



SuperStore

Overview Dashboard

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Products & Sales

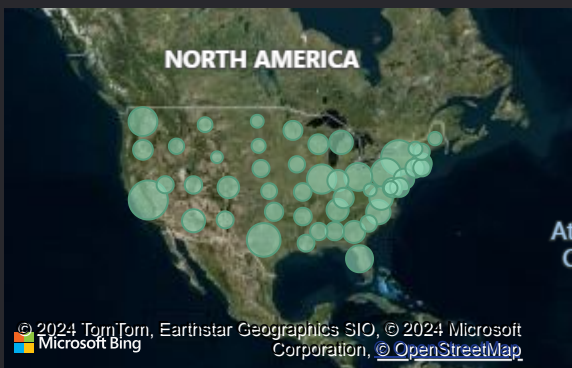
Furniture Sales Result

Delivery Service

Customer Relationship
management

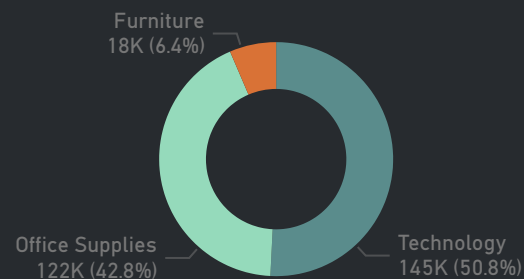
Main market

Customer by State



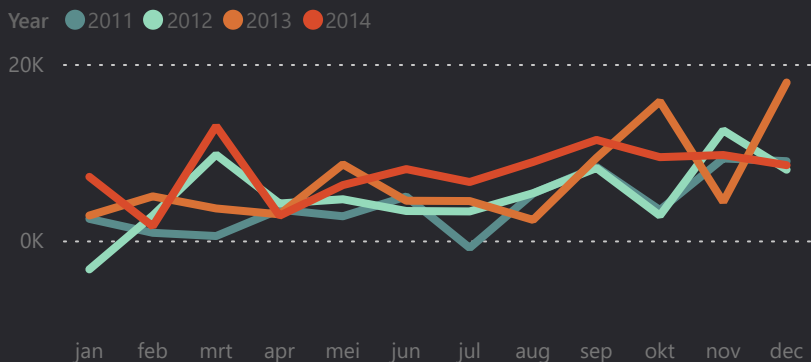
Product Categories

Profit by Category



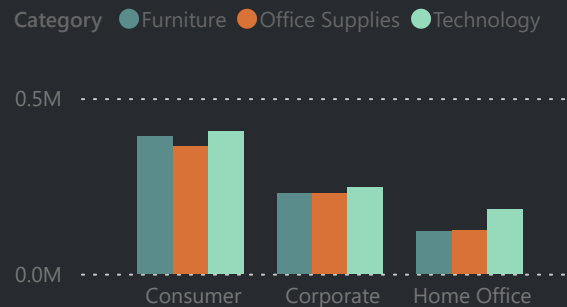
Financial years

Profit by Month_Year

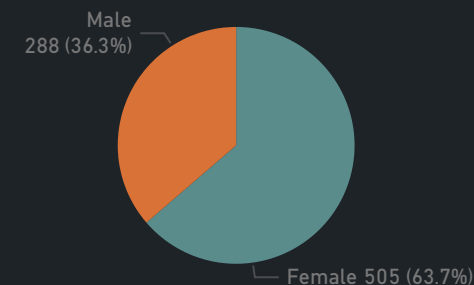


Target Customer

Sales by Segment and Category

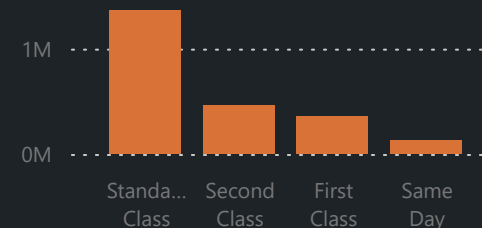


Total Customers 793



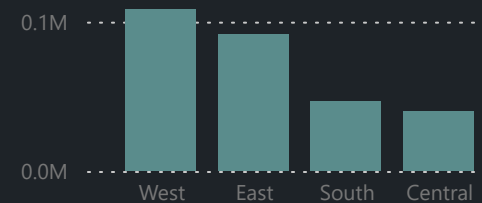
Total Sales 2.30M

Sales by Ship Mode



Total Profit 286.40K

Profit by Region



Year

All

Region

All

Category

All

Age Group

All

Cus_Segment

All

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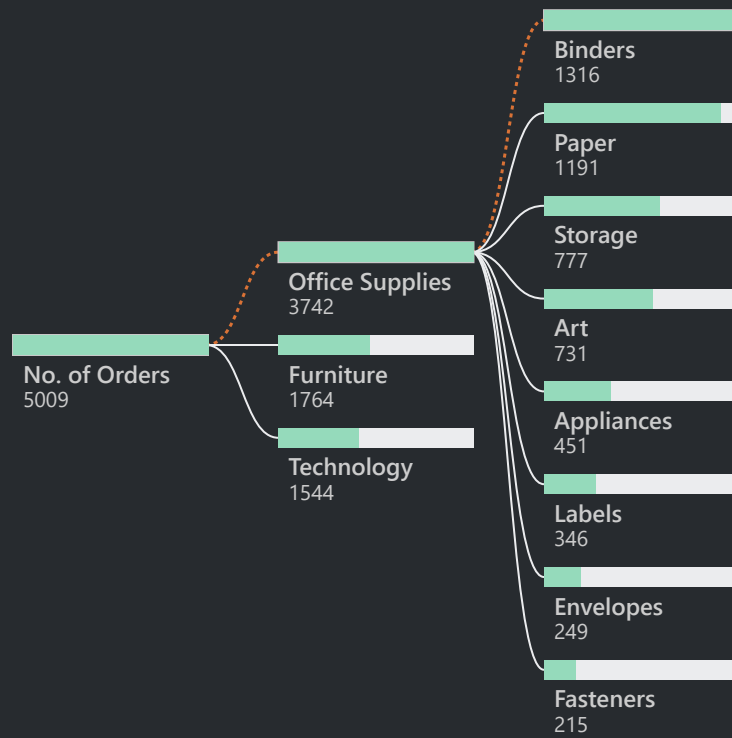
Year
All

