AGENDA

- Introduction

- Business Overview

- Project Workflow

- Business Problems

- Data Analysis & Visualizations

- Customer Segmentation

QUOTE

"Torture the data, and it will confess to anything."

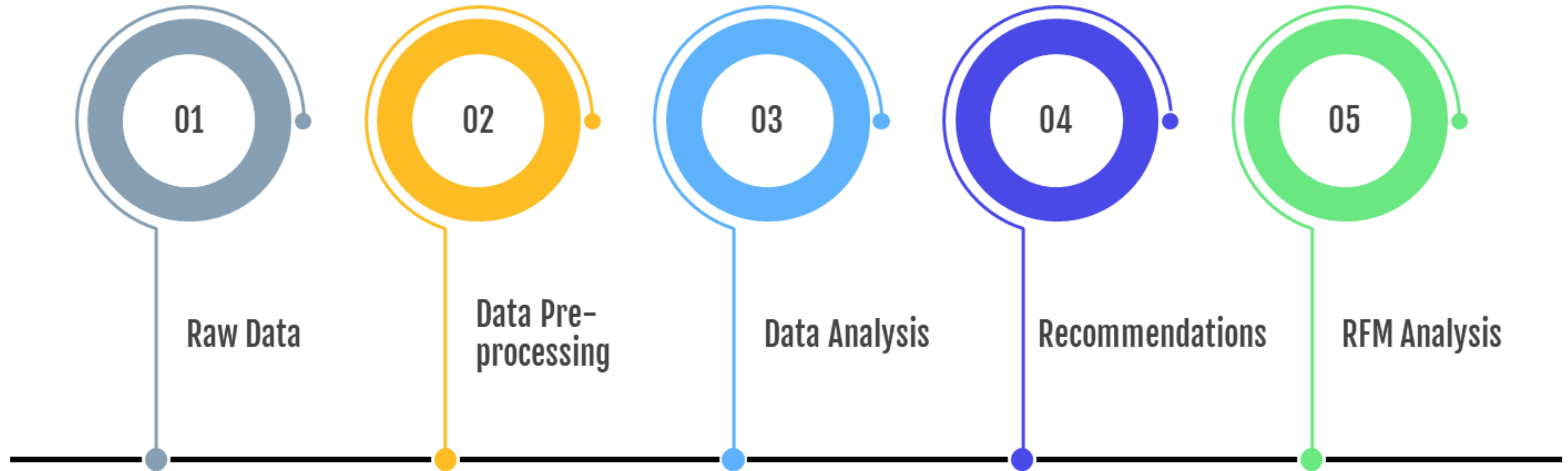— RONALD COASE

Business Overview

Super Store dataset contains data on order details of customers for orders of a superstore in the US. This includes the state, region, order date, shipping date, product ordered etc.
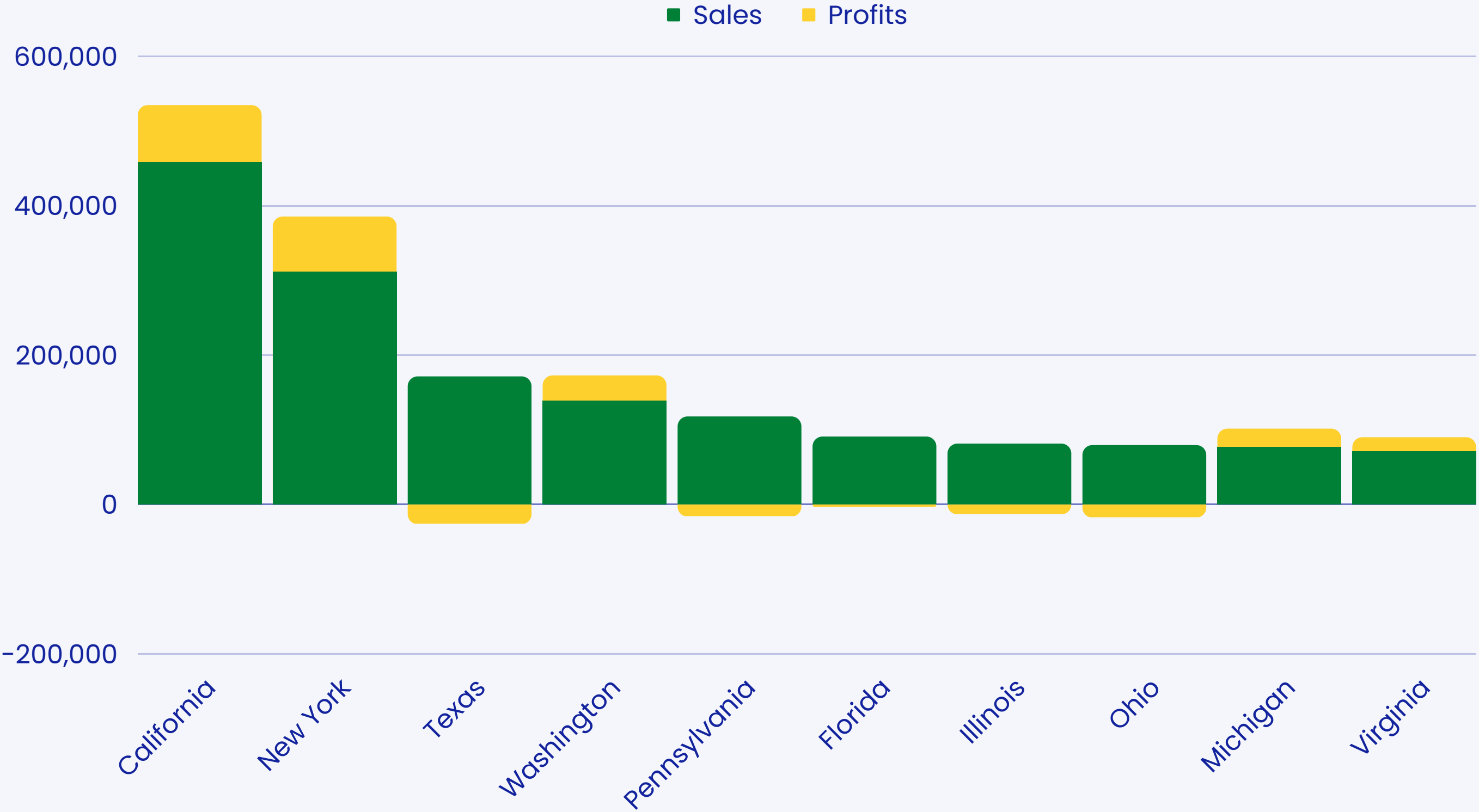
Dataset Source:
https://www.kaggle.com/datasets/juhi1994/superstore

