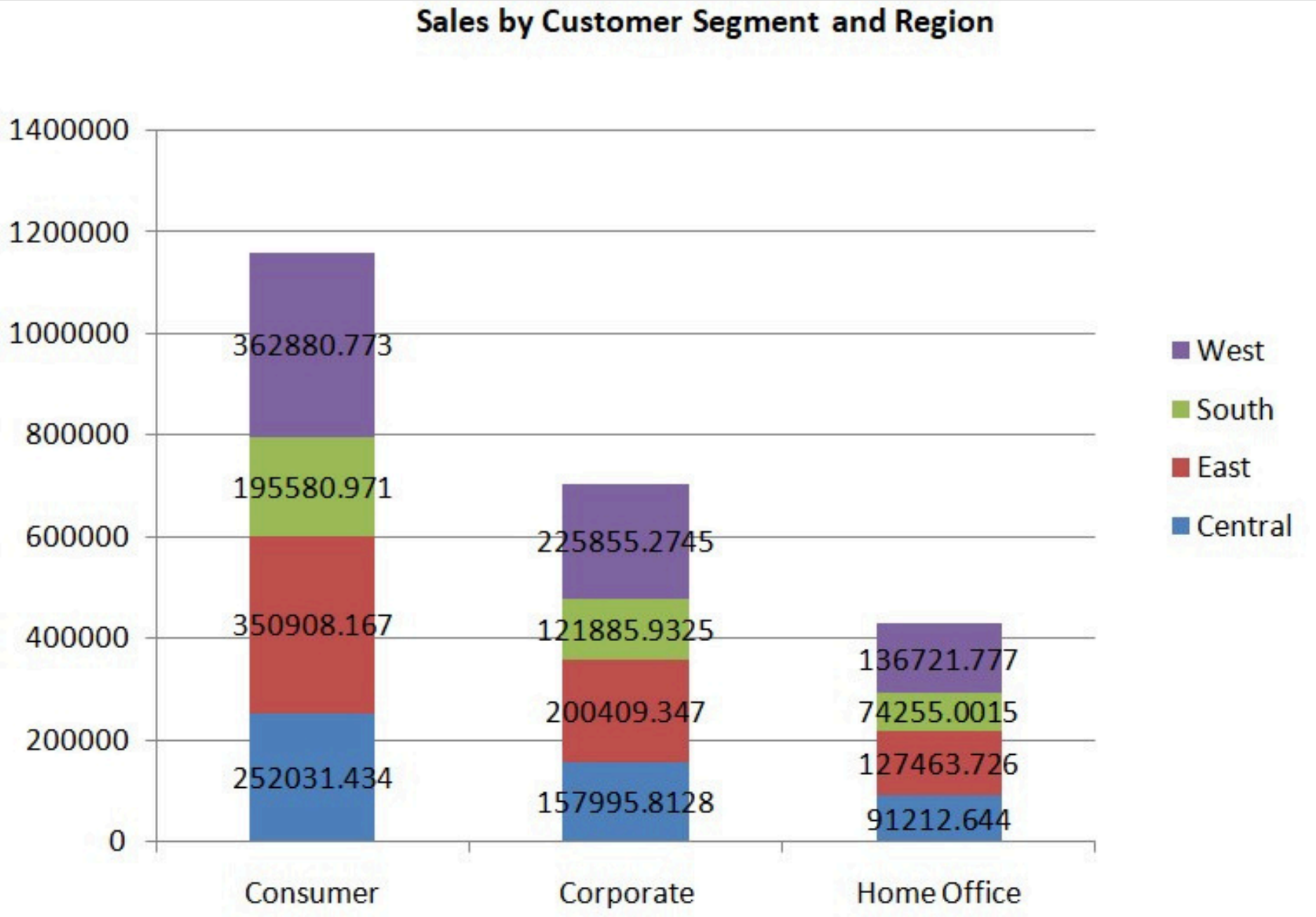| Sum of Sales	
Category ⏷	Total
Technology	36.40%
Furniture	32.30%
Office Supplies	31.30%
Grand Total	100.00%

Sales Contribution by Product Category

Sales remain balanced across categories, though **Technology** holds a modest lead.

