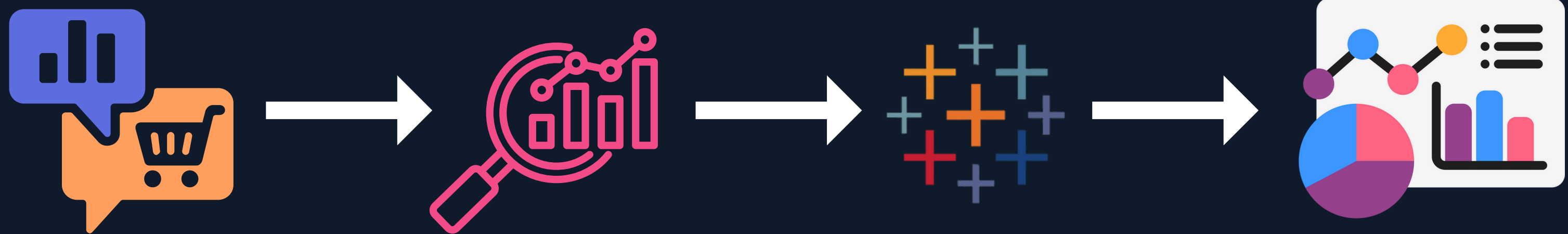


# Group 1

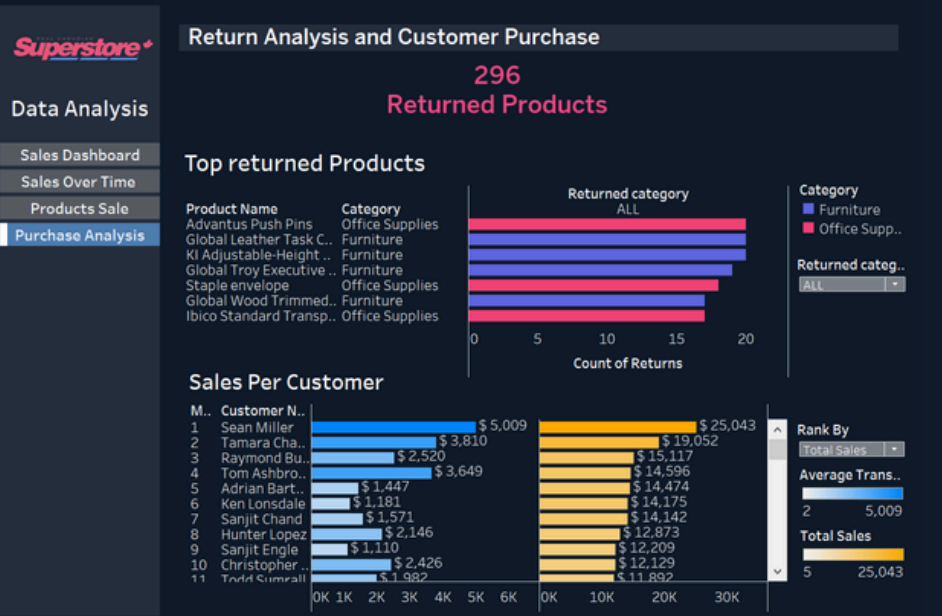
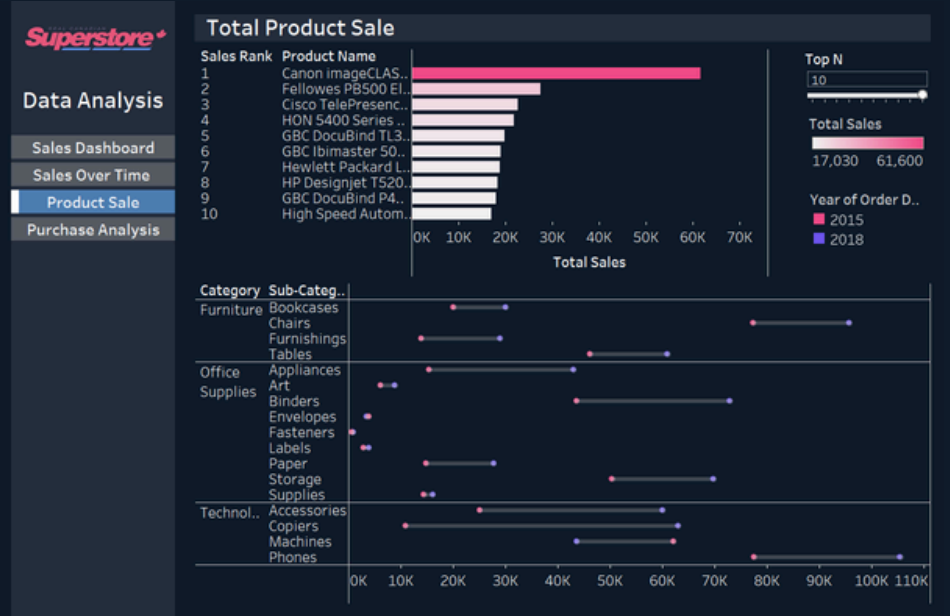
