



US SUPER STORE

BI Data Analysis Project



Portfolio Project 3



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



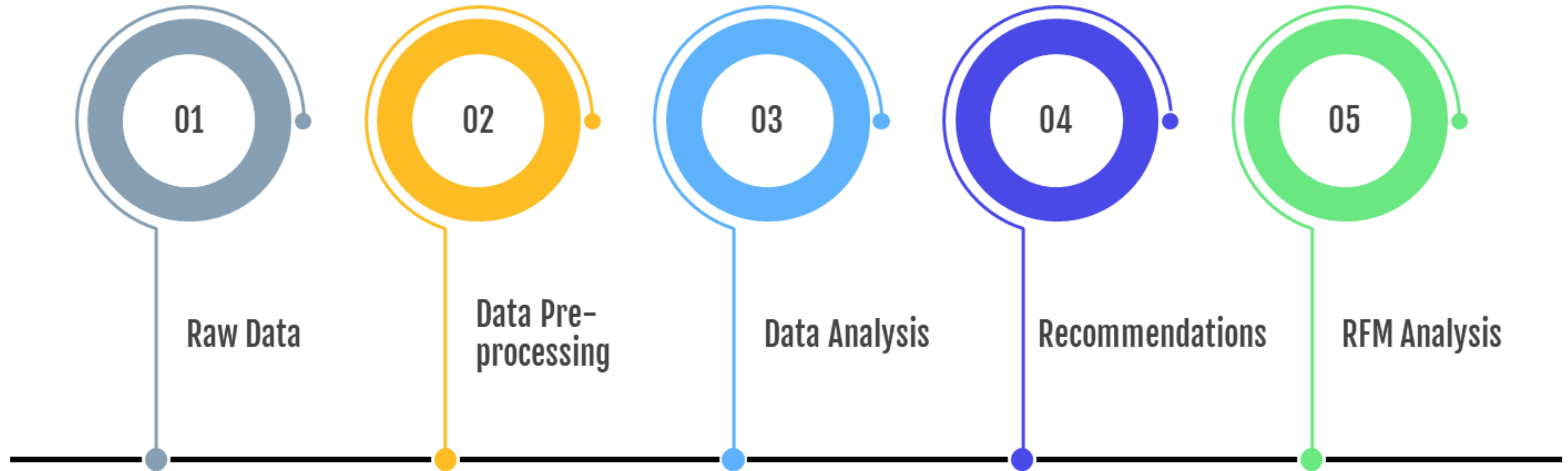
Super Store dataset contains data on order details of customers for orders of a superstore in the US. This includes the state, region, order date, shipping date, product ordered etc.

Dataset Source:

<https://www.kaggle.com/datasets/juhi1994/superstore>



Project Workflow



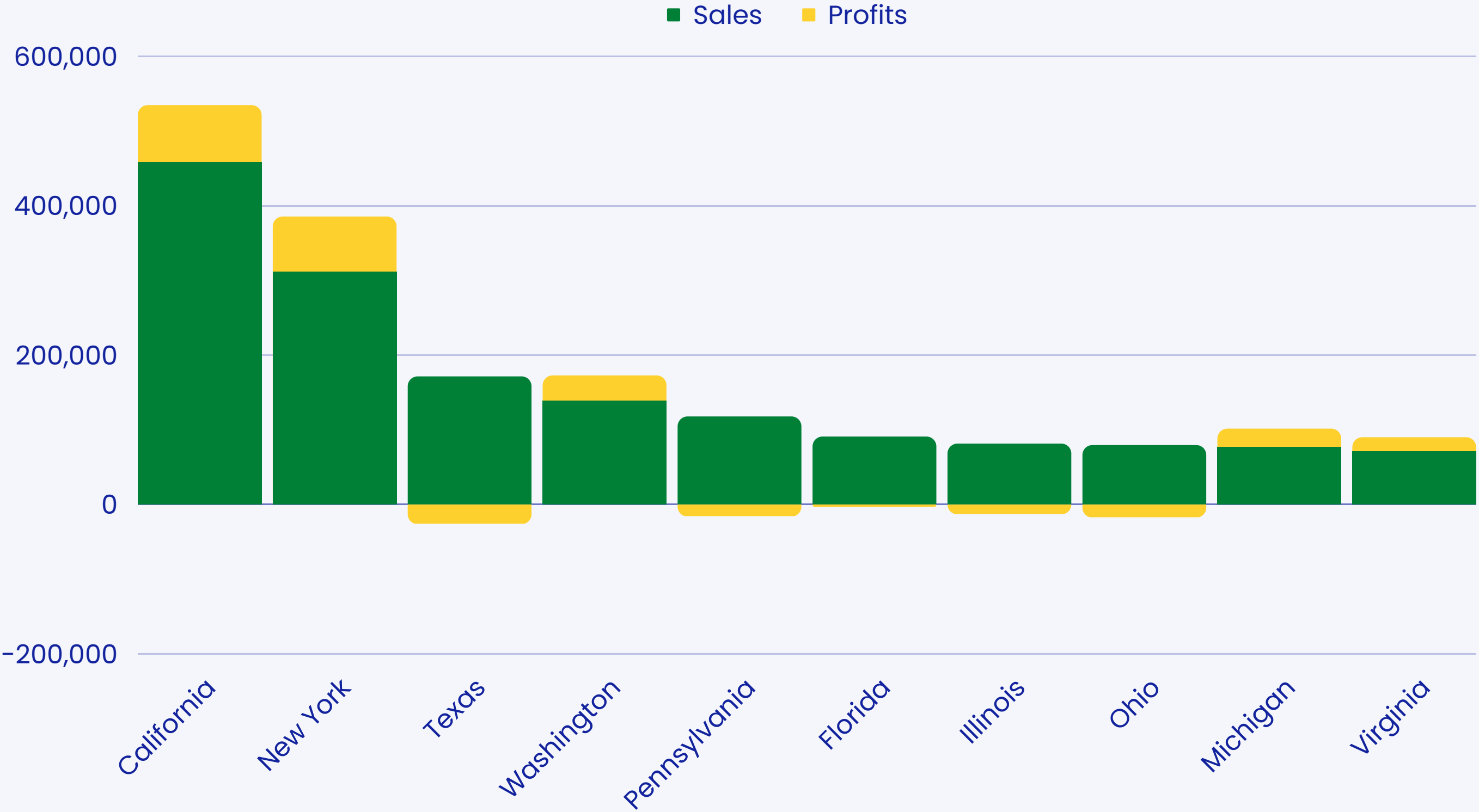
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The Business Problems

