

A data-driven analysis of Superstore performance

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Dataset Overview

The dataset contains **9,994 rows** and **21 columns**, covering a four-year sales timeline from **January 2014 to December 2017**.

Order-date

The specific date an order was placed.

Sales

Total revenue generated from the transaction.

Profit

Net earnings or loss after costs.

Discount

Percentage deduction applied to the price.

Customer Segment

Classification of the buyer (e.g., Consumer).

Sub-categories

Specific types of products sold (e.g., Chairs).

Ship-date

The date the order was shipped to the customer.

Our performance story: Strong sales are hiding a critical profit leak



The Situation

We have successfully grown revenue to £2.3M, driven by key markets like California and New York.



The Complication

Uncontrolled discount strategies are causing significant financial losses, limiting profit margin to just 12%.



The Resolution

A targeted 4-point action plan will stop losses and deliver stable growth, projected to exceed £16k/month by mid-2018.

We have successfully built a £2.3M business through strong sales momentum

£2.30M

TOTAL SALES

793

TOTAL CUSTOMERS

9,993

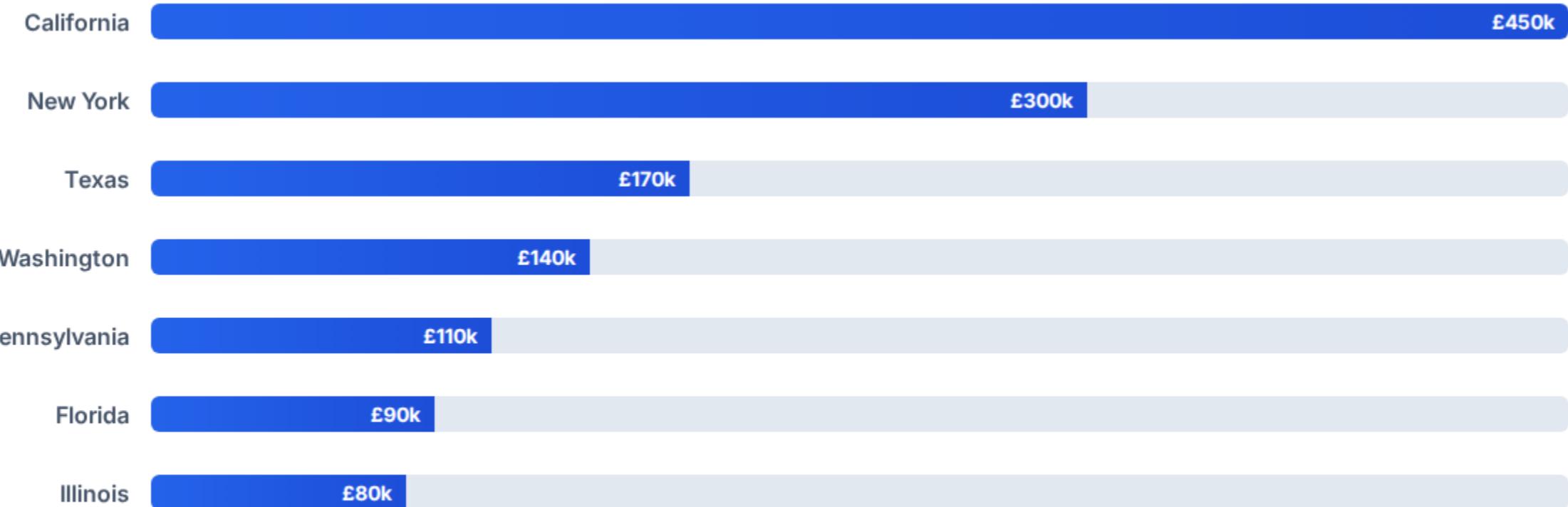
TOTAL ORDERS

£459

AVG ORDER VALUE

Over the past four years (2014-2017), our business has demonstrated robust growth.

Our sales growth is heavily concentrated in two powerhouse states



California and New York alone account for the majority of our revenue.

'Phones' and 'Chairs' are our sales champions



Our portfolio's sales performance is led by high-demand technology and furniture items.

