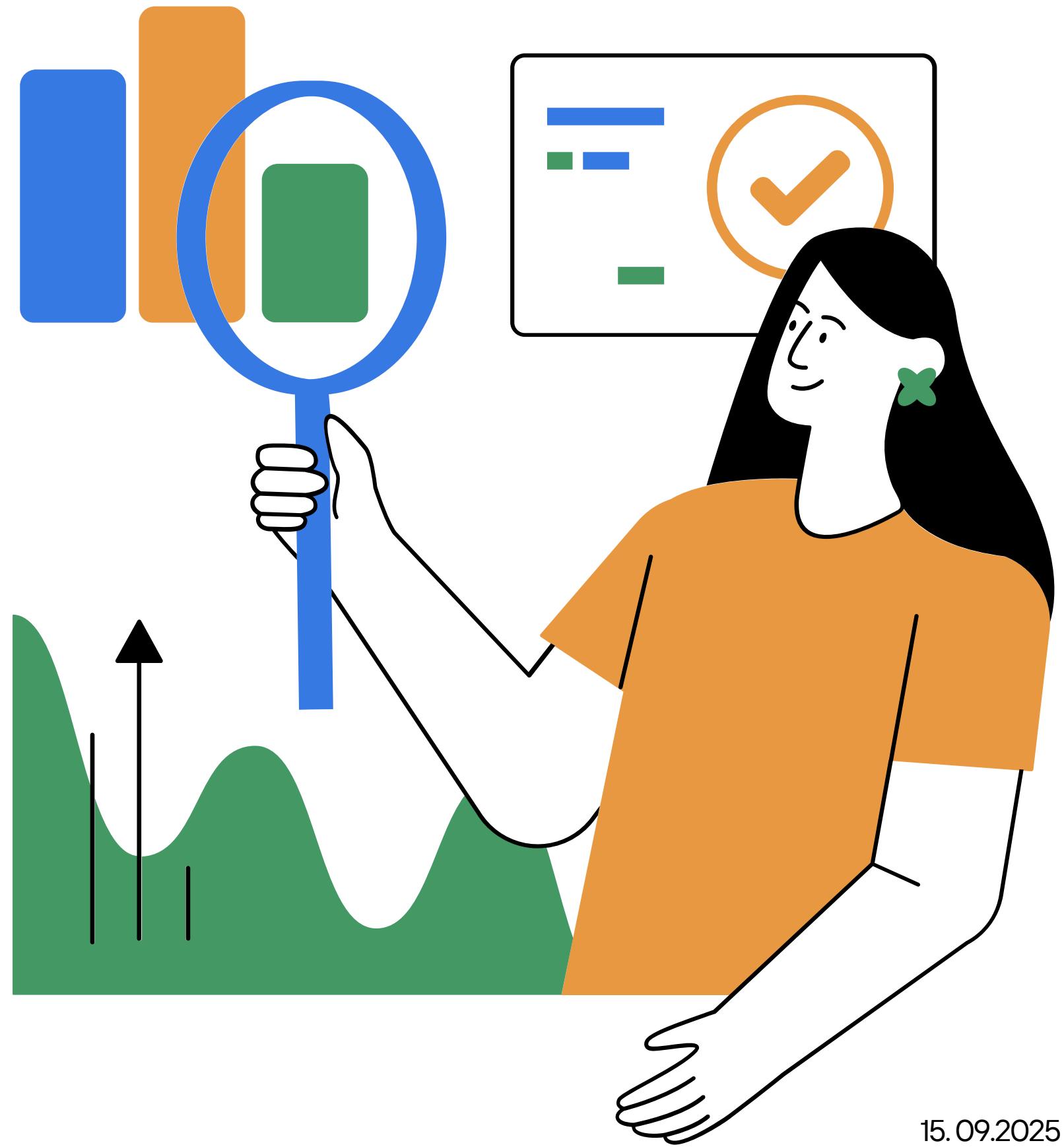
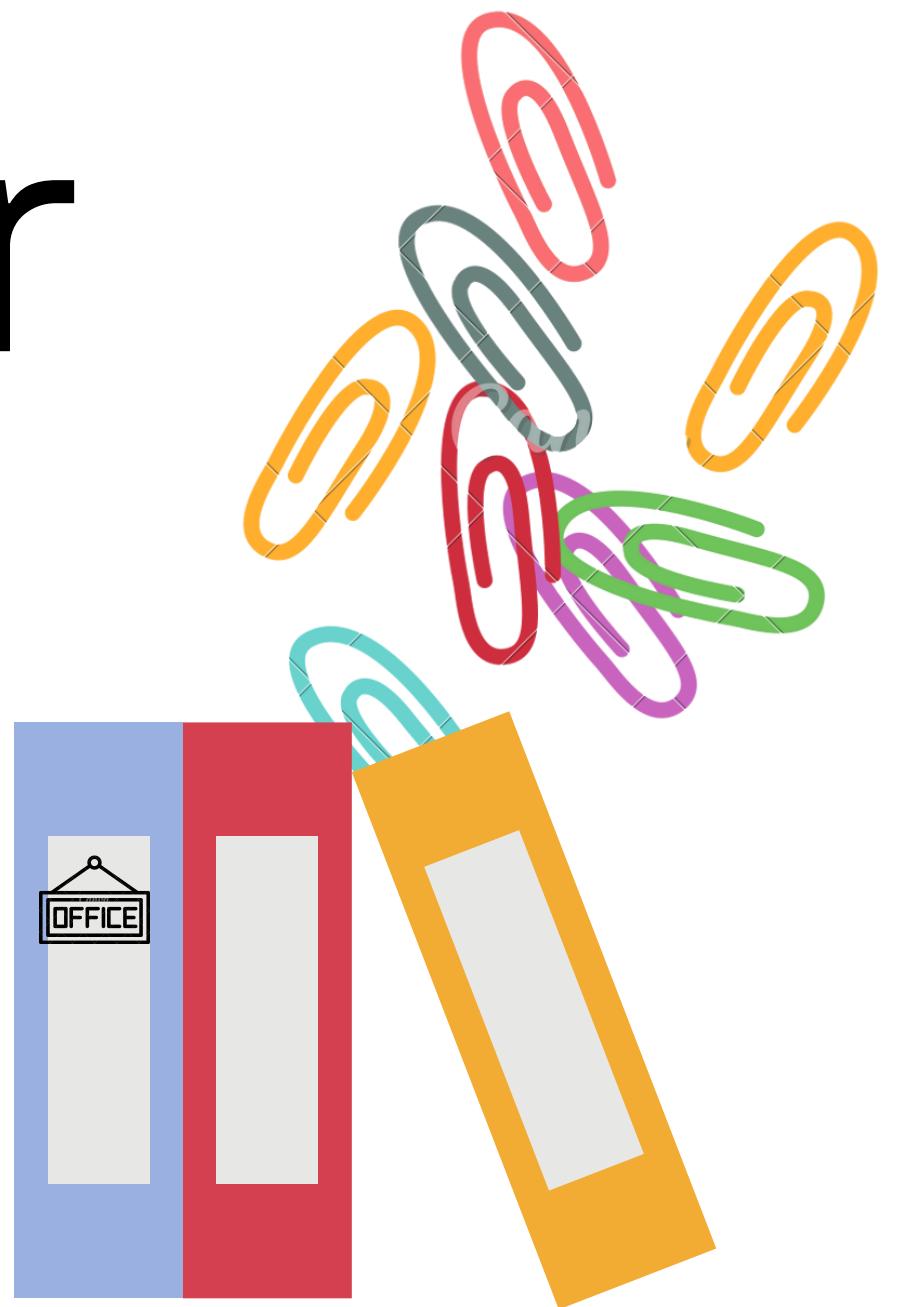


# Super Store

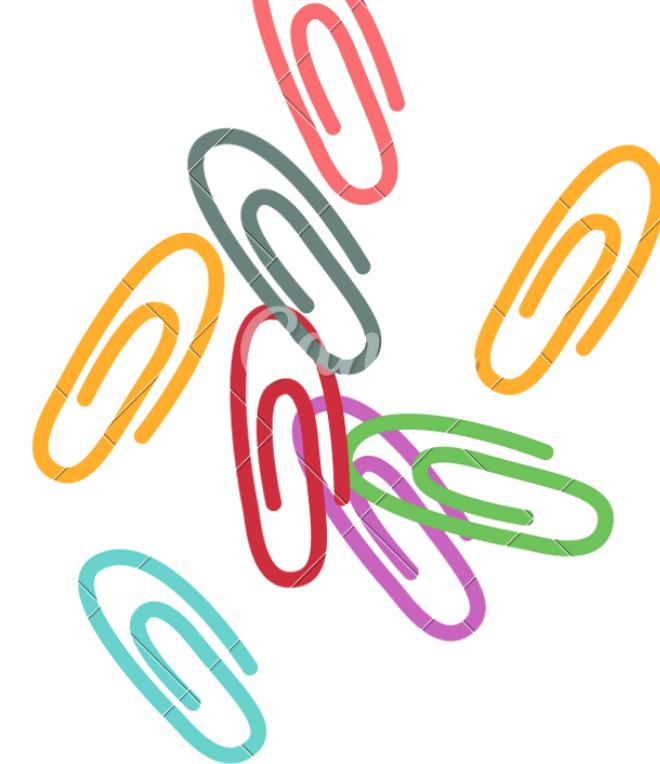
[www.superstore.com](http://www.superstore.com)



15.09.2025

# Data Analysts' Roundtable

# Inhalte



→ Überblick über Dienstleistungen und Business



Mani, Lead Analyst

→ Verlust/Umsatzentwicklung durch den Jahren



Bakhtyar, Profit Analyst

→ Bestellungsanalyse durch den Wochentagen



Valerii, Demand Analyst

→ Geografische Geschäftsanalyse

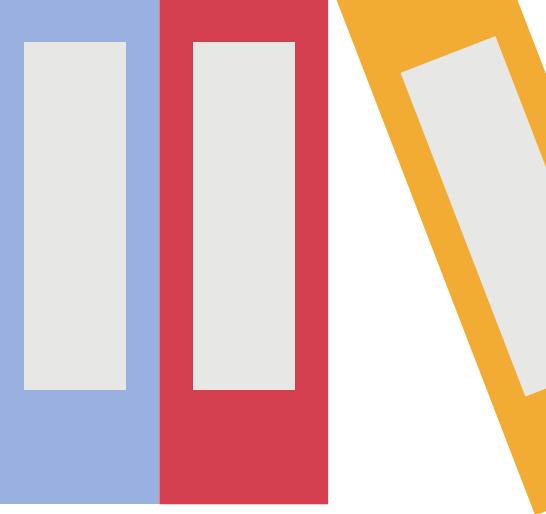
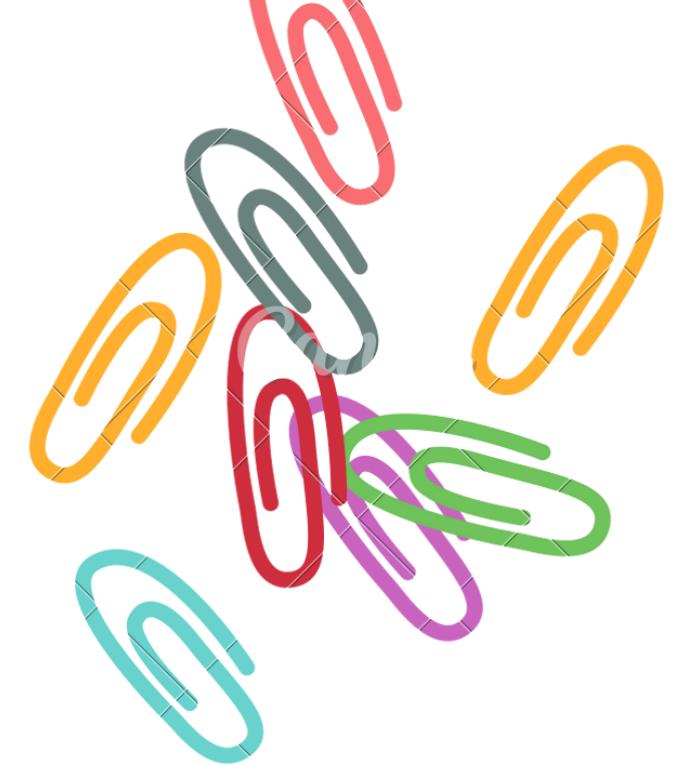


Anna, Geographical Analyst

→ Schluss mit Businessempfehlungen

\* Data Analysts'  
Roundtable

# Inhalte

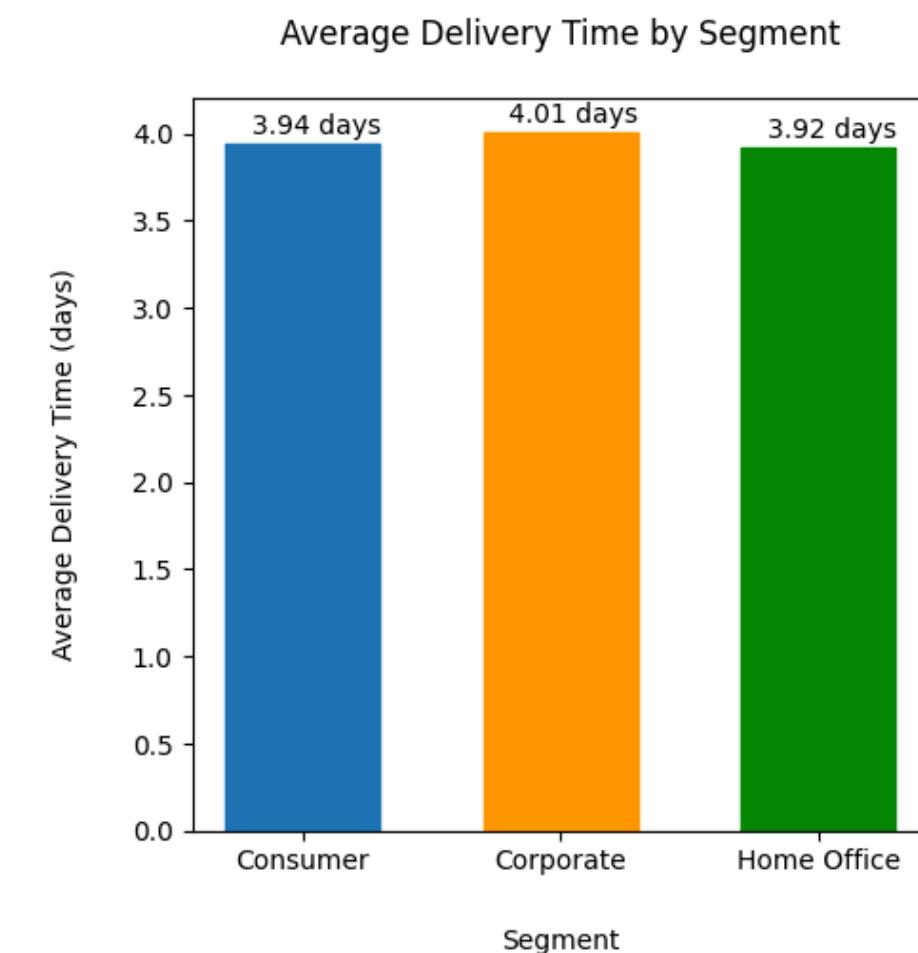
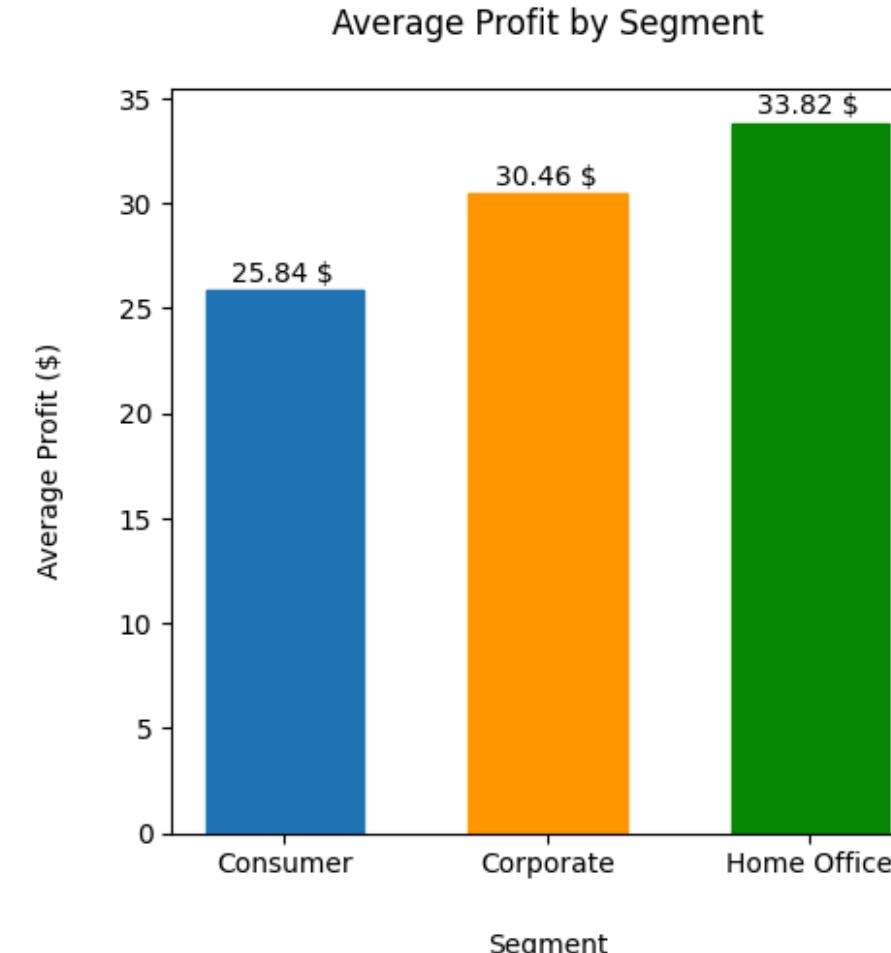
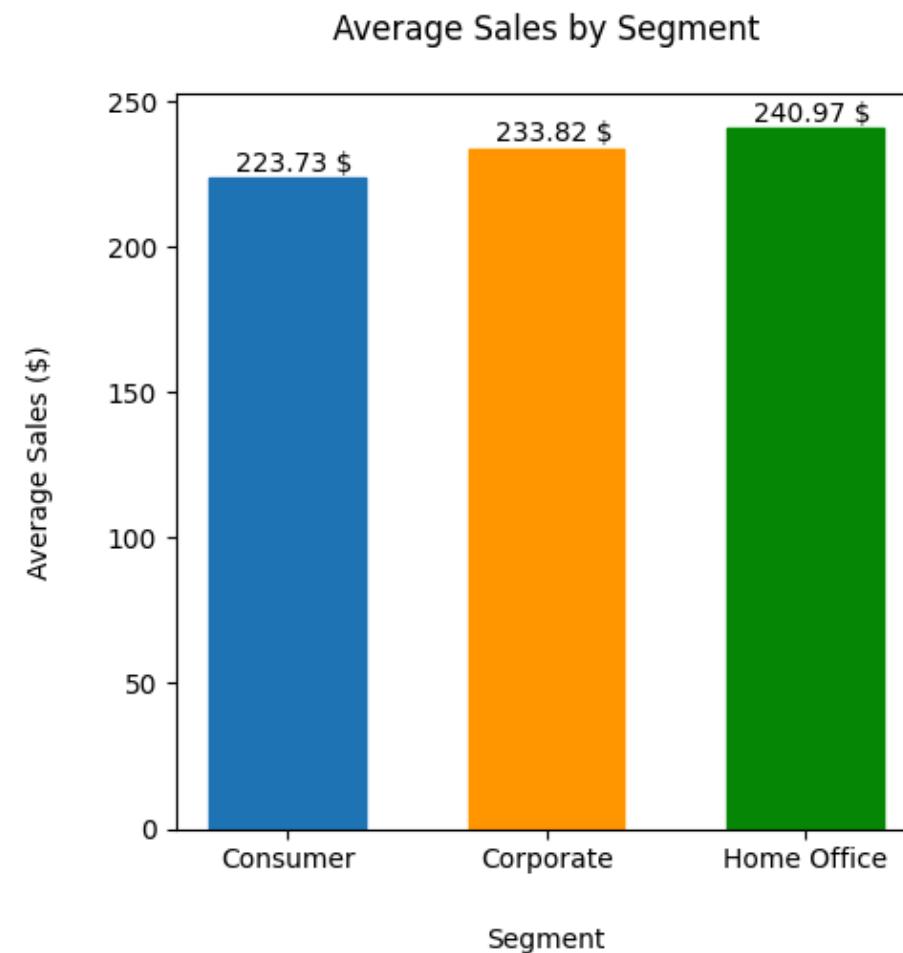
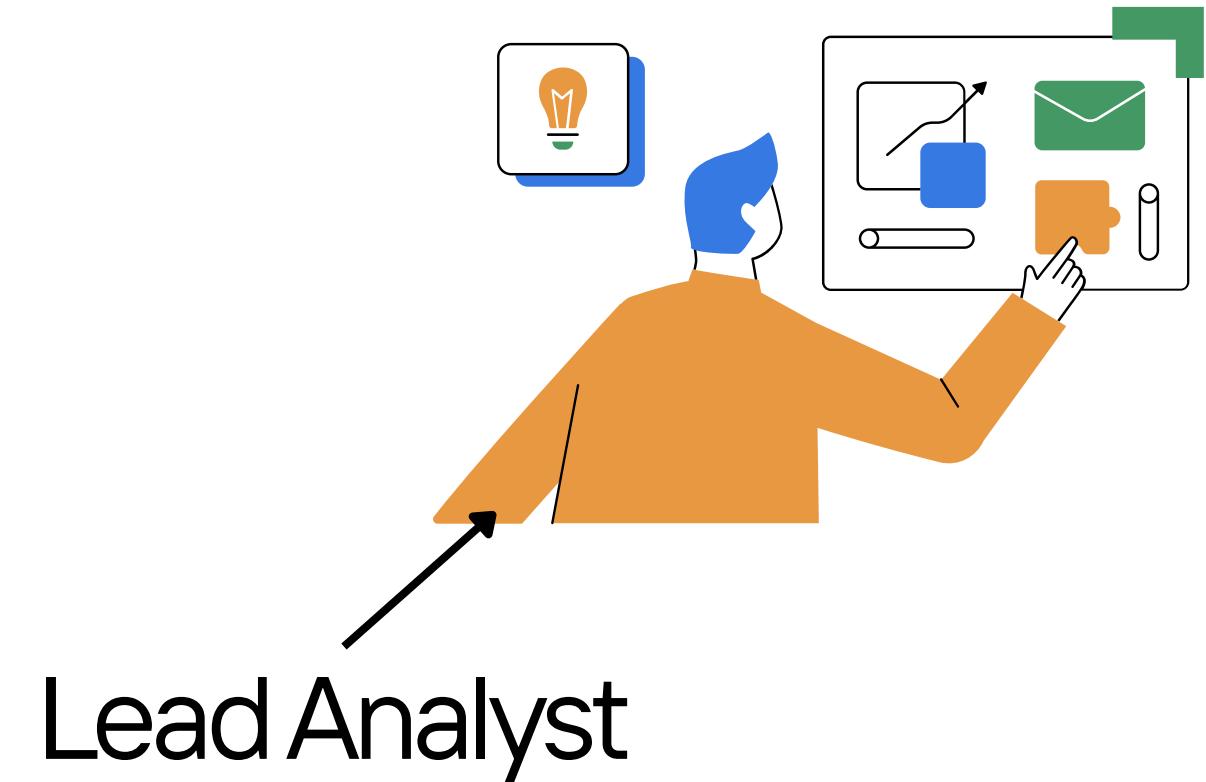
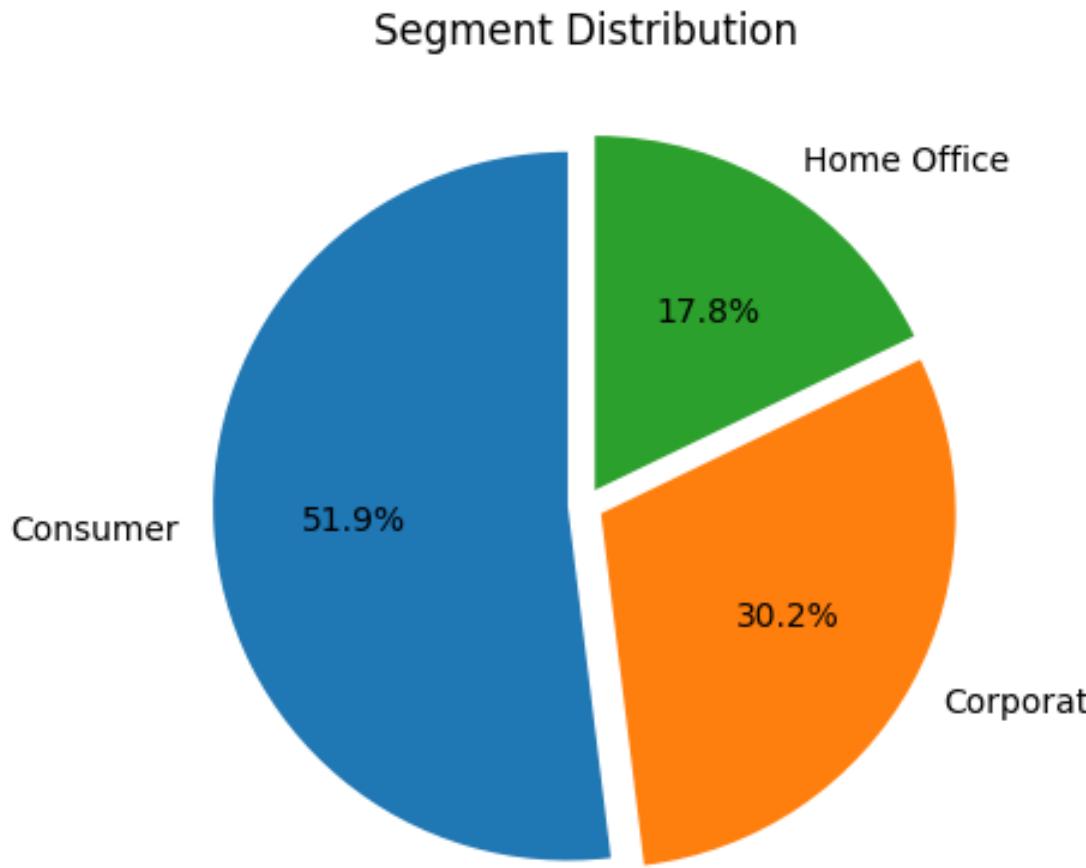


