



SUPERSTORE PRESENTATION 2

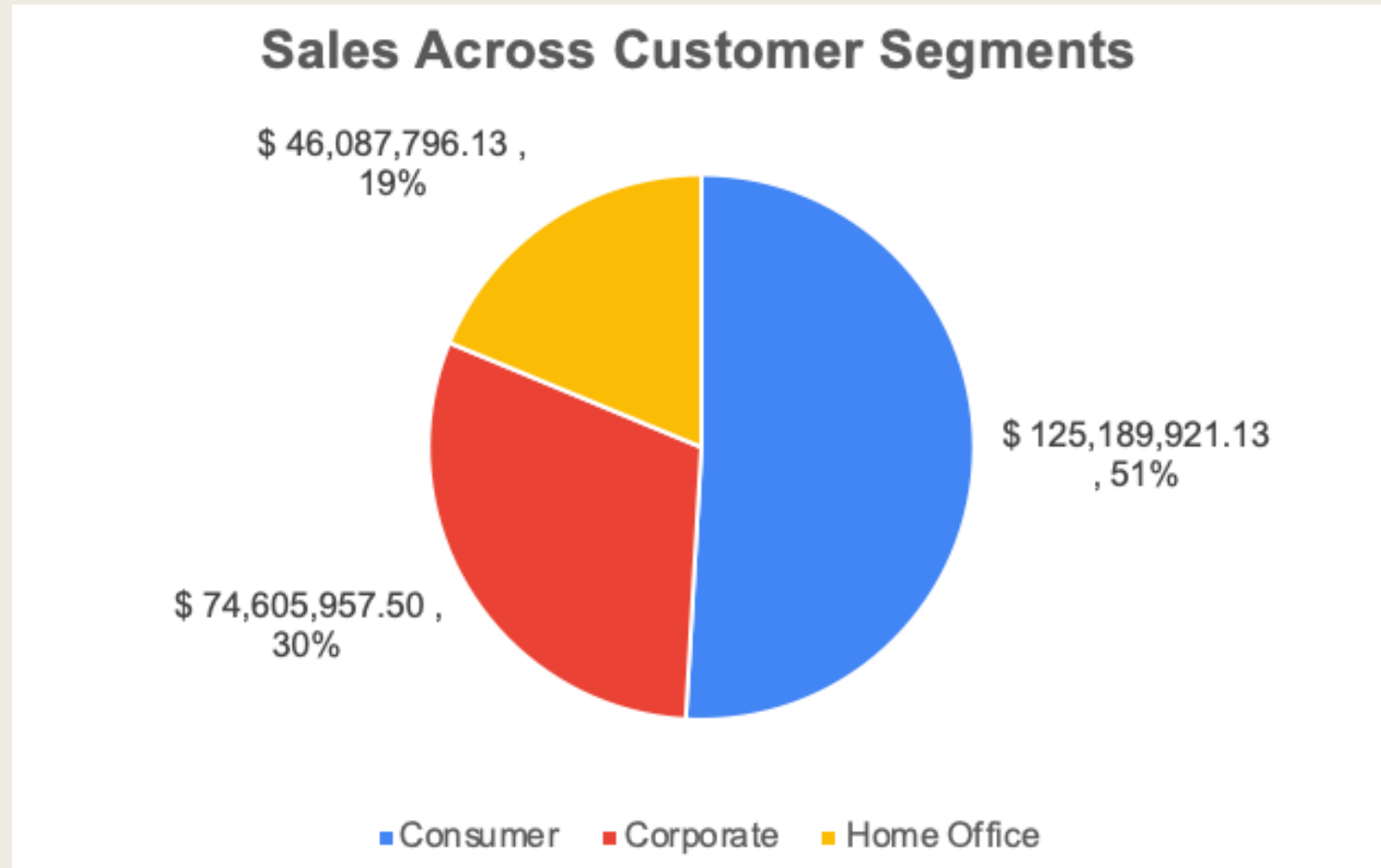
By Niithiya



Problem Statement

The Regional Sales Director would like to know which product segment and which customer segment are performing the best and why. Conduct an analysis to identify the best-performing product segment and make data-driven recommendations based on orders, customers, product categories, and returns.