Project Workflow

01   Raw Data

02   Data Pre-processing

03   Data Analysis

04   Recommendations

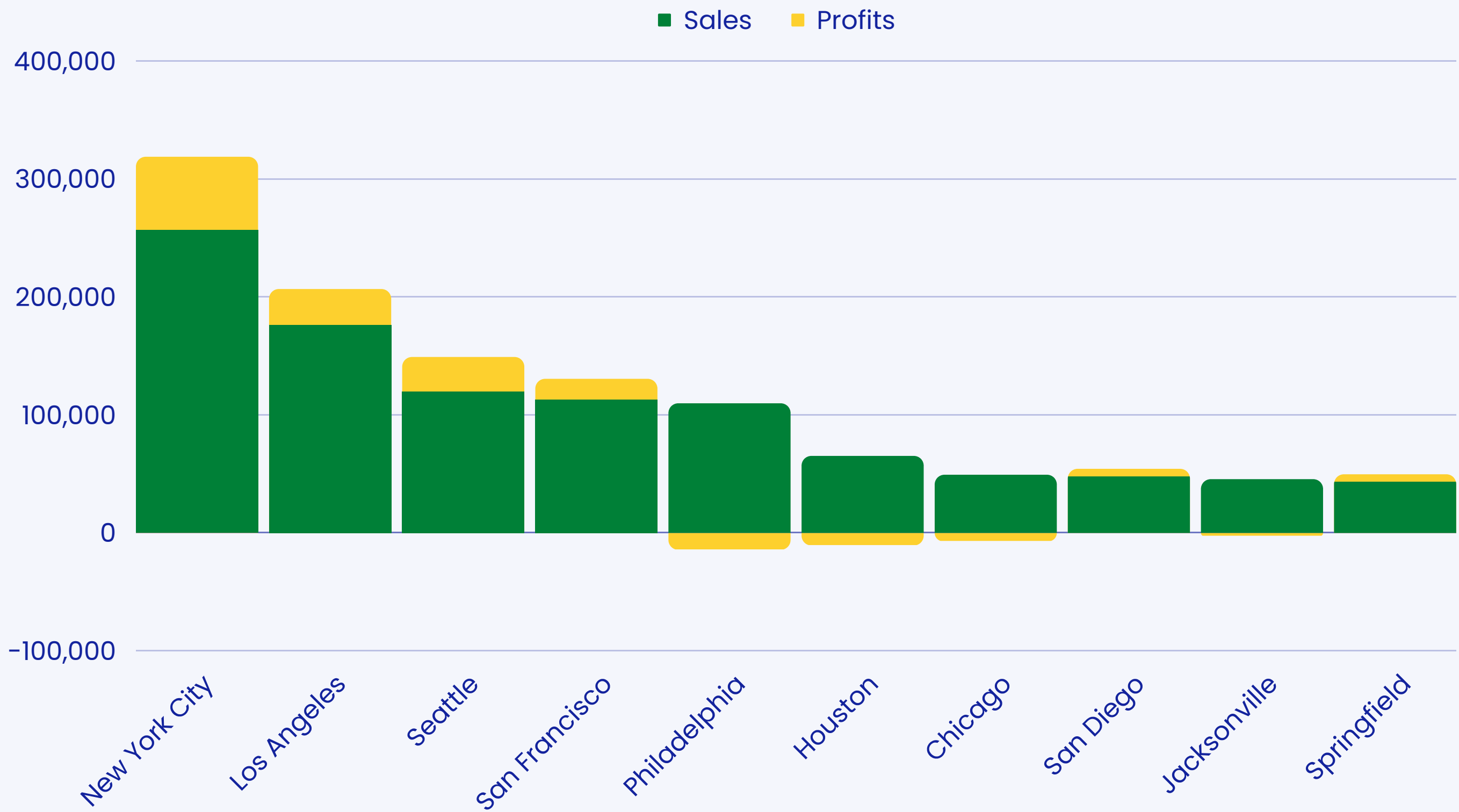05   RFM Analysis

The Business Problems

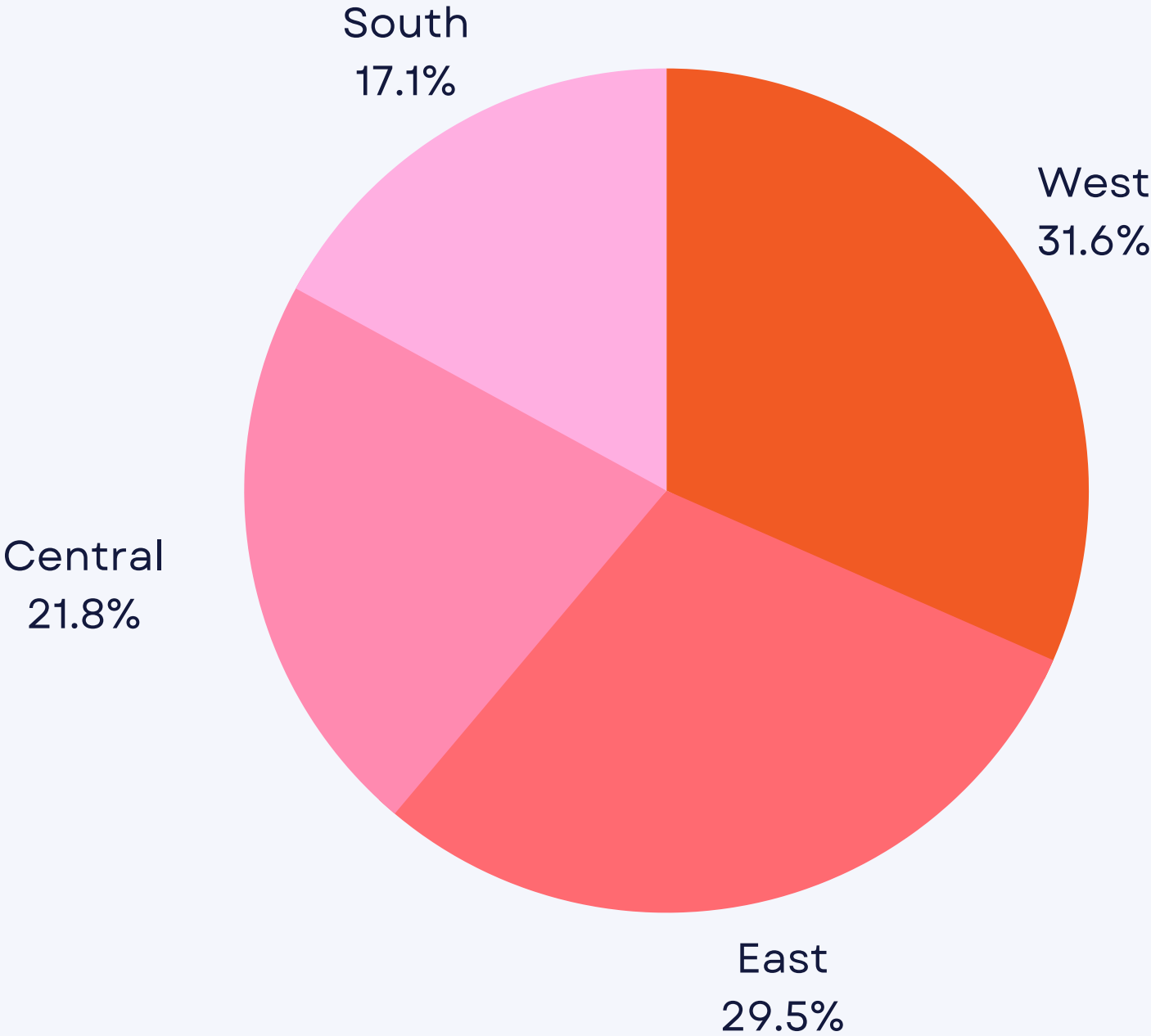# 1. WHICH US STATES ARE GENERATING MORE BUSINESS?