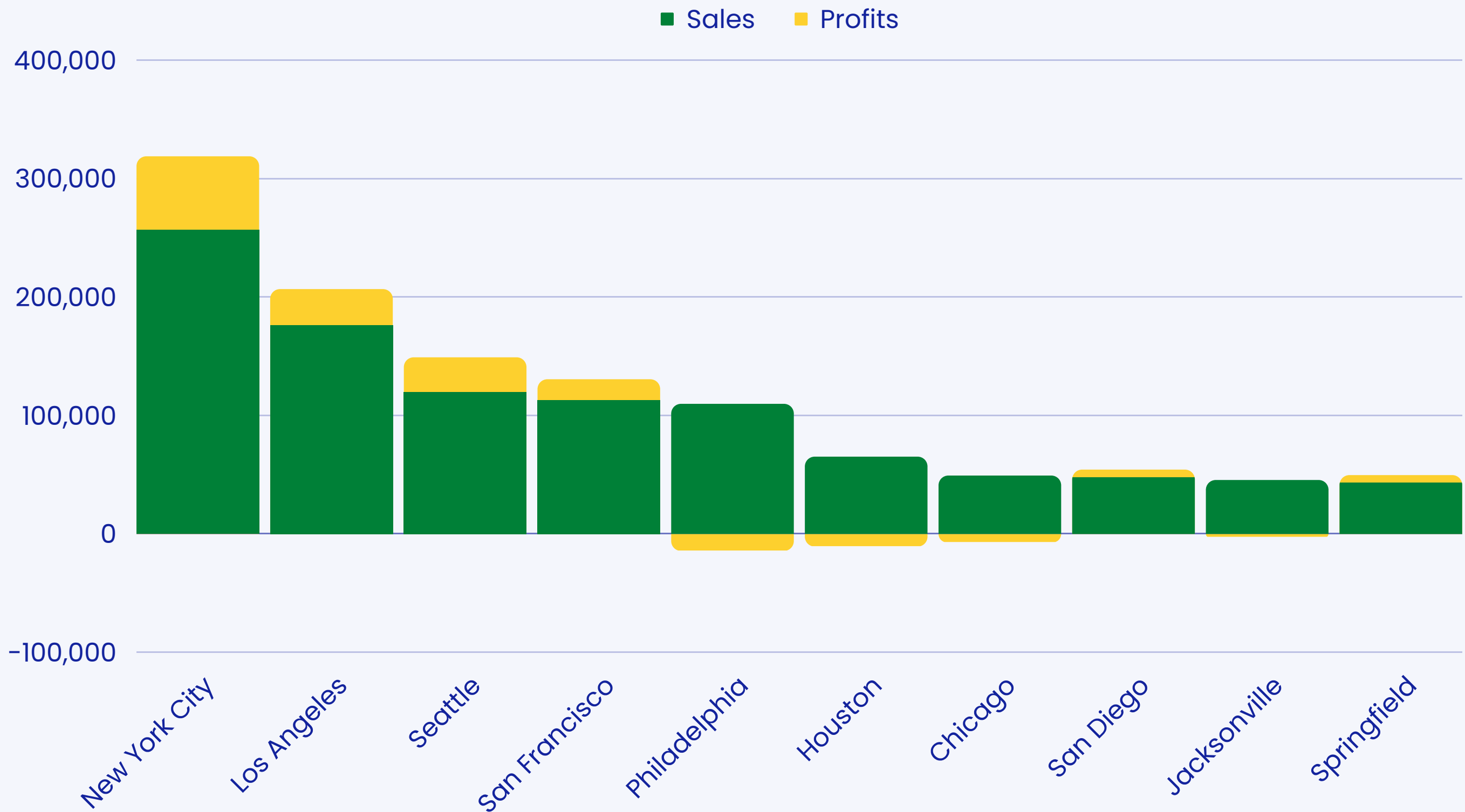
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1. WHICH US STATES ARE GENERATING MORE BUSINESS?