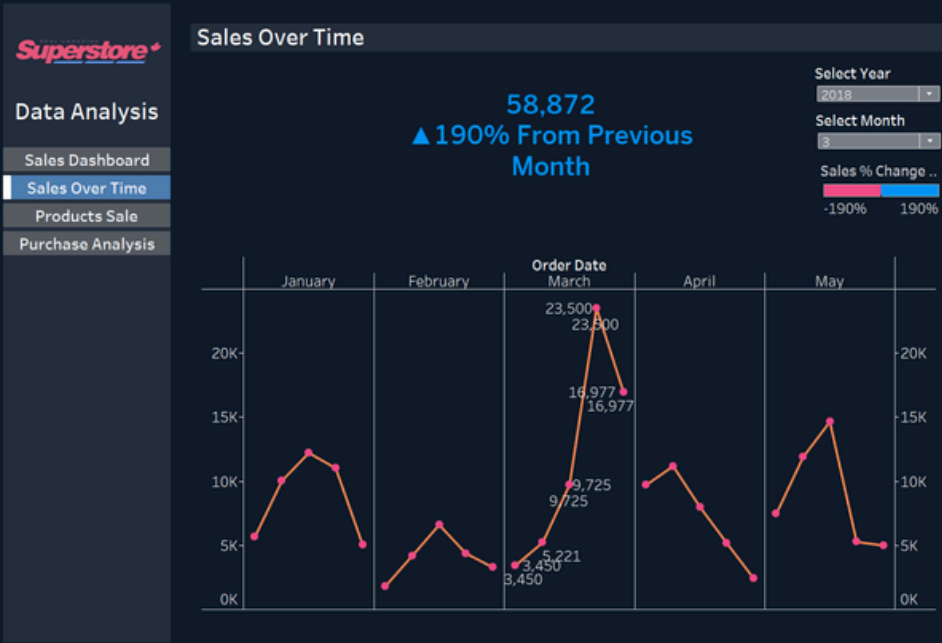
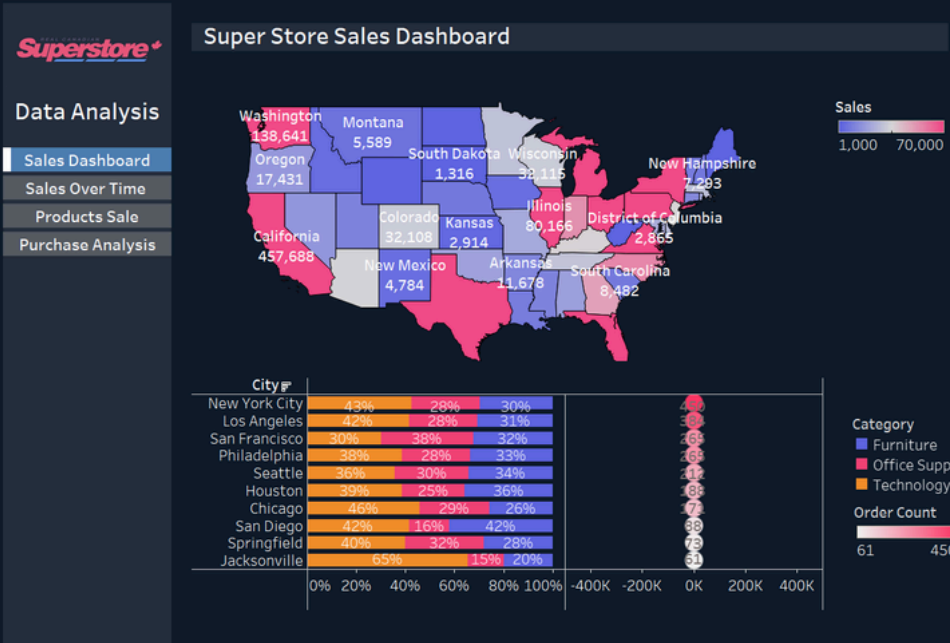
# Super Store