■ Sales ■ Profits

Sales are increasing in **California, New York, and Texas,** but Texas is losing money. Profits are declining, indicating a **loss.**
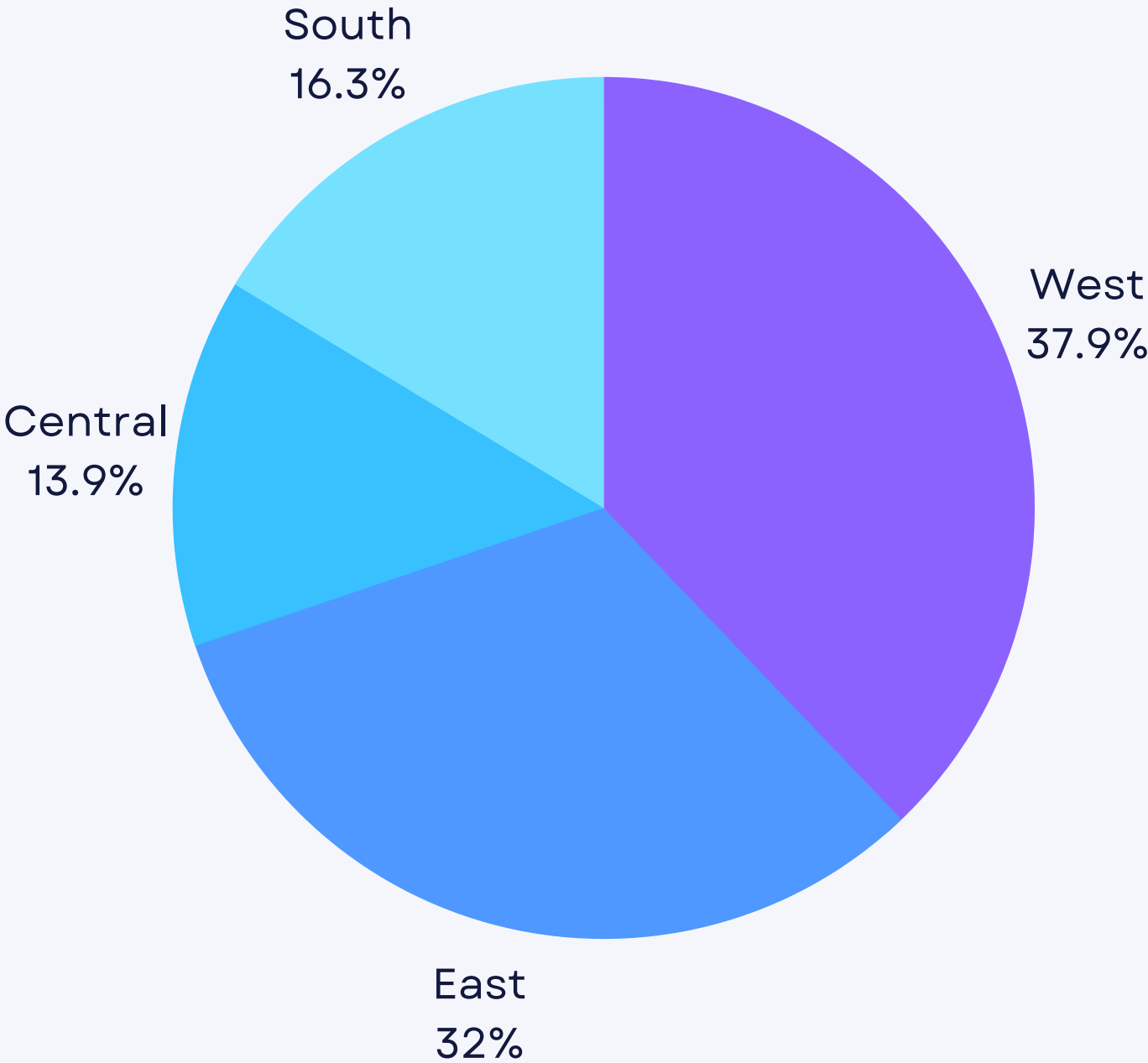
3. WHICH US REGION IS PROFITABLE?