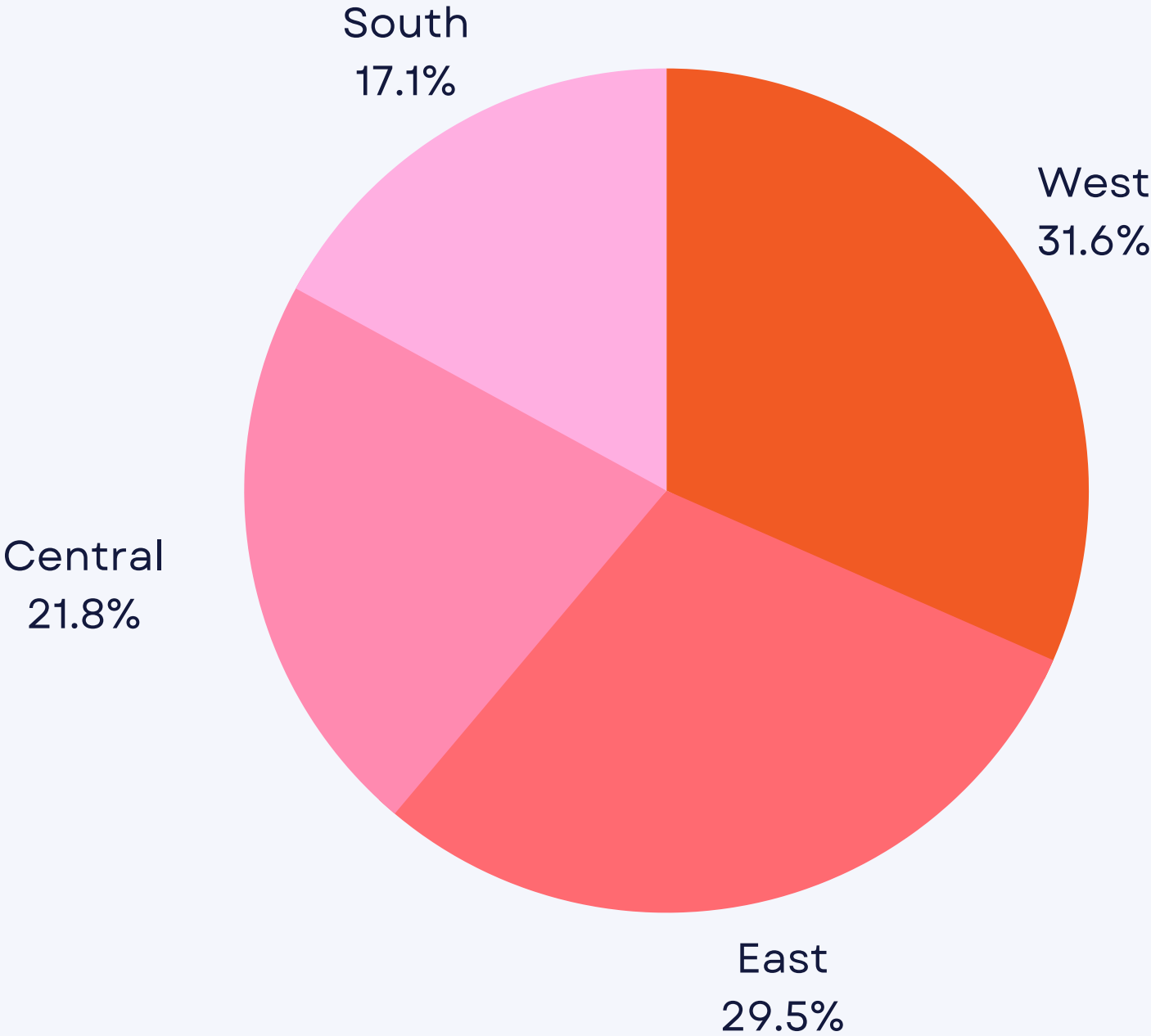
Sales are increasing in **California, New York, and Texas**, but Texas is losing money. Profits are declining, indicating a **loss**.

2. WHICH US CITIES ARE GENERATING MORE BUSINESS?

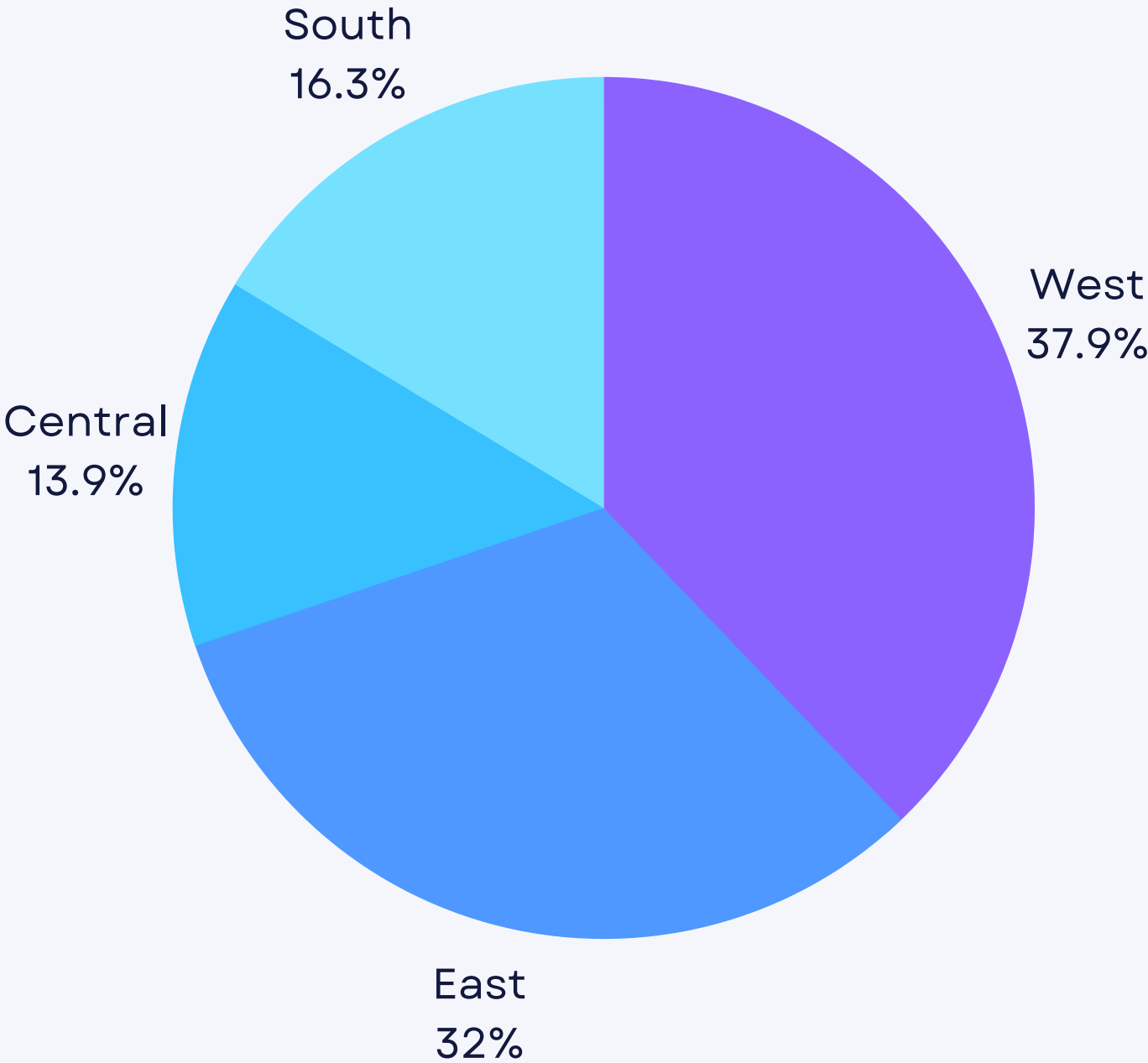


The top 3 selling cities in the US are **New York City, Los Angeles, and Seattle.**