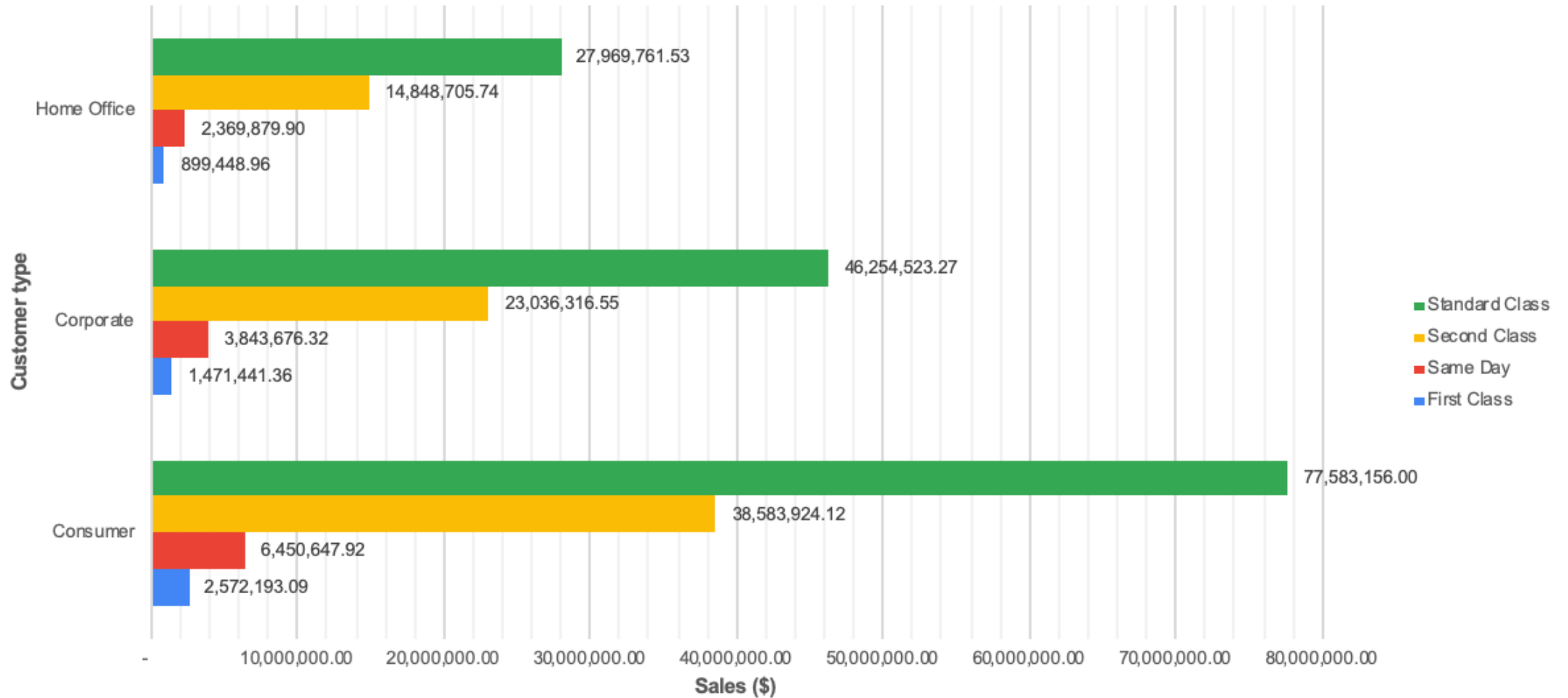
GOAL 1A: Identifying customer segment that made most sales