Region
All

Category
All

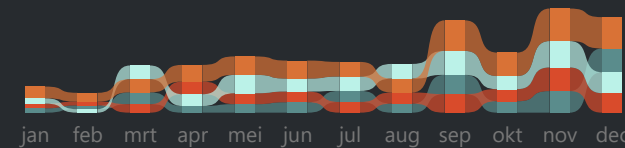
Age Group
All

Cus_Segment
All

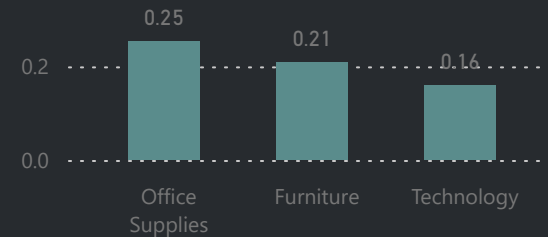


Discount Periods

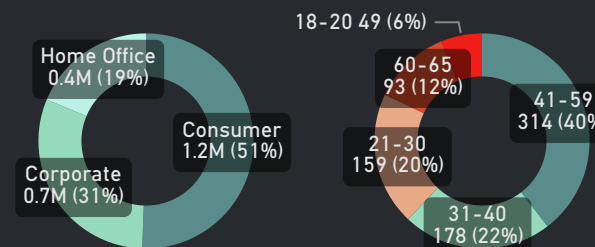
Year 2011 2012 2013 2014



Discount by Category

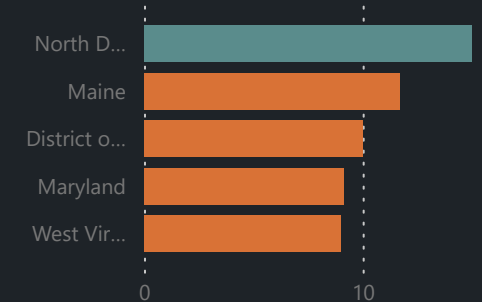


Sales by Consumer seg. & Age group



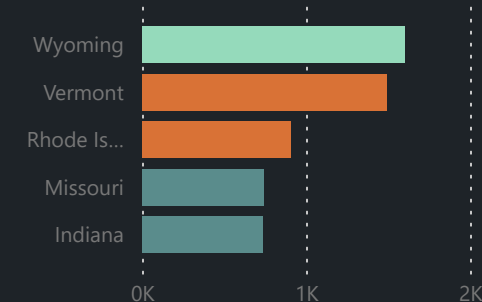
AQO per Area

Region Central East



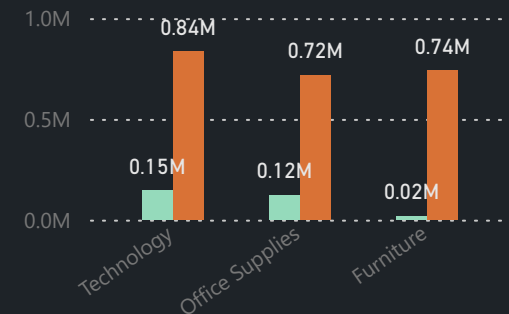
AVO per Area

Region Central East West



Profit over Sales

Sum of Profit Sum of Sales





Furniture sales Result

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Year
All