However, impressive sales are not translating into healthy profit

£2.30M

Total Sales

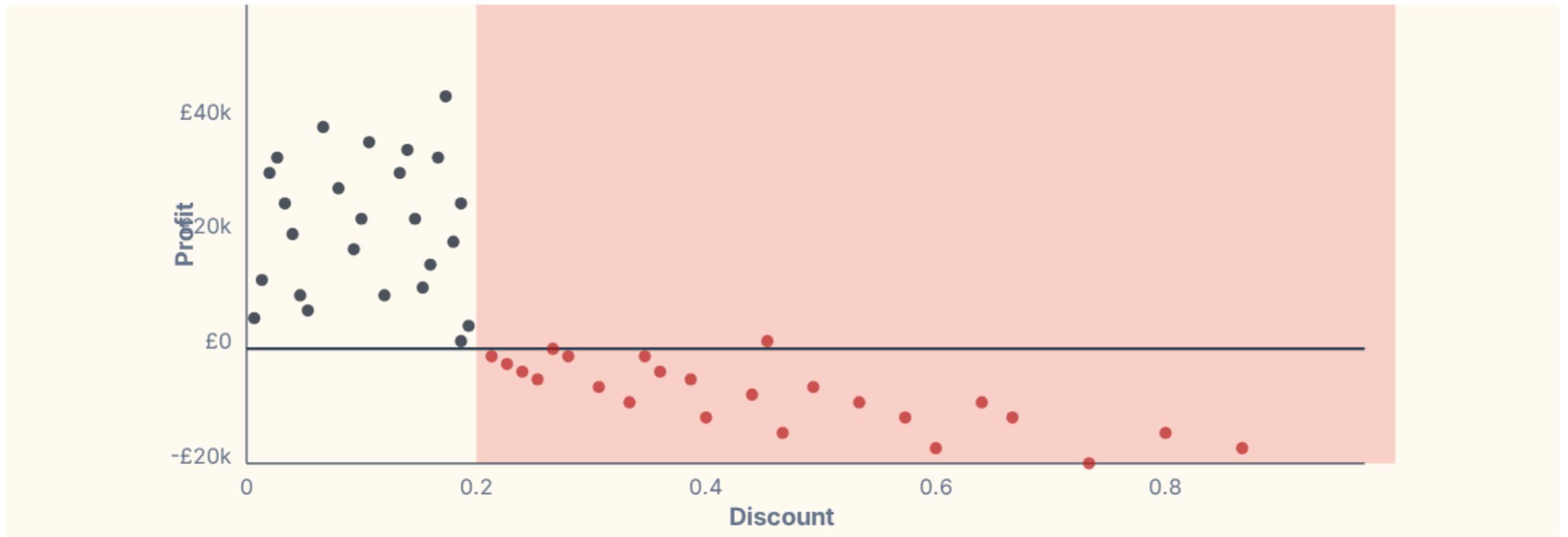
£286k

Total Profit

12%

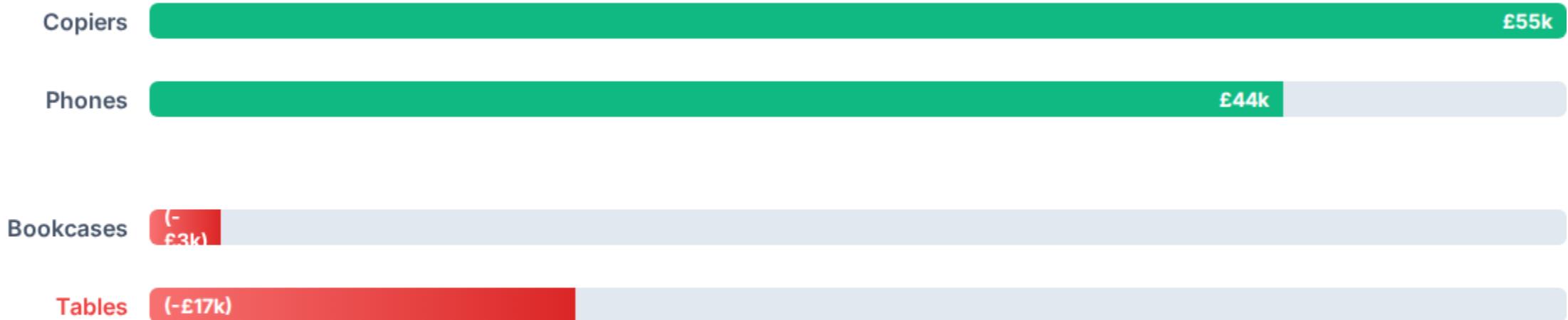
Profit Margin

Aggressive and uncontrolled discounting is the primary driver of our profit erosion



"Any discount exceeding 20% consistently results in financial loss."

'Tables' and 'Bookcases' are responsible for significant losses



Success in 'Copiers' and 'Phones' is being cancelled out by heavy losses in furniture lines.

Despite high volumes, we are actively losing money in three key states



Texas

£25,729

Loss



Ohio

£16,959

Loss



Pennsylvania

£15,558

Loss

We are effectively paying customers to take our products in these regions.