Regions by Sales

South
17.1%

West
31.6%

Central
21.8%

East
29.5%

Regions by Profits

South
16.3%

West
37.9%

Central
13.9%

East
32%

4. WHICH PRODUCT CATEGORY IS THE MOST PROFITABLE?

Category by Sales

- Furniture 32.3%
- Technology 36.4%
- Office Supplies 31.3%

Category by Profits

- Furniture 6.4%
- Technology 50.8%
- Office Supplies 42.8%
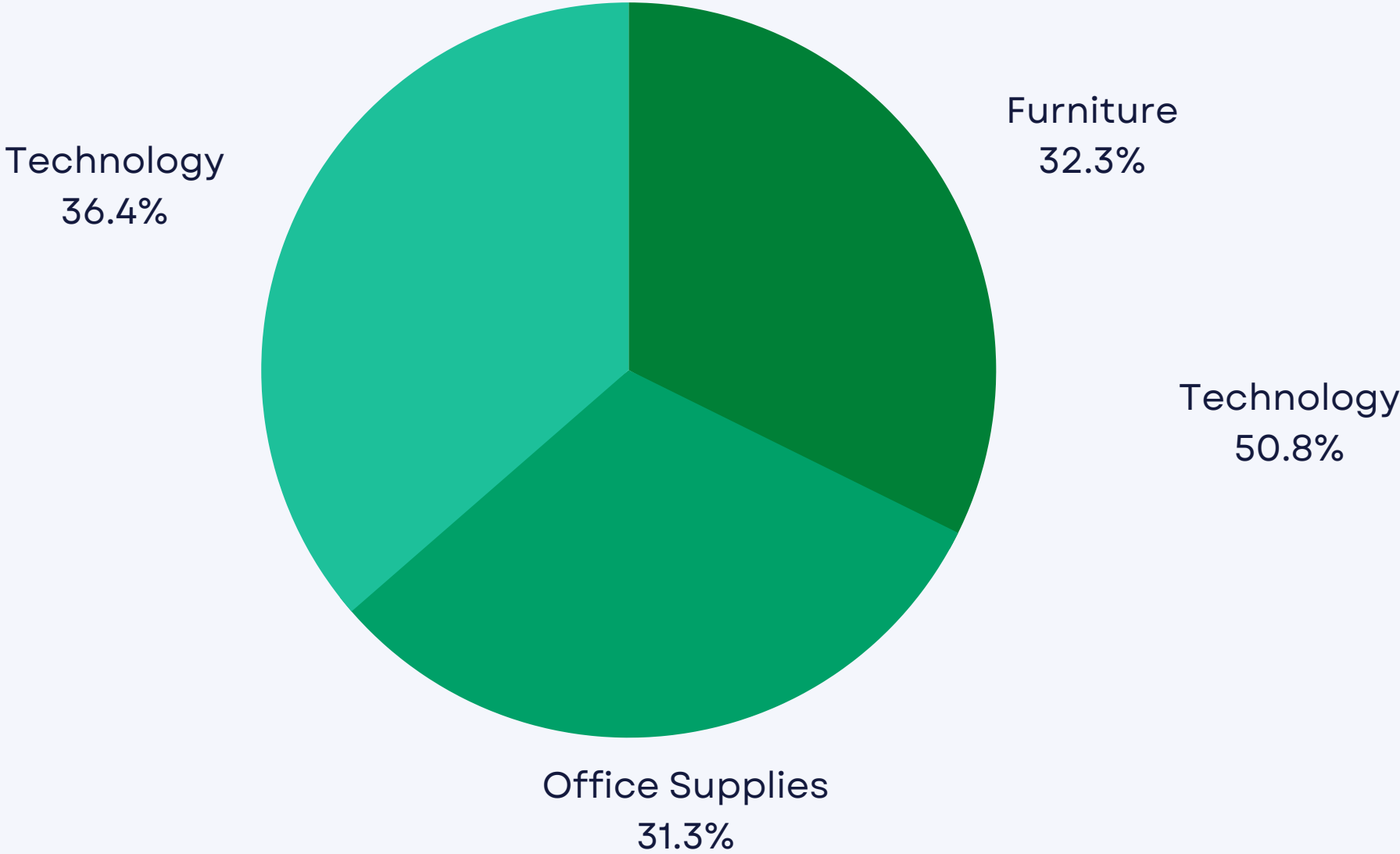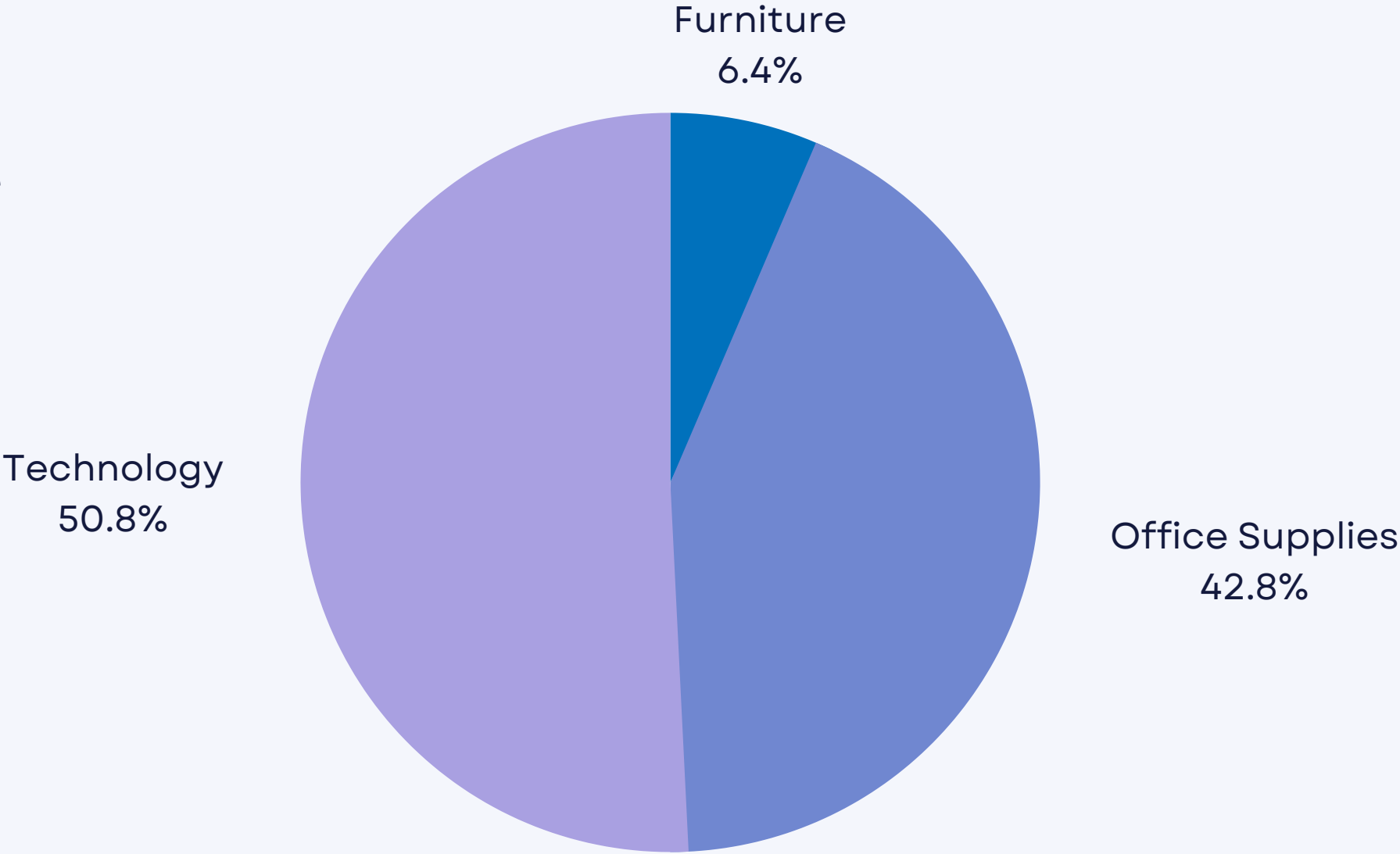
5. WHAT IS THE MOST PROFITABLE SUB-CATEGORY?