## Data Analysis

# OVERVIEW



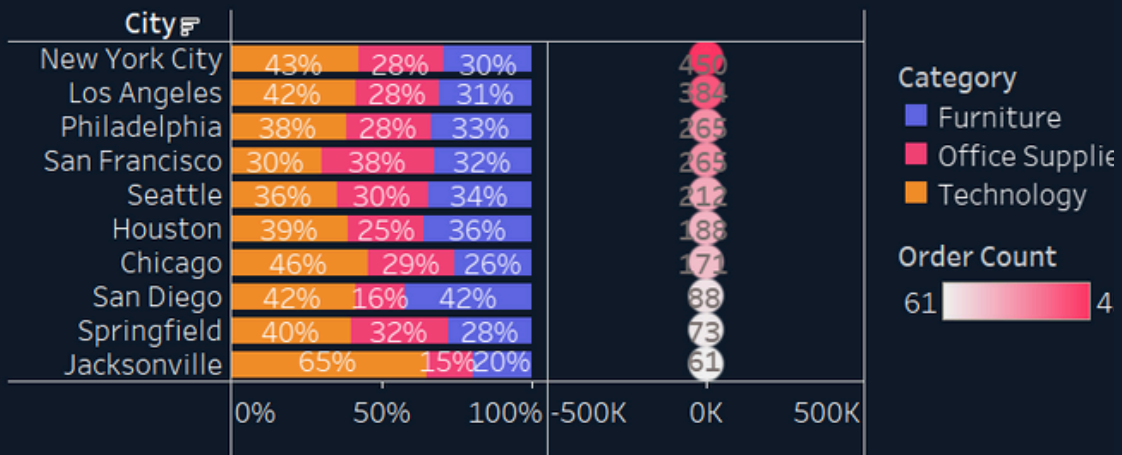
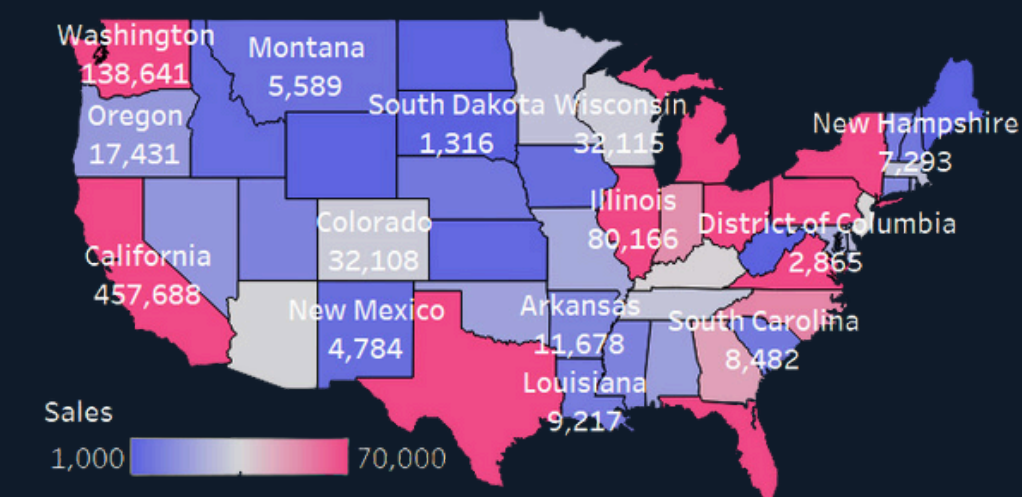
# Dashboard



# Recommendations

## 1- Focus on Cities:

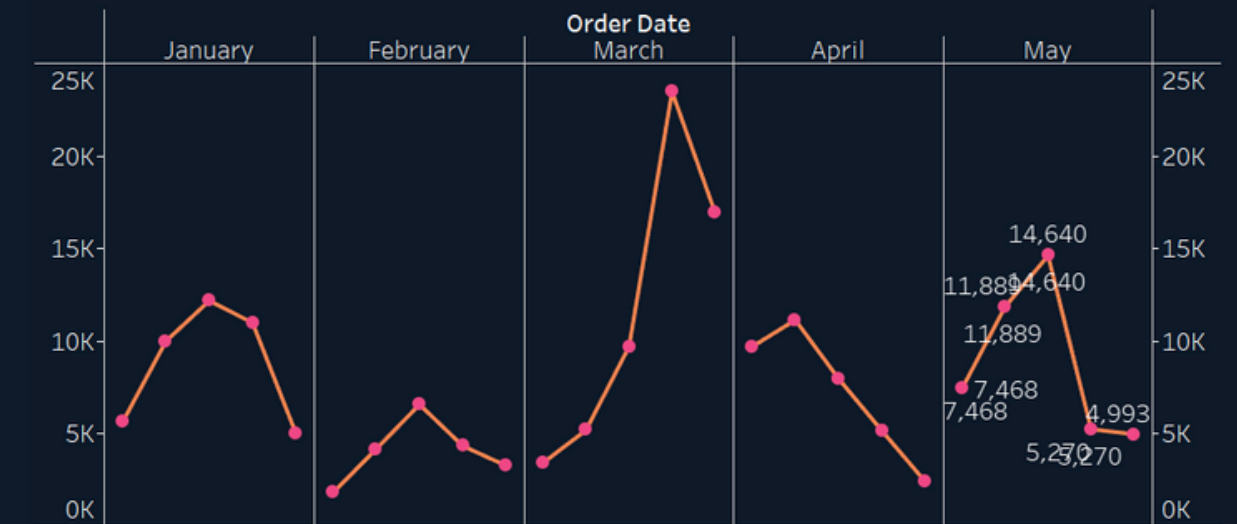
- Increase sales in underperforming regions by customizing product offerings and marketing strategies to fit local preferences.