This issue has deep roots: The 'Binder Incident'

80% Discount

- ✖ The problem is exemplified by one of the very first high-loss orders on 4 January 2014.
- ✓ A 'Binder' product was sold in Illinois with a massive 80% discount.
- ✖ This single transaction set the precedent for the profit-eroding strategy that has persisted for four years.



To restore profitability, we propose a decisive 4-Point Action Plan



Discount Control



Targeted
Marketing



Smart Bundling



Shipping
Psychology

Action 1 & 2: Strict Controls & Refocus

⌘ Discount Control

The Rule: Establish a strict policy: "No discount greater than 20% without Regional Manager approval."

Rationale: Directly eliminates the primary source of financial losses.

◎ Targeted Marketing

The Action: Immediately pause all paid advertising in unprofitable regions (Texas, Ohio, Pennsylvania).

Reallocation: Allocate 70% of the advertising budget to our top 10 proven, profitable states.

Action 3 & 4: Smart Bundling & Shipping

📦 Smart Bundling

Strategy: Remove loss-making "Tables" from all sale promotions.

The Offer: "Buy a Table at full price, get 20% off highly profitable Chairs."

🚚 Shipping Psychology

Goal: Use shipping to increase average basket size.

The Tactic: Offer "Free Standard Shipping on orders over £75" to encourage larger carts.

Our plan will transform volatile results into stable, consistent profit growth



Forecast: Immediate monthly profits ~£15k, growing to >£16k by June 2018.

From Growth at a Cost to Sustainable Profitability

Current State

- ✖ Strong revenue of £2.3M is being undermined by deep discounts.
- ✖ Profit dragged down by 'Tables', 'Bookcases' and regions like TX, PA.

Future Path

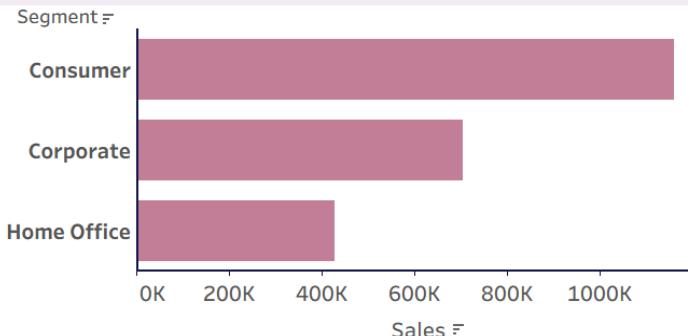
- ✓ Strict 20% discount caps & marketing reallocation will reverse losses.
- ✓ Projected monthly profits >£16k create a foundation for long-term success.

Performance Dashboard

Tableau Desktop Public Edition

Buy Tableau

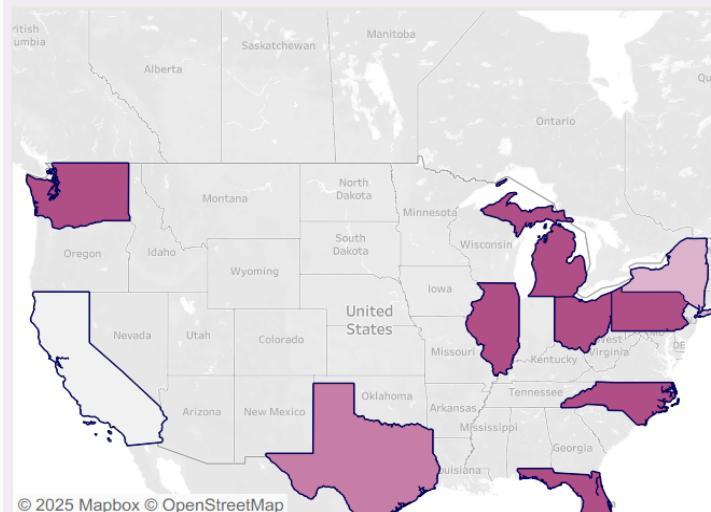
Customer segment



Total customer
793

Total Orders
5,009

Top 10 states



Ship mode



AOV
458.6

Total Quality
37,871

Top 5 products



- State
- (All)
 - Alabama
 - Arizona
 - Arkansas
 - California
 - Colorado
 - Connecticut
 - Delaware
 - District of Col...
 - Florida
 - Georgia
 - Idaho
 - Illinois
 - Indiana
 - Iowa
 - Kansas
 - Kentucky
 - Louisiana
 - Maine
 - Maryland
 - Massachusetts
 - Michigan
 - Minnesota
 - Mississippi
 - Missouri
 - North Carolina
 - North Dakota
 - Ohio
 - Oklahoma
 - Oregon
 - Pennsylvania
 - Rhode Island
 - South Carolina
 - South Dakota
 - Tennessee
 - Texas
 - Utah
 - Vermont
 - Virginia
 - Washington
 - West Virginia
 - Wisconsin
 - Wyoming
- Limit
- Top 10 by COUNT([Category])
- Sales
- | Category | Sales |
|----------|---------|
| Phones | 55,603 |
| Storage | 457,688 |