 Maintaining diversification while investing in tech-driven products ensures long-term stability.

Superstore
Sales by Segment and Region

Sum of Sales		
Segment	Region	Total
Consumer	Central	252,031.43
	East	350,908.17
	South	195,580.97
	West	362,880.77
Consumer Total		1,161,401.35
Corporate	Central	157,995.81
	East	200,409.35
	South	121,885.93
	West	225,855.27
Corporate Total		706,146.37
Home Office	Central	91,212.64
	East	127,463.73
	South	74,255.00
	West	136,721.78
Home Office Total		429,653.15
Grand Total		2,297,200.86

Sales by Customer Segment and Region

Consumer sales are strongest in the **West**, showing effective targeting and demand.

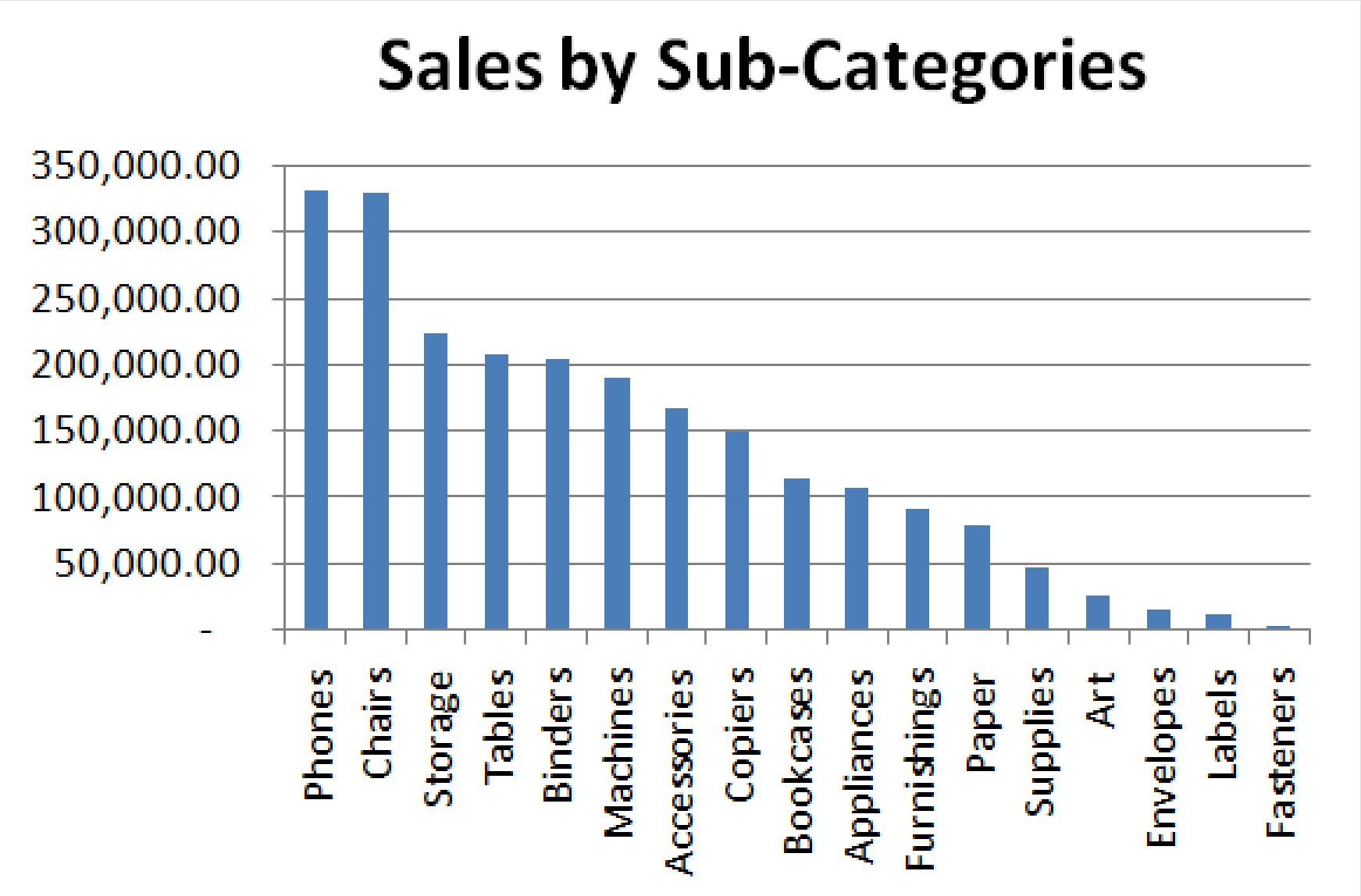Extending similar strategies to other regions could replicate this success.