## Teil 1

### Überblick über Dienstleistungen und Business

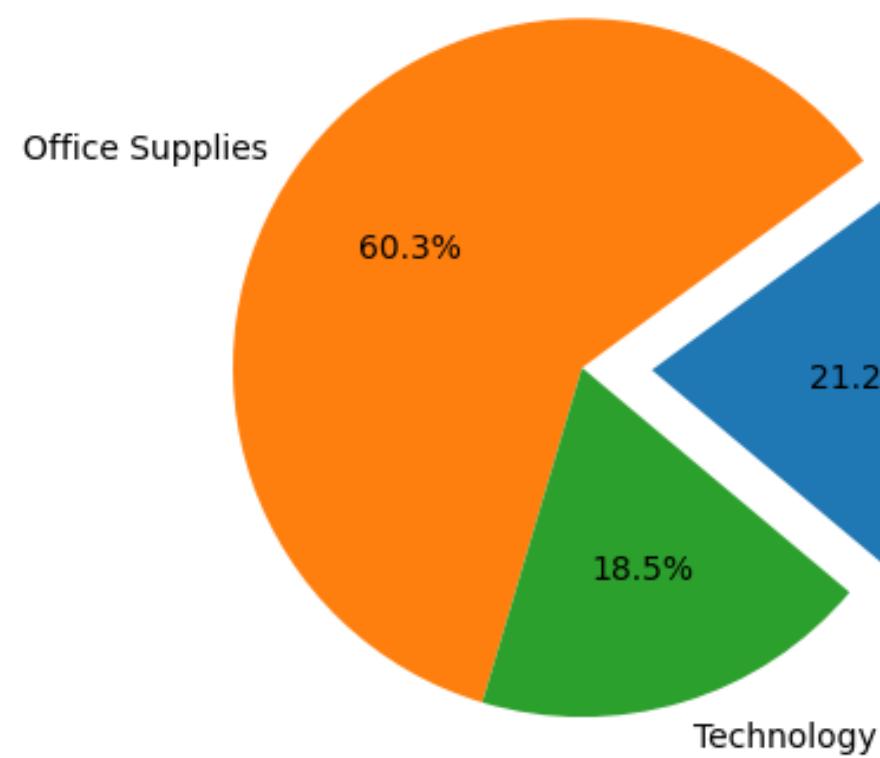


# Data Analysts' Roundtable

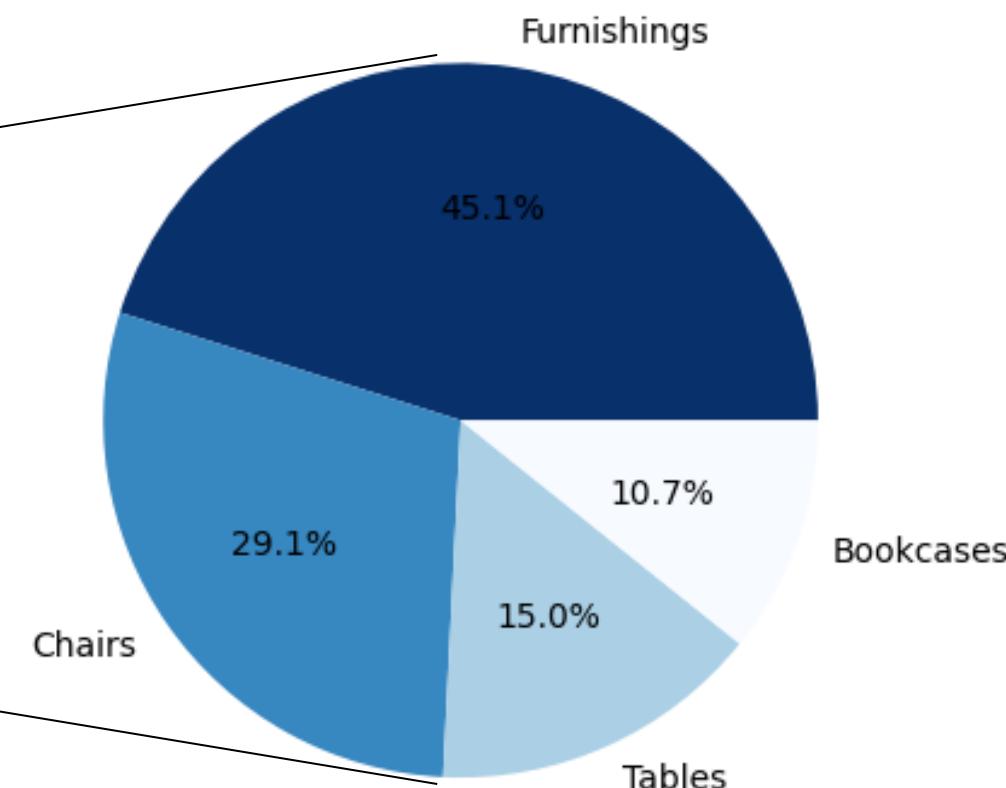


# Jan's Product Analysis

Main Categories (Absolute data: 9994 shipments)



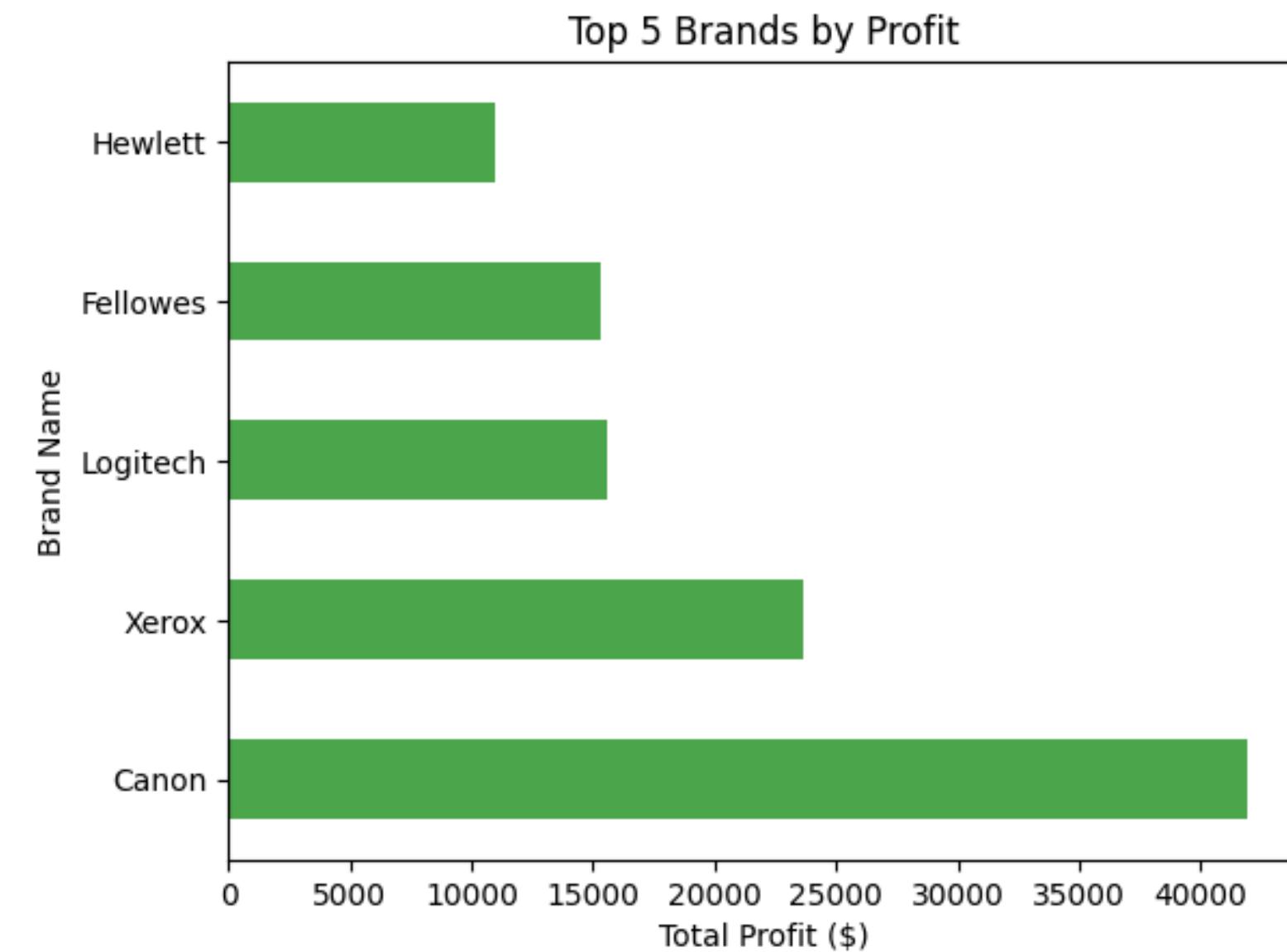
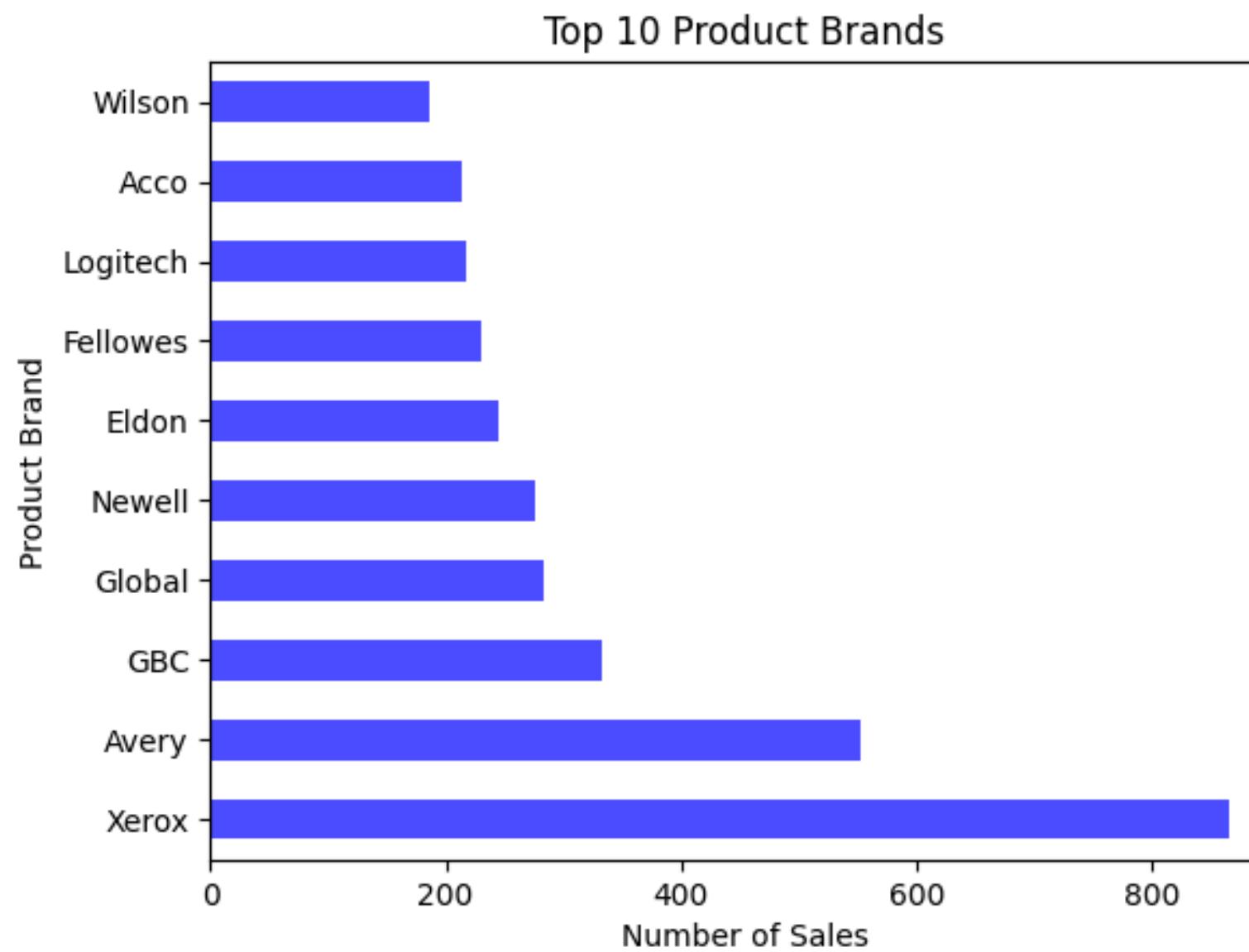
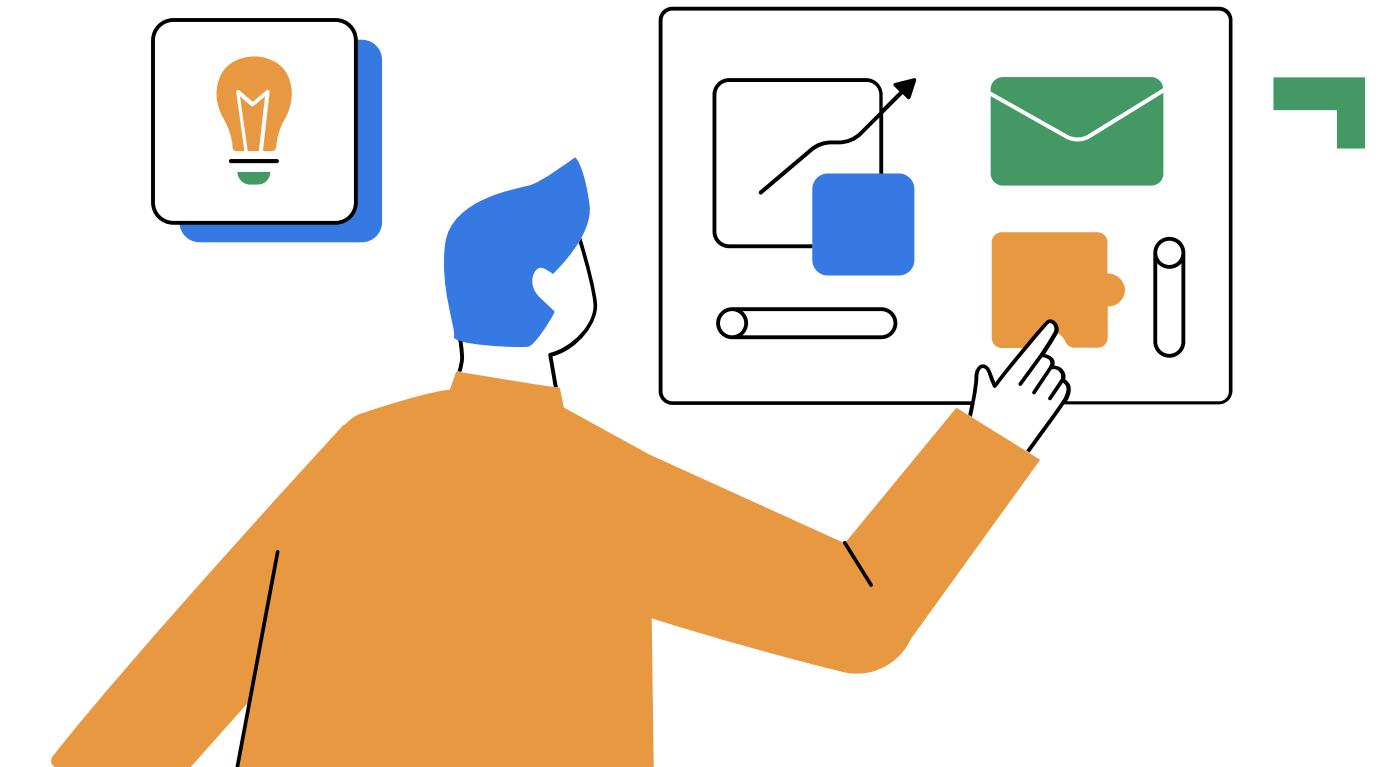
Sub-Category: Furniture (Absolute data: 2121 shipments)