Top 10 states

Top 5 products

Customer segment

Total customer orders

segment ship mode

Dashboard 1

AOV

Total quantity



Profitability Issues Dashboard

Overview Sales Profit

Total Sales

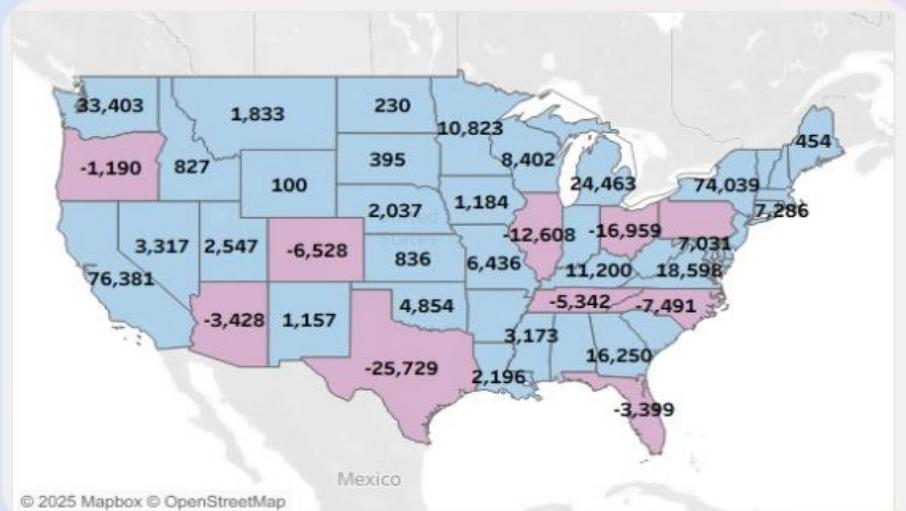
\$2.30M

Total Profit

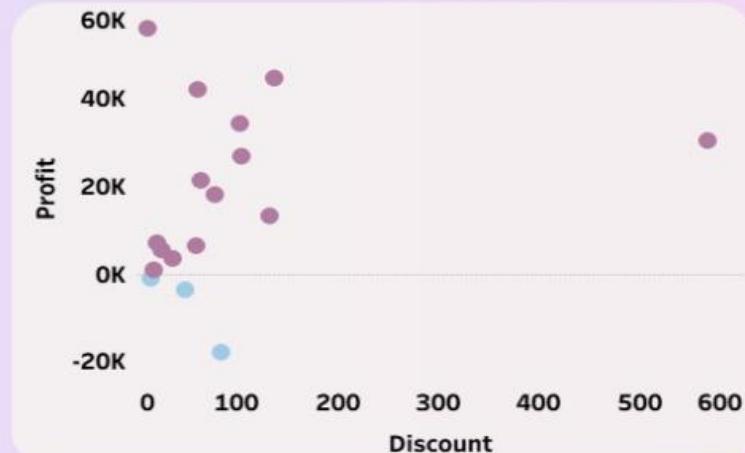
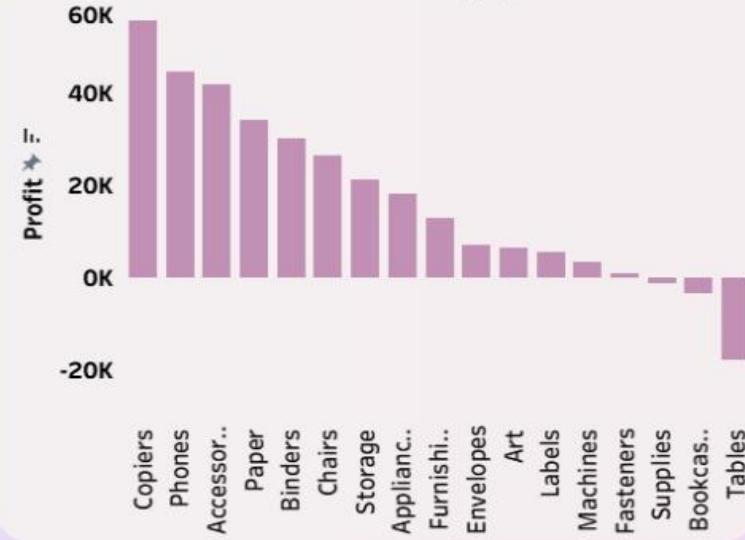
\$286.41K

Profit Margin

12%



Sub-Category



Thank You

Questions?

Superstore Data Analysis Team