GOAL 1B: Identifying if shipping mode affected sales across customer segments

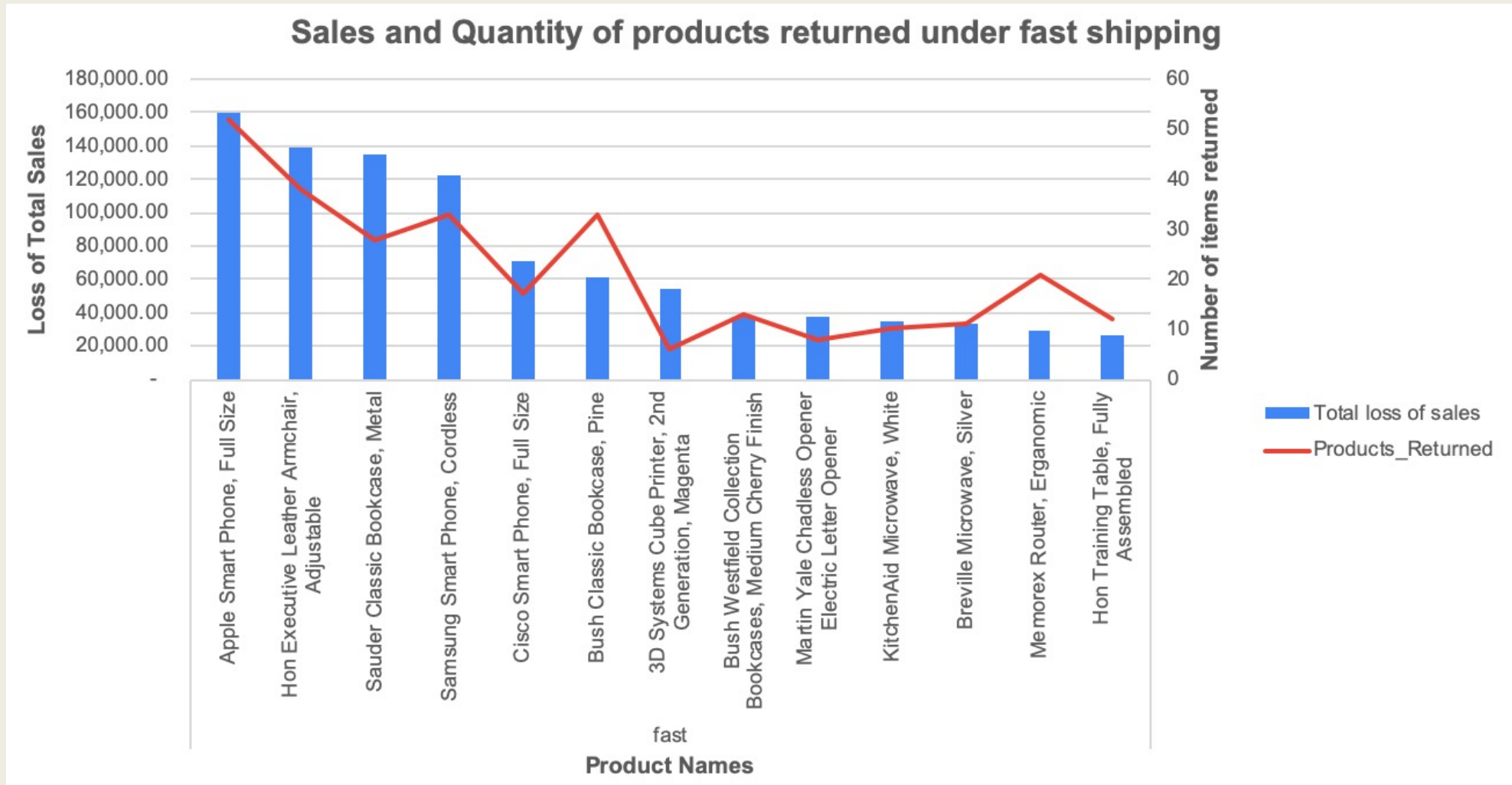
Sum of sales	Column Labels <input type="button" value="▼"/>				
Row Labels <input type="button" value="▼"/>	First Class	Same Day	Second Class	Standard Class	Grand Total
Consumer	2,572,193.09	6,450,647.92	38,583,924.12	77,583,156.00	125,189,921.13
Corporate	1,471,441.36	3,843,676.32	23,036,316.55	46,254,523.27	74,605,957.50
Home Office	899,448.96	2,369,879.90	14,848,705.74	27,969,761.53	46,087,796.13
Grand Total	4,943,083.41	12,664,204.14	76,468,946.41	151,807,440.80	245,883,674.76