Jan = *Awesome!*  
Product Analyst



# Mani's Lead Analysis

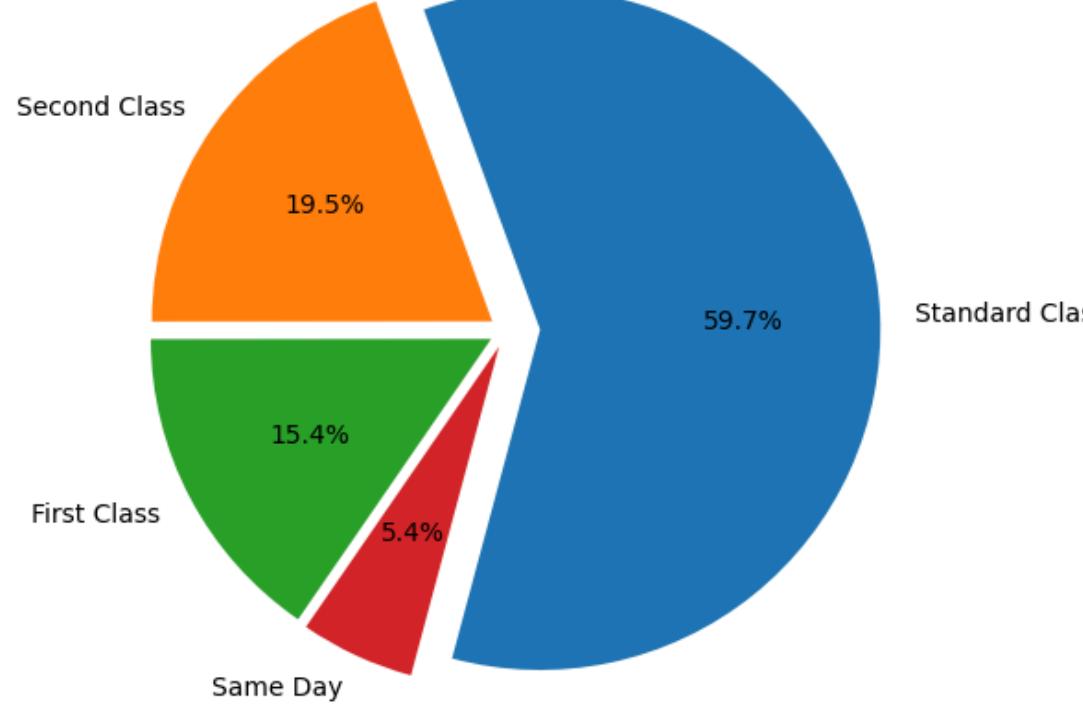




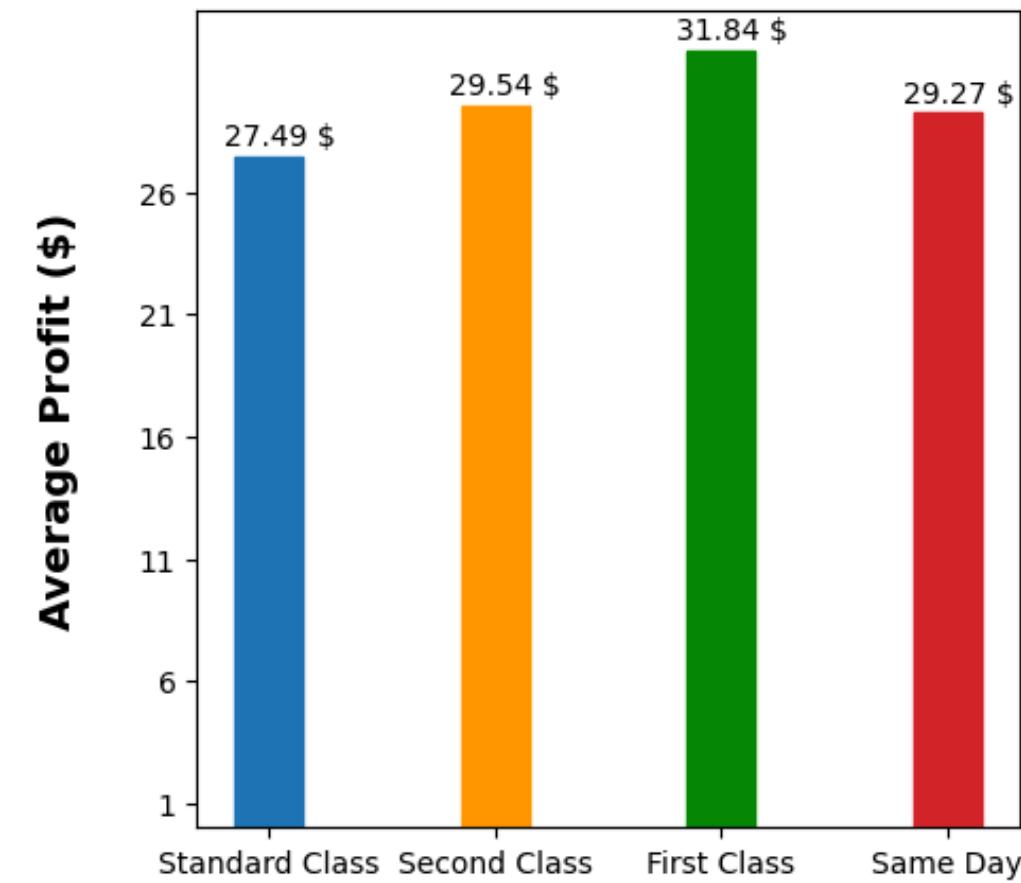
# Mani's Lead Analysis



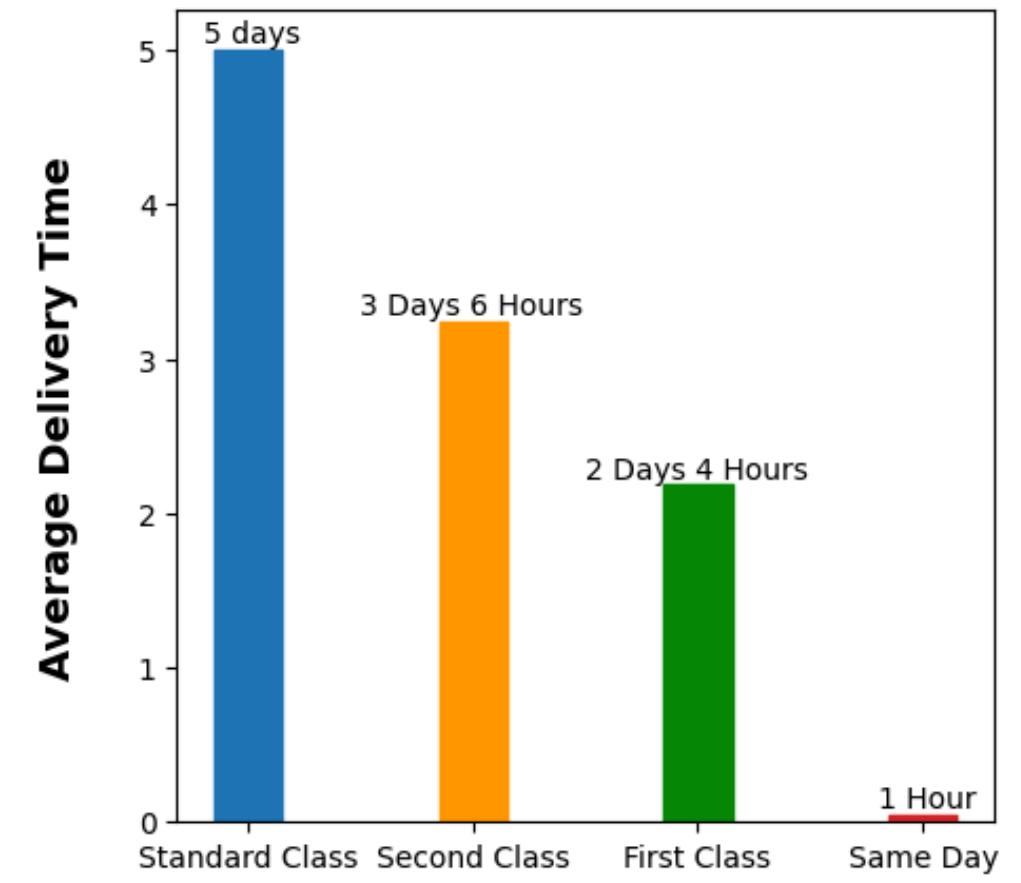
**Distribution of Ship Modes**



**Average Profit by Ship Mode**

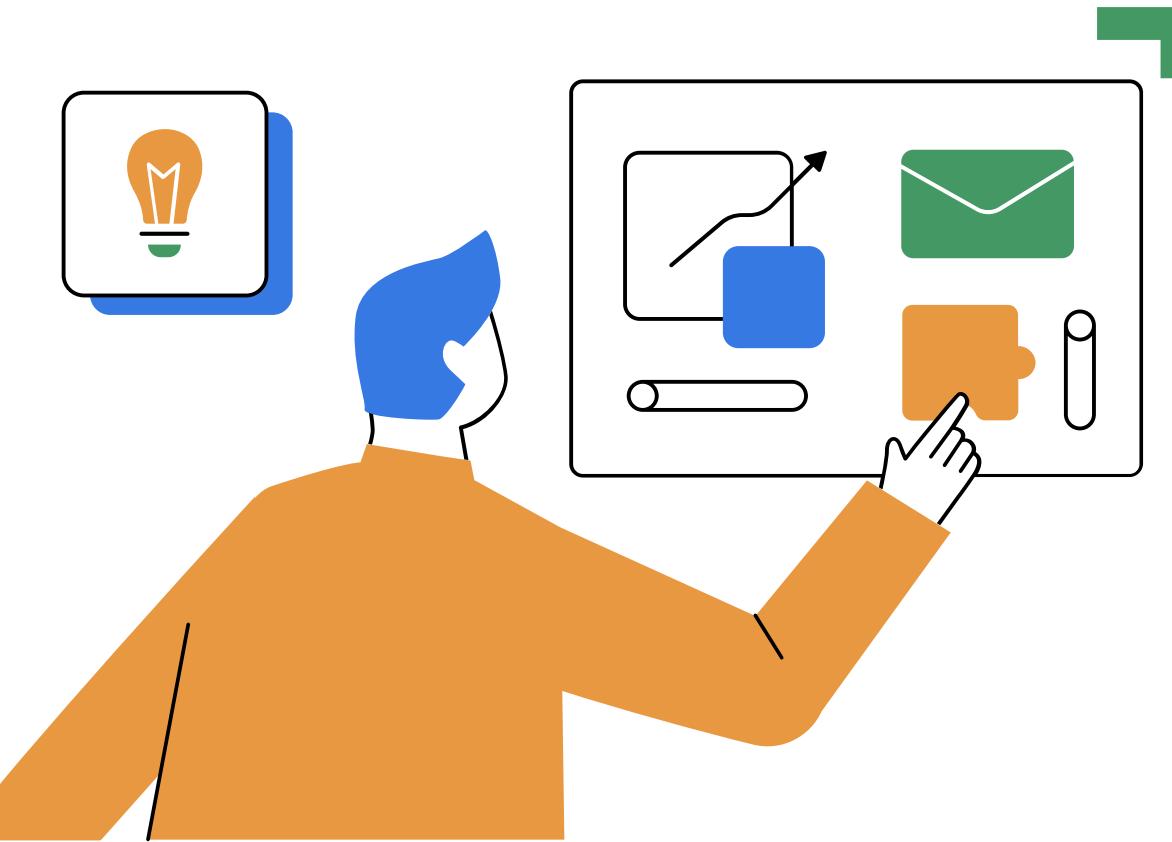


**Average Delivery Time by Ship Mode**



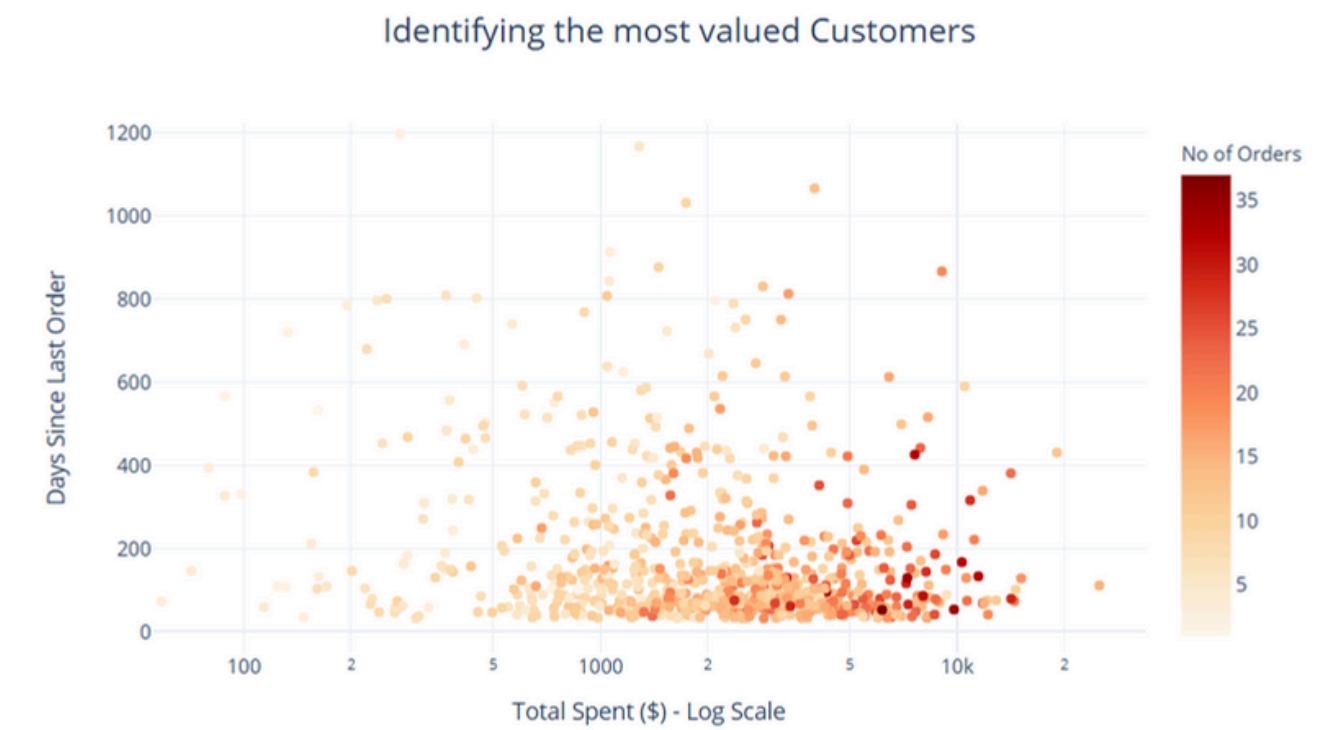
# RFM Analysis

## Die wertvollste Kunden identifizieren

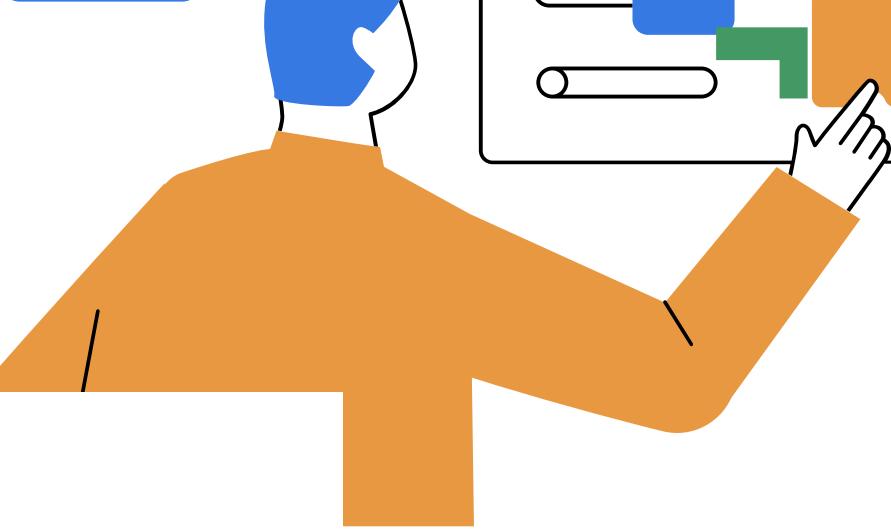


### Die wertvollste Kunden :

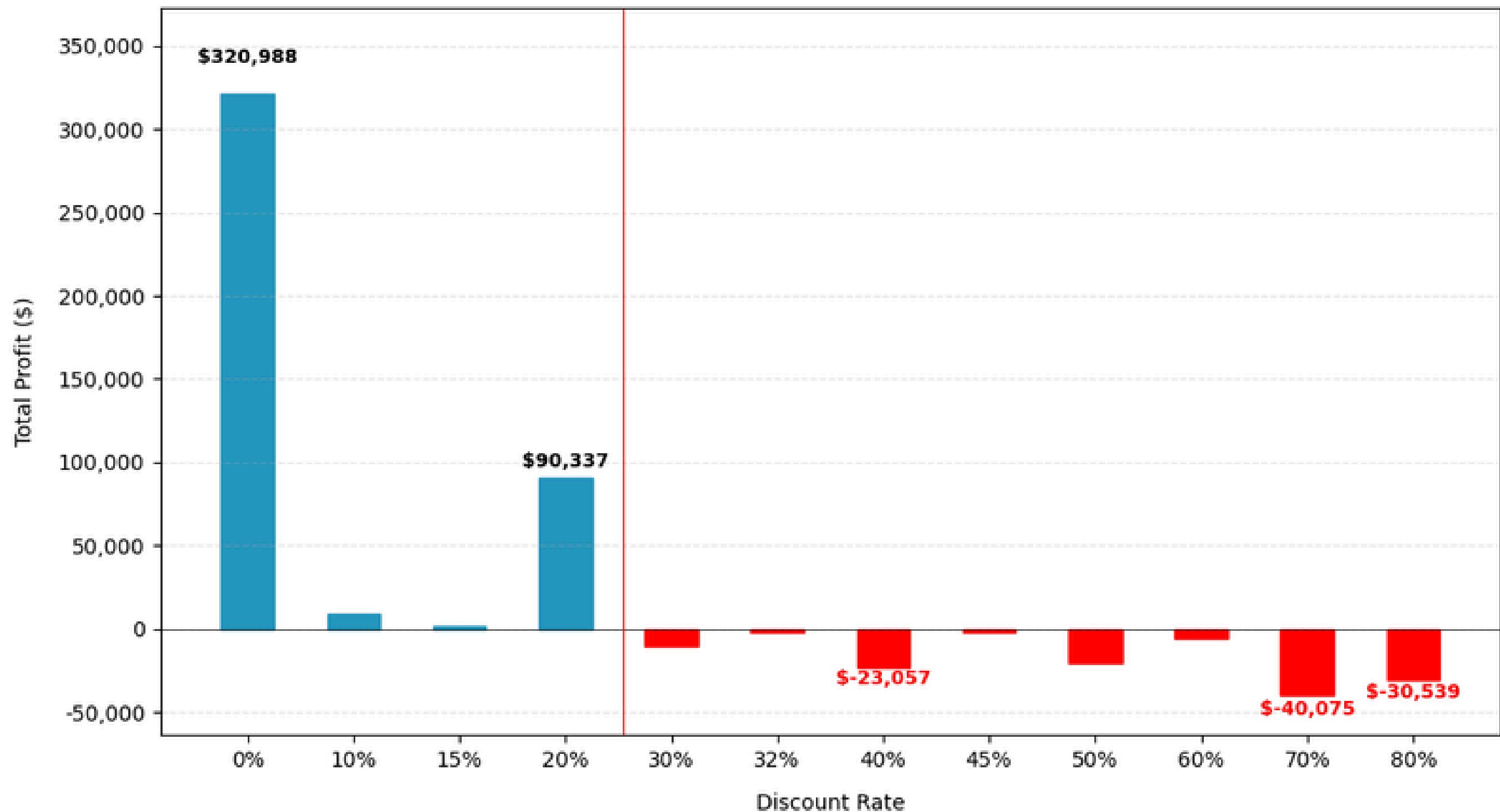
- Haben im Kurz bestellt(*Recency*)
- Vielmal bei uns bestellt(*Frequency*)
- Viel Geld ausgegeben(*Monetary*)



# Lohnen sich die Angebote?

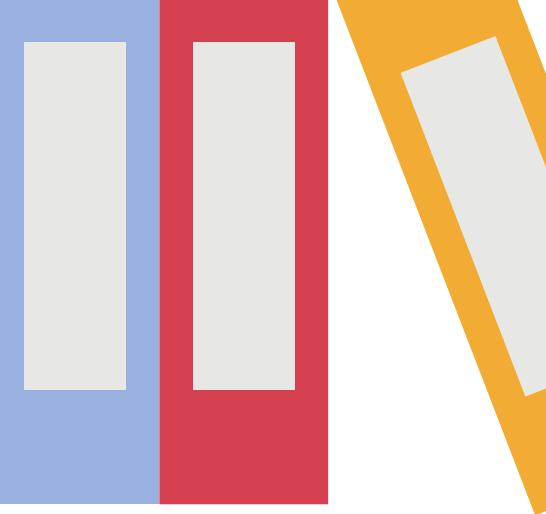
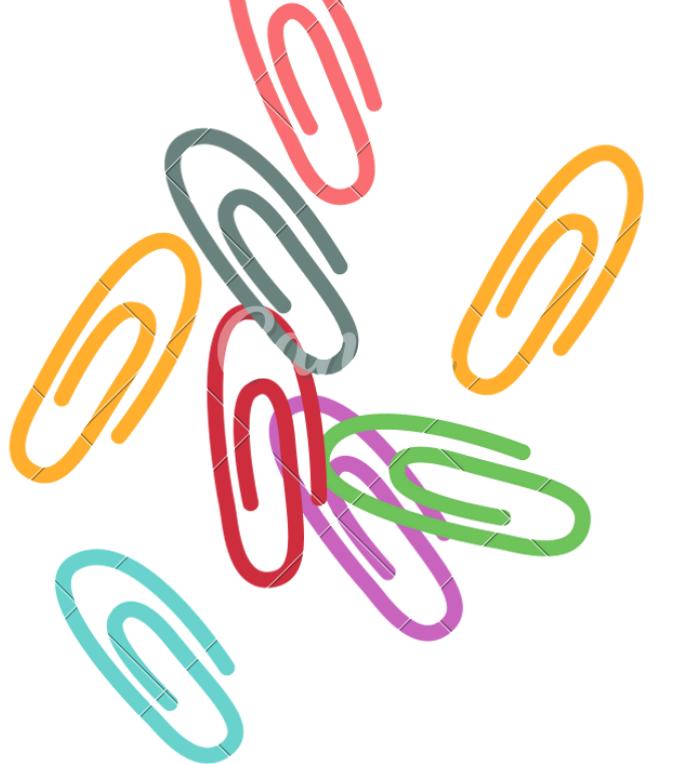


Total Profit by Discount Level



\* Data Analysts'  
Roundtable

# Inhalte

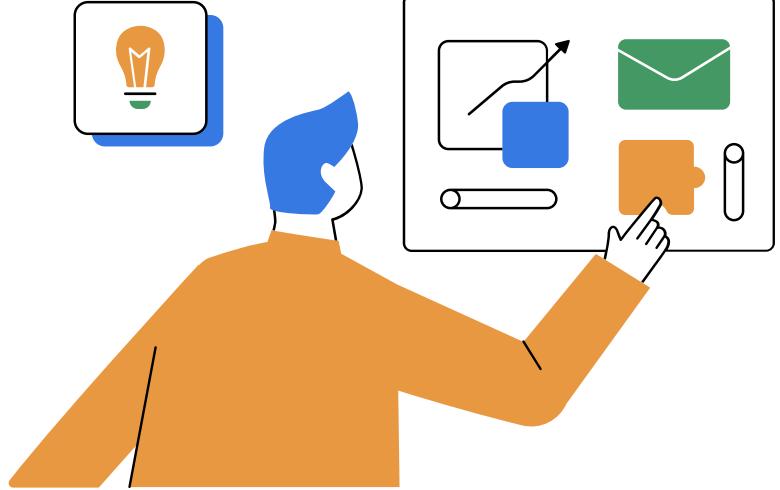


## Teil 2

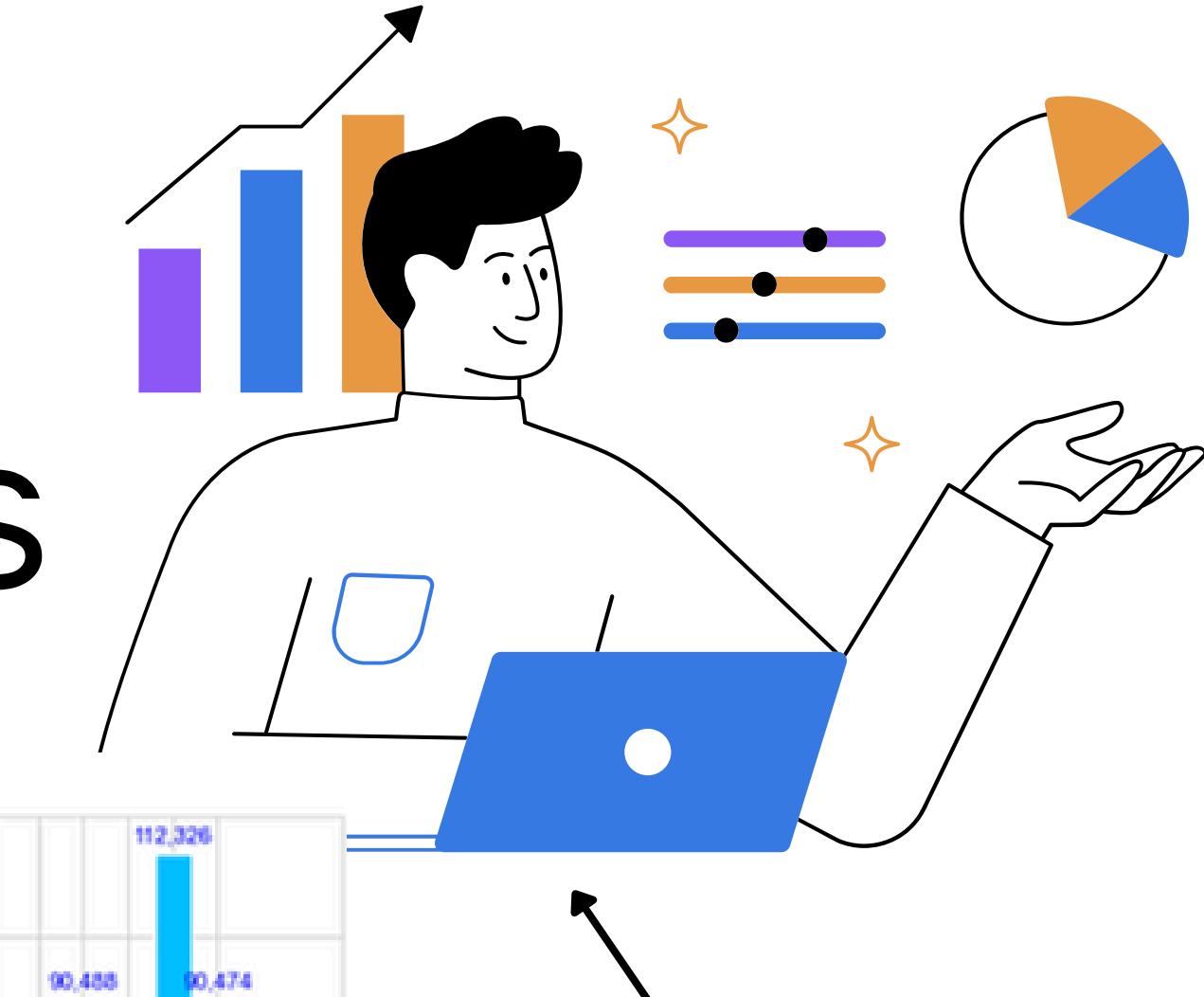
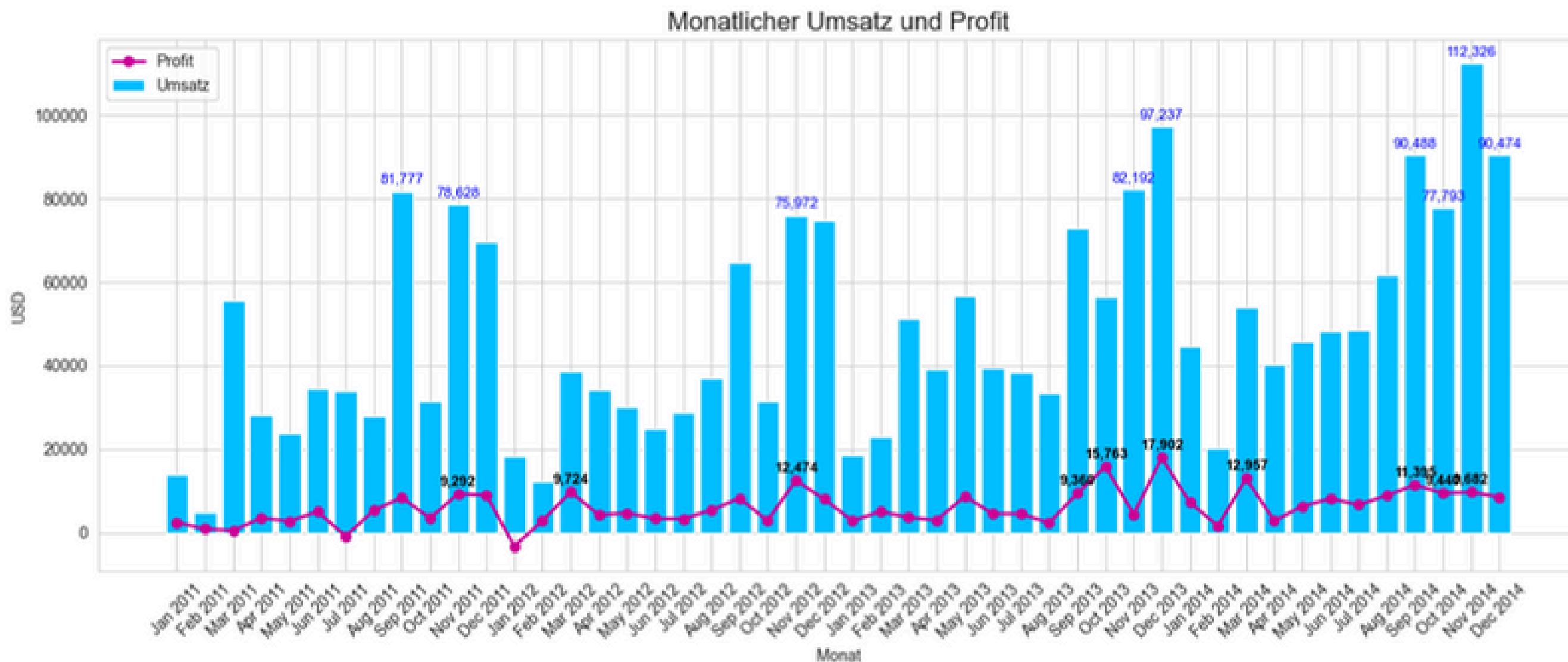
### Umsatz und Verlustentwicklung