■ Sales   ■ Profit
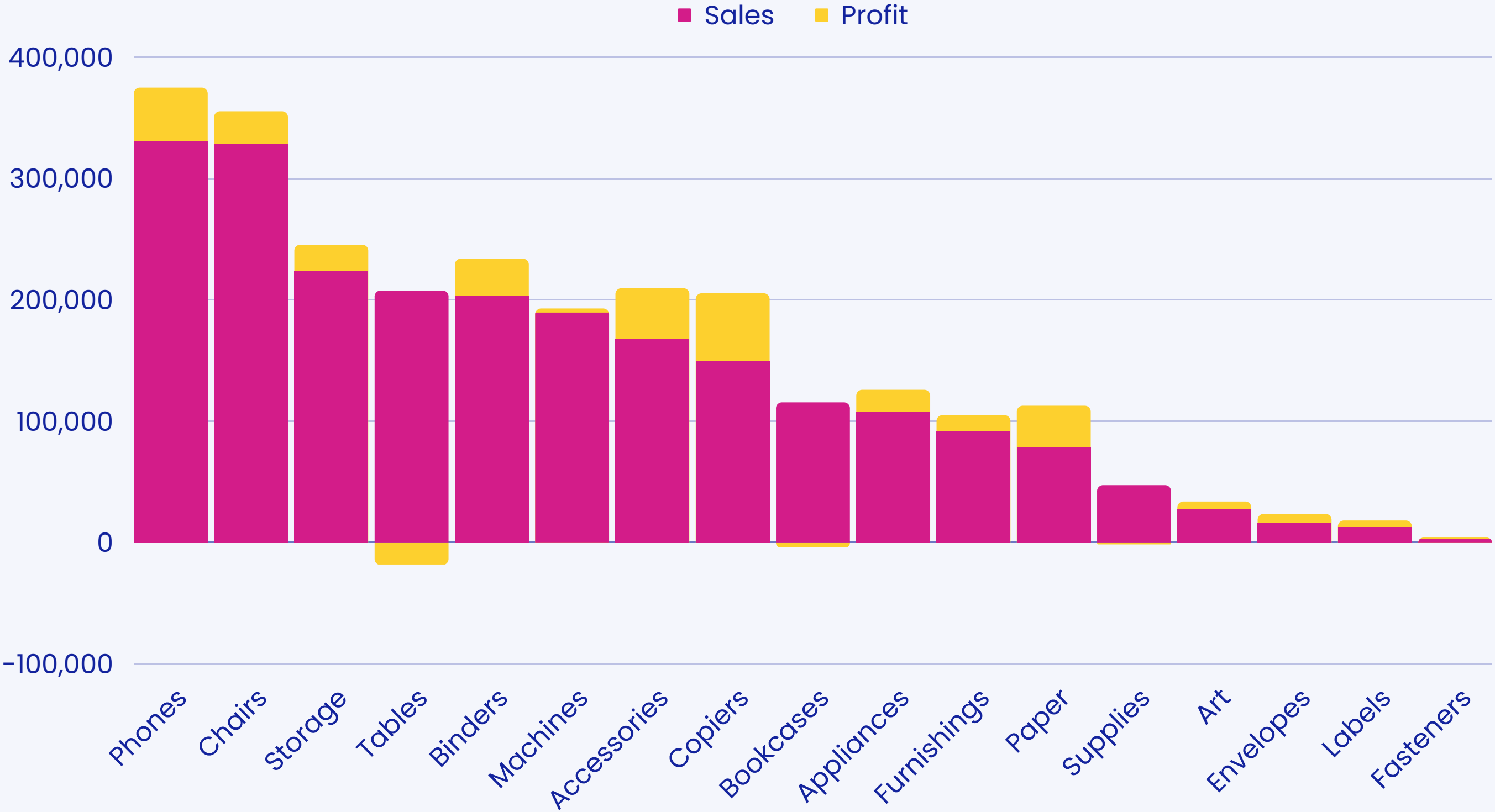
Although the **"Tables"** subcategory is in the top **5** most popular, it is not profitable.

Categories (left to right): Phones, Chairs, Storage, Tables, Binders, Machines, Accessories, Copiers, Bookcases, Appliances, Furnishings, Paper, Supplies, Art, Envelopes, Labels, Fasteners