3. WHICH US REGION IS PROFITABLE?

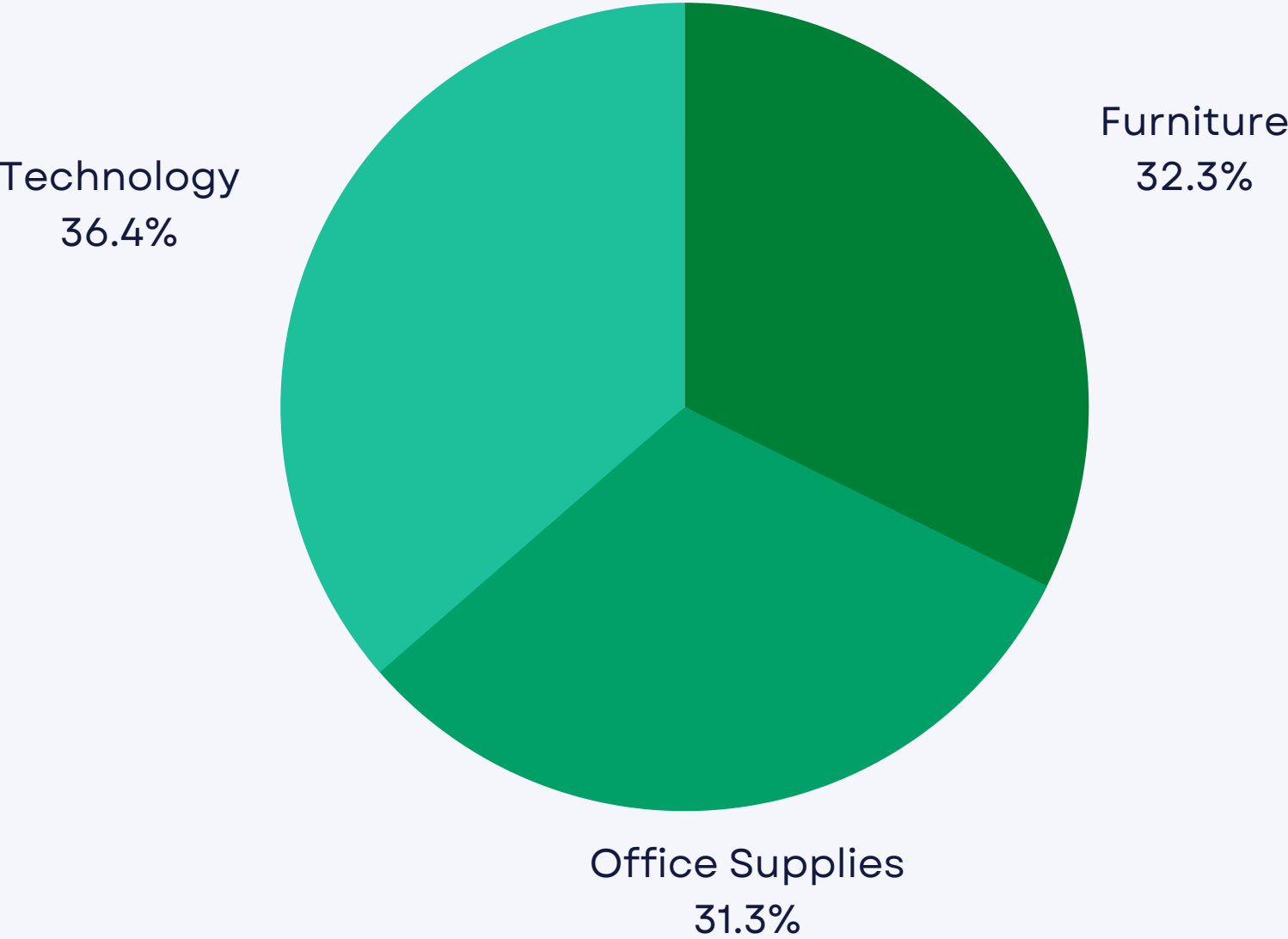


Regions by Sales

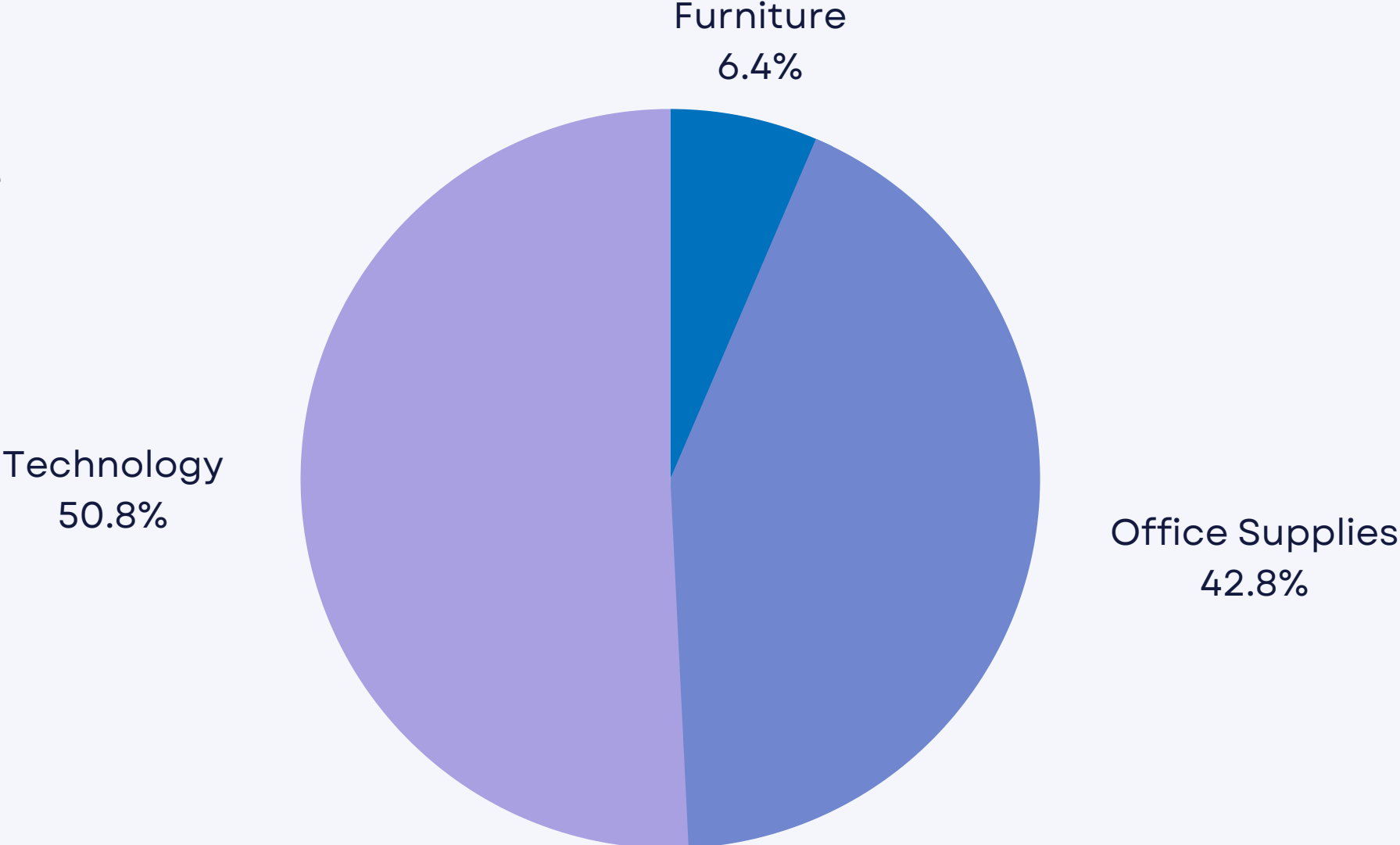


Regions by Profits