# \* Data Analysts' Roundtable

Total Monthly Profit From 2011-2014

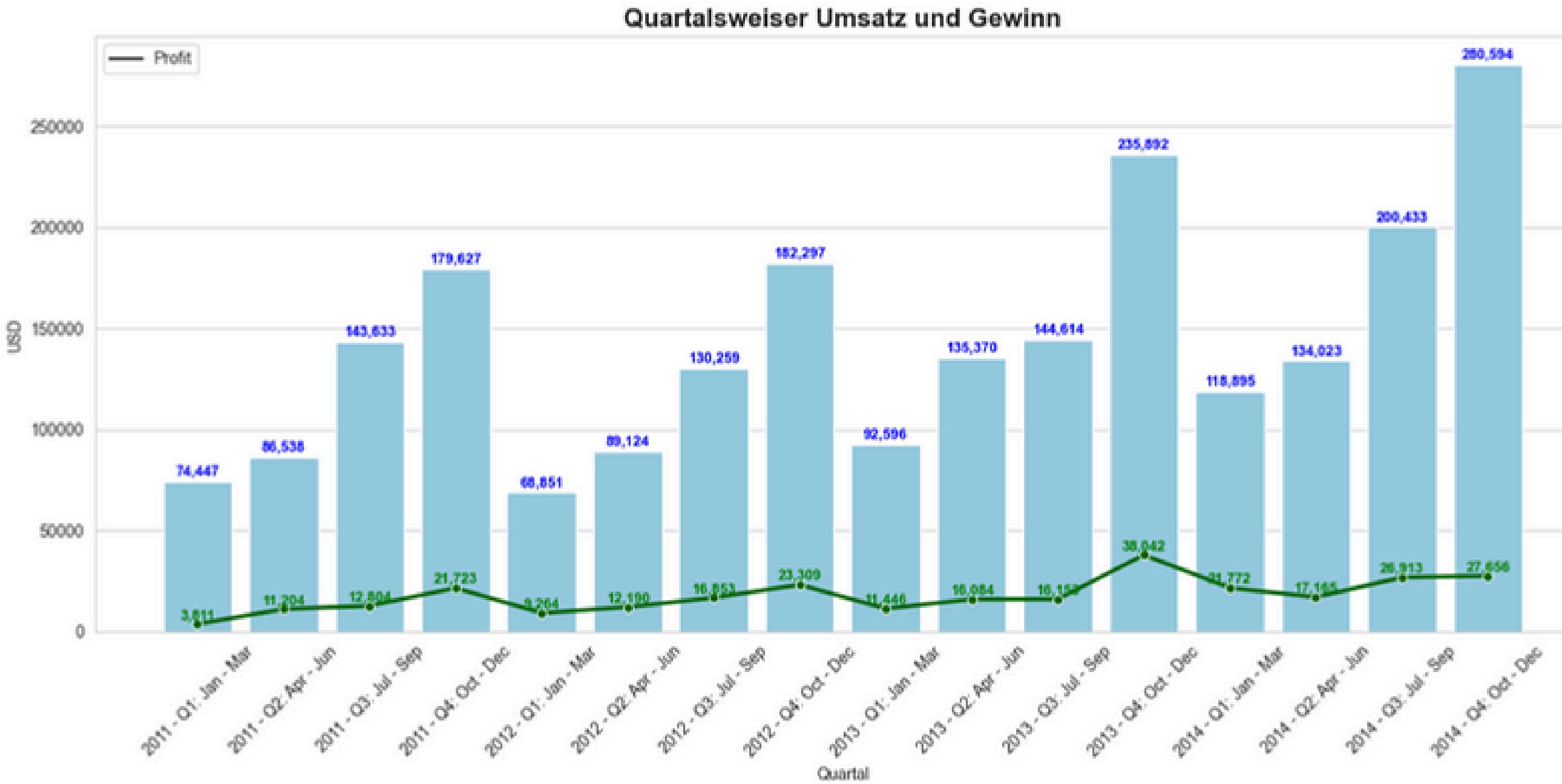


# Bakhtyar's Profit Analysis

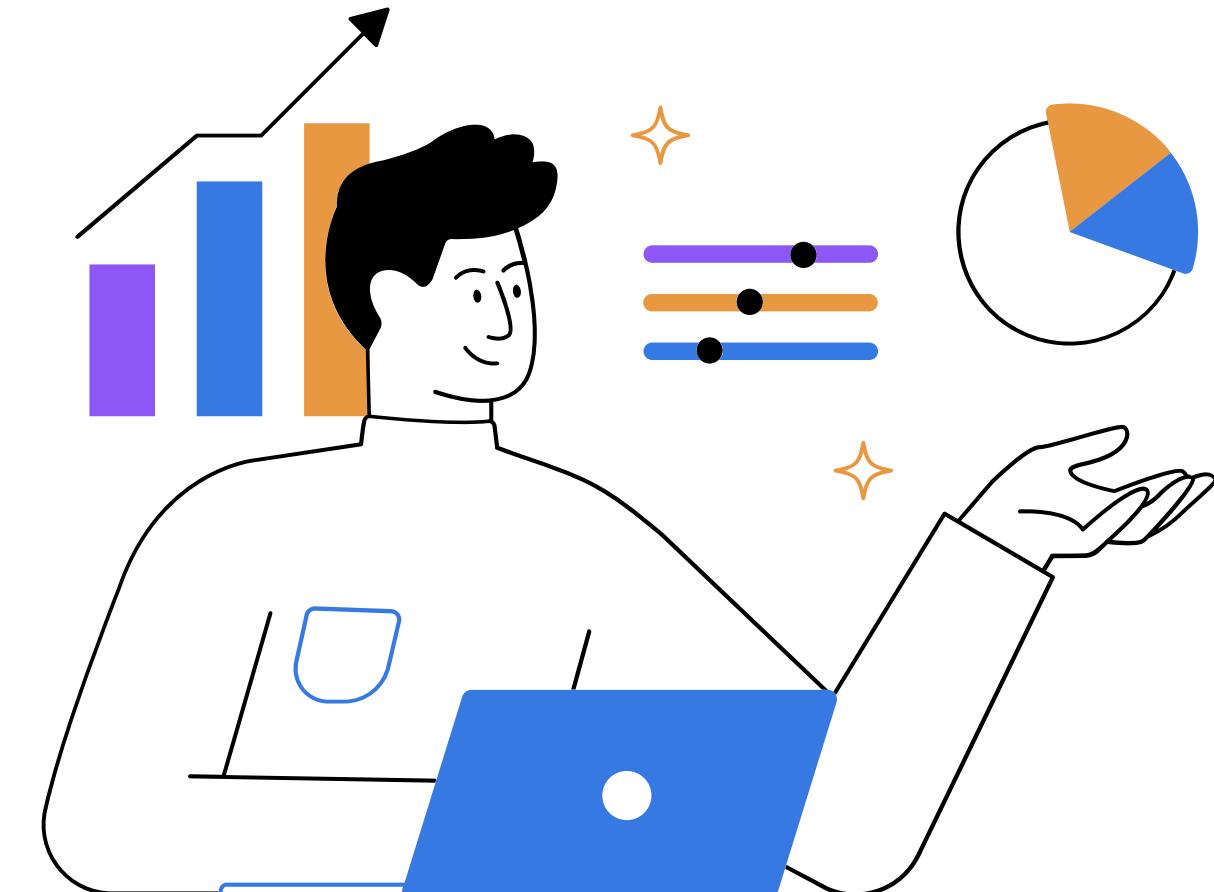
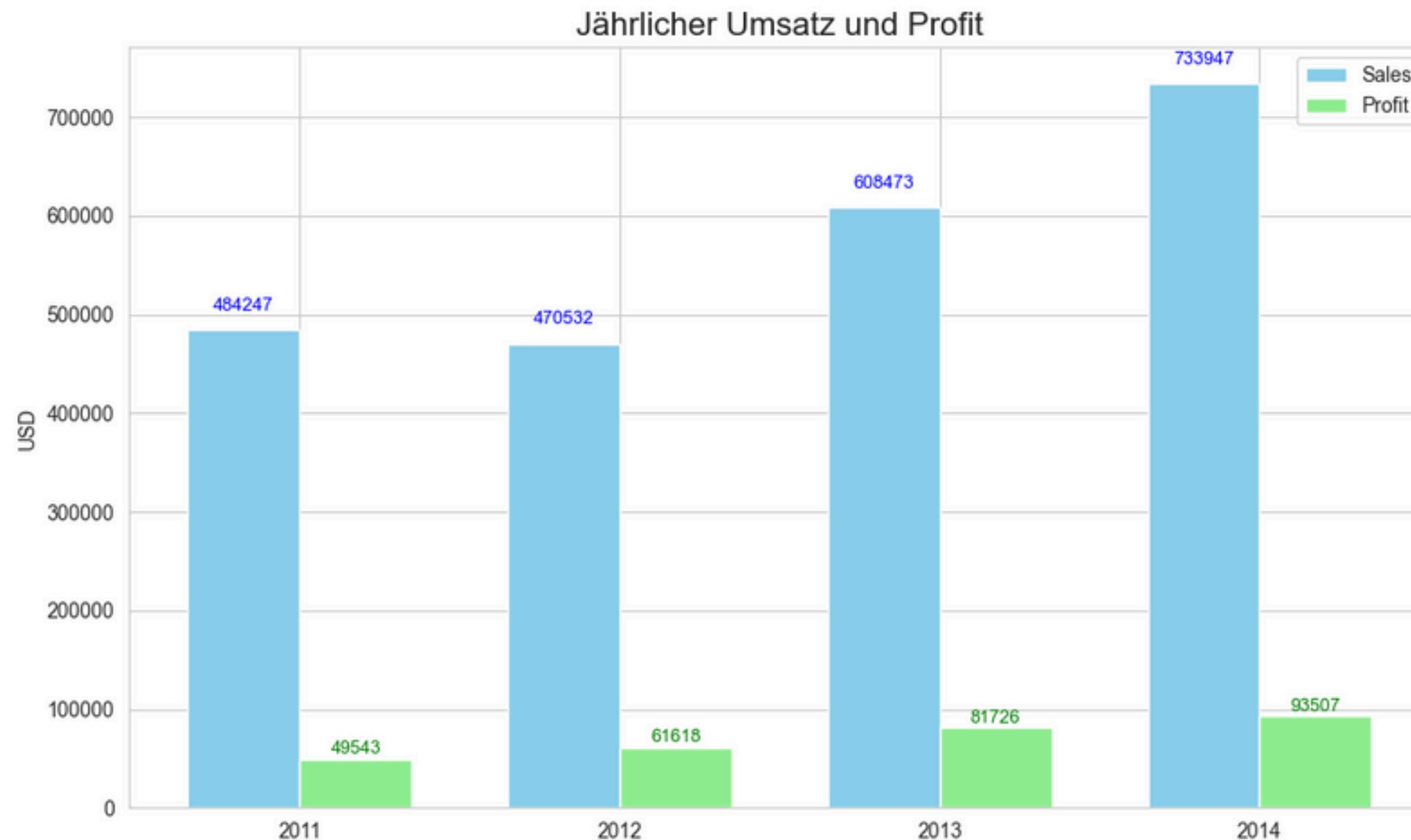


Bakhtyar =  
*wonderful*  
Profit Analyst

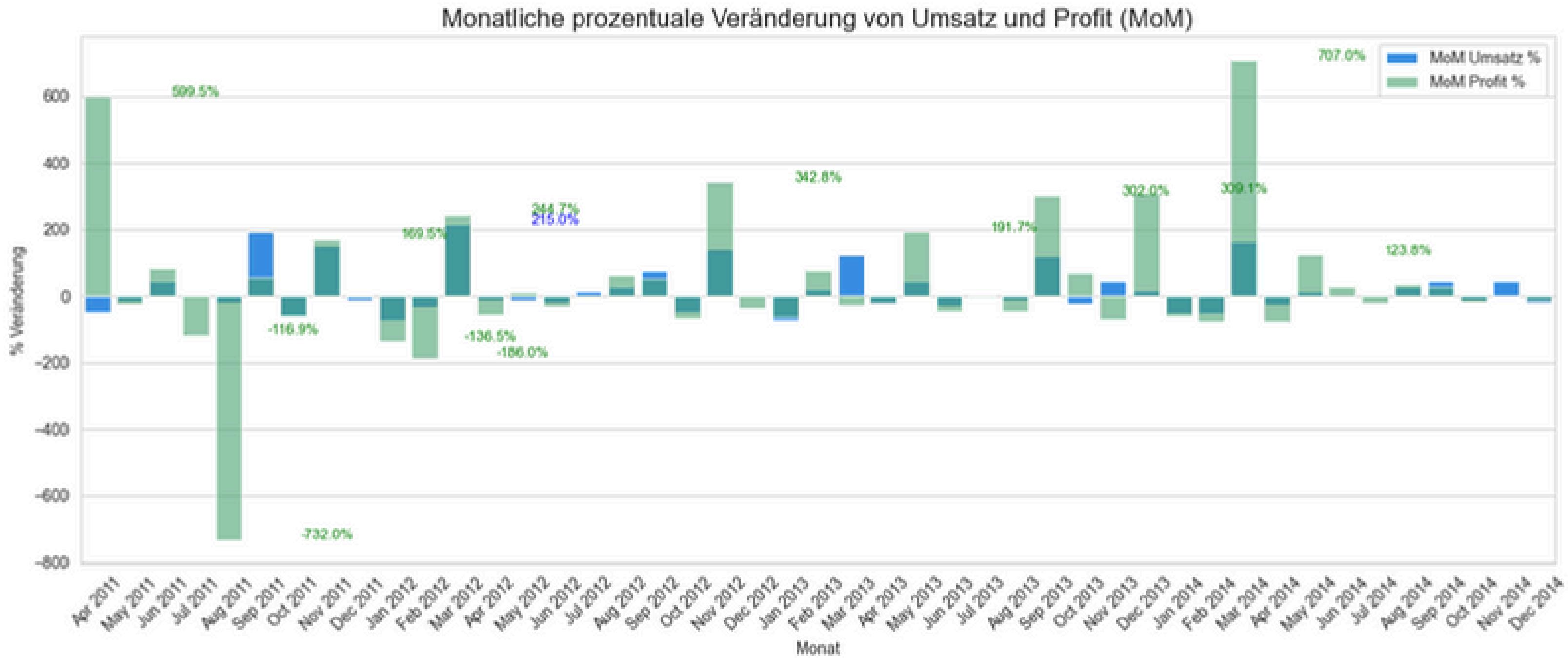
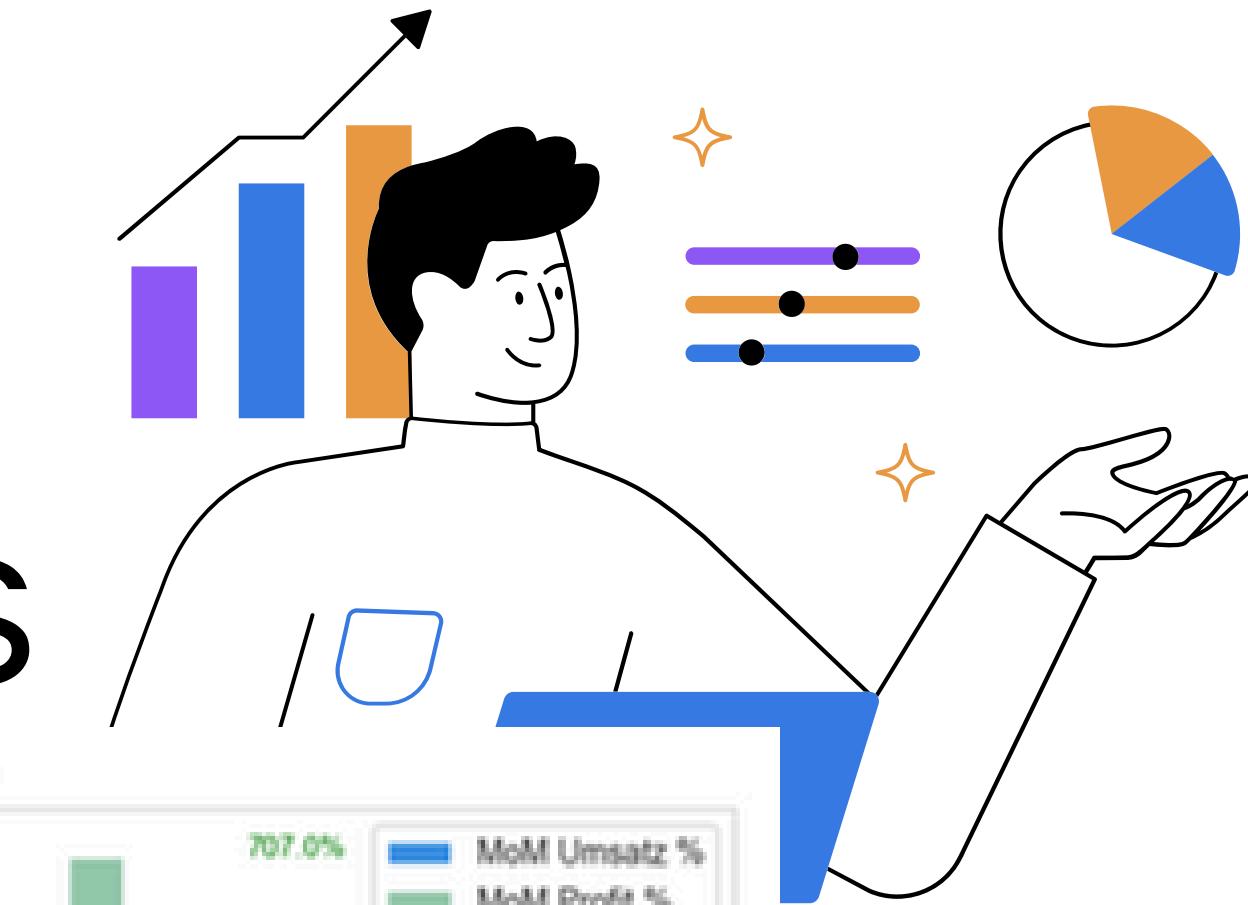
# Bakhtyar's Profit Analysis



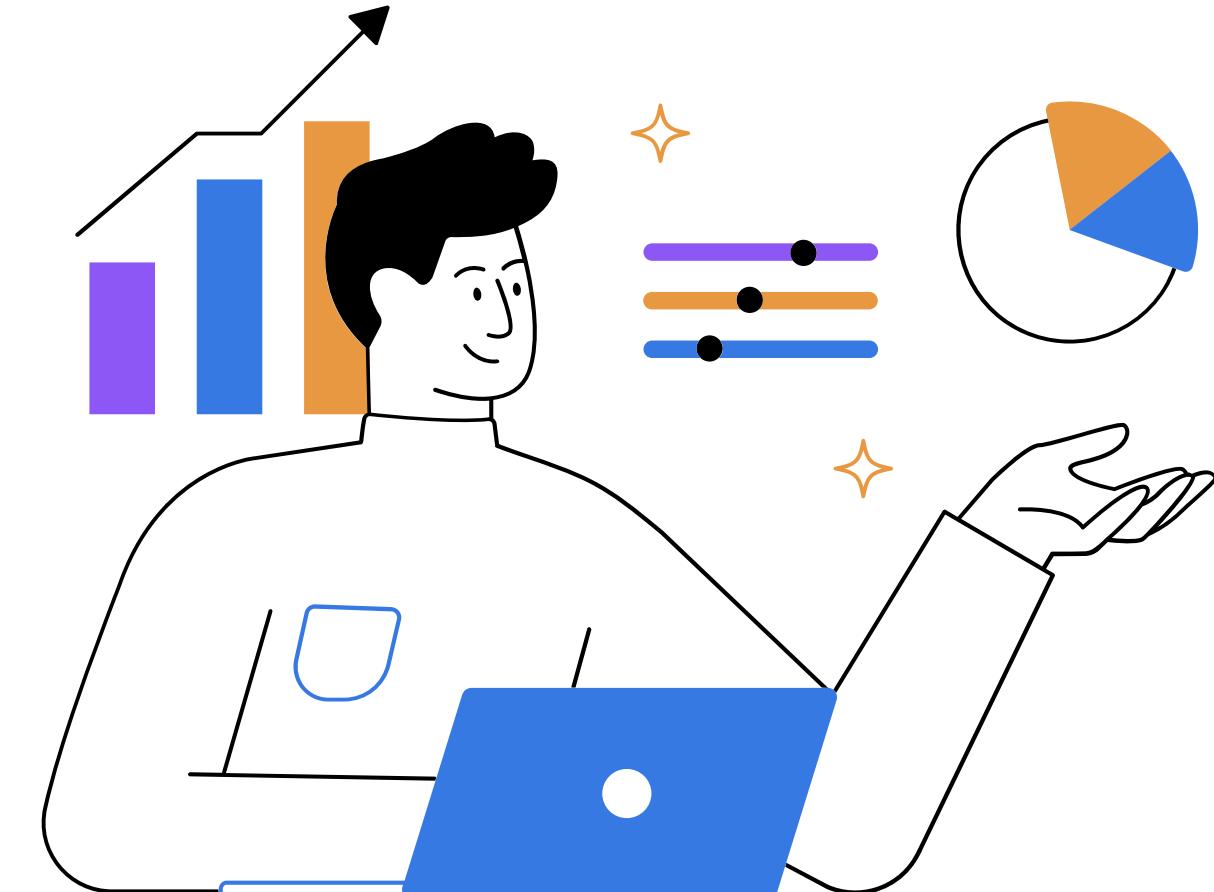
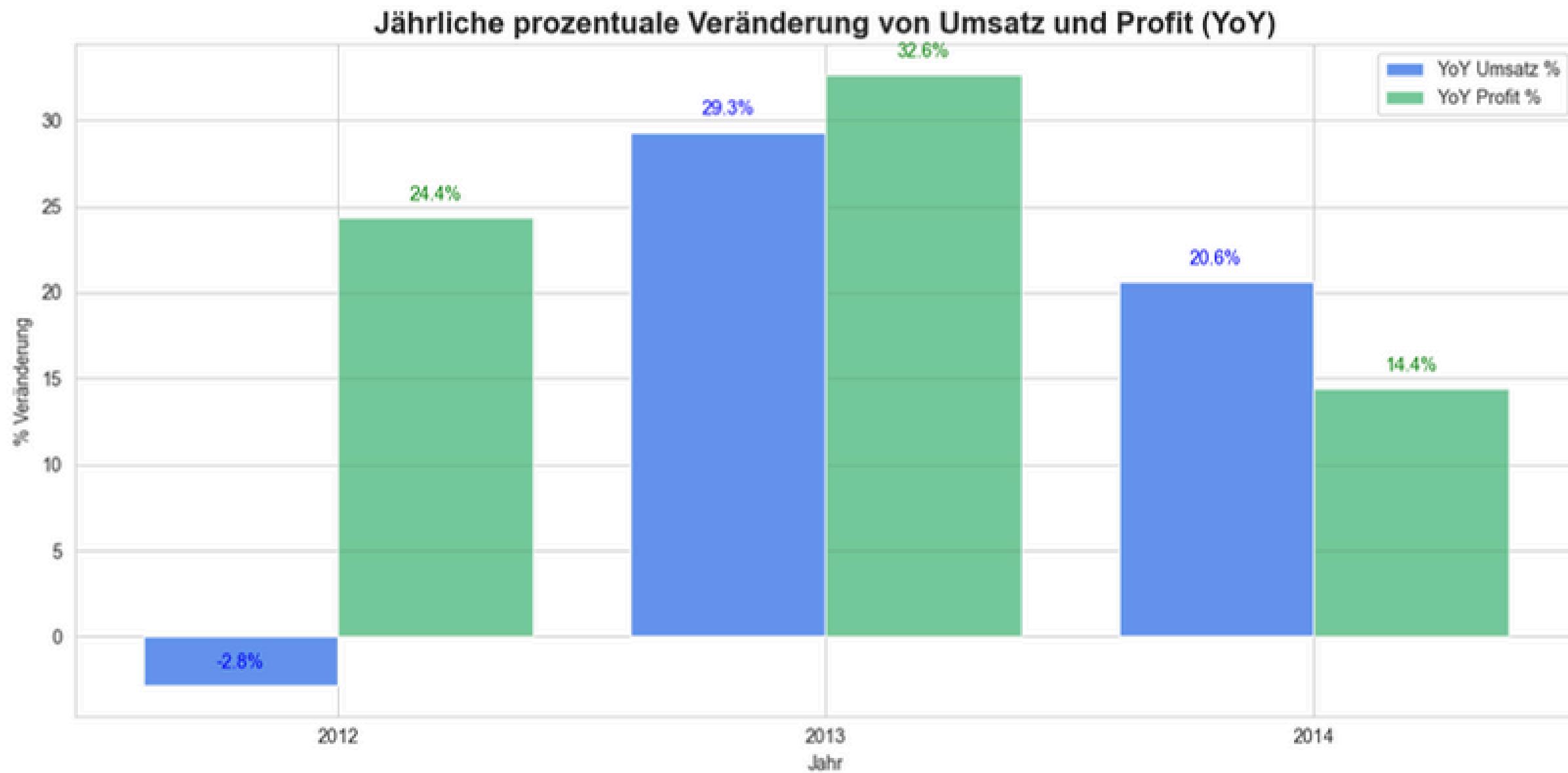
# Bakhtyar's Profit Analysis



