

# Superstore Data Insights and Recommendations Report

## Overall Business Overview:

The Superstore achieved total sales of \$1.57M with a profit of \$175.26K from 22K units sold. The Average Order Value (AOV) is \$521.41, with an average shipping time of 4 days. The overall profit margin is 11.19%, and the average profit per order is \$58.36, indicating balanced performance between sales volume and profitability.

## Category-wise Performance:

- Sales Distribution - Office Supplies: 41.11%, Technology: 30.05%, Furniture: 28.84%.
- Profit Distribution - Technology: 51.61%, Office Supplies: 42.64%, Furniture: 5.71%.
- Insight: While Office Supplies drive higher sales, Technology contributes the most to profit. Furniture requires cost review or pricing adjustment to improve profitability.

## Payment Mode Analysis:

- Sales: COD (42%), Online (35.38%), Cards (21.99%).
- Profit: COD (46.84%), Online (30.84%), Cards (22.32%).
- Insight: COD drives both sales and profit, but encouraging online payments could reduce cash-handling costs and improve transaction efficiency.

## Customer Segment Insights:

- Sales: Consumer (48.09%), Corporate (32.55%), Home Office (19.35%).
- Profit: Consumer (46.41%), Corporate (32.98%), Home Office (20.61%).
- Insight: The Consumer segment leads both sales and profit. Corporate clients provide steady revenue, while Home Office presents growth potential through targeted campaigns.

## Geographic Performance:

New York City and Los Angeles show the highest sales and profits. At the state level, California, New York, and Texas dominate in overall revenue. These are prime regions for focused marketing and premium product offerings.

## Sub-Category Highlights:

- Top Sales: Phones (\$0.20M), Chairs (\$0.18M), Binders (\$0.17M), Storage (\$0.15M), Accessories (\$0.12M).
- Top Profits: Copiers (\$43K), Accessories (\$25K), Phones (\$22K), Paper (\$21K), Binders (\$18K).
- Insight: Phones and Copiers are both revenue and profit leaders—continued promotion and stock optimization in these categories can maximize growth.

## Shipping Mode Insights:

Standard Class and Second Class shipping modes are most preferred, balancing cost and timely delivery. This reflects efficient logistics management and high customer satisfaction levels.

## **Seasonal and Time-Based Trends:**

- Peak sales occur between October and December, with December achieving the highest revenue.
- In 2019, October and December were the most profitable months, while in 2020, March saw the highest profit.
- Insight: Q4 is a crucial sales period. Enhanced inventory planning and marketing campaigns during these months can further boost profits.

## **Key Business Recommendations:**

- Focus on expanding Technology and Office Supplies categories, optimizing pricing for Furniture.
- Promote digital payments to reduce COD overheads and streamline transactions.
- Design loyalty and referral programs targeting the Consumer segment for repeat business.
- Leverage high-performing regions (California, New York, Texas) for premium product launches.
- Use predictive analytics to forecast demand for Phones, Copiers, and seasonal products.
- Strengthen Q4 marketing campaigns and ensure stock readiness before October.

## **Conclusion:**

The Superstore demonstrates strong financial performance, with Technology and Office Supplies as core profitability drivers. By enhancing pricing strategies, shifting toward digital payments, and capitalizing on high-performing regions and peak seasons, the business can further elevate revenue, efficiency, and customer loyalty.