4. WHICH PRODUCT CATEGORY IS THE MOST PROFITABLE?

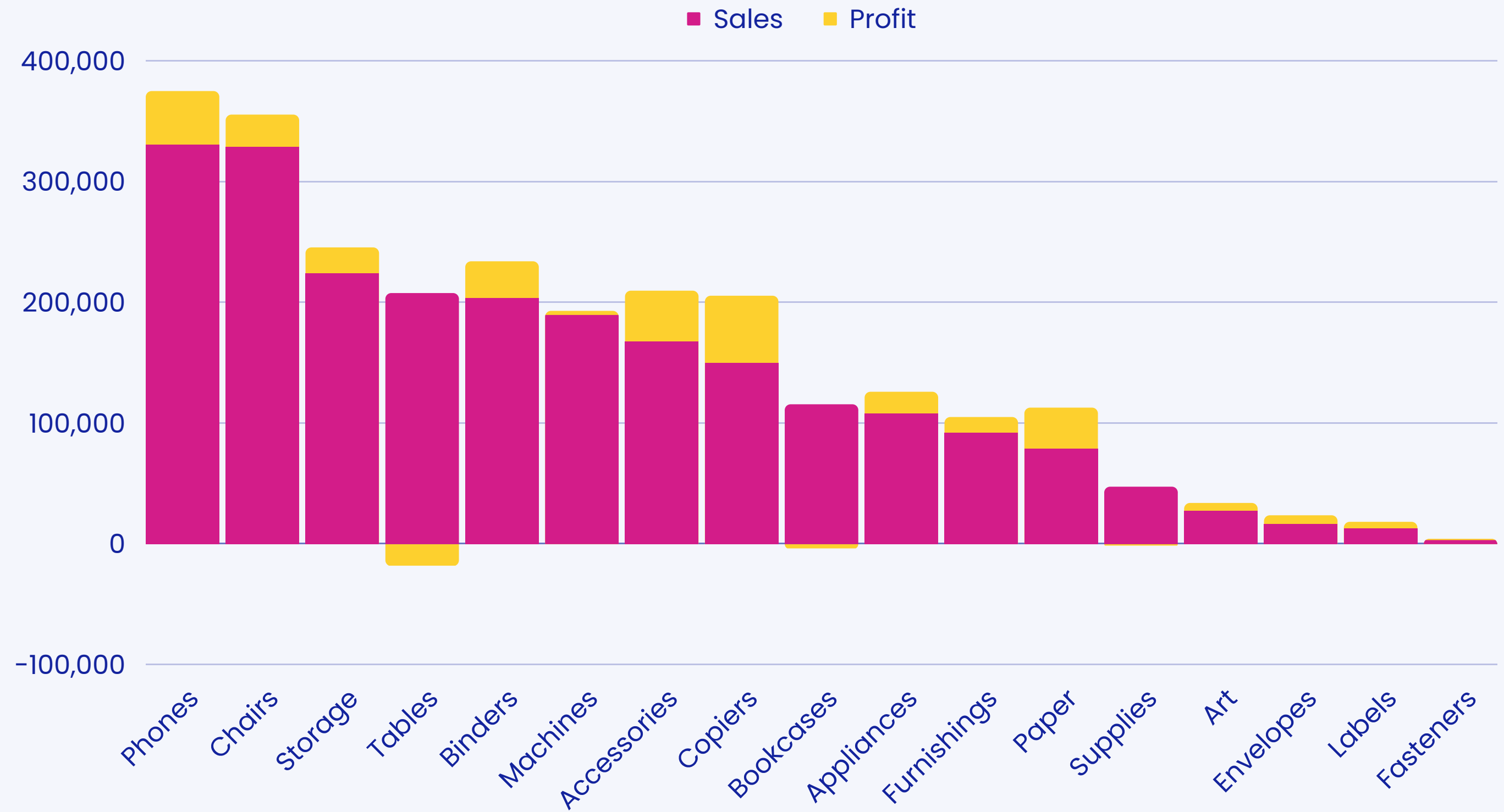


Category by Sales



Category by Profits

5. WHAT IS THE MOST PROFITABLE SUB-CATEGORY?