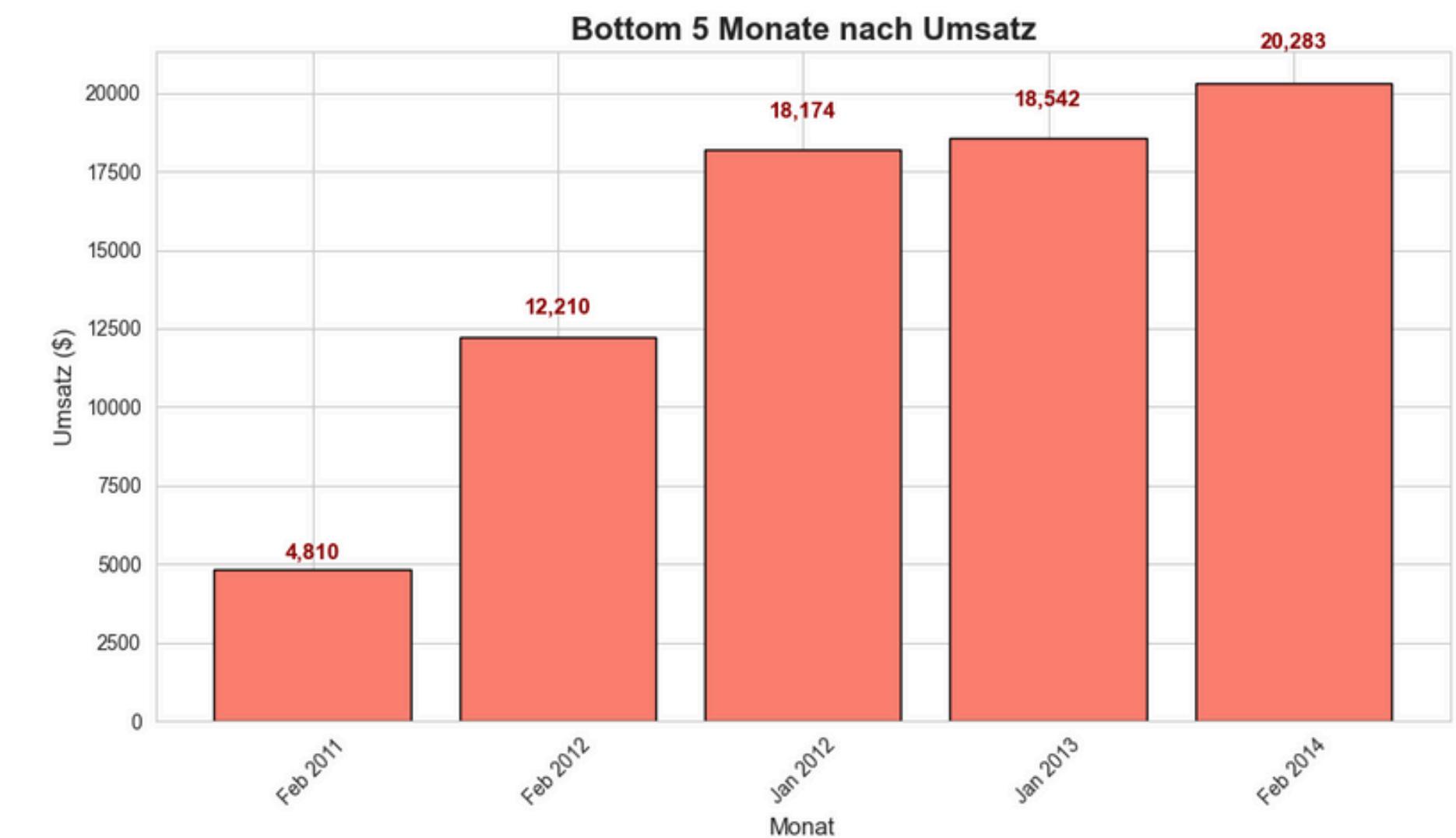
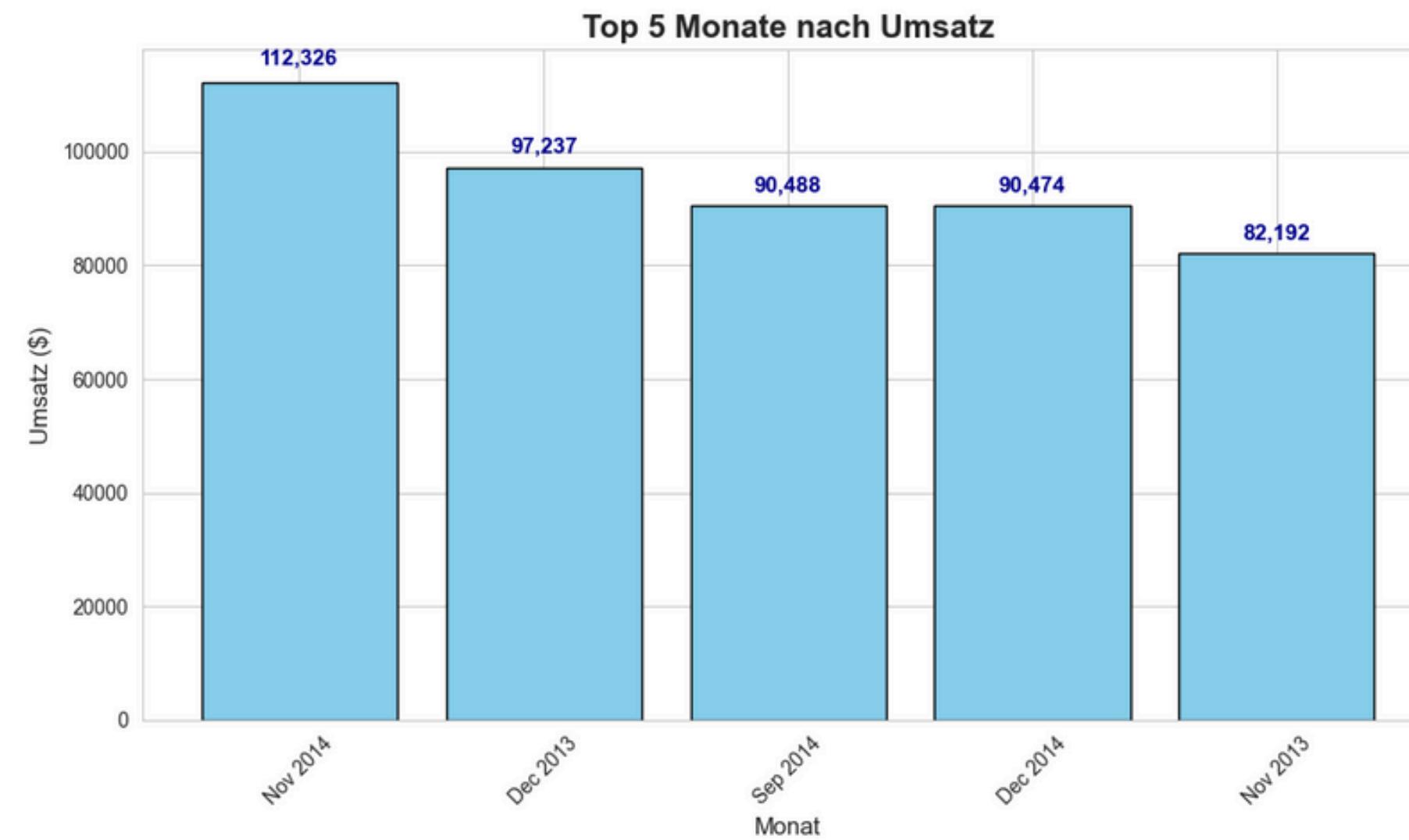
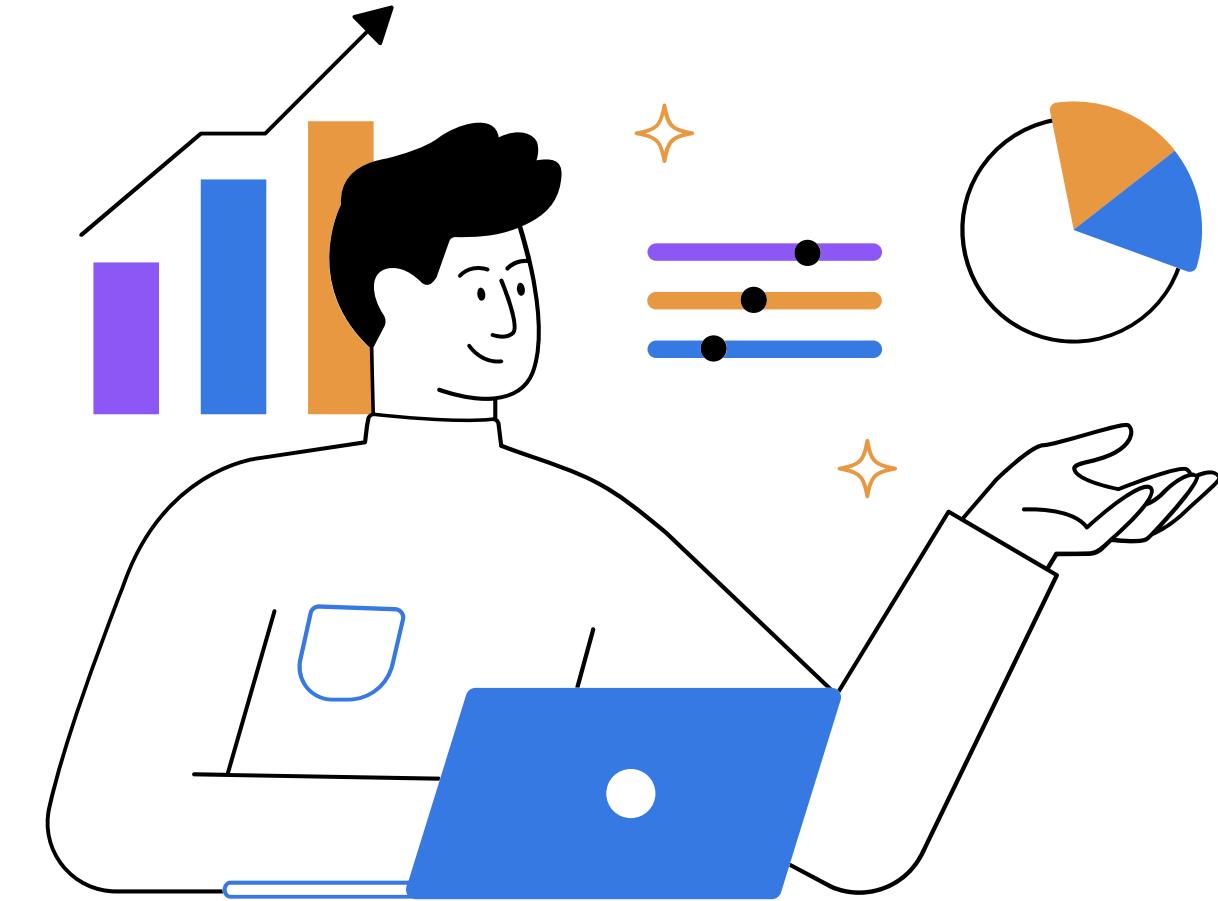
# Bakhtyar's Profit Analysis



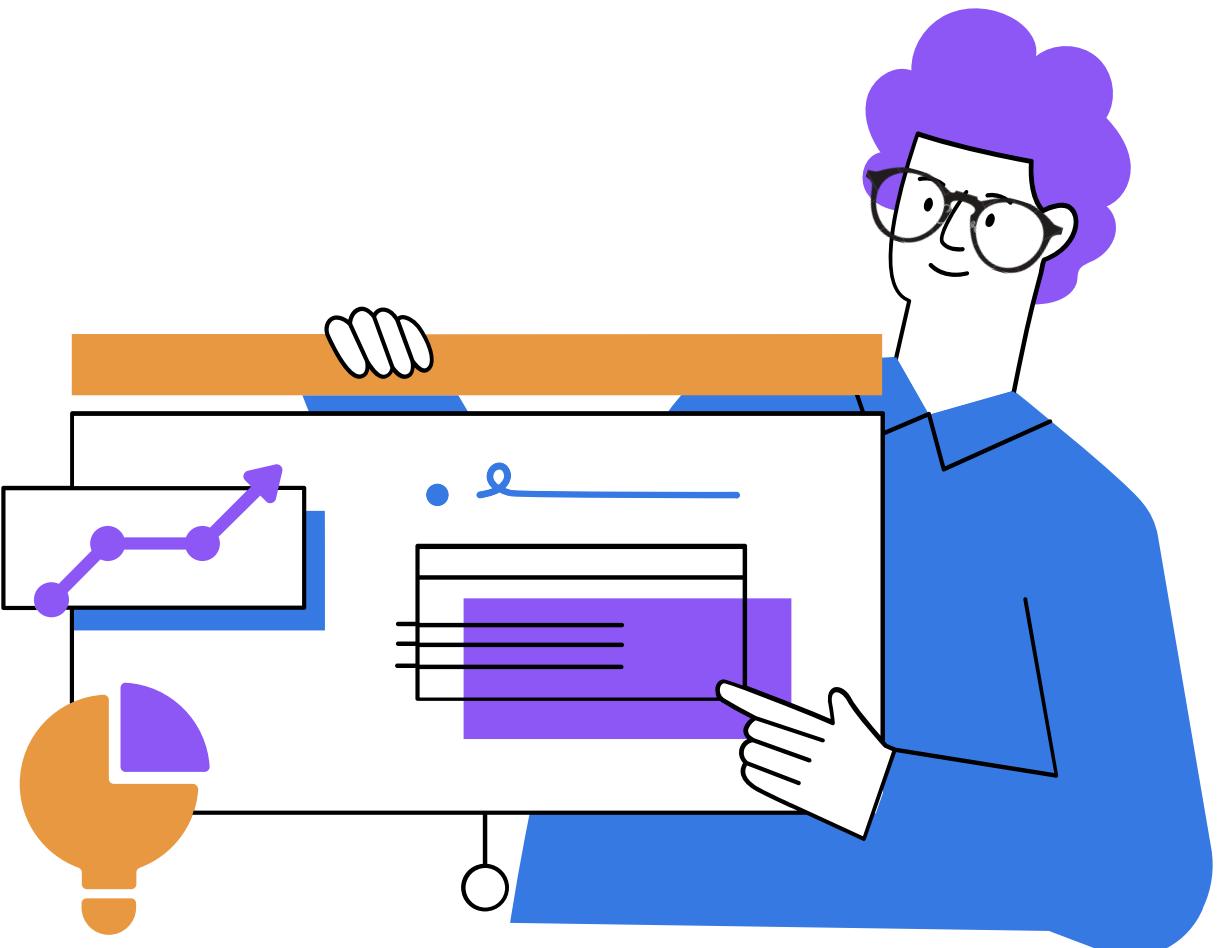
# Bakhtyar's Profit Analysis



# Bakhtyar's Profit Analysis



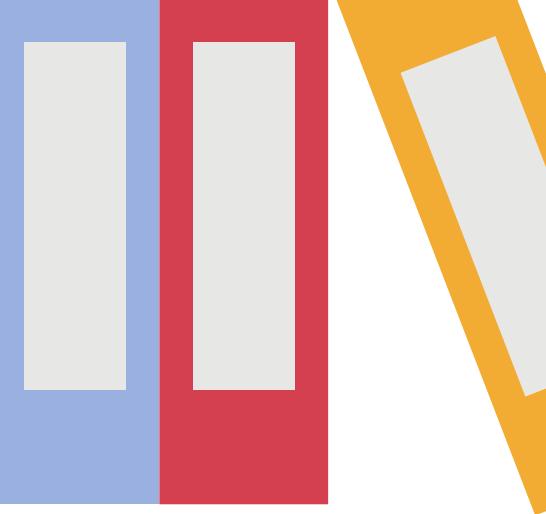
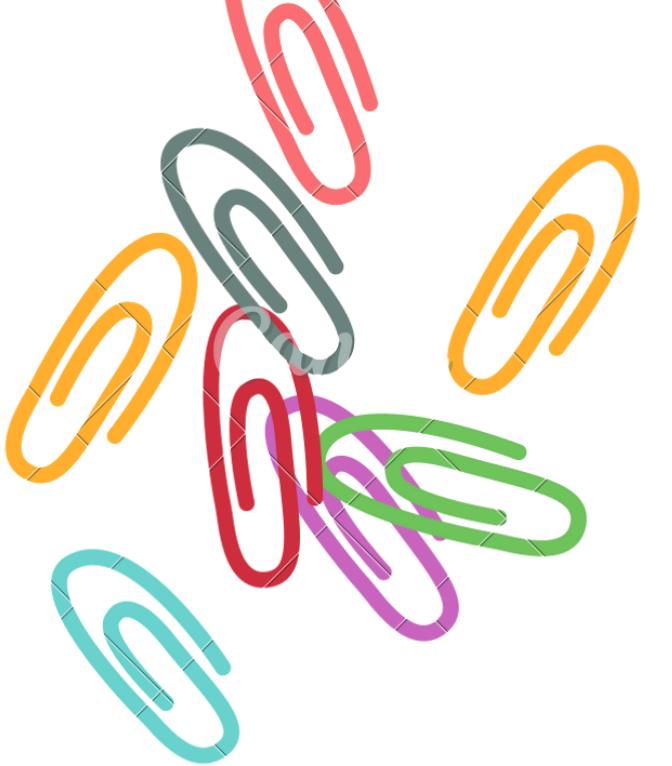
# Valerii's Time Analysis