# Recommendations

## 2- Sales Over Time Line

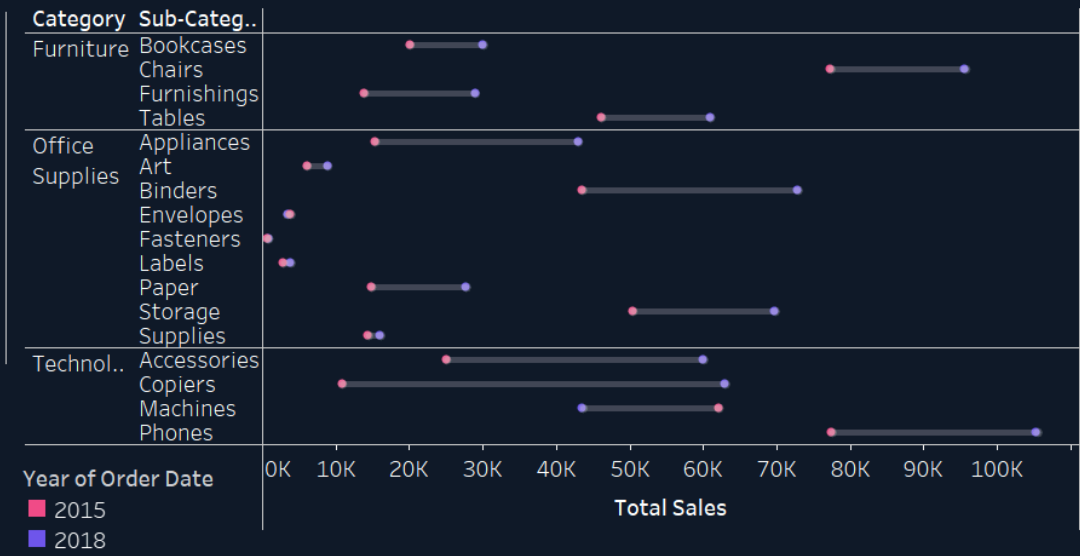
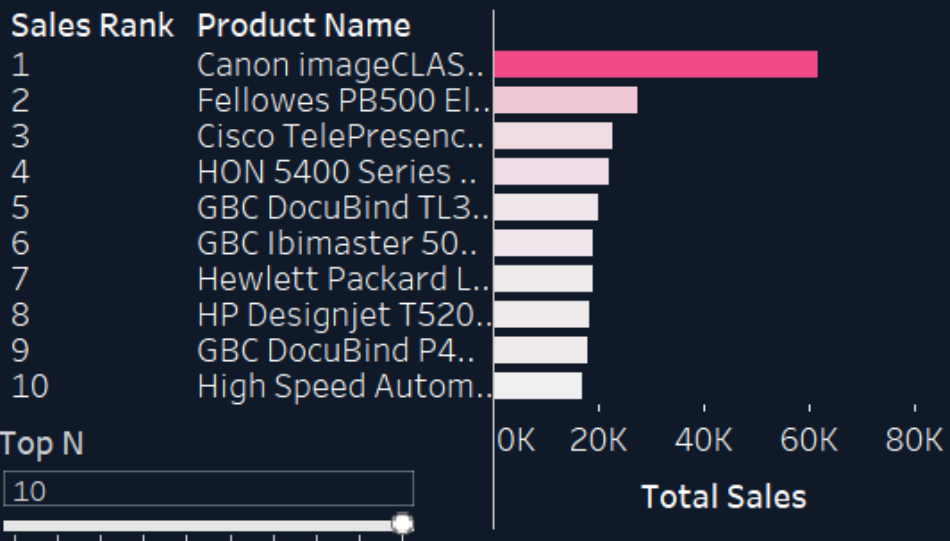
- Boost sales during peak months and ensure steady growth during slower periods by analyzing sales drops and implementing targeted promotions.



