

# **EU Superstore Analysis**

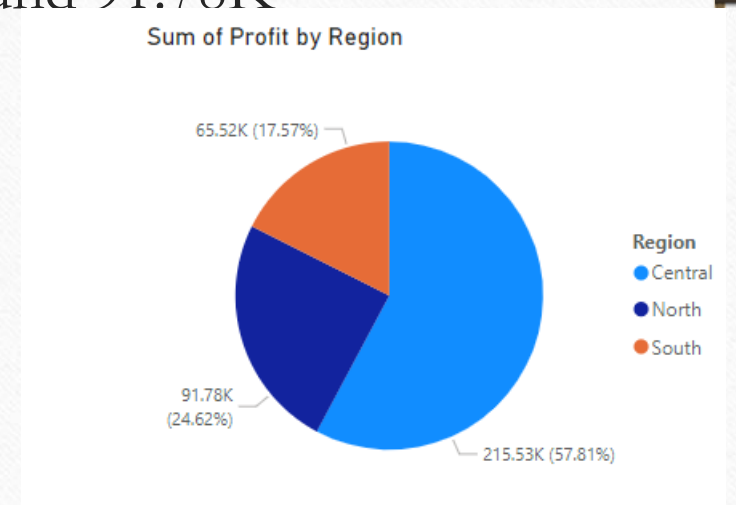
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By Manjunatha

# Most Profitable Regions

- The Most Profitable Region is central which is around (France, Germany) 215.53K
- Second Most Profitable Region is North which is around 91.78K
- South Region is 65.52K
- **ACTION :**

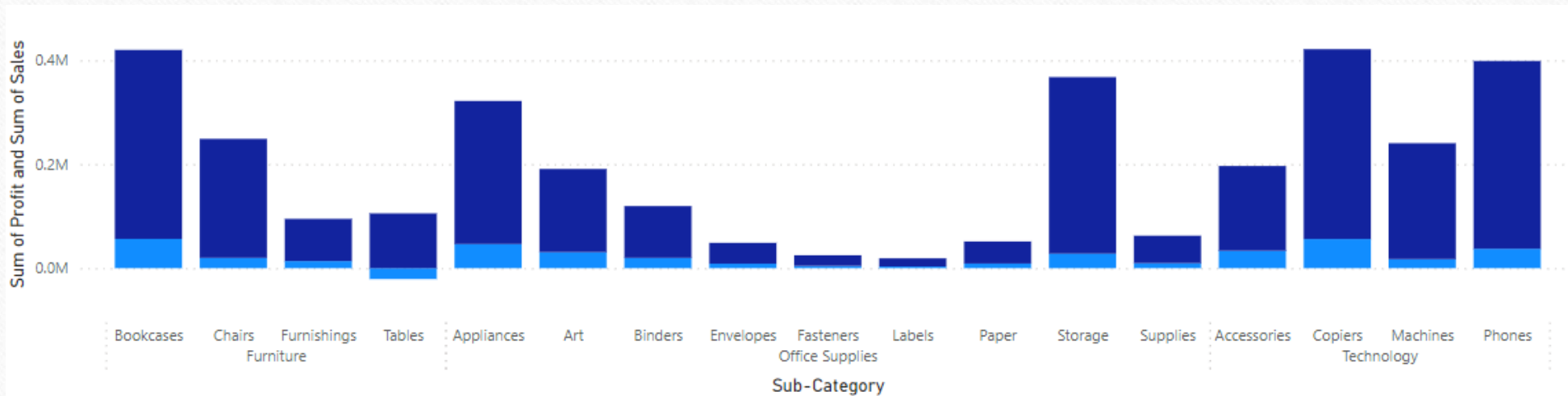
We should Focus on south Region to increase the profitability





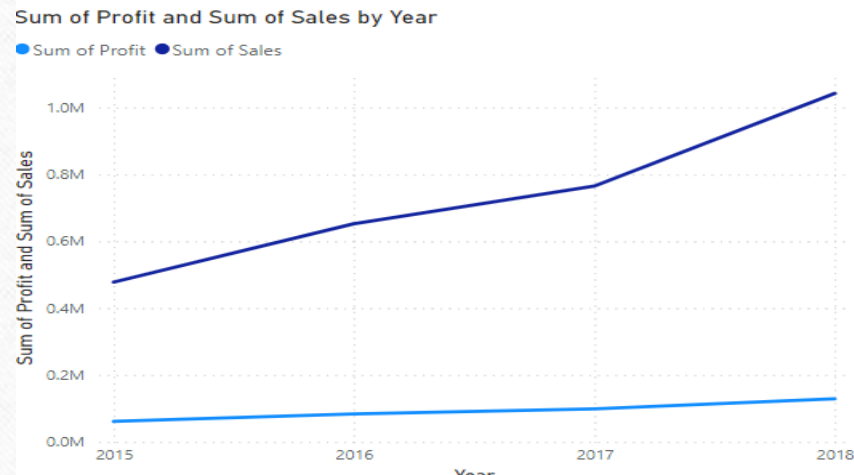
# Top-Performing Product Categories

- In the Categories Furniture, Office Supplies, Technology most profit raised on the Technology around 11M In that sub category items which are copiers, phones impacted.



# year-month-day analysis

- - In 2018 profit and sales are indicate good performance comparing with previous years Mostly in 6<sup>th</sup> and 1<sup>st</sup> month sales are good
- - 2015 sales are to be less why because the customers are not ready shown interest on products.



# Discount Impact Analysis

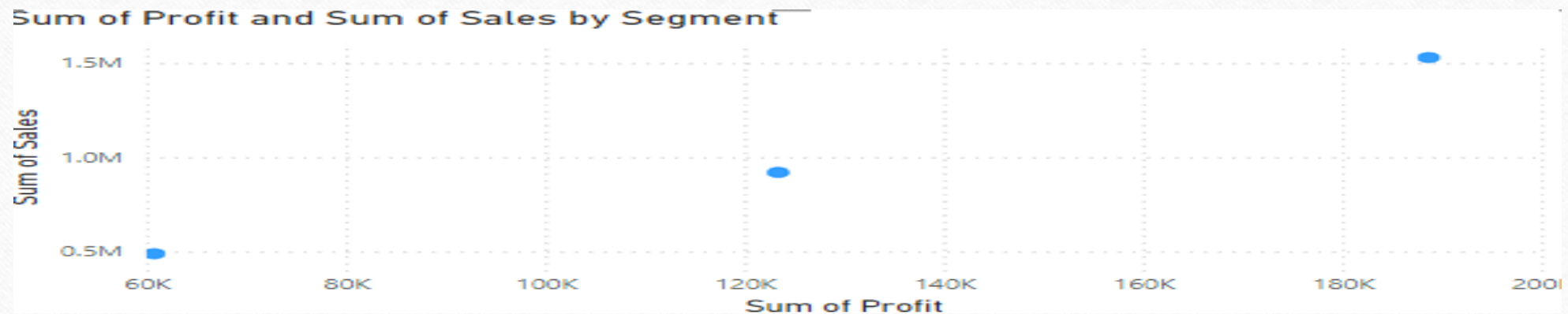
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- Discount doesn't shown impact on profit rather than this when discount was increased profit will be decreased .
- But Sales are to be increased as well as Quantity will be also increased.
- So, its Best to minimize the discounts rates year by year



# Customer Segmentation Insights

- Profit and sales are good performance in consumer segment and corporate in Average level Home Office perform in low level. We should focus on home office and corporate



..Thank you..

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