Valerii =  
**GREAT**  
Time Analyst

\* Data Analysts'  
Roundtable

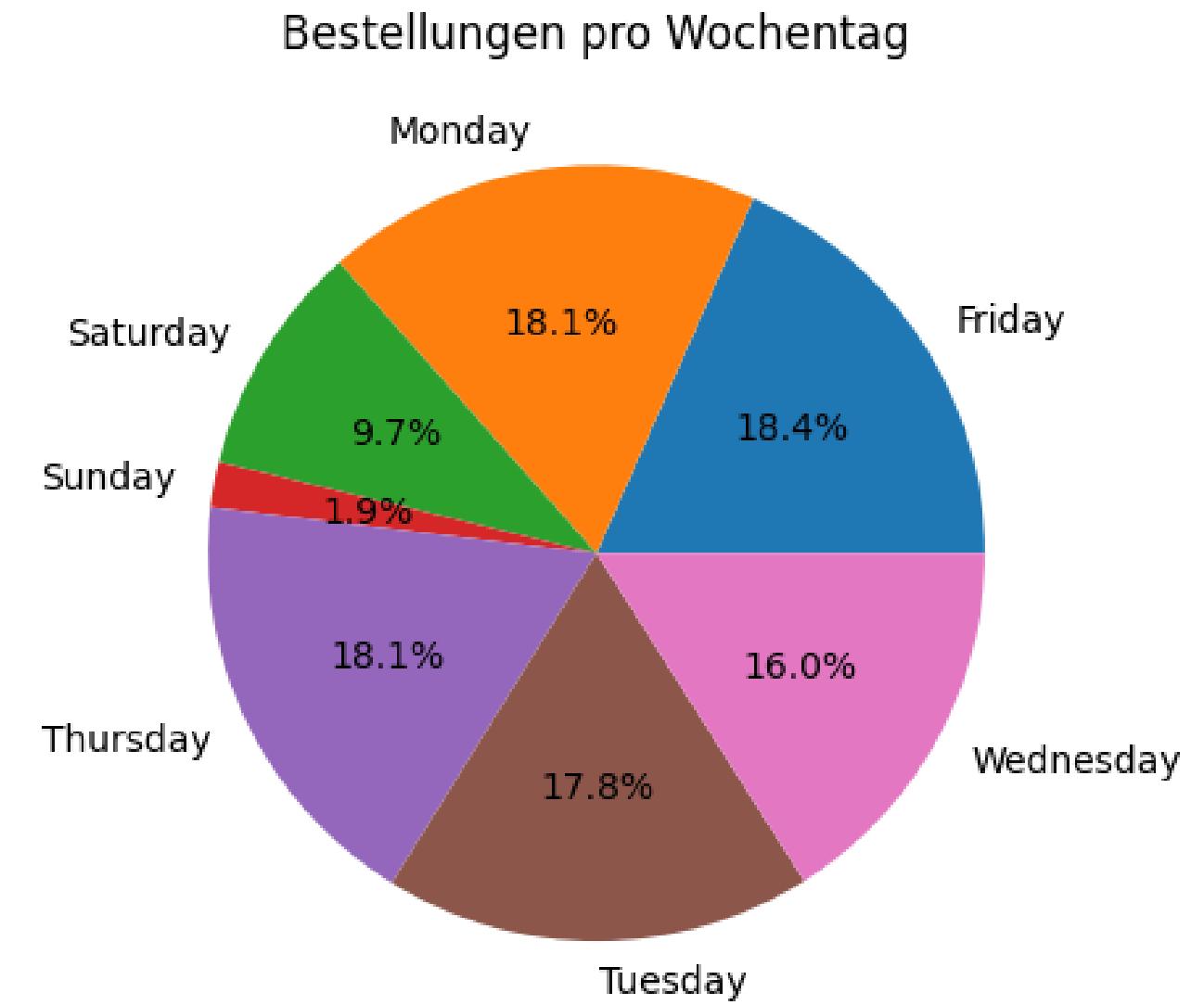
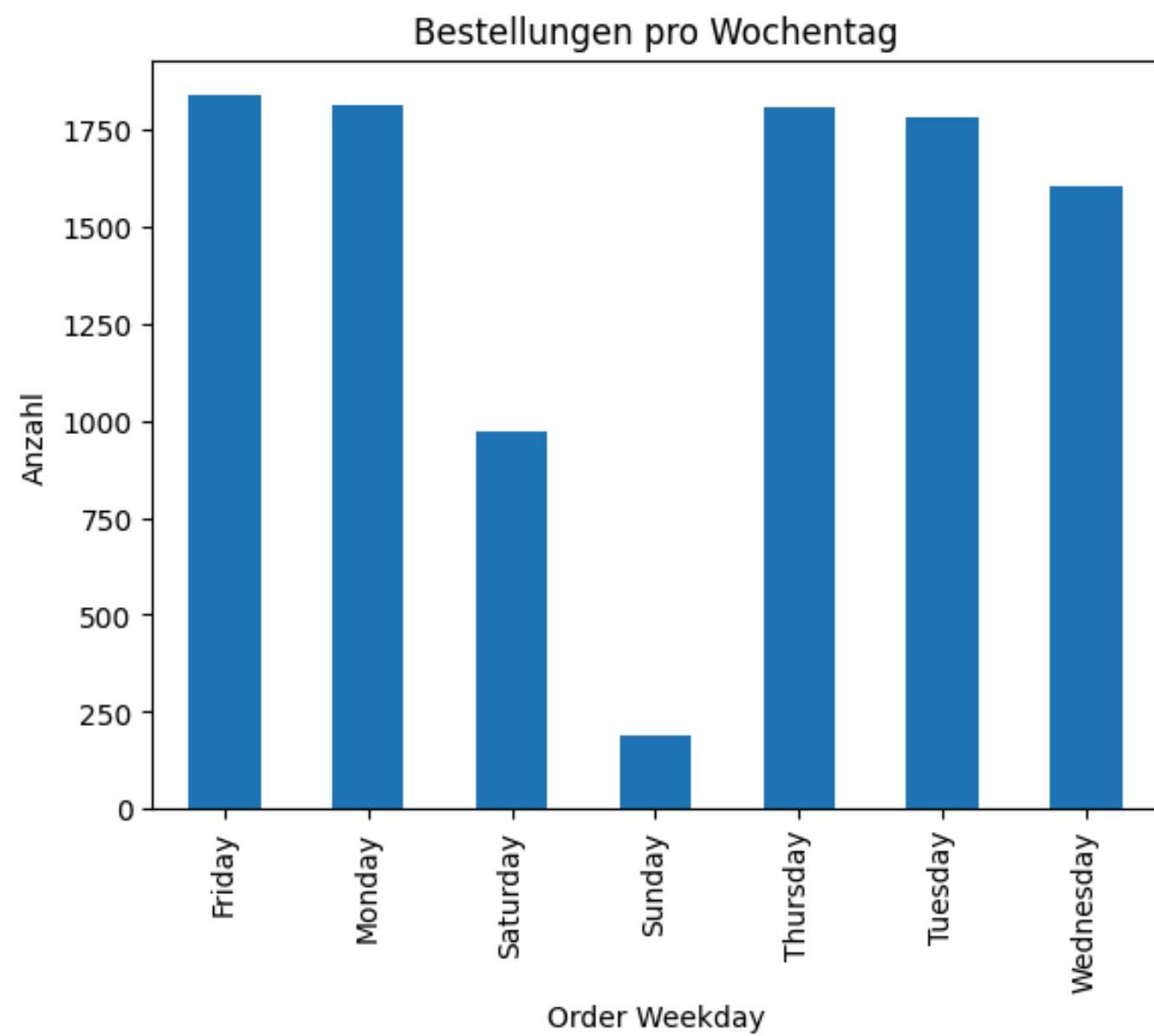
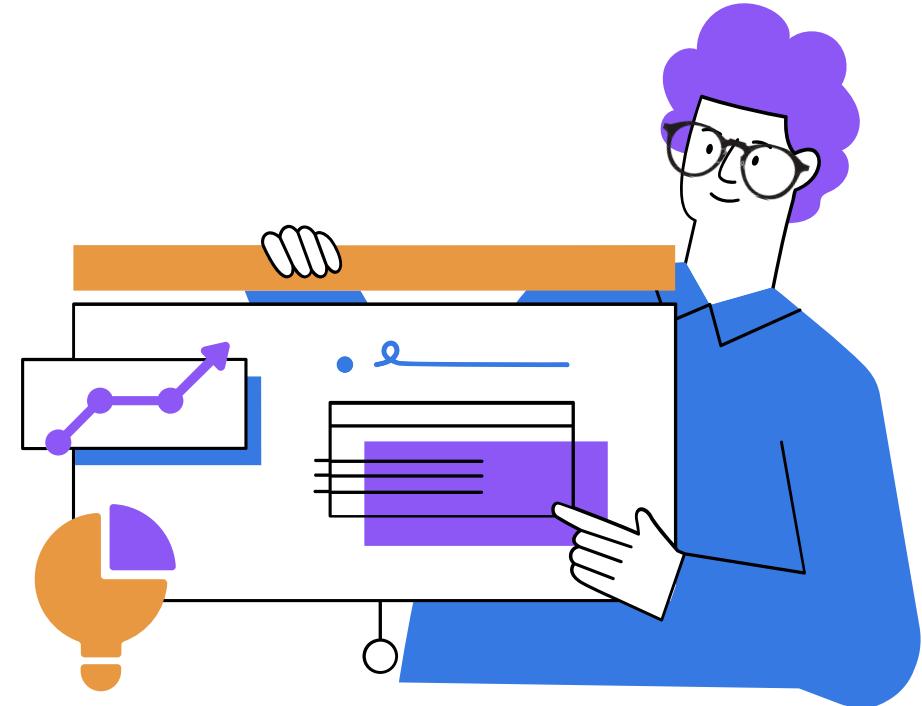
# Inhalte



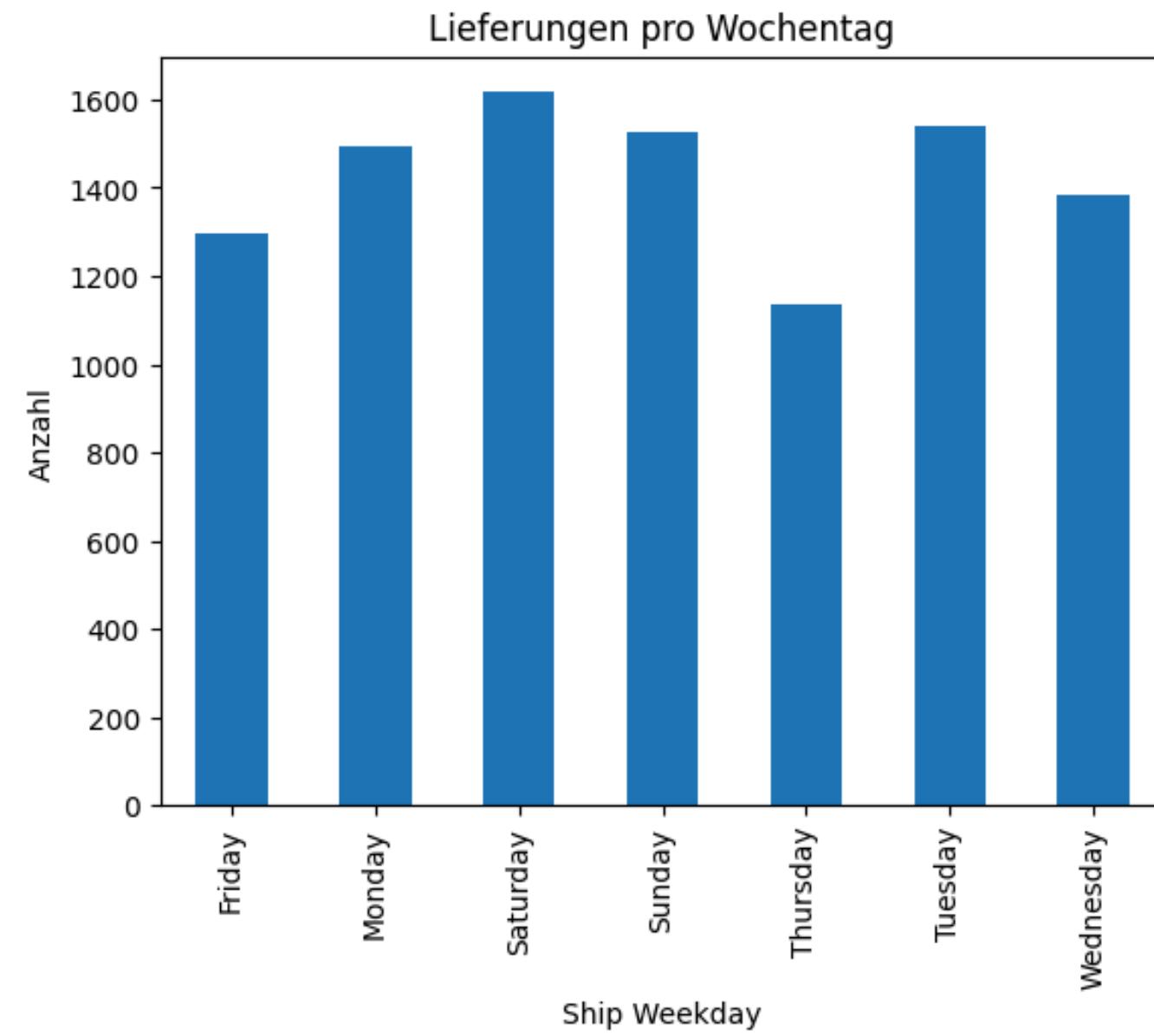
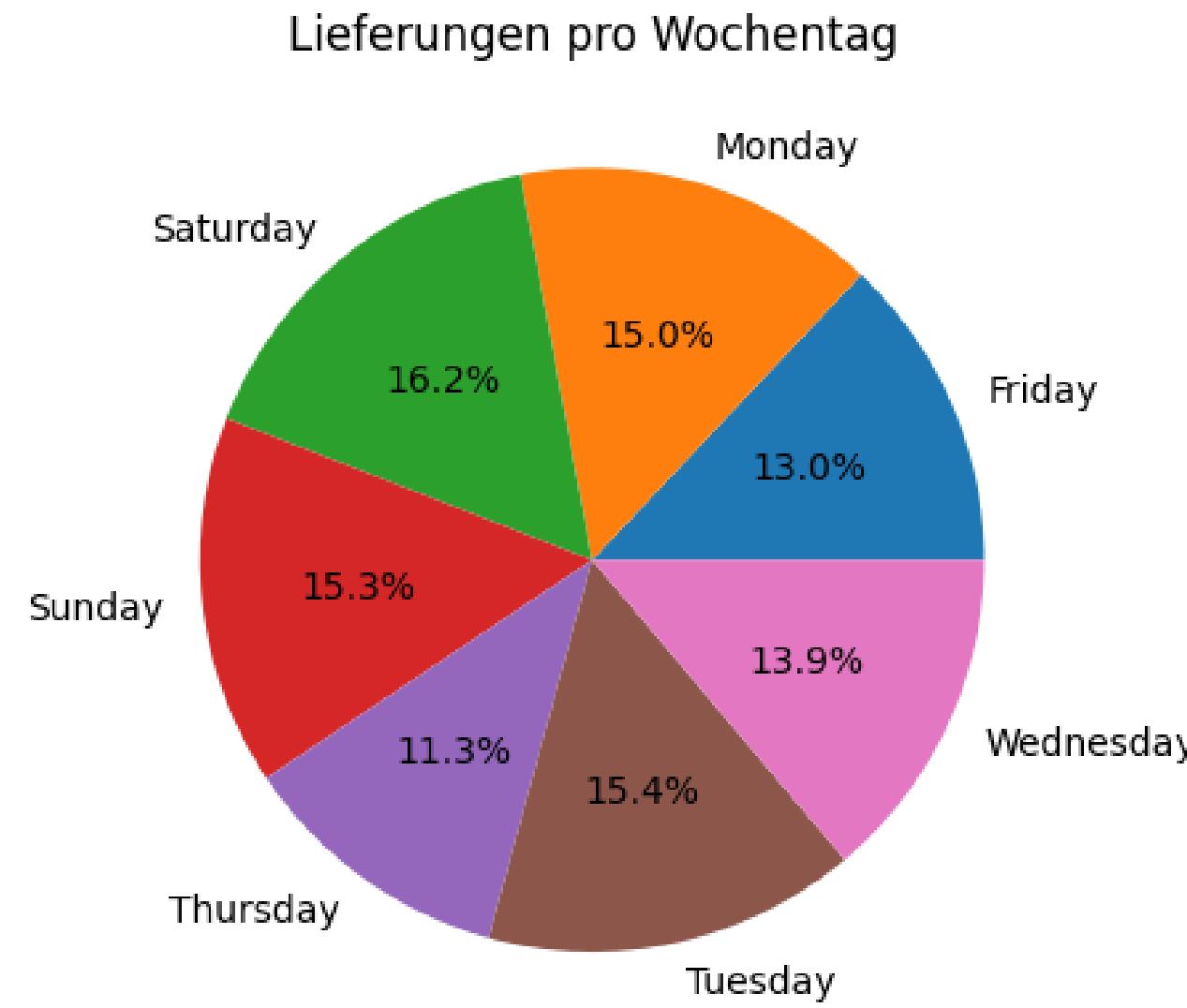
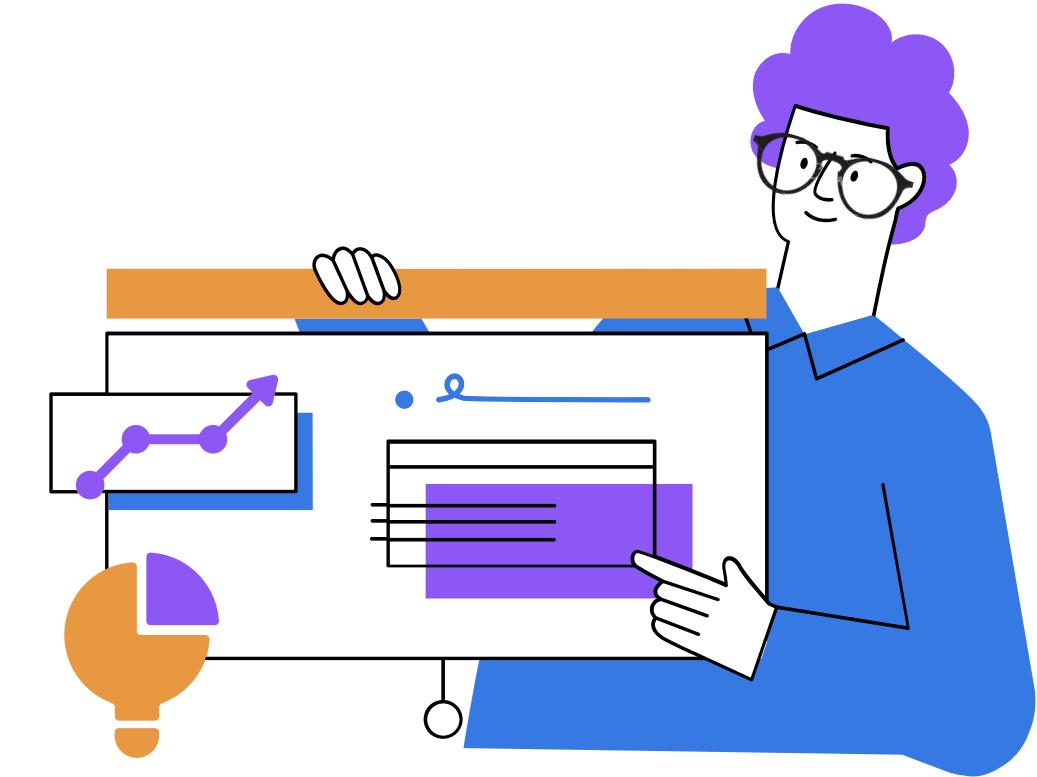
## Teil 3

### Bestellungtrends durch der Woche

# Zeit - Analyst, der neue Chancen eröffnet

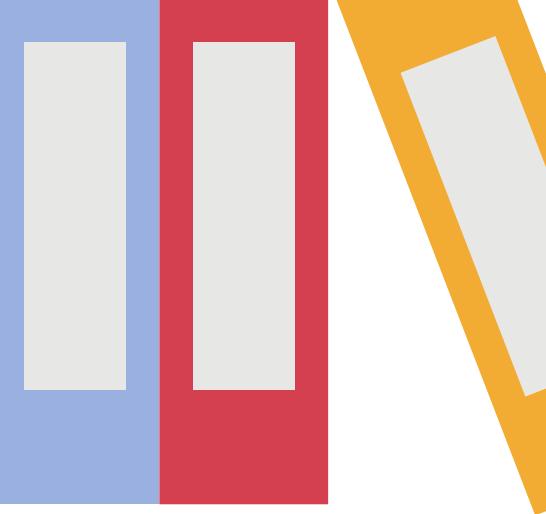
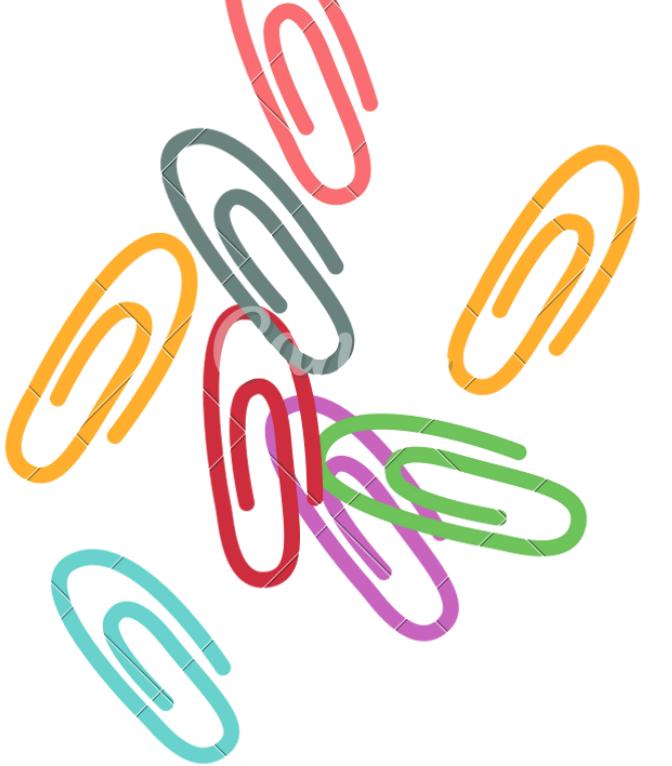


# Datenanalyse ist der Schlüssel zu guten Entscheidungen



\* Data Analysts'  
Roundtable

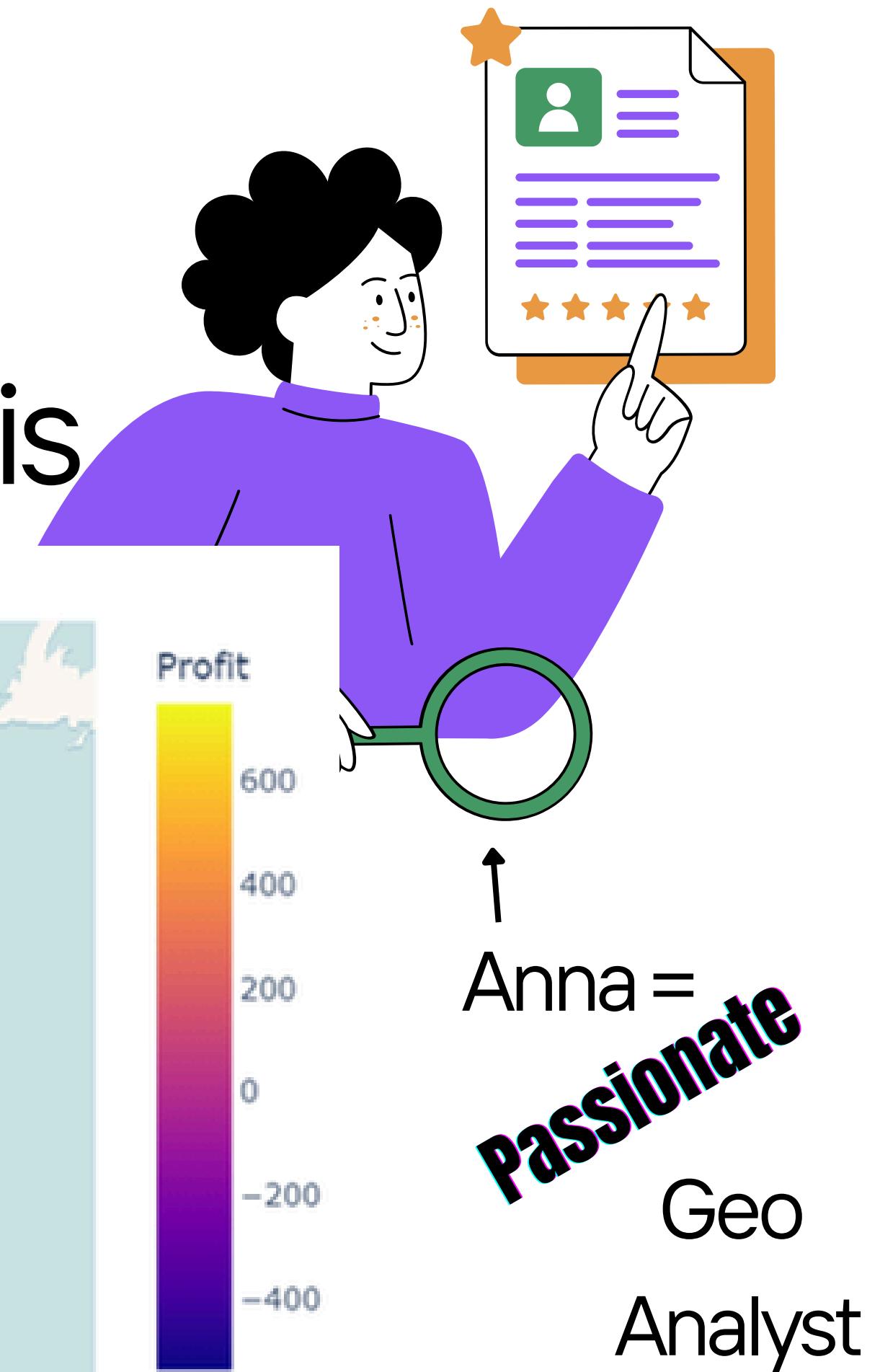
# Inhalte



## Teil 4 Geographische Analyse



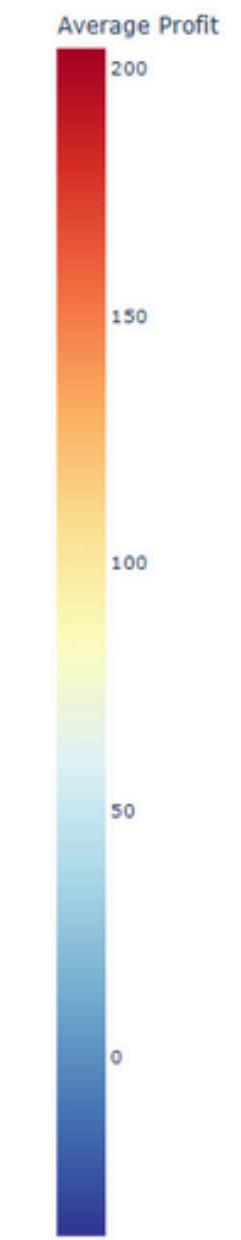
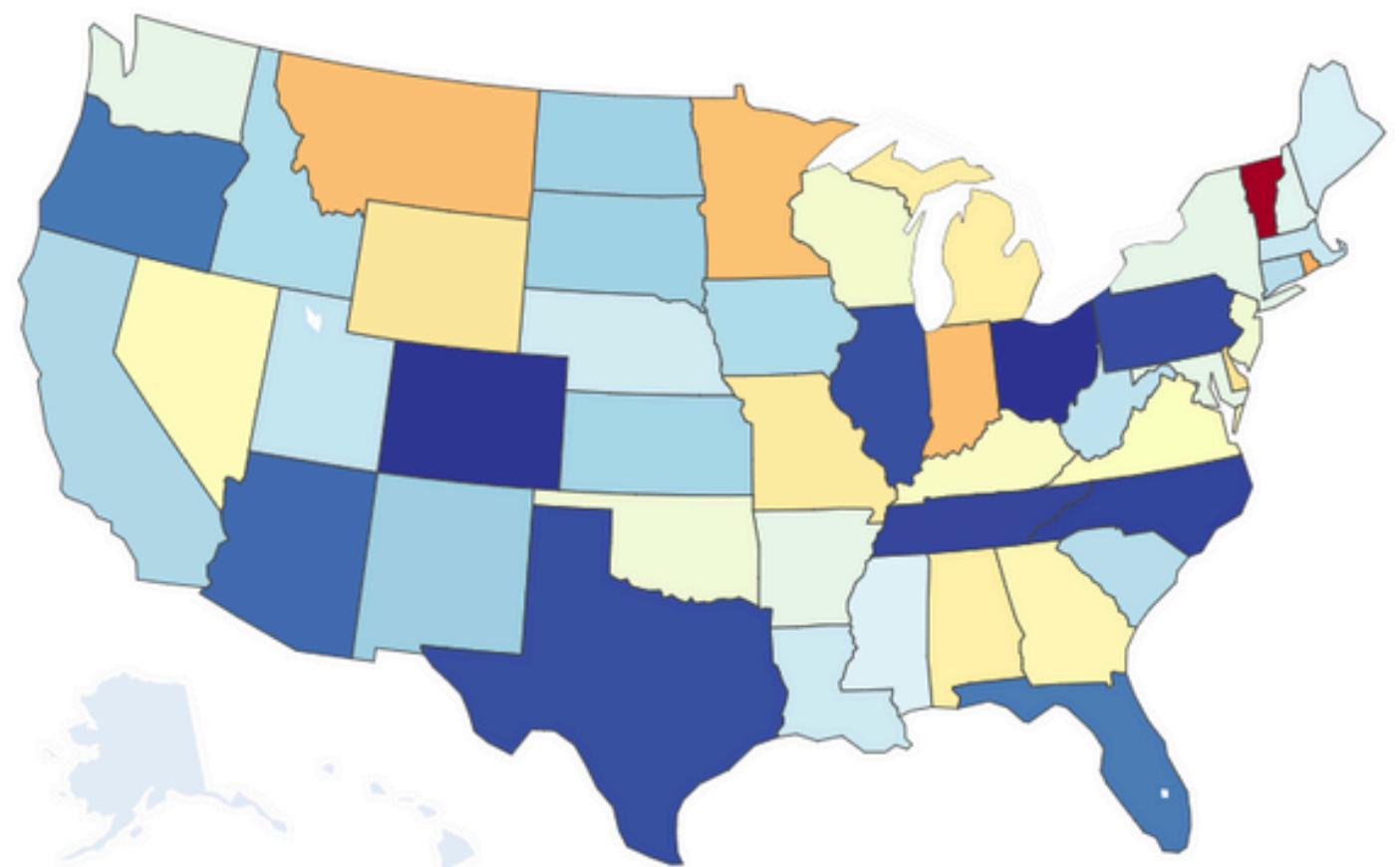
# Anna's Geographical Analysis