# Recommendations

## 3- Total Products Sales

- Investigate the drivers behind strong sales in specific years and replicate successful strategies for future growth.

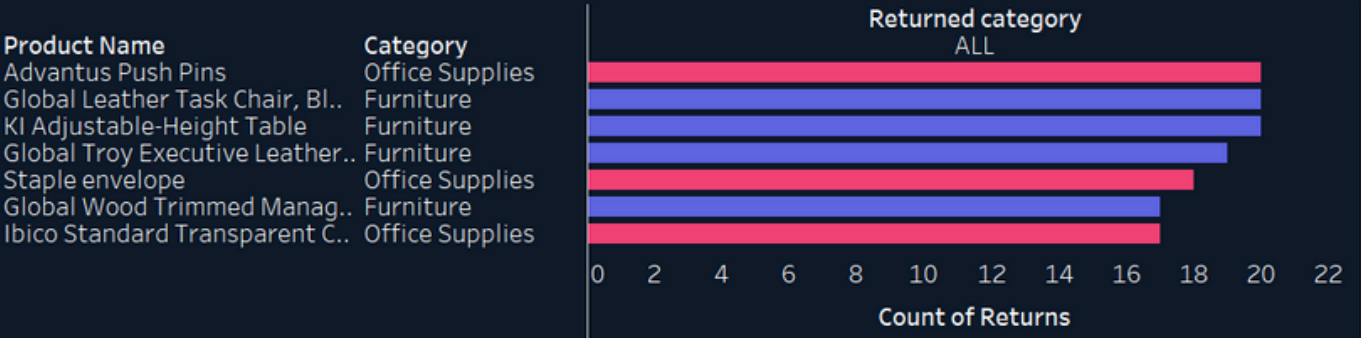


# Recommendations

## 4- Reduce Product Returns:

- **Improve product quality and address return reasons** to minimize returns and associated costs. Enhance customer feedback and product descriptions..

Returned Products

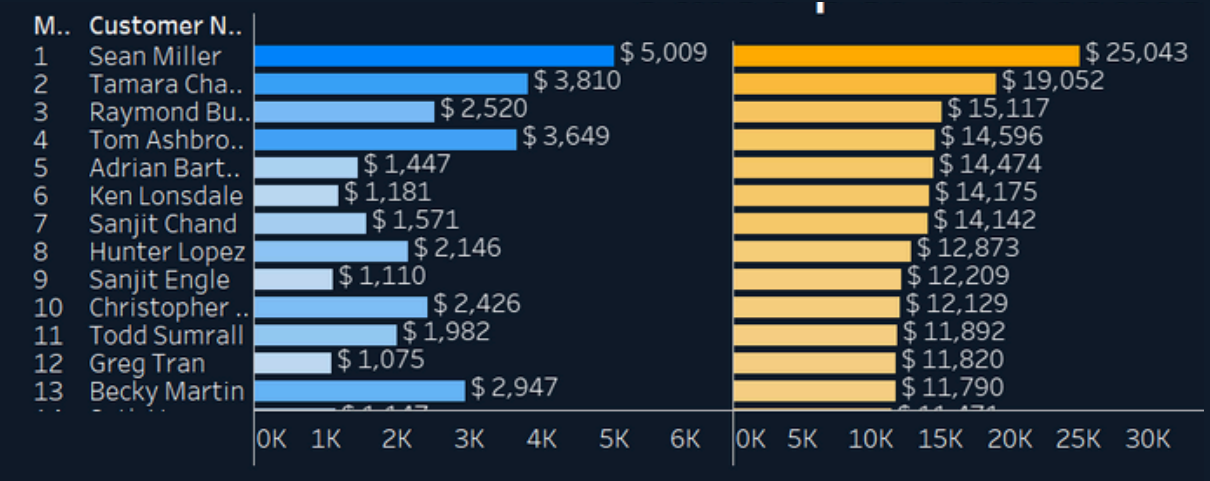




# Recommendations

## 5- Sales per Customers

- Develop loyalty programs for high-value customers and use cross-selling or up-selling techniques to increase transactions with lower-spending customers.







**Any Questions?**

# Thank You

## Group 1



Manar  
Alsayed



Munira  
Alhumaid



Sarah  
Alzaid



Taif  
Aljouhi



Ruba  
Alkhodaidi