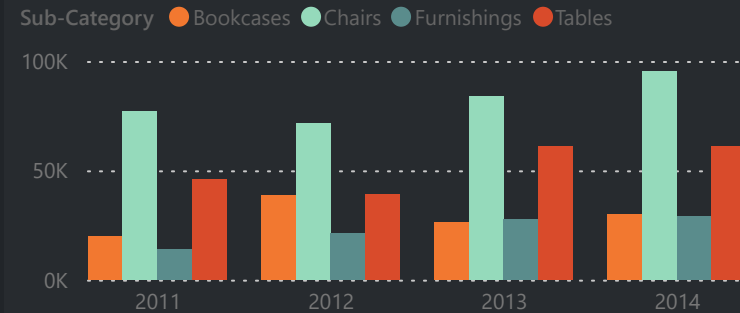
Region
All

Category
All

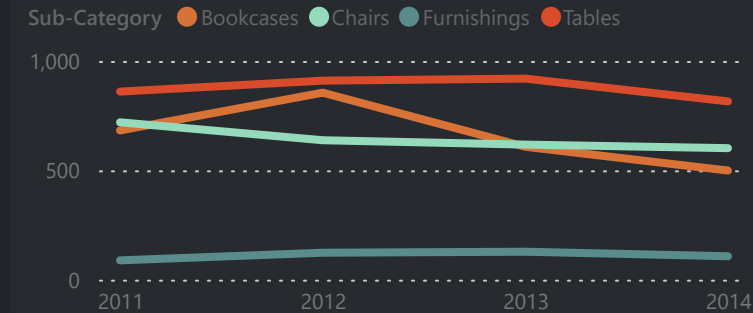
Age Group
All

Cus_Segment
All

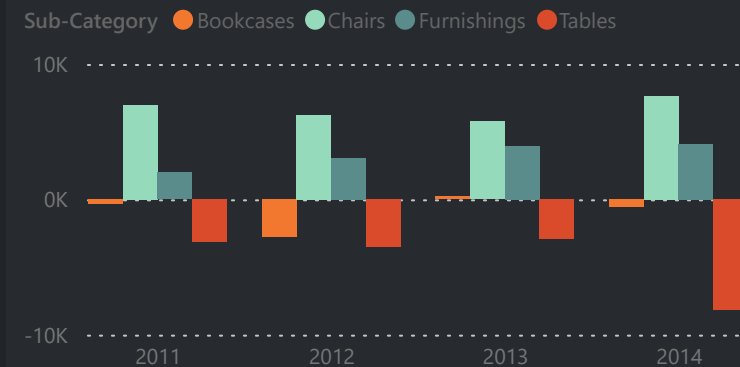
Sales by Furniture Sub-Category



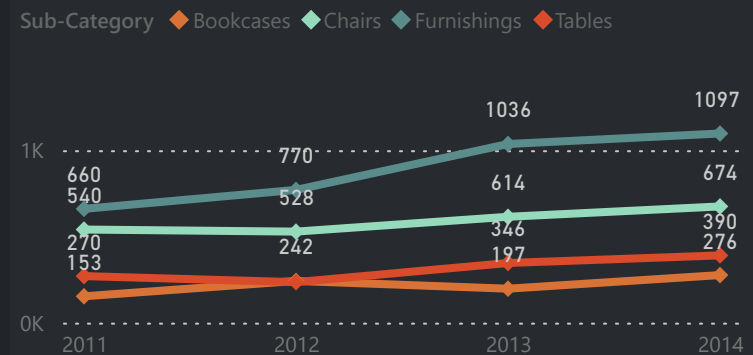
Pricing Strategy



Profit by Furniture Sub-Category



Number of product sold



Solution 1

Discontinue the entire product lines of bookcase and table.

Solution 2

Review and assess the inventory storage and outbound processes for Furniture items

Solution 3

Consider implementing a promotional program to stimulate sales for Furniture items



Delivery Service