# Anna's Geographical Analysis

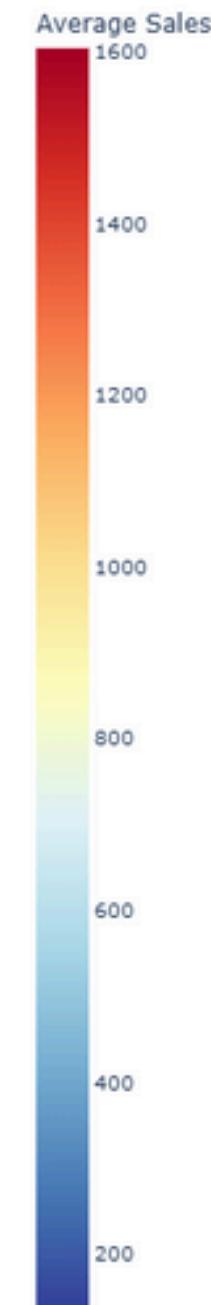
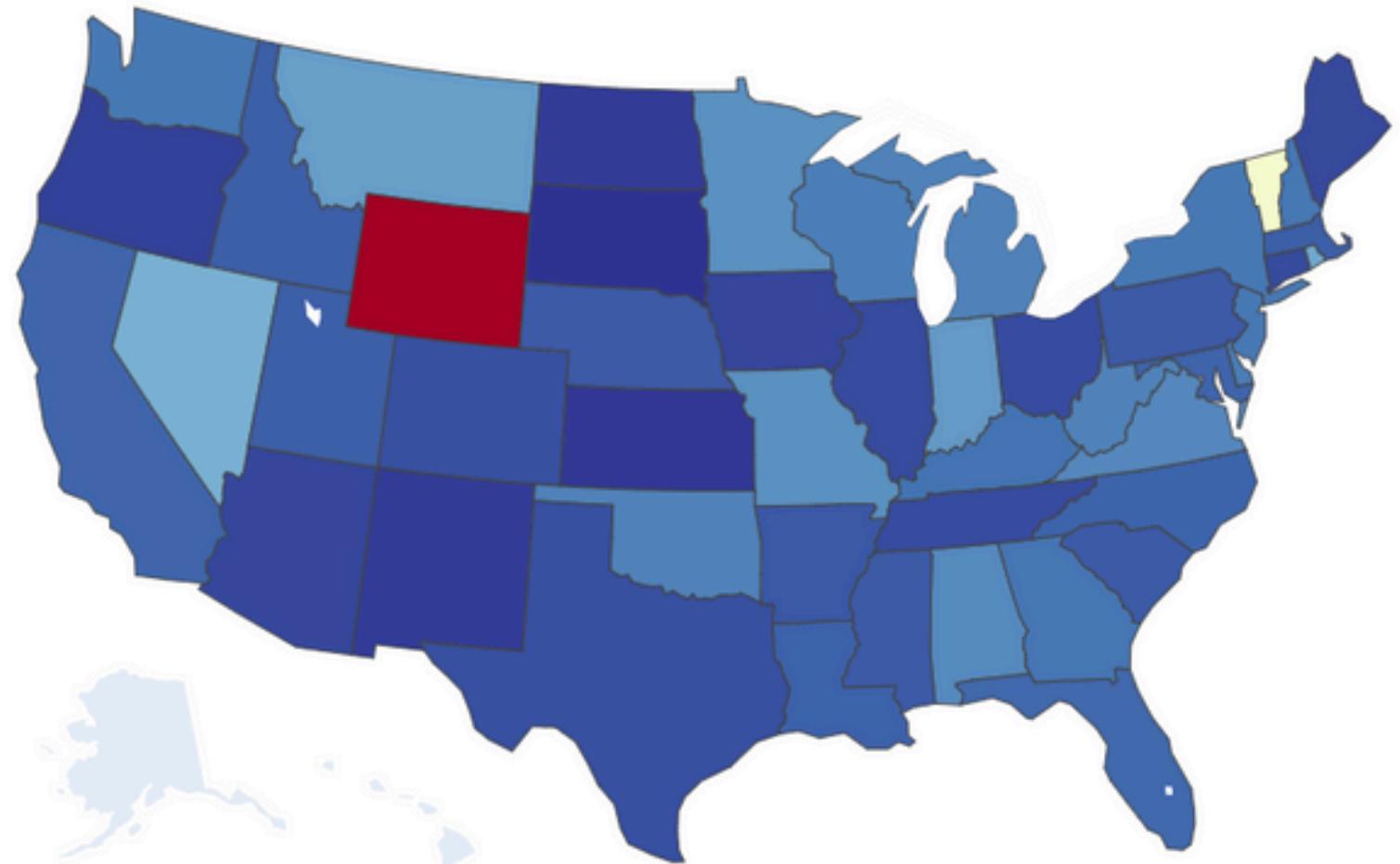
Average Profit by State (Days)





# Anna's Geographical Analysis

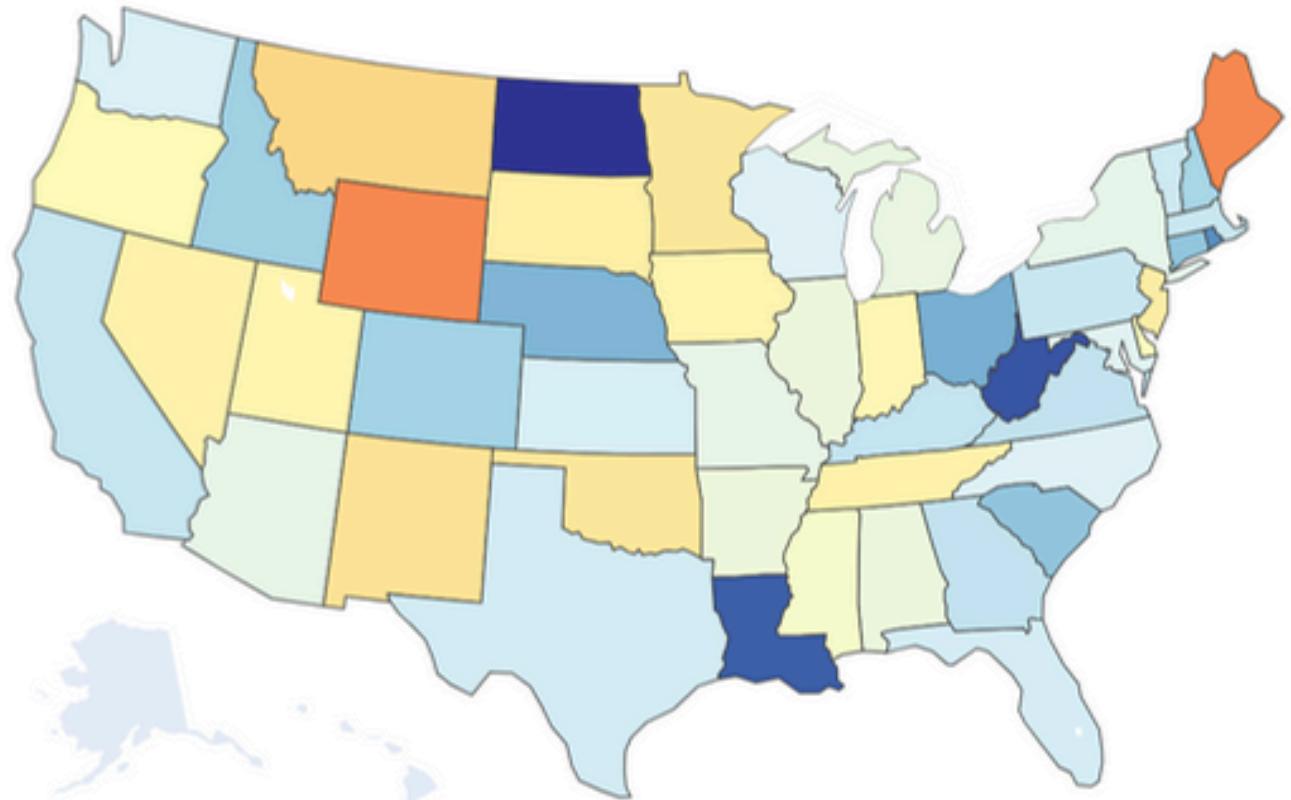
Average Sales by State (Days)



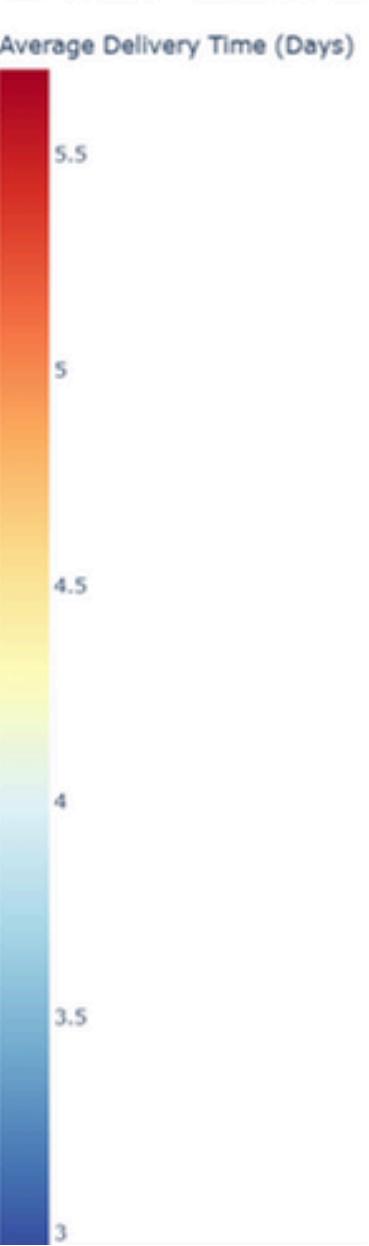


# Anna's Geographical Analysis

Average Delivery Times by State (Days)



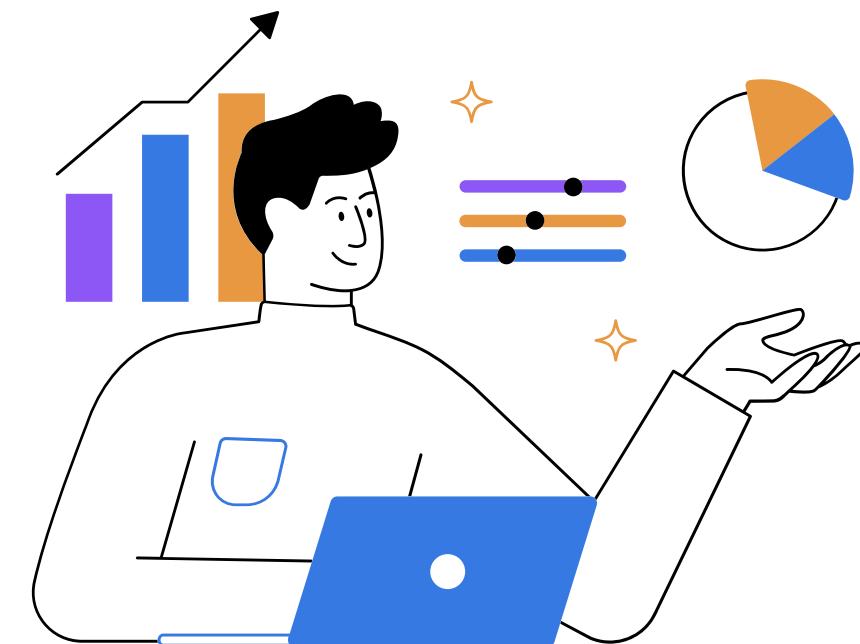
Average Delivery Time (Days)



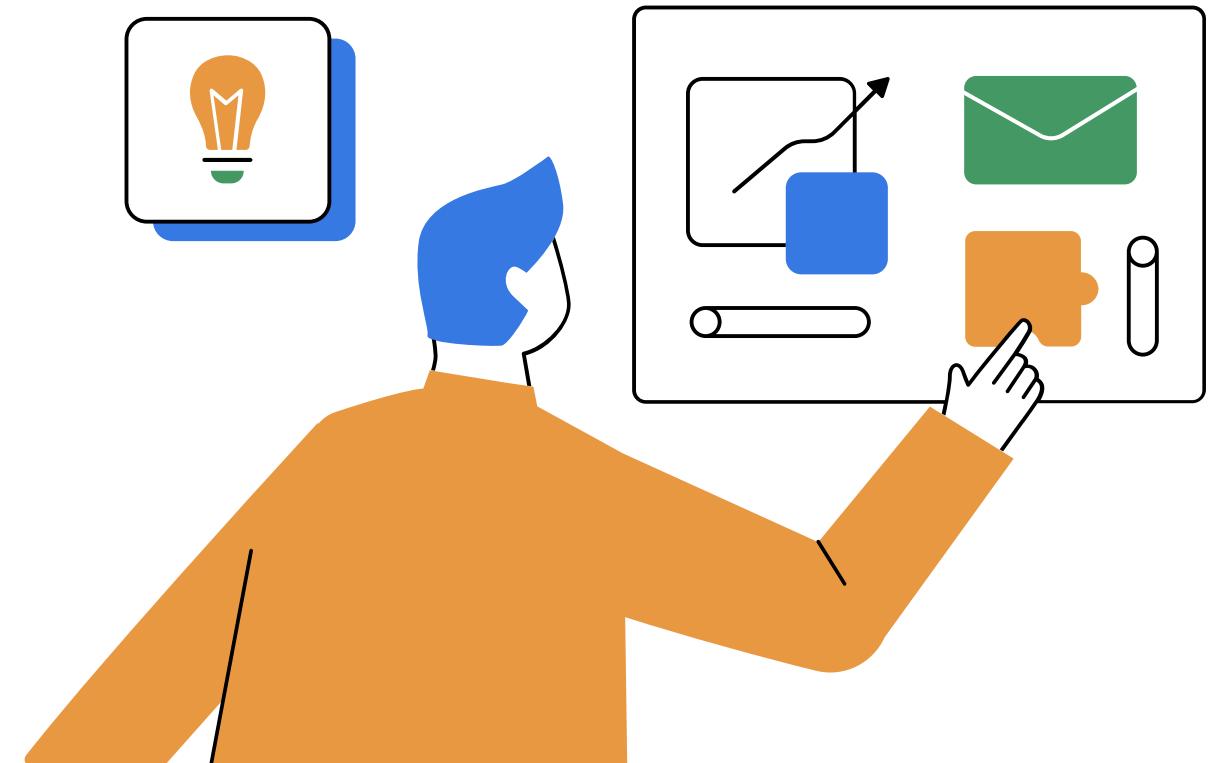
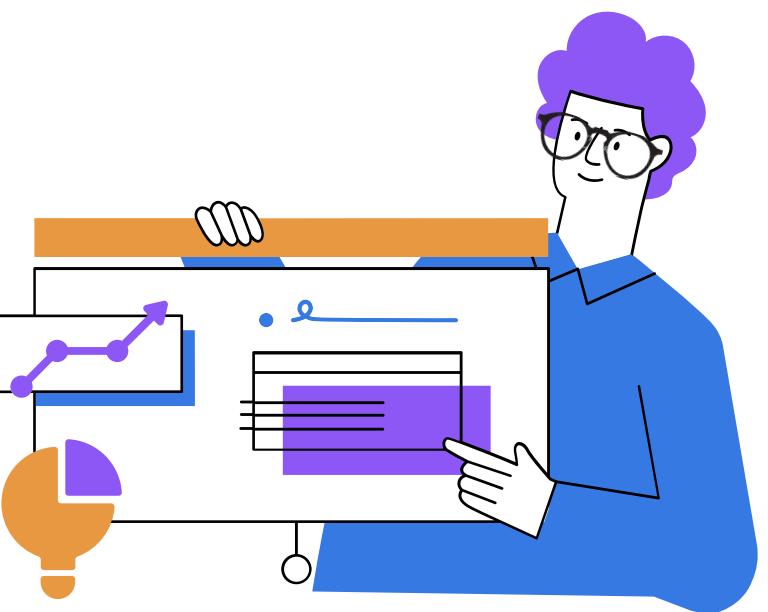
# Business Empfehlungen



- Eine Obergrenze von Discount rate von etwa 40 % zu erstellen
- Angebote auf die identifizierte wertvollste Kunden zu fokussieren
-



# Thank You

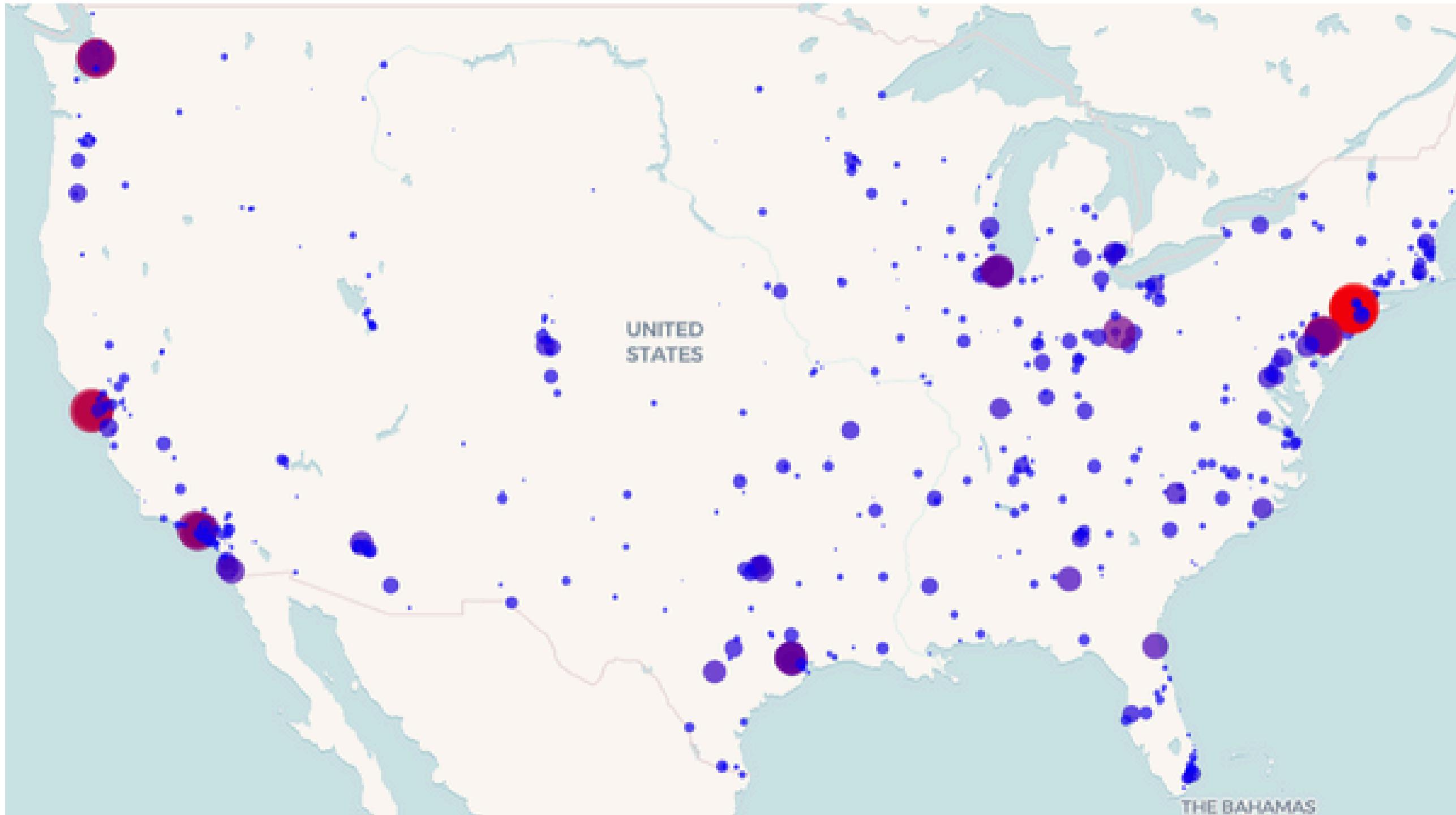


C

Order Quantity per Postal Code

Credits to Anna for map structure! And Mani for big help!