Y-axis: 400,000 / 300,000 / 200,000 / 100,000 / 0 / -100,000

6. WHICH SEGMENT IS PROFITABLE?
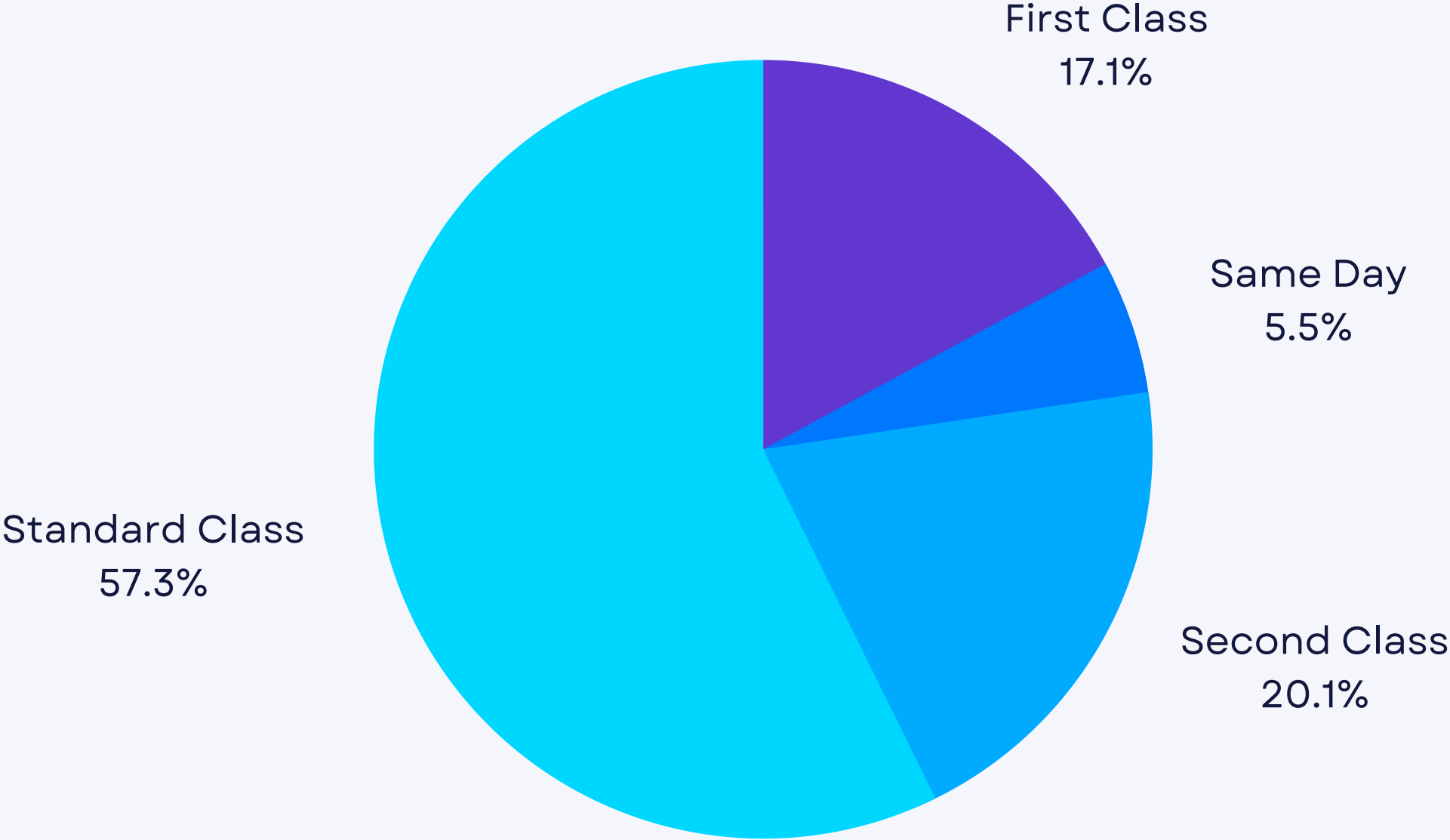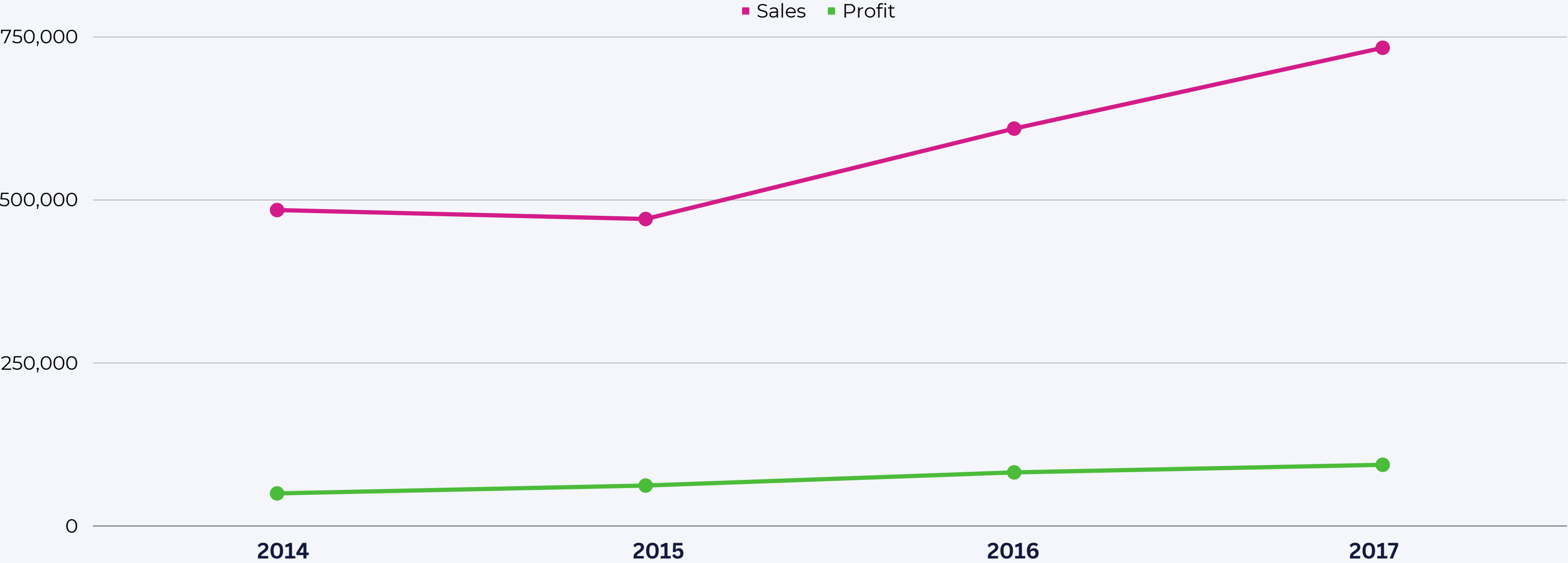
Home Office
21.1%