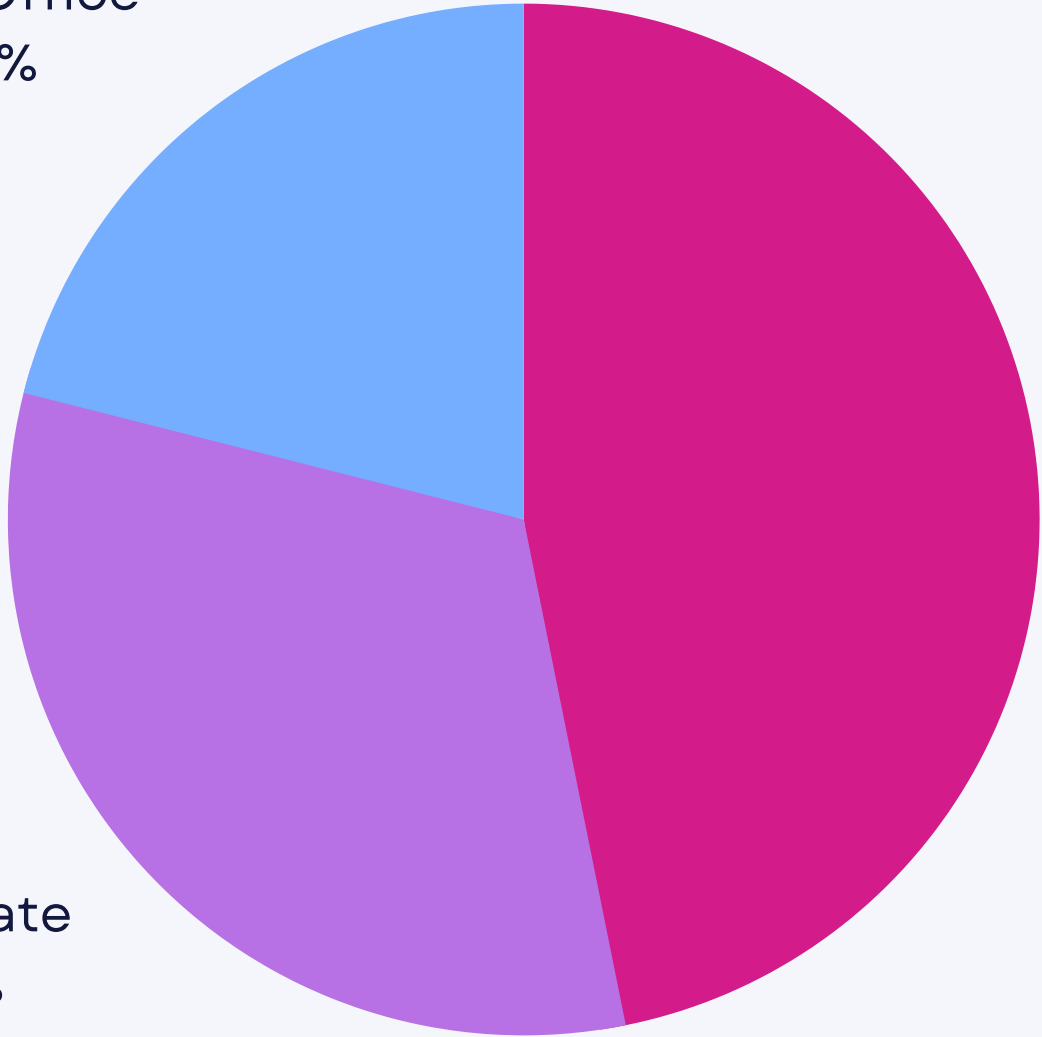


Although the **"Tables"** subcategory is in the top **5** most popular, it is not profitable.