# \* Data Analysts' Roundtable



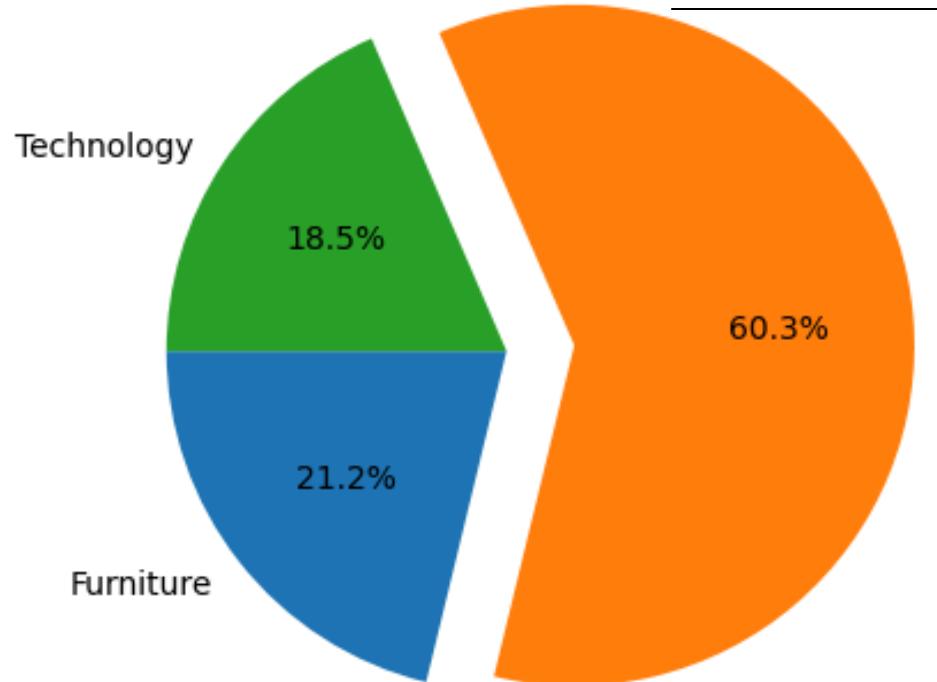
Order Quantity per Postal Code

Credits to Anna for map structure!

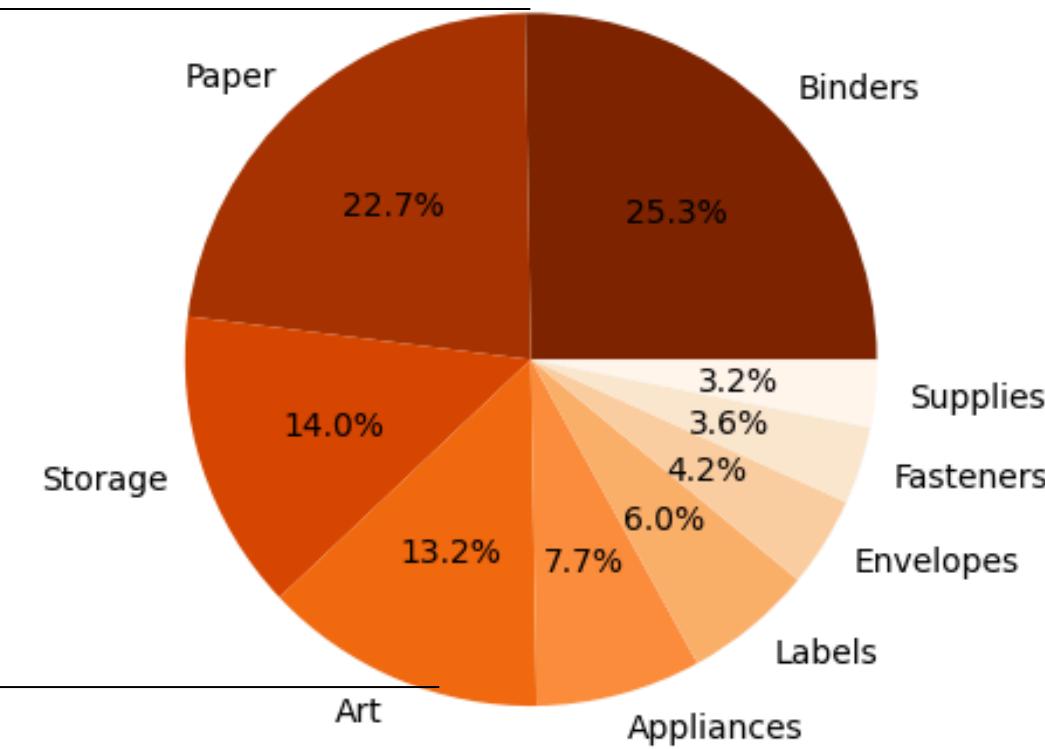


# Jan's Product Analysis

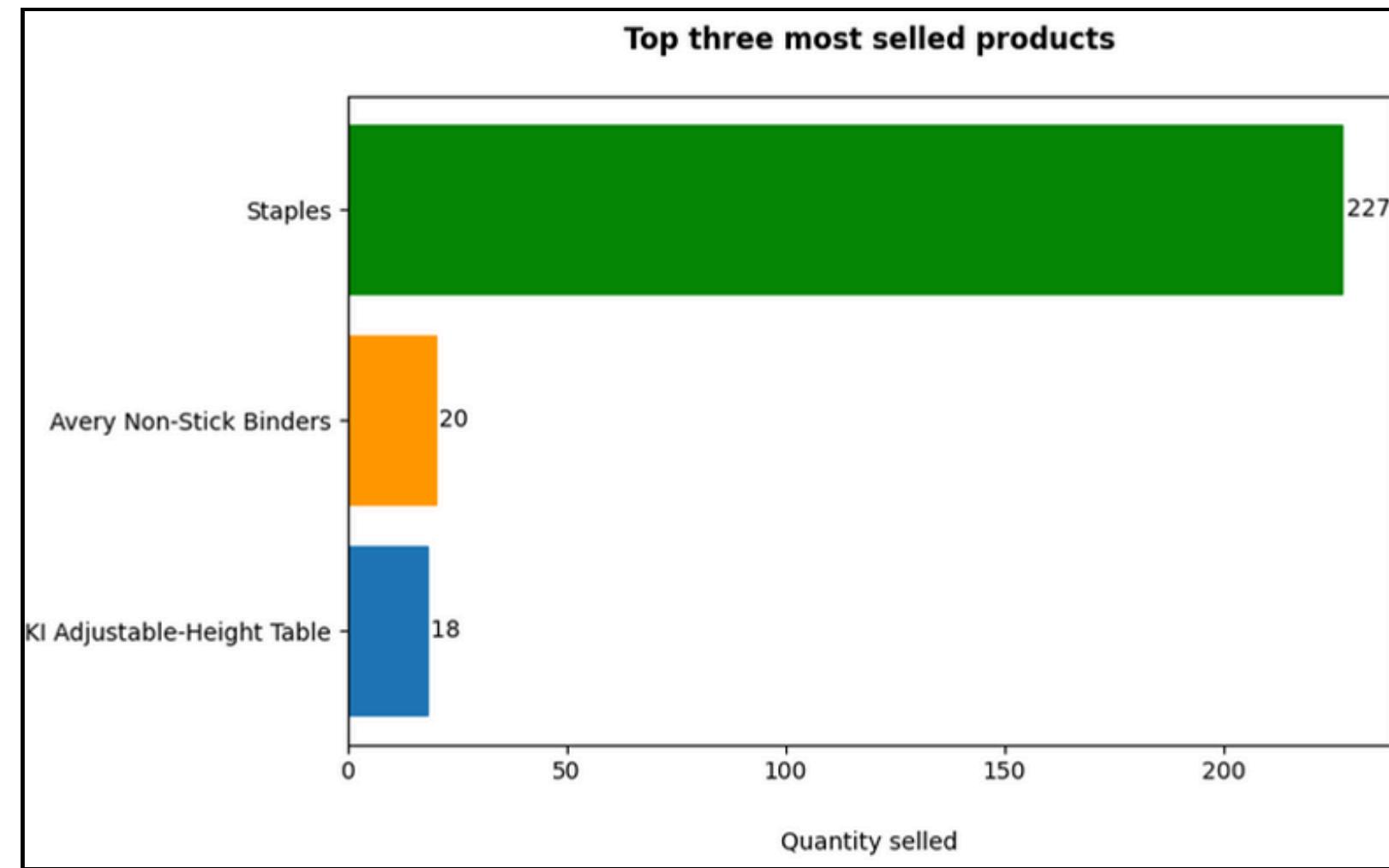
Main Categories (Absolute data: 9994 shipments)



Sub-Category: Office Supplies (Absolute data: 6026 shipments)

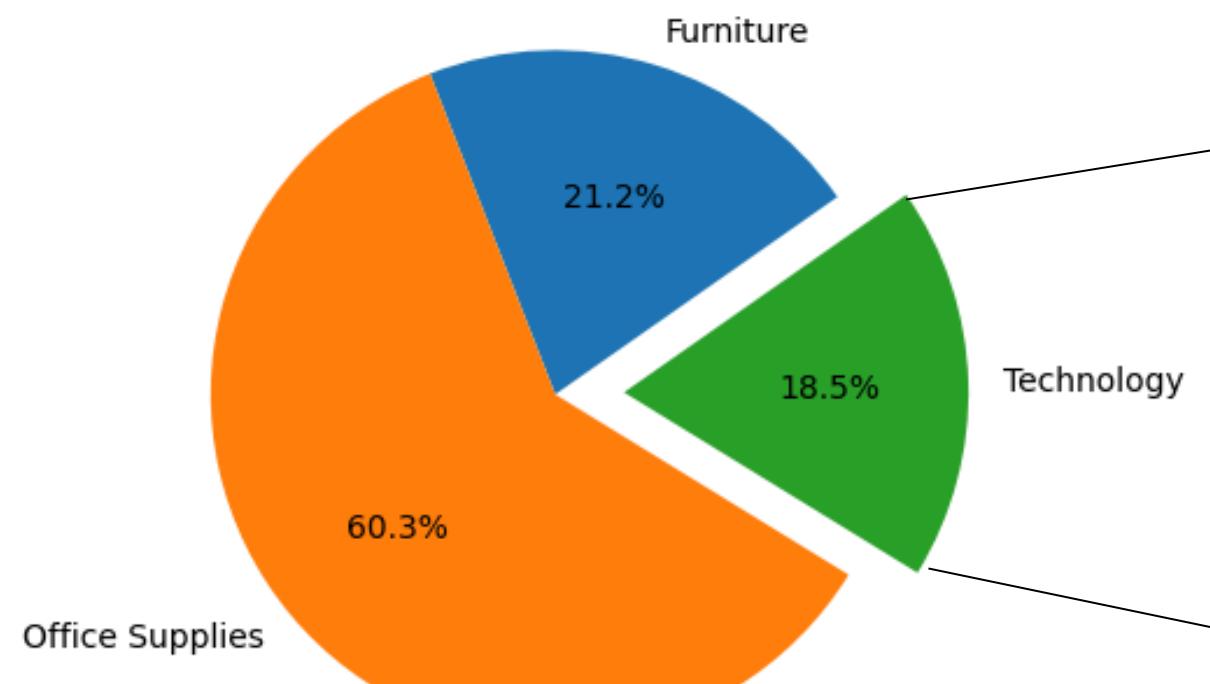


# Jan's Product Analysis

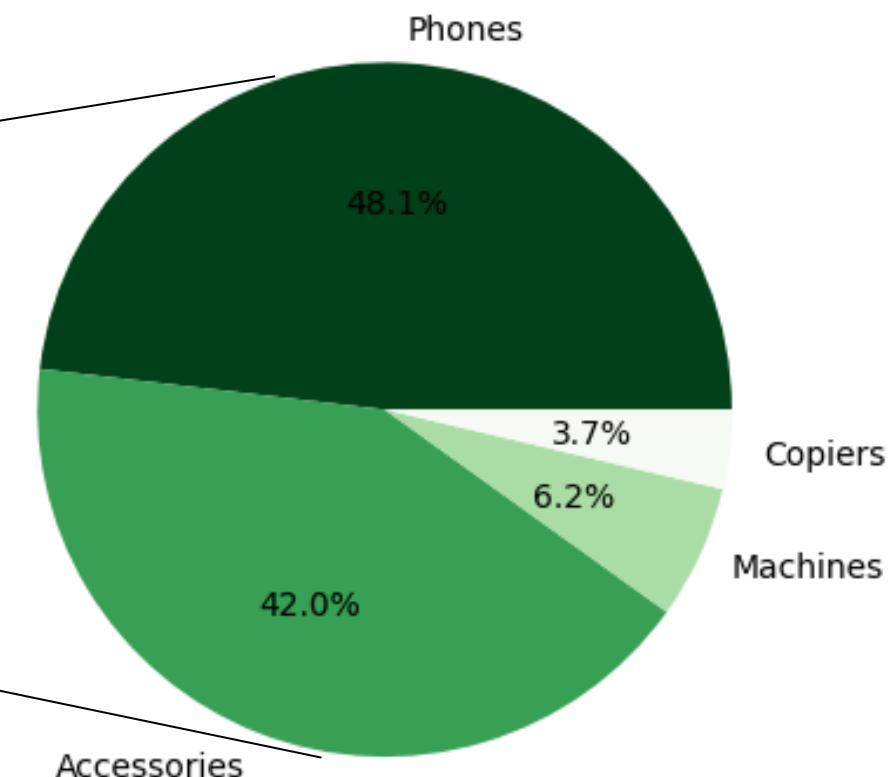


# Jan's Product Analysis

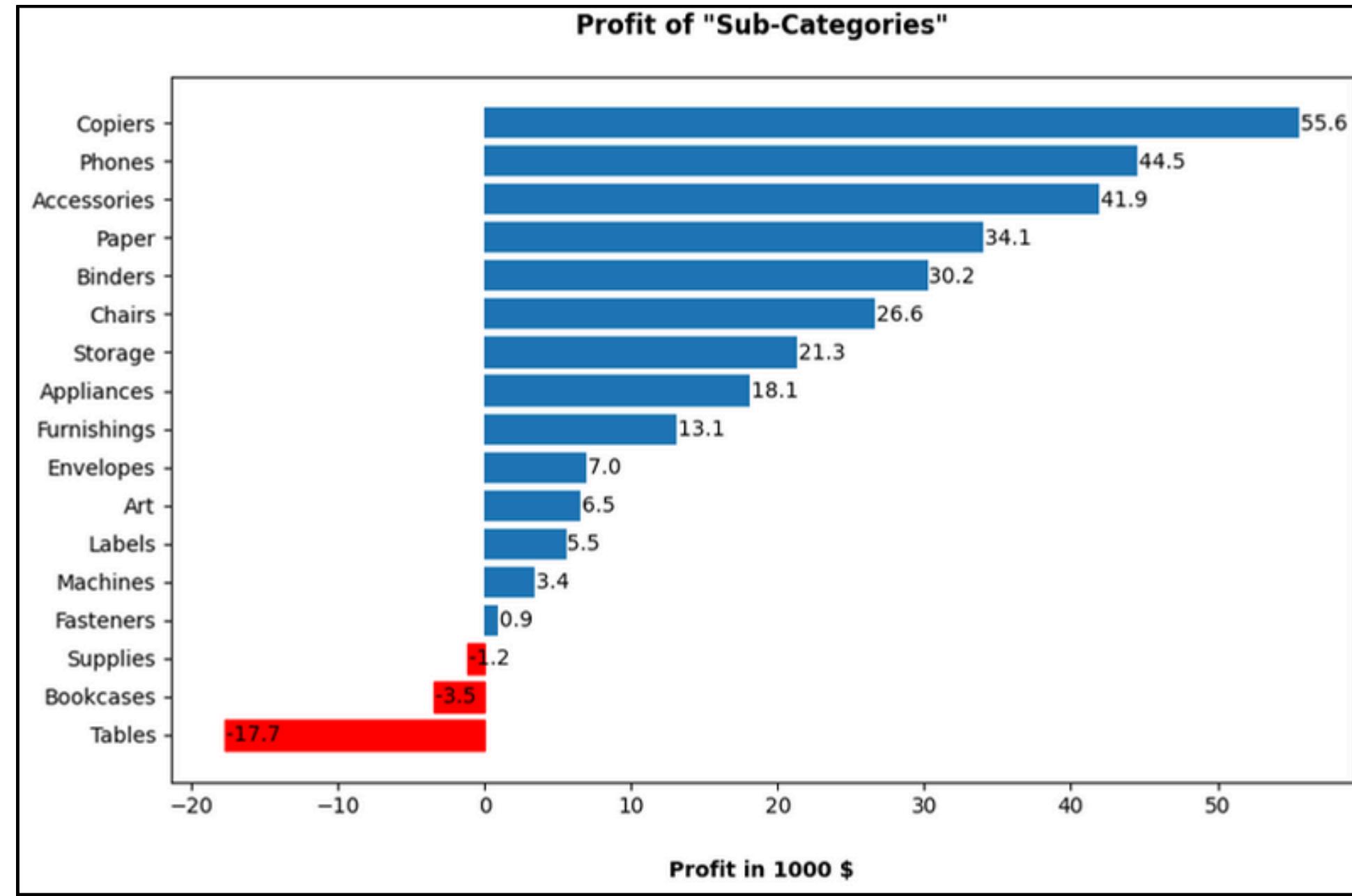
Main Categories (Absolute data: 9994 shipments)



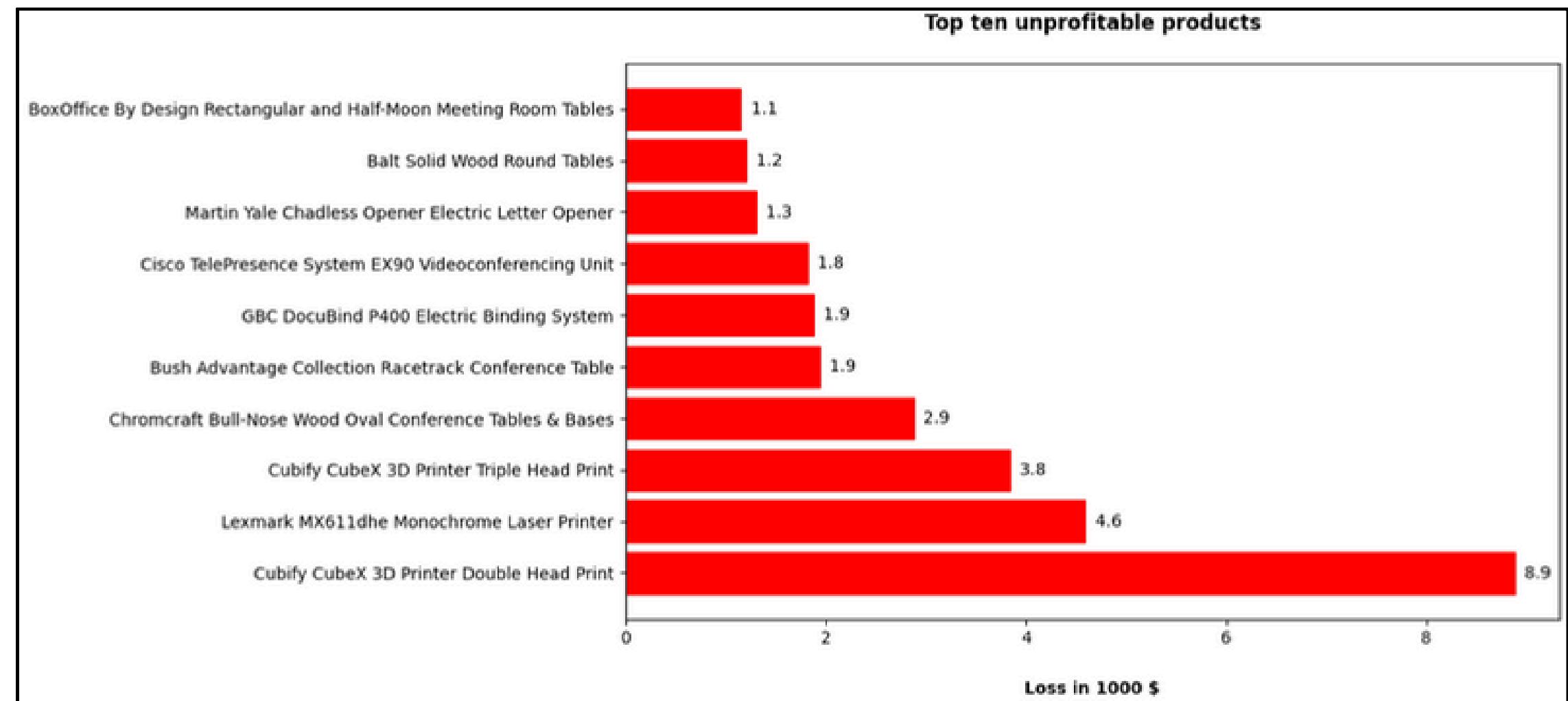
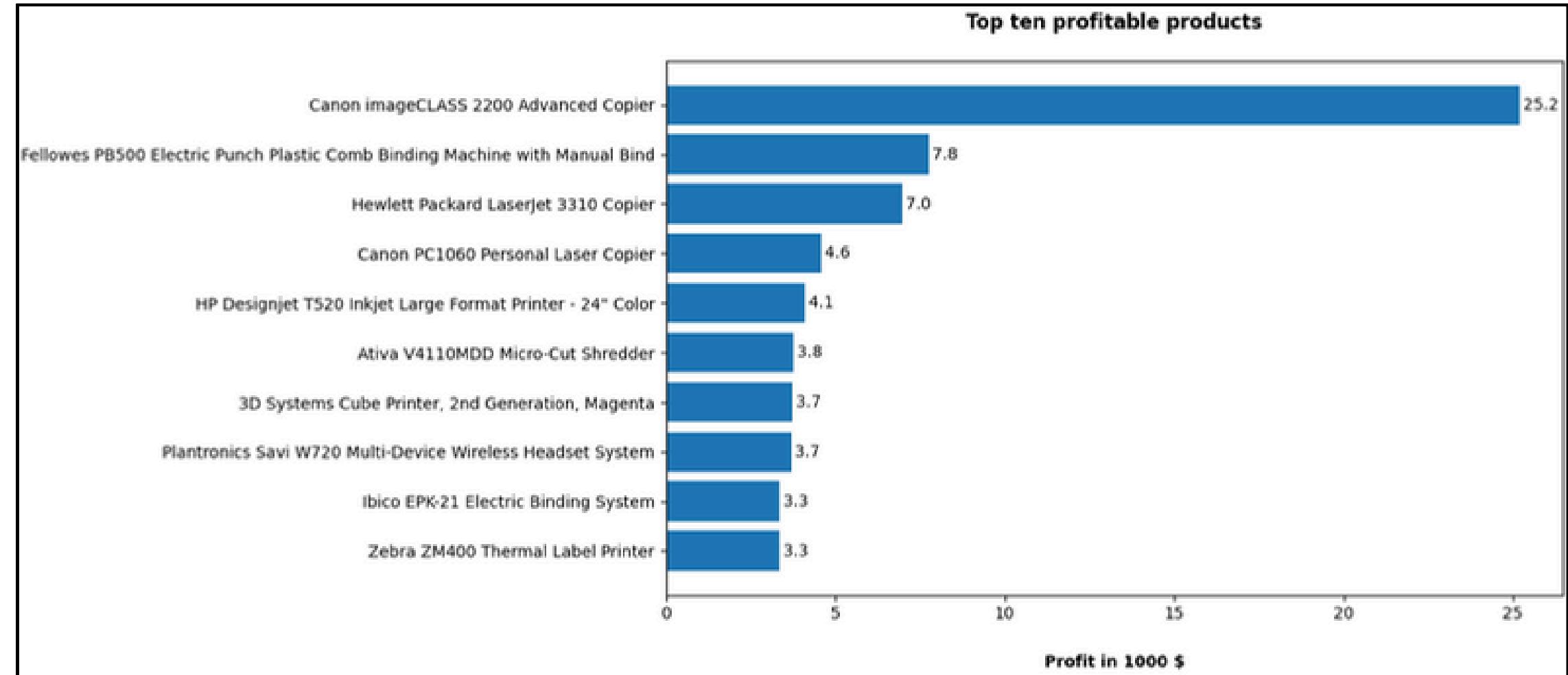
Sub-Category: Technology (Absolute data: 1847 shipments)



# Jan's Product Analysis



# Data Analysts' Roundtable



# \* Data Analysts' Roundtable