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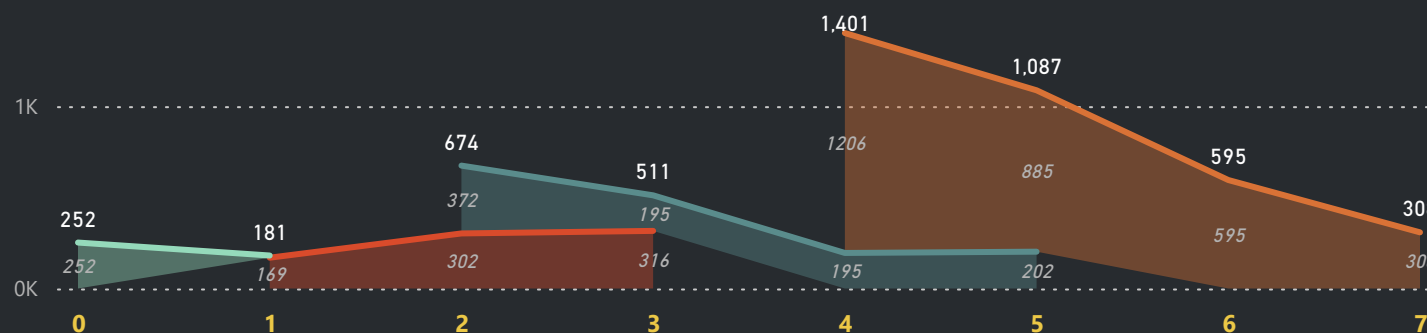
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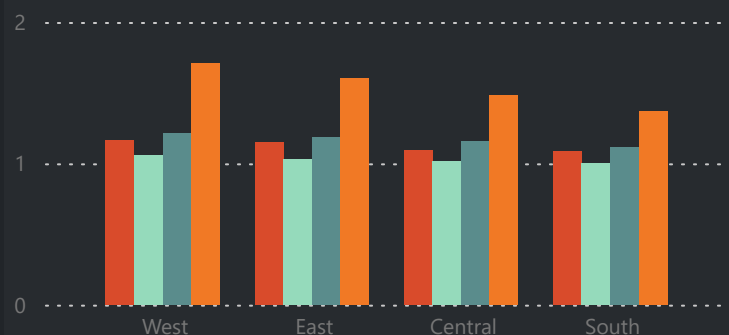
Orders by Ship-mode

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



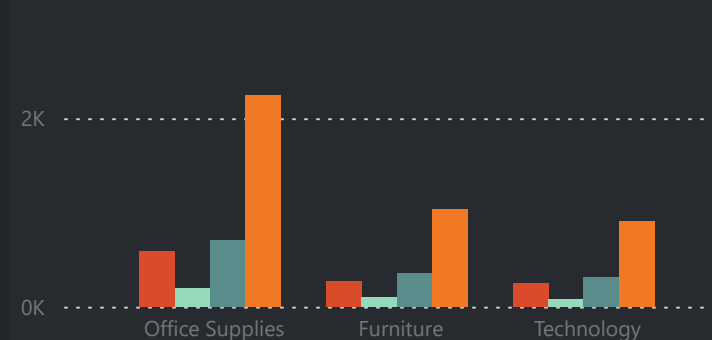
Service Frequency

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



Number of product sold

Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



New Delivery Service

Introduce a new doorstep delivery service that includes assembly for products requiring assembly, providing convenience directly to the customer's location.

