

# Store Sales

Excelsior

## Background

Excelsior has been showing consistent growth on the first quarter of 2013 for online stores

Management wants to understand what is the future trends according to current top sales

## Research Questions

1. What is the top performing store?

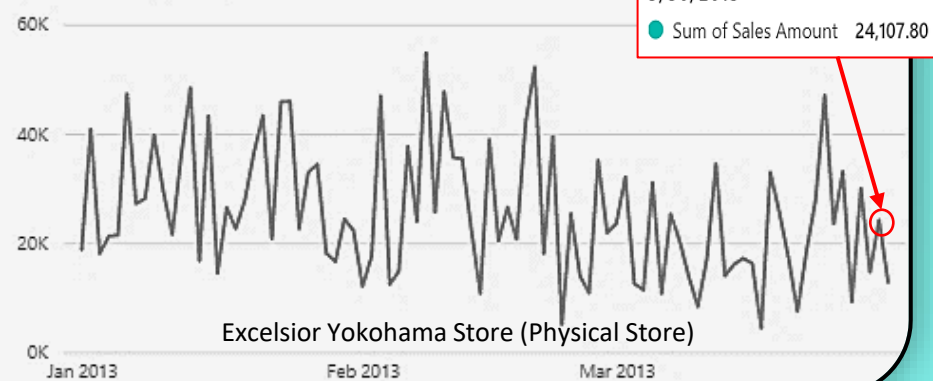
3. What is the top selling channel?

2. What is the low performing store?

4. What is the top selling appliance?

## Overview

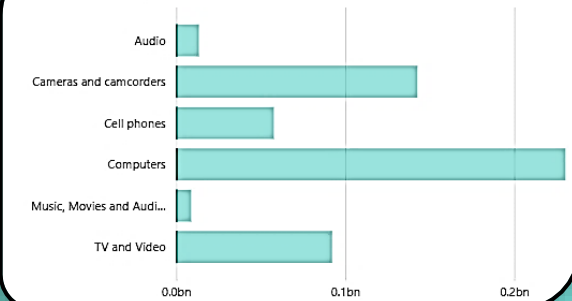
Sum of Sales Amount by Date Key



Issue:  
Sales on physical stores are decreasing

## Methods

Sum of Sales Amount by Product Category Excelsior Yokohama Store



Physical stores sales amount is the same for all products

## Motivation

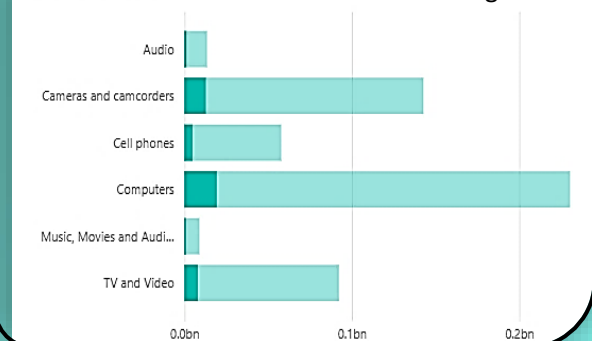
Sum of Sales Amount by Date Key



Sales on catalog have increased on last quarter

Sum of Sales Amount by Product Category

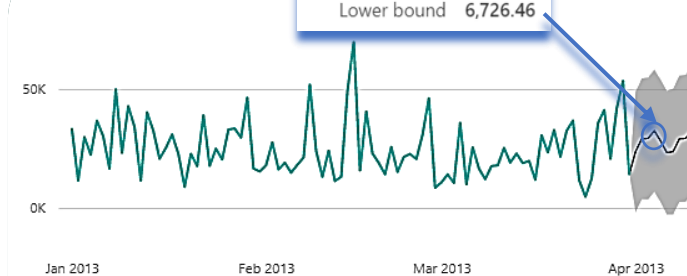
Excelsior Catalog Store



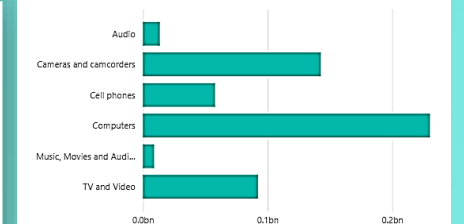
"Computers" are lead selling product.

## Conclusion

Sum of Sales Amount by Date Key



Sum of Sales Amount by Product Category



- Catalog sale is the top performing store.
- Physical store sales are decreasing.
- Forecast shows a straight line for catalog store and most of physical stores.
- For Excelsior Shanghai No.2 store there is a sales growth predicted due to each products max sales.