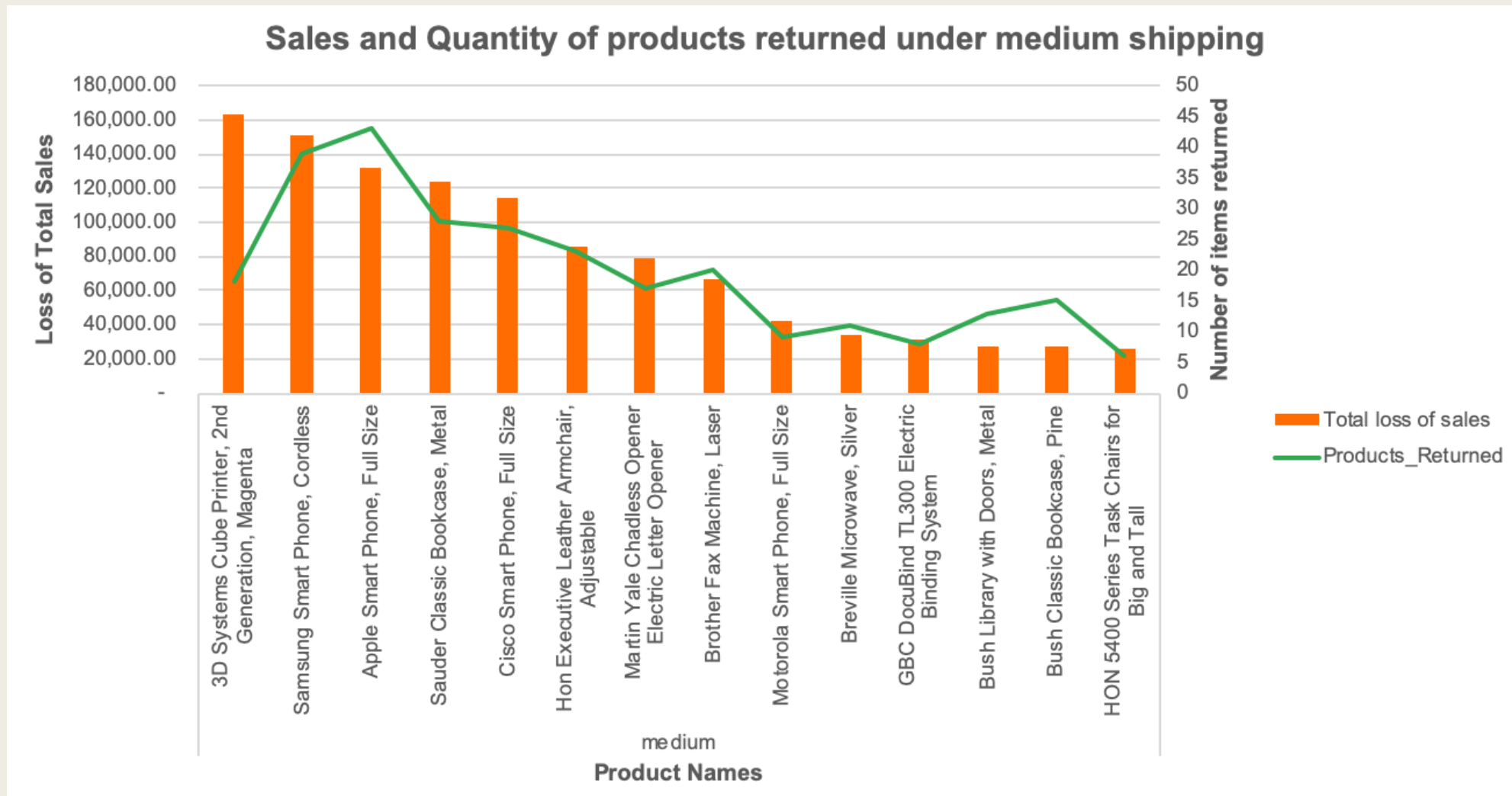
Sales Across Segments and Shipping Modes