Superstore
Sales by Sub-Category

Phones and **Chairs** emerge as leading sub-categories.

Continuous stock availability and strategic product placement will support sustained revenue growth.

Sum of Sales	
Sub-Category	Total
Phones	330,007.05
Chairs	328,449.10
Storage	223,843.61
Tables	206,965.53
Binders	203,412.73
Machines	189,238.63
Accessories	167,380.32
Copiers	149,528.03
Bookcases	114,880.00
Appliances	107,532.16
Furnishings	91,705.16
Paper	78,479.21
Supplies	46,673.54
Art	27,118.79
Envelopes	16,476.40
Labels	12,486.31
Fasteners	3,024.28
Grand Total	2297200.86

Sales by Sub-Categories

Superstore
Profit by Ship Mode

Sum of Profit		
Ship Mode ▼	Total	
Standard Class	164088.79	
Second Class	57446.64	
First Class	48969.84	
Same Day	15891.76	
Grand Total	286397.02	

Ship Mode	Total	%
Standard Class	164,088.79	57.29%
Second Class	57,446.64	20.06%
First Class	48,969.84	17.10%
Same Day	15,891.76	5.55%
Grand Total	286,397.02	100.00%

Profit by Ship Mode
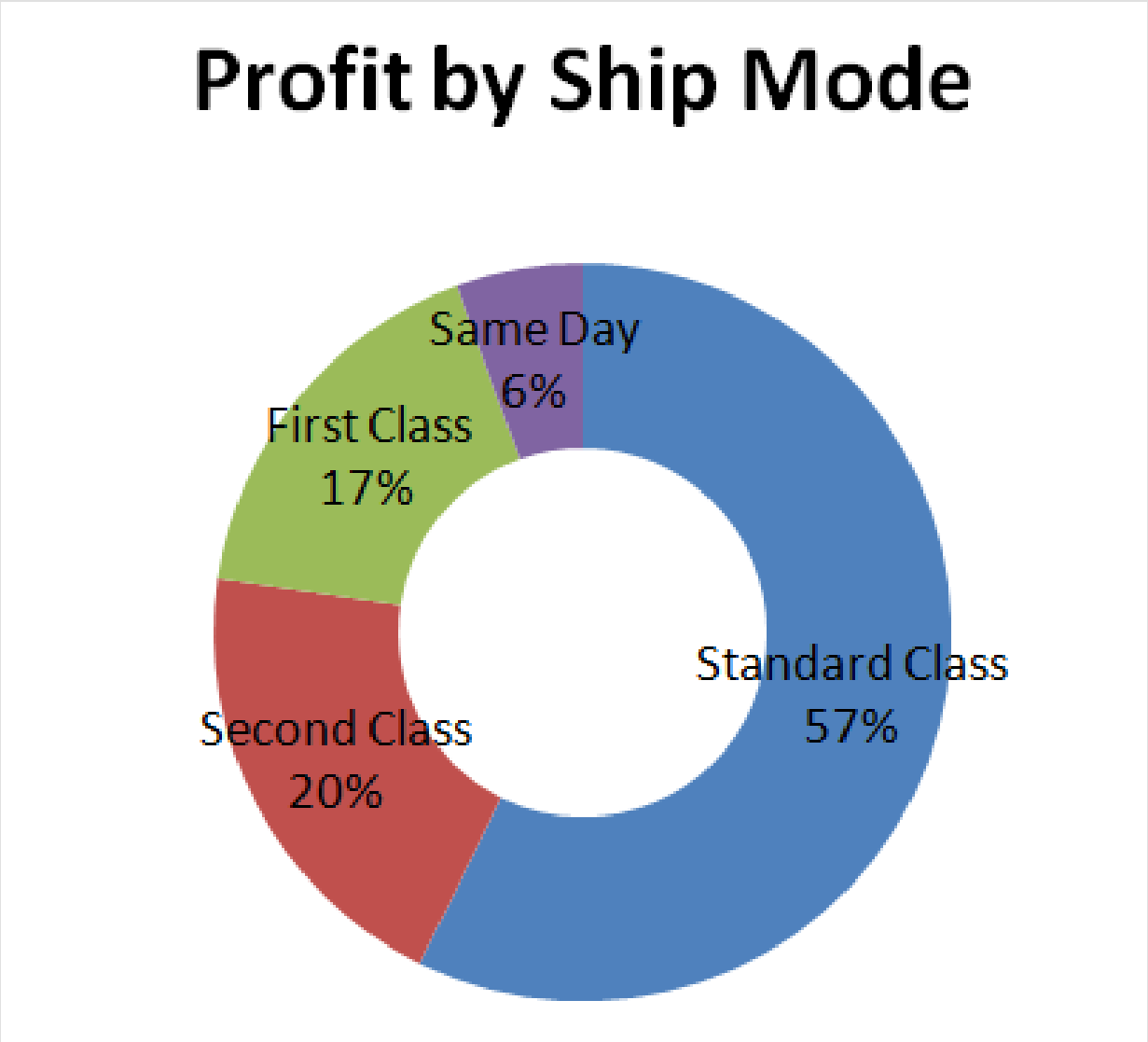
Standard Class shipping generates the highest profitability despite lower speed.
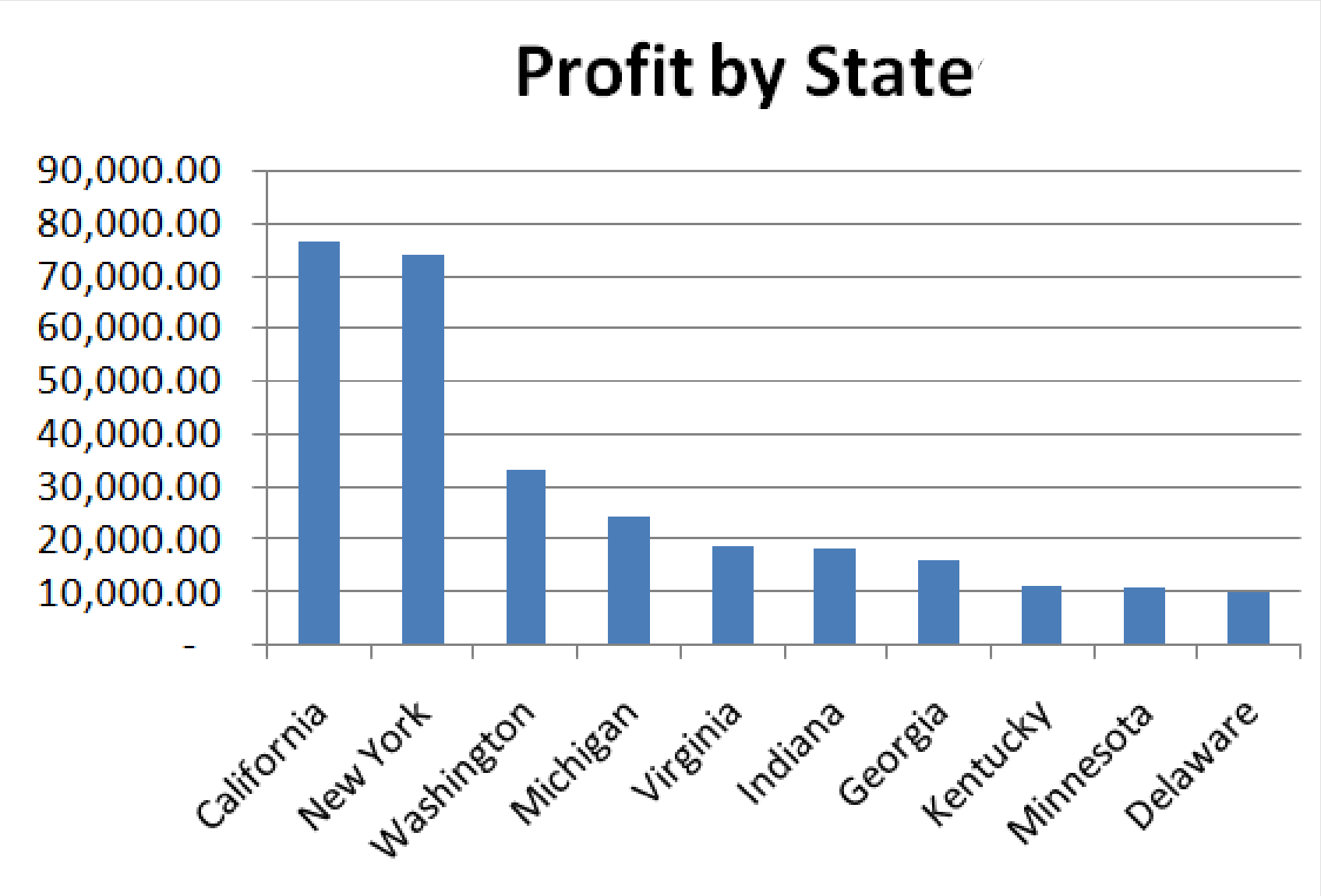
Highlighting its reliability and value can encourage wider customer adoption.