Description

For the delivery timeframes of our services:

Same day: 0-1 day

First class: 1-3 days

Second class: 2-5 days

Standard class: 4-7 days

Description

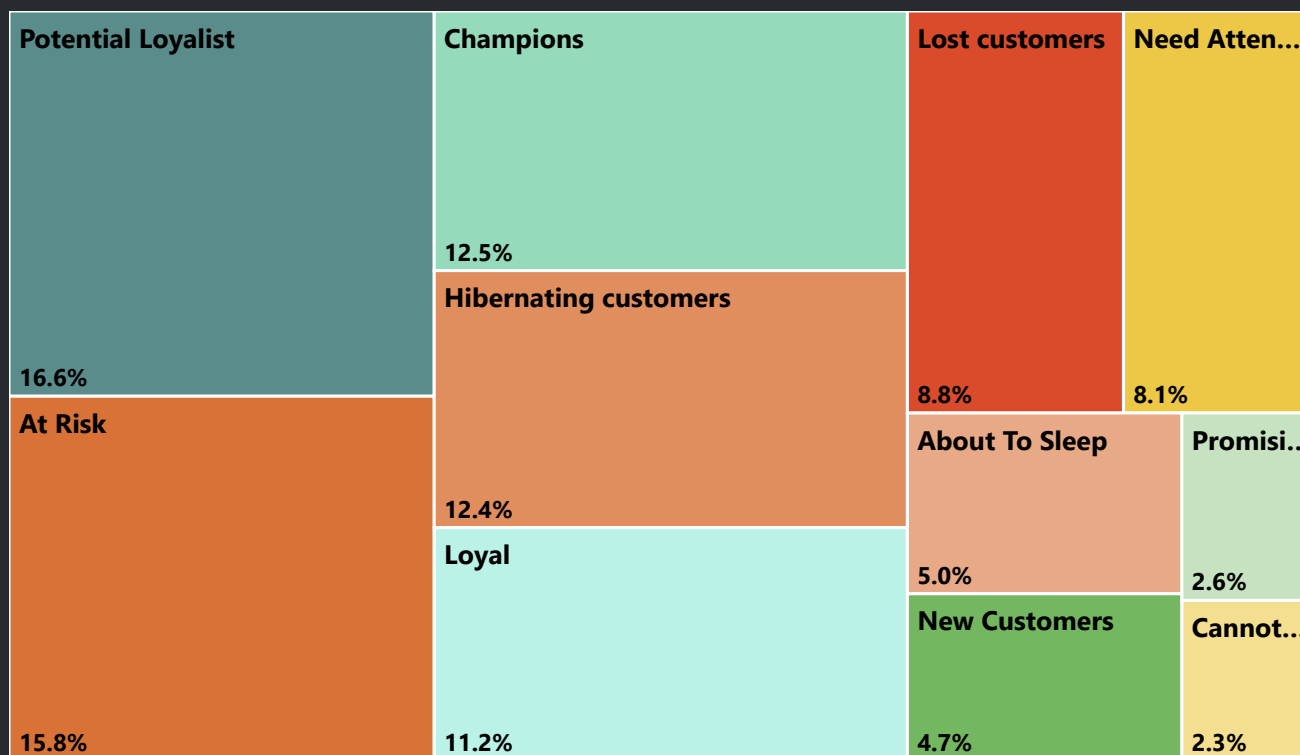
The company maintains evenly distributed inventory levels across all regions.



Customer Relationship Management

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RFM Model



Solution

For regular customers: We need promotional programs to incentivize customers to maintain their shopping habits with us. Additionally, we should implement loyalty programs, allowing customers to accumulate points and exchange them for rewards.

Solution

For high-spending customers, it's important to introduce them to higher-quality products, provide attentive support across all aspects, and implement programs tailored specifically for them.

Solution

For new or returning customers, it's essential to pay attention to them and introduce programs that stimulate them to shop again.