Across the segments, interestingly, highest sales were in standard class and lowest in first class. Perhaps, shipping mode not a big factor for customers but the high sales in the standard ship mode indicates the customers' need for affordability.



GOAL 1C: If days to ship affected sales and quantity of products returned



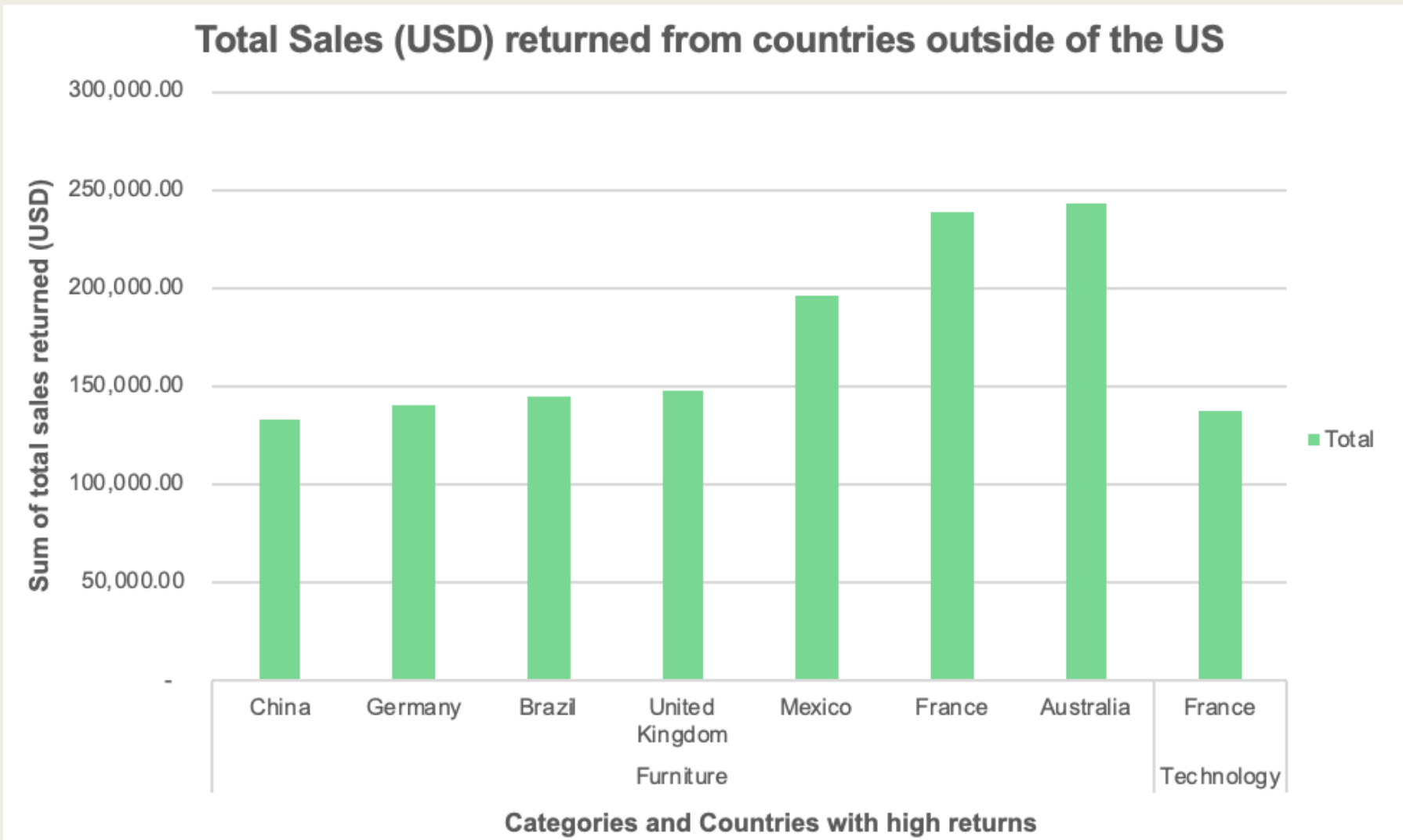


Insights: Apple and Samsung smart phone make up one of the highest returns in sales in both 'medium' and 'high' shipping categories. So, it seems like shipping speed doesn't seem to be a factor for returns. Yet, high returns could hint at quality or order issues

GOAL 2: Returns across categories Outside of the US

segment	Consumer	
Row Labels		Sum of total_sales
⊙ Furniture		1,244,322.01
China		133,120.31
Germany		139,922.13
Brazil		144,770.19
United Kingdom		148,106.32
Mexico		196,658.89
France		238,122.51
Australia		243,621.66
⊙ Technology		137,154.02
France		137,154.02
Grand Total		1,381,476.03

- Since shipping mode was 'Standard shipping' among the top 10 loss of total sales, I further restricted to 'Consumer' segment.