Superstore
Top 10 States by Profit

| Sum of Profit	
State ⌖	Total
California	76,381.39
New York	74,038.55
Washington	33,402.65
Michigan	24,463.19
Virginia	18,597.95
Indiana	18,382.94
Georgia	16,250.04
Kentucky	11,199.70
Minnesota	10,823.19
Delaware	9,977.37
Grand Total	293,516.96

Profit by State

Profit concentration in **California** and **New York** suggests regional strengths.

Expanding best practices from these states can uplift underperforming markets.

Superstore
Average Sales per Order by Segment

Average of Sales	
Segment ▾	Total
Home Office	240.97
Corporate	233.82
Consumer	223.73
Grand Total	229.86

Average Sales by Segment
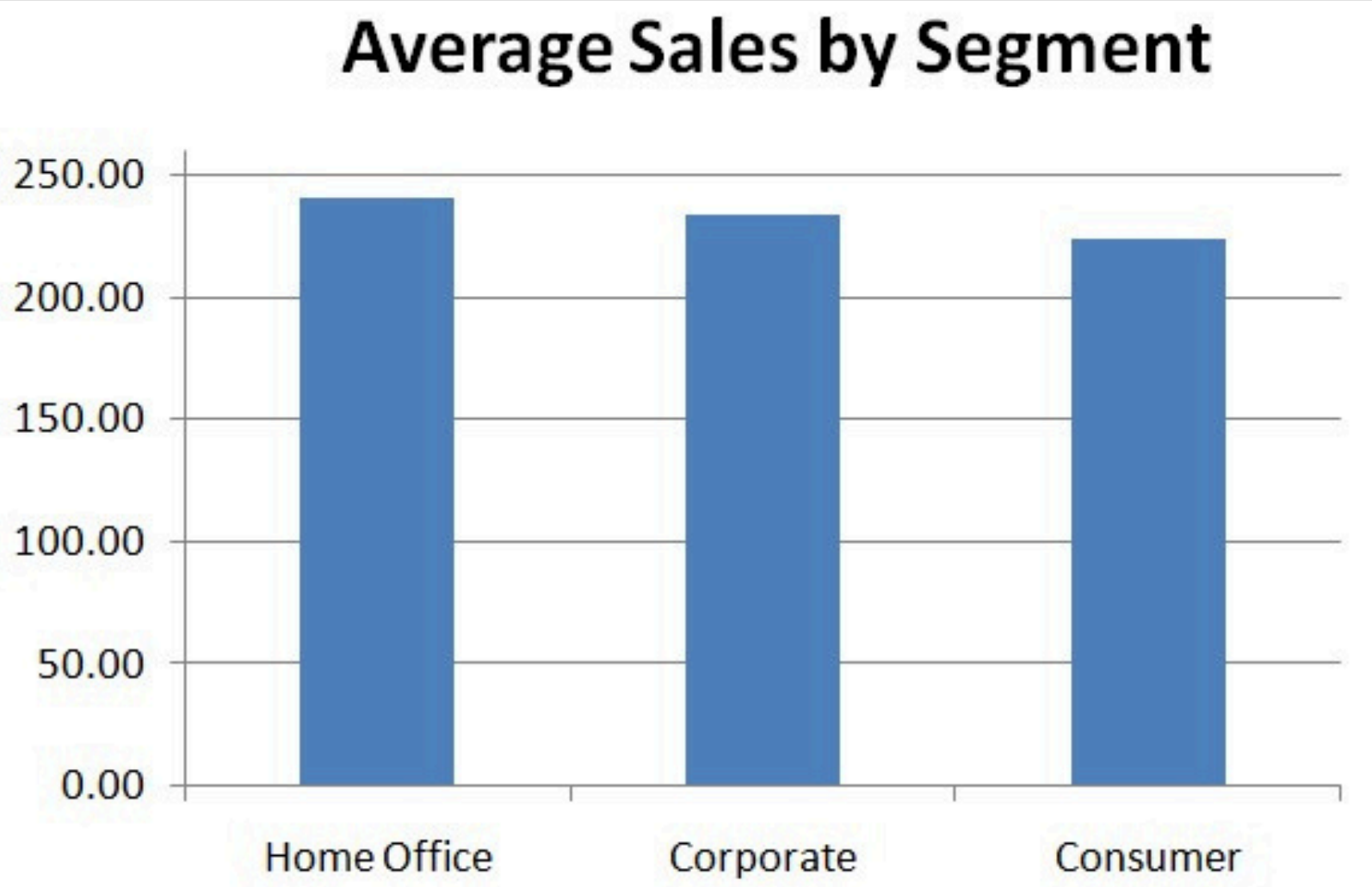
Average order values remain consistent across all segments, indicating uniform spending habits.

Increasing purchase frequency could drive incremental growth.

Superstore
Discount Impact on Profit

Category	Data	
	Average of Discount	Average of Profit
Furniture	17.39%	8.70
Office Supplies	15.73%	20.33
Technology	13.23%	78.75
Grand Total	15.62%	28.66

Excessive discounting negatively impacts category profit, especially **Furniture**.

Introducing smaller, data-driven discounts or bundled offers may improve margin performance.

