**JABULANI DATA ANALYSTS FOR SUPERSTORE**

1. The value on its on does not depict the profit increase precisely, thus we need the previous year value to compare.
2. No, the top 3 states were not consistently profitable over the 4-year period because Indiana was part of top 3 in 2015.
3. From 2013 to 2016 the sales declined from 2013 – 2014 but increased from 2015 - 2016, with 2016 being the most successful year and 2014 being the least successful year.
4. The percentage increase was 46.7% from 2015-2016 with Product Description Inaccurate being the most common return reason.
5. Technology – for the previous 2 years not for 2013.
6. No issues to confirm, however it seems to be increasing which is something worth mentioning.
7. Consumer – 20.05%.
8. Philadelphia Pennsylvania.
9. Product description inaccurate, use more simplified descriptions for customers to understand better.
10. Product damaged.
11. 47.23%.
12. Yes, due to the annual trend depicted from certain return reasons (Product Ordered Accidently and Product Description Inaccurate), which showed consistent increase throughout the 4-year period.

* The company needs an auditor to frequently check the product, in terms of orders, description and damages to limit number of returns.
* The company needs to distribute more product on the states and cities where are profitable the most.
* The company should order less on the product that are not profitable, to cut the cost and effectively accumulate more profit.
* Conduct a survey to get an understanding of what is actual products needed by businesses.