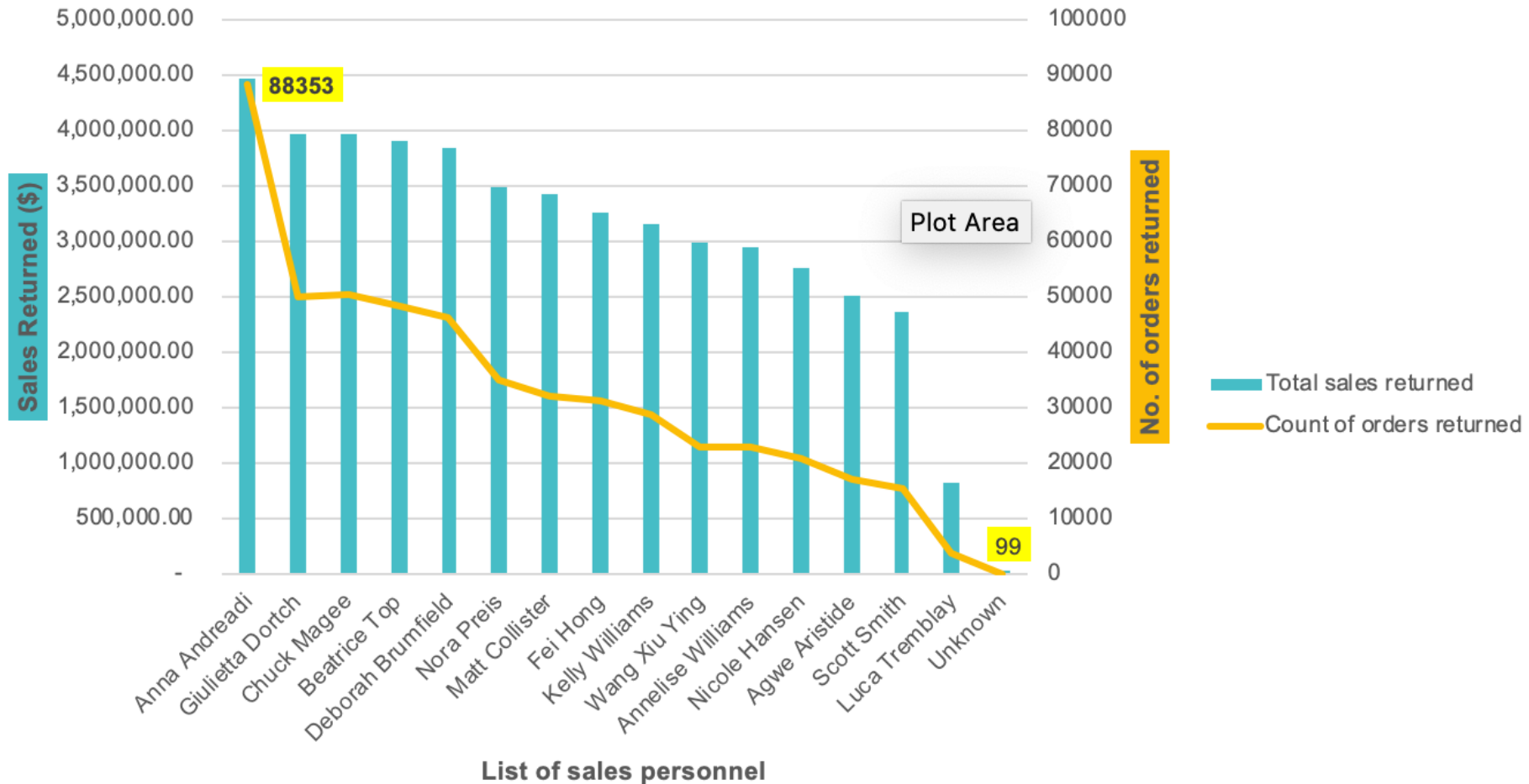


Recommendation: Provide economically better shipping options to countries outside of the US. There could be tariffs in place that impedes their choice of shipping or barriers that affect sales.

GOAL 3: Identifying if salesperson contributed to the sales in returns.

List of Salespersonnel ▾	Total sales returned	Count of orders returned
Anna Andreadi	4,464,587.25	88353
Giulietta Dortch	3,972,868.53	49824
Chuck Magee	3,959,569.00	50236
Beatrice Top	3,900,531.45	48085
Deborah Brumfield	3,846,328.88	46097
Nora Preis	3,485,289.97	35059
Matt Collister	3,417,177.46	32055
Fei Hong	3,265,642.93	31143
Kelly Williams	3,161,253.49	28508
Wang Xiu Ying	2,977,930.58	22836
Annelise Williams	2,937,328.89	22830
Nicole Hansen	2,756,100.16	20792
Agwe Aristide	2,514,375.70	16998
Scott Smith	2,362,148.40	15552
Luca Tremblay	827,814.39	3819
Unknown	23,840.60	99
Grand Total	47,872,787.68	512286

Returns according to salespersonnel



Anna Andreadi had the highest sales as well as the highest returns. Luca Tremblay had the lowest sales as well as the lowest returns. The top 3 sales personnel might need to undergo training.

GOAL 4: Identifying the returns in terms of loss of sales, profit categories, reason returned and no. of orders returned

Profit category/Reason Returned	Sum of total_sales	Sum of orders_returned
high profit	3,830,717.72	3469
Not Given	1,643,719.09	1728
Wrong Item	2,186,998.63	1741
low profit	9,140,004.97	25893
Not Given	3,536,669.50	9904
Not Needed	1,305,441.94	3676
Wrong Color	1,349,658.27	4152
Wrong Item	2,948,235.26	8161
medium profit	7,231,164.14	18074
Not Given	3,010,463.51	7273
Not Needed	891,339.31	2040
Wrong Color	820,600.77	2863
Wrong Item	2,508,760.55	5898
Grand Total	20,201,886.83	47436

Top 10 Loss of Sales according to profit categories



Recommendation: Low profit and medium profit products had the highest return rates. Might need to retrain staff in handling or ensuring quality check and increase the cost of products to reduce customer's need to return products especially when it's 'Not Given'



THANK YOU