Consumer
46.8%
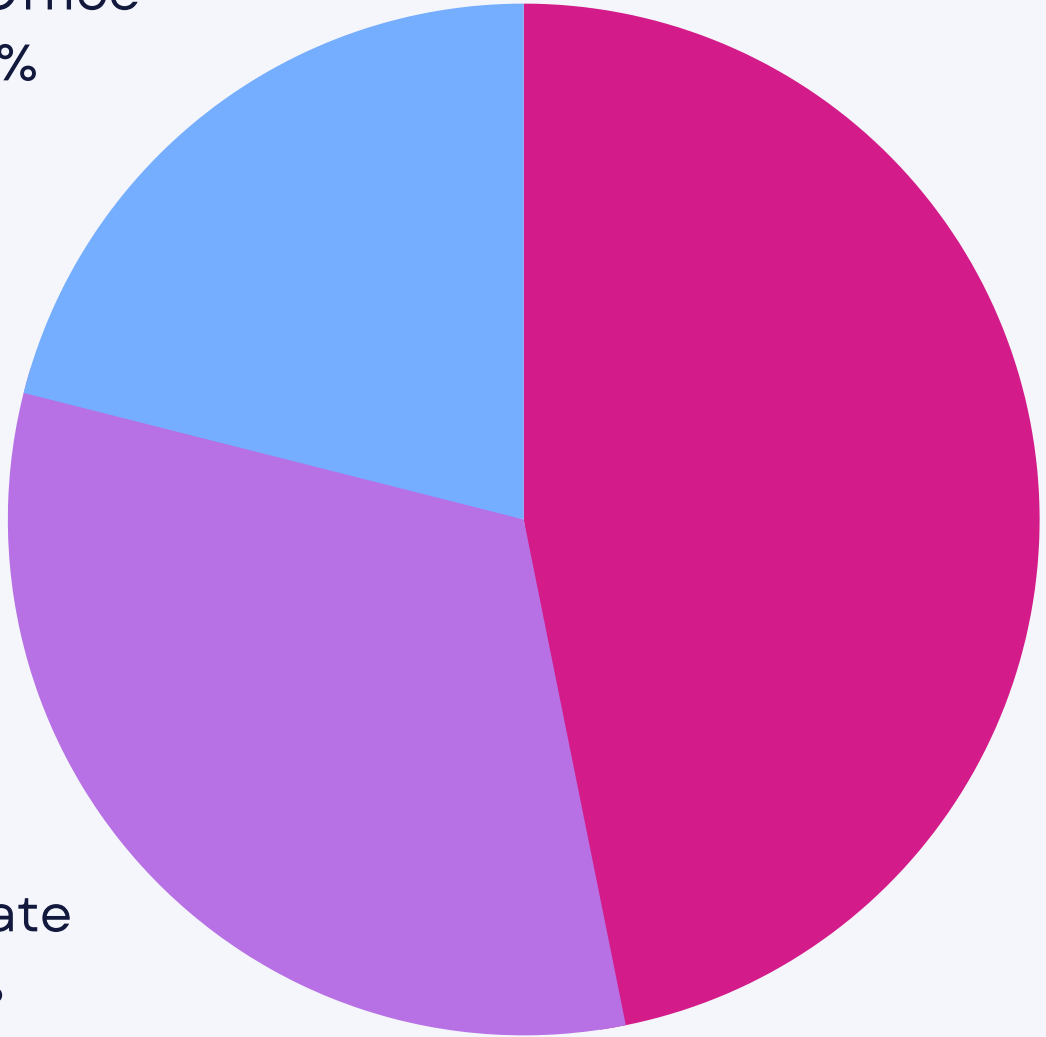
Corporate
32.1%

79% of the total client base is made up of the consumer and corporate segments combined.

7. WHICH SHIPPING METHOD DO CUSTOMERS FAVOUR MOST?

First Class
17.1%

Same Day
5.5%

Standard Class
57.3%
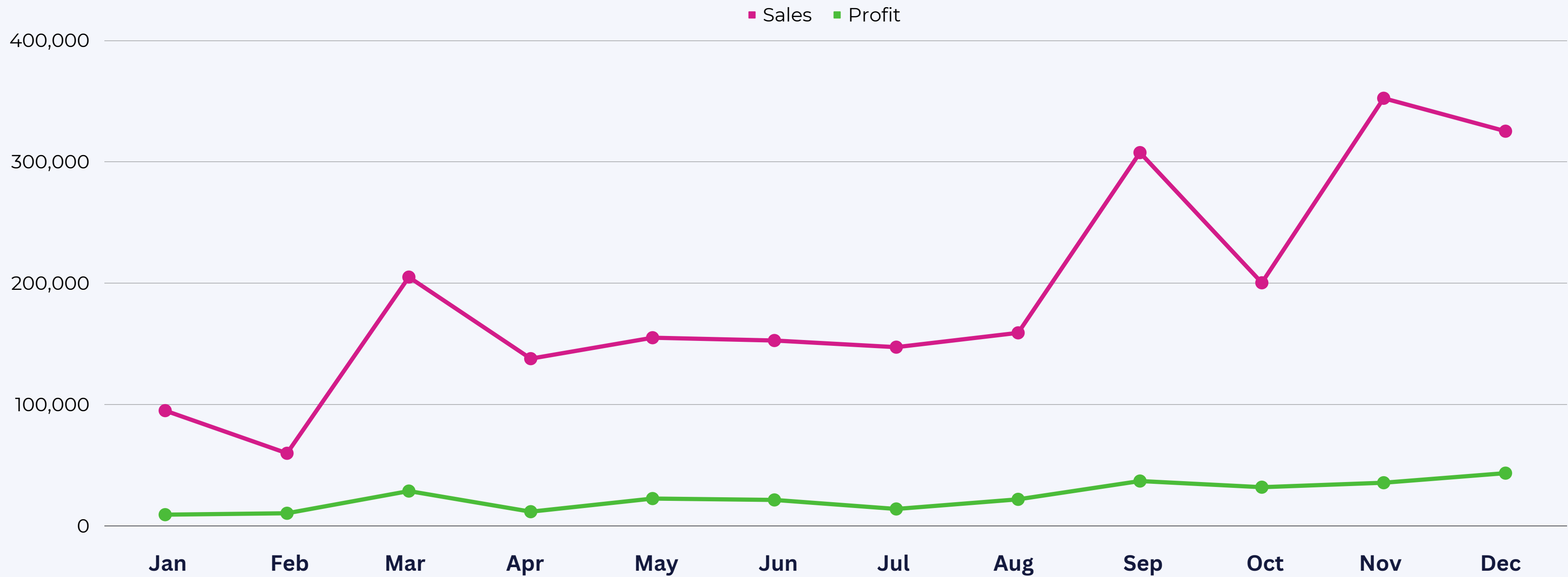
Second Class
20.1%

57% of all customers preferred **Standard Class,** and it is **lucrative.**

8. ANNUAL TRENDS IN SALES AND PROFITS

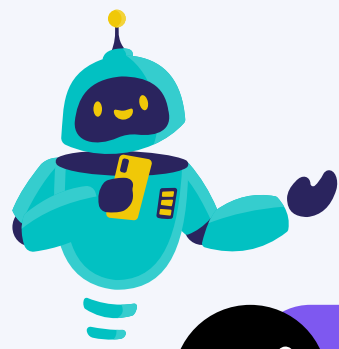# 9. MONTHLY TRENDS IN SALES AND PROFITS

10. TOP 10 CUSTOMERS

Customer Names		
1. William Brown	4. Paul Prost	7. Jonathan Doherty
2. John Lee	5. Chloris Kastensmidt	8. Edward Hooks
3. Matt Abelman	6. Seth Vernon	9. Emily Phan
	10. Zuschuss Carroll	