Discount Impact on Profit by Category
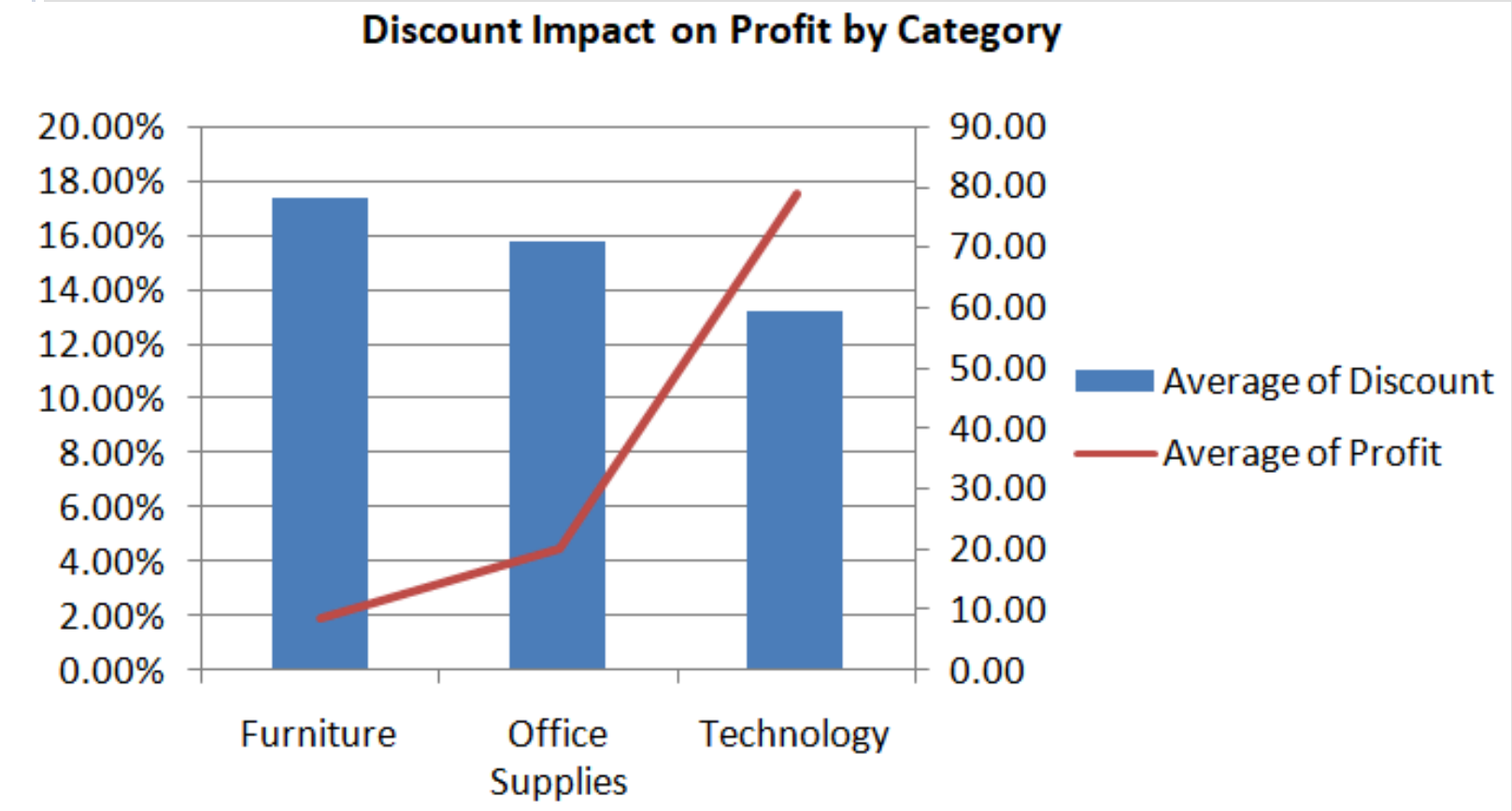
Superstore
Sales Growth by Year

Row Labels	Sum of Sales
2014	484,247.50
2015	470,532.51
2016	609,205.60
2017	733,215.26
Grand Total	2,297,200.86

Year	Sum of Sales	Sales Growth, %
2014	484,247.50	
2015	470,532.51	97.17%
2016	609,205.60	129.47%
2017	733,215.26	120.36%
Grand Total	2,297,200.86	