6. WHICH SEGMENT IS PROFITABLE?



Home Office
21.1%



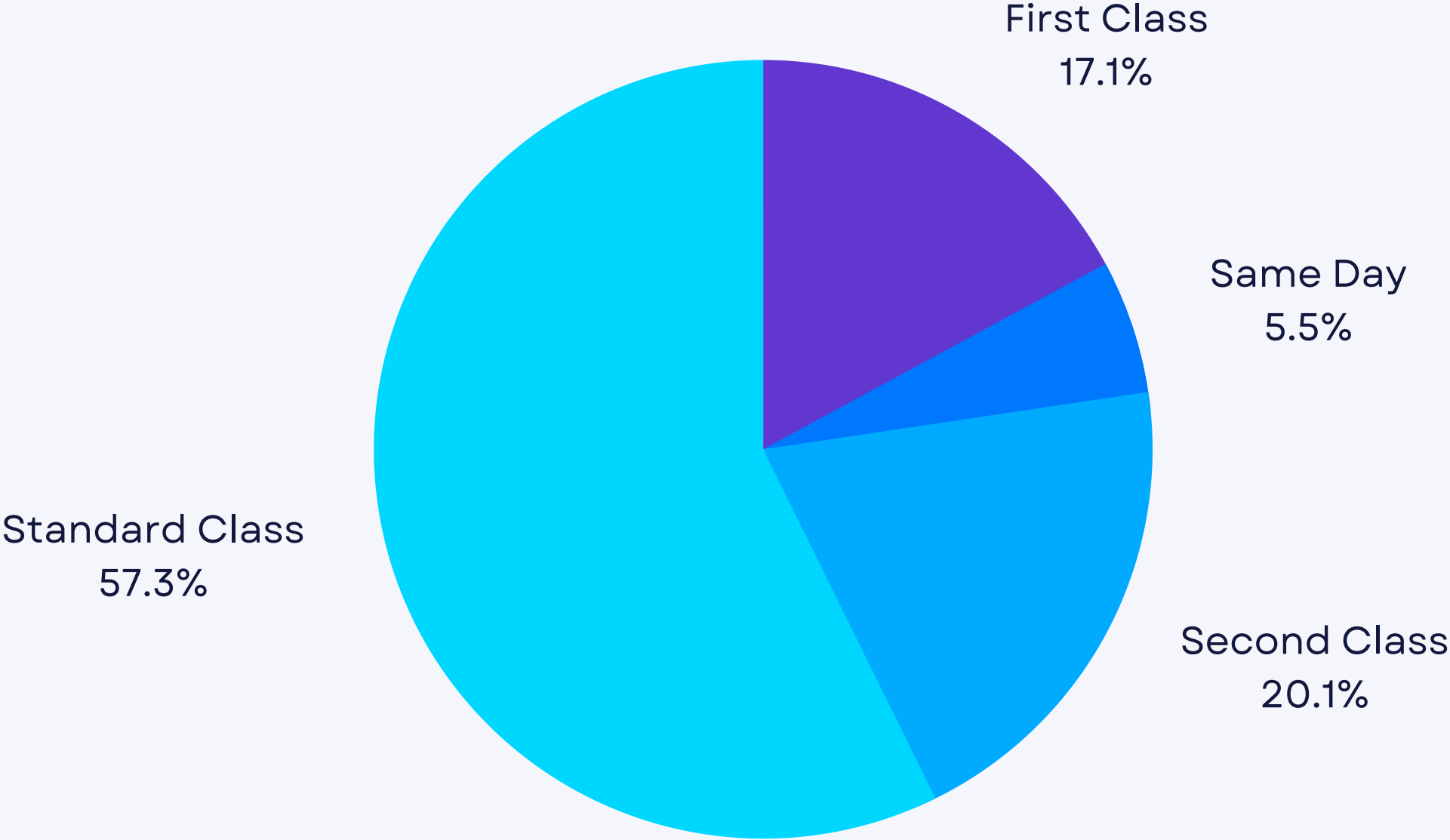
Consumer
46.8%

Corporate
32.1%

79%

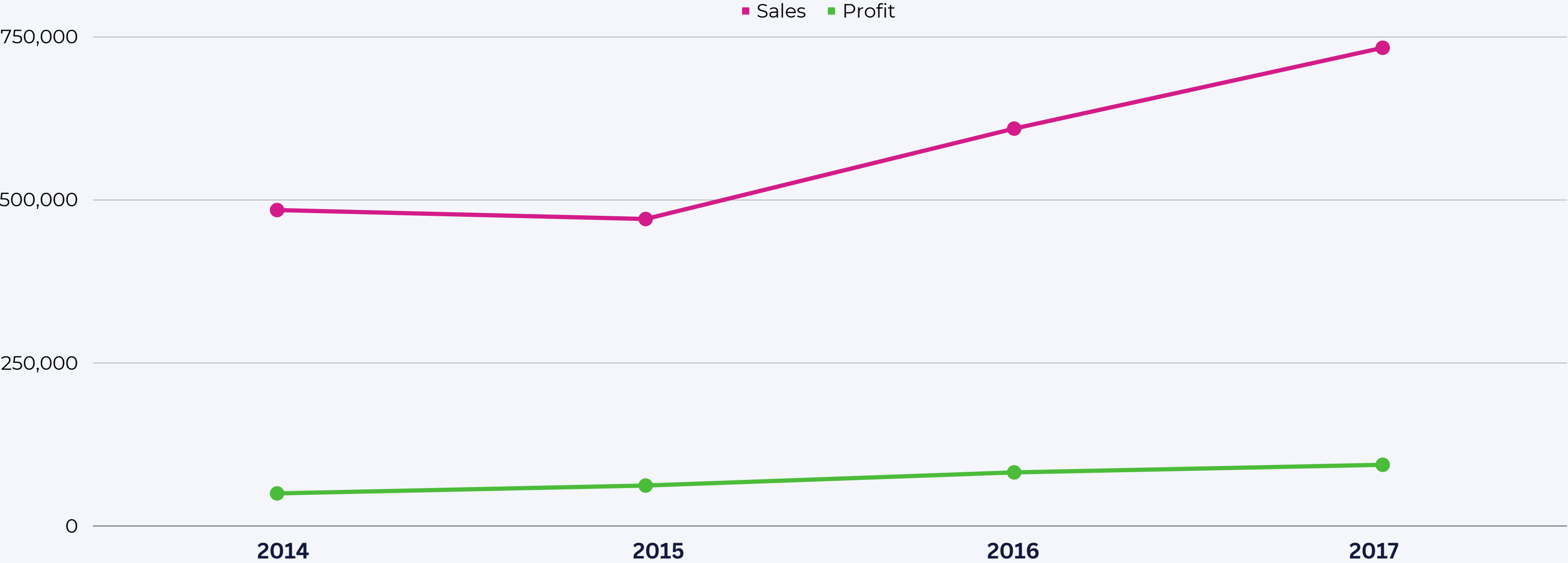
of the total client
base is made up of
the consumer and
corporate segments
combined.