RECOMMENDATIONS

✓ Emphasize on the Technology subcategory, phones, and chairs because they sell the most and are the most profitable. Pair them with products that are less profitable, such bookcases, tables, and chairs, to compensate the losses.
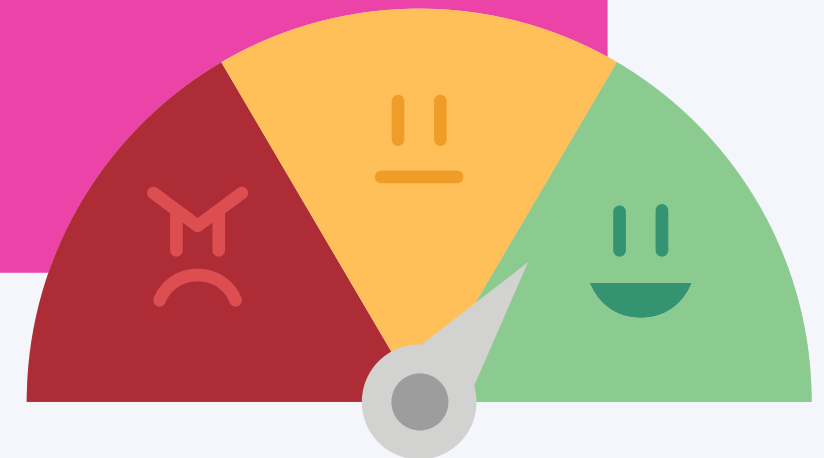
✓ More than 80% of the client base is made up of the consumer and corporate segments. By launching special offers and combos for mass consumers and home offices and by sending promotional emails or flyers, company can target them, particularly clients from the East and West region in the Top 10 cities with the Highest Sales.

✓ For Home Offices customers, these people might be busy with work and less likely to spend time selecting individual products, so create a Home Office package with products used for offices such as table, chairs, phone, copiers, storage, label, fasteners, bookcases.

✓ Take into account removing products like Supplies, Bookcases, and Tables from the catalogue or switching suppliers to negotiate a lower price.
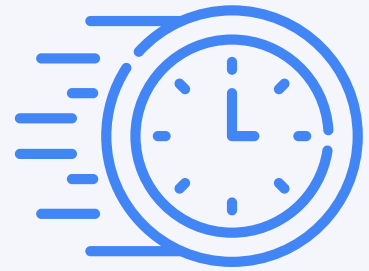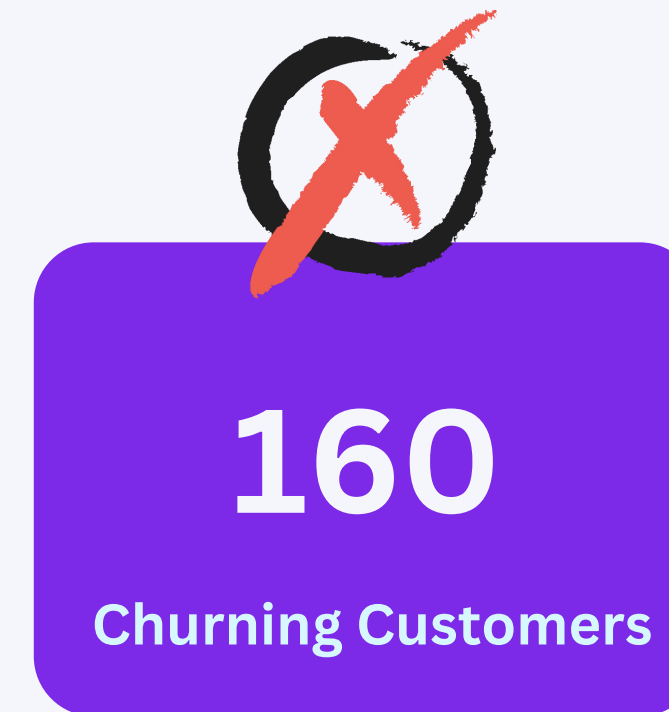
CUSTOMER SEGMENTATION

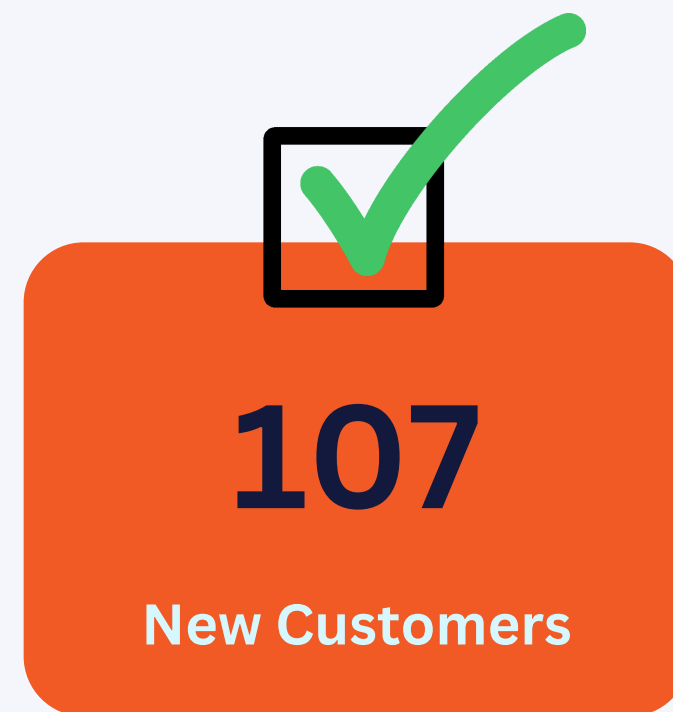# No. of Golden, Silver and Bronze Customers

29

149

262

53

Churn Risk Customers

107

New Customers

160

Churning Customers

33

High Spend Customers

THANK YOU!