Sales Growth by Year
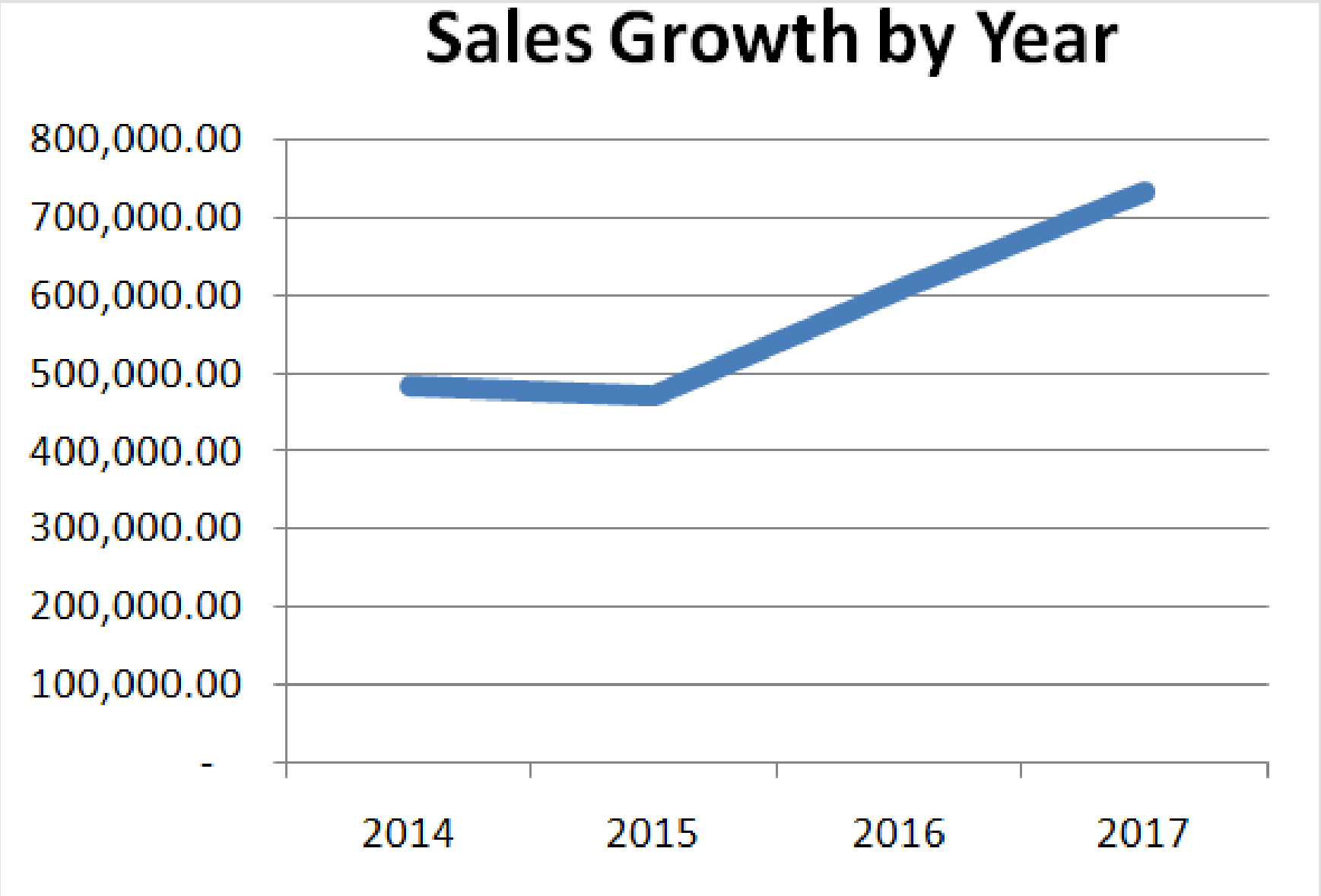
After a temporary dip, sales rebounded strongly, showing steady recovery. Sustaining these gains requires continued investment in customer retention and marketing innovation.

Conclusions

To summarize, the analysis reveals consistent strengths in the **Western region**, **Technology category**, and **Consumer segment**.

At the same time, it highlights weak performance in the **South region** and **Furniture category**, where high discounting and low margins reduce profitability. Seasonal peaks in **November** and **December** emphasize the importance of proactive inventory planning and promotional timing.

Immediate next steps include:

1. **Optimize** discount and pricing strategies in underperforming categories.
2. **Replicate** high-performing regional models, especially from the West, to other markets.
3. **Launch** loyalty and targeted marketing programs to increase repeat purchases and Home Office engagement.
4. **Strengthen** operational efficiency in shipping and inventory ahead of peak months.

THANK YOU

FOR YOUR ATTENTION