7. WHICH SHIPPING METHOD DO CUSTOMERS FAVOUR MOST?

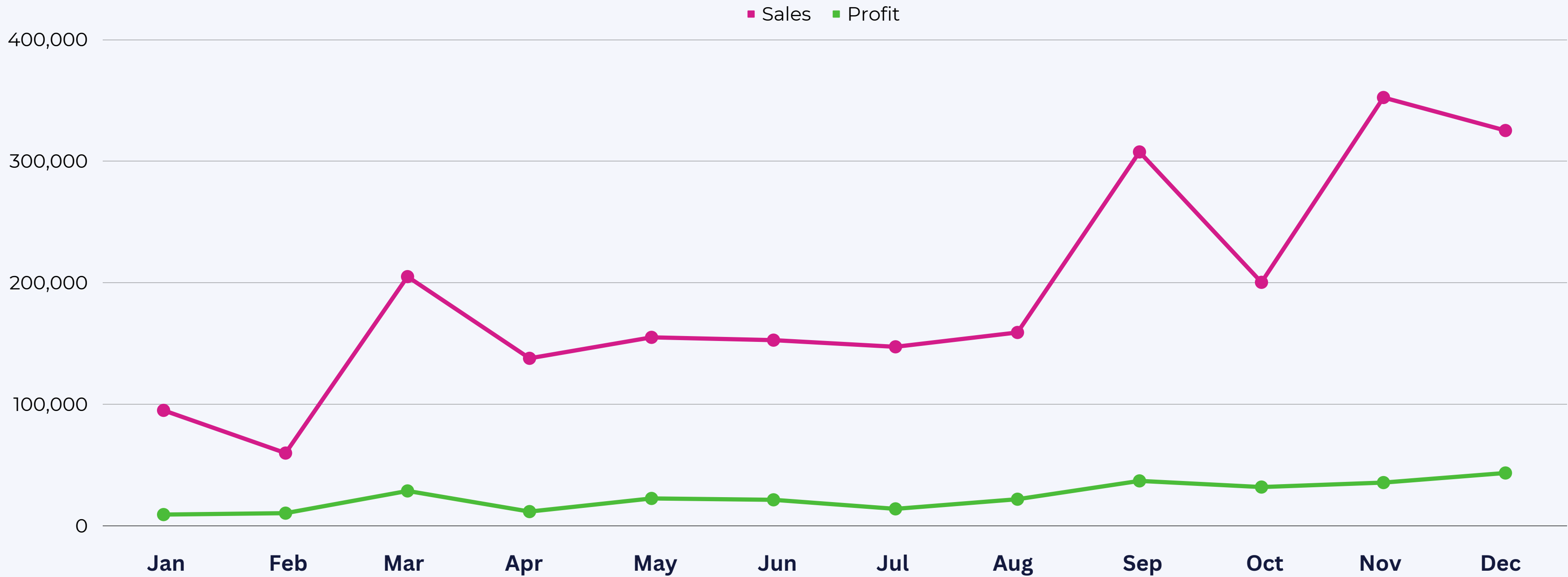


57% of all customers preferred **Standard Class**, and it is **lucrative.**

8. ANNUAL TRENDS IN SALES AND PROFITS



9. MONTHLY TRENDS IN SALES AND PROFITS



10. TOP 10 CUSTOMERS



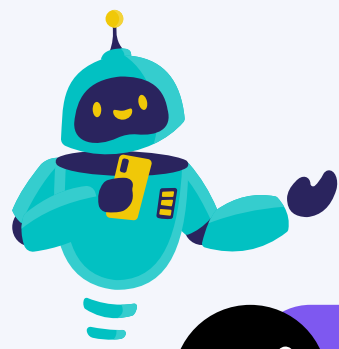
Customer Names		
1. William Brown	4. Paul Prost	7. Jonathan Doherty
2. John Lee	5. Chloris Kastensmidt	8. Edward Hooks
3. Matt Abelman	6. Seth Vernon	9. Emily Phan
	10. Zuschuss Carroll	

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RECOMMENDATIONS

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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 as bookcases, tables, and chairs, to compensate the losses.



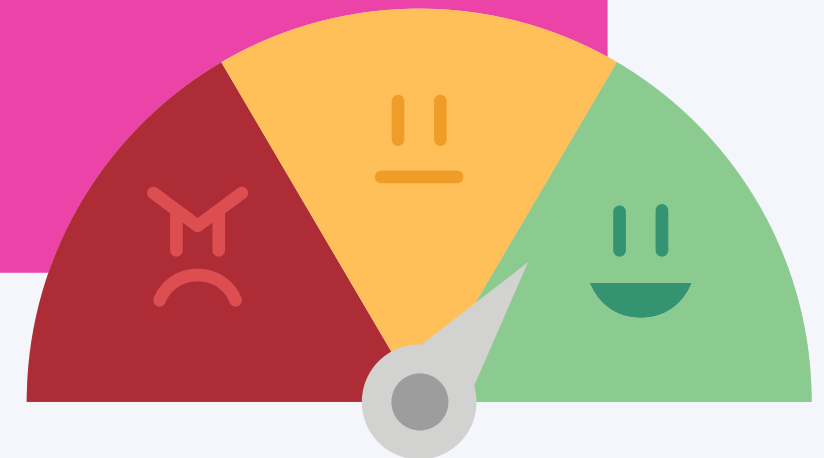
More than 80% of the client base is made up of the consumer and corporate segments. By launching special offers and combos for mass consumers and home offices and by sending promotional emails or flyers, company can target them, particularly clients from the East and West region in the Top 10 cities 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.



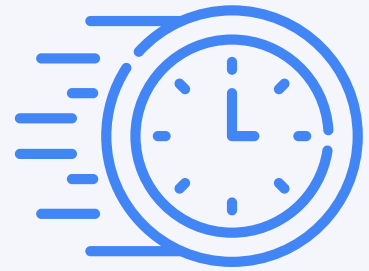
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CUSTOMER SEGMENTATION

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RFM Analysis



Recency

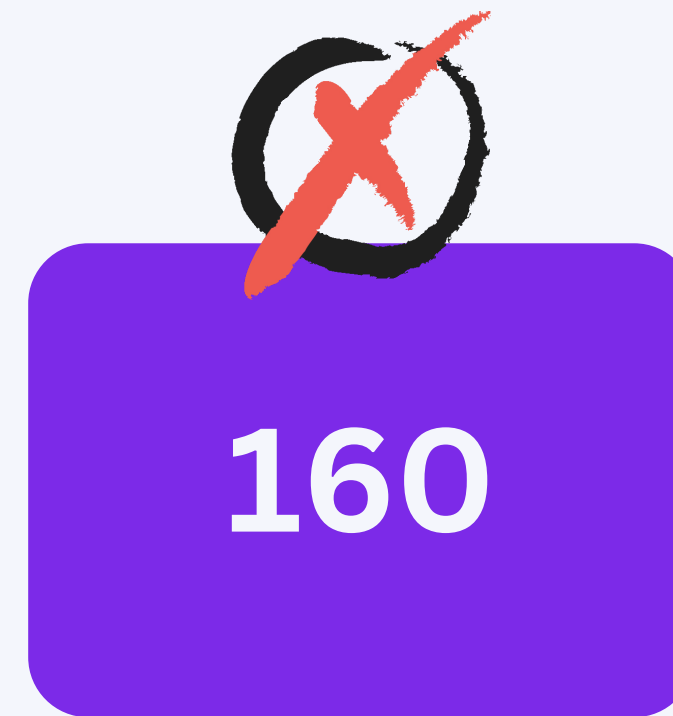


Frequency



Monetary





THANK YOU!

