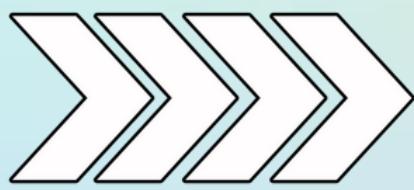




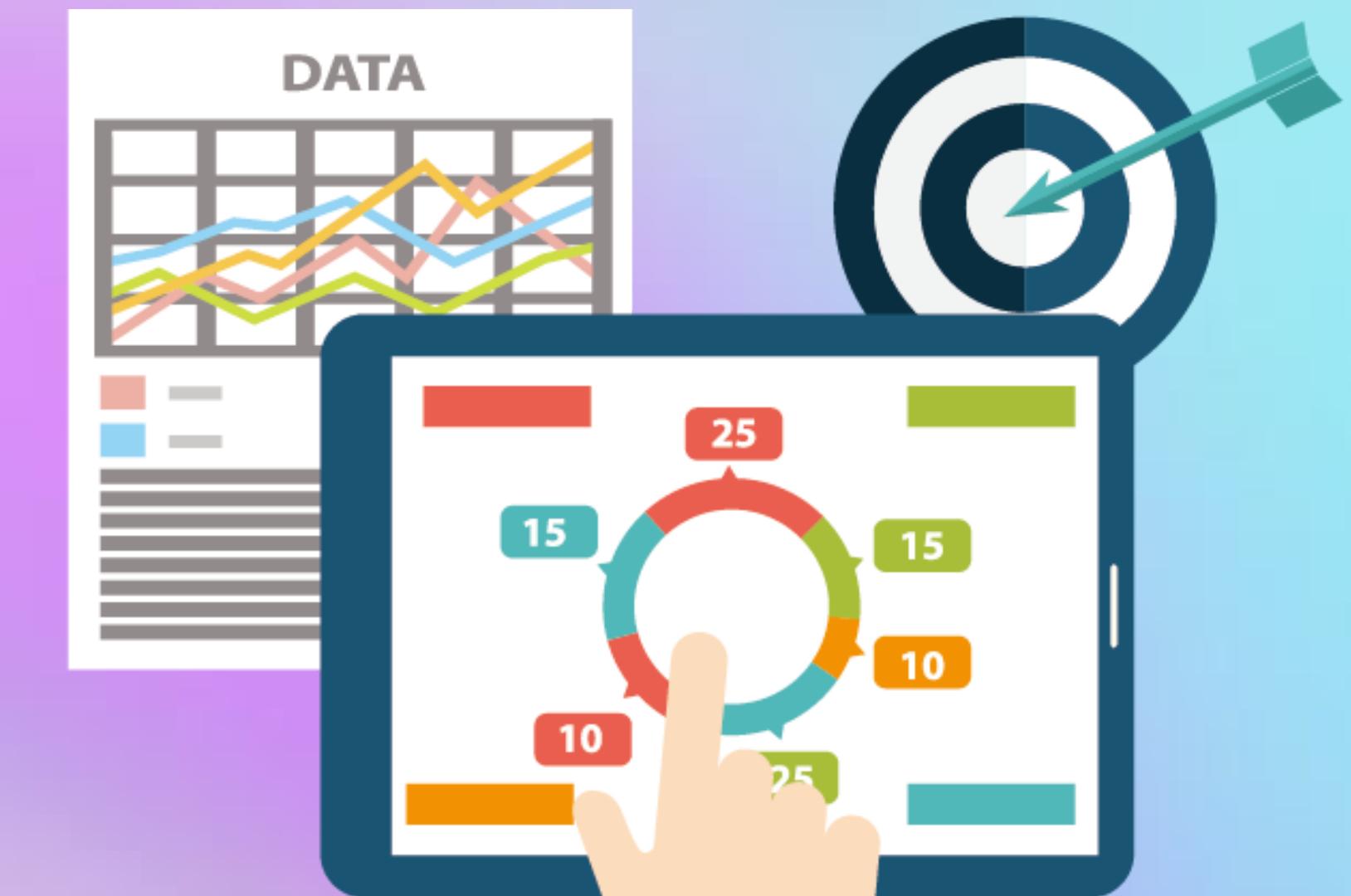
SuperStore



BI43/ MINDX TECHNOLOGY
SCHOOL

SUPERSTORE ANALYSIS

Team 2: Cao Thành Phát, Trần
Huỳnh Cẩm Tú
Mentor: Quỳnh Trang Lê





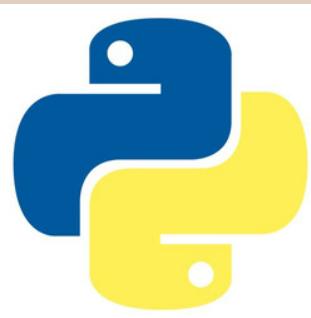
SuperStore

SuperStore

Tools in use



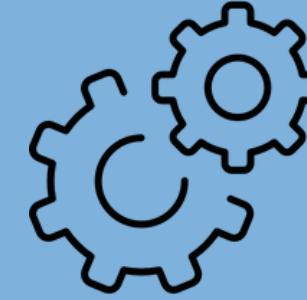
Dataset SuperStore



Used to clean data



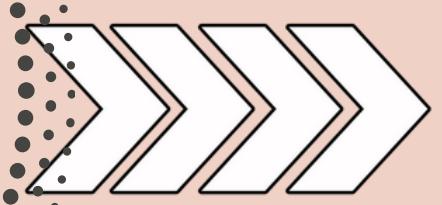
The data is processed, aggregated, and used to build models for visualizing information in reports.





SuperStore

SuperStore



CLEAN DATA

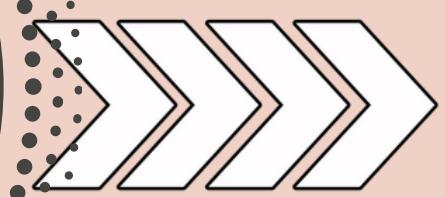
Check the type of data:

1	Order ID	9994 non-null	object
2	Order Date	9994 non-null	datetime64[ns]
3	Ship Date	9994 non-null	datetime64[ns]
4	Ship Mode	9994 non-null	object
5	Customer ID	9994 non-null	object
6	Customer Name	9994 non-null	object
7	Segment	9994 non-null	object
8	Country	9994 non-null	object
9	City	9994 non-null	object
10	State	9994 non-null	object
11	Postal Code	9994 non-null	int64
12	Region	9994 non-null	object
13	Product ID	9994 non-null	object
14	Category	9994 non-null	object
15	Sub-Category	9994 non-null	object
16	Product Name	9994 non-null	object
17	Sales	9994 non-null	float64
18	Quantity	9994 non-null	int64
19	Discount	9994 non-null	float64
21	Age	9994 non-null	int64
22	Gender	9994 non-null	object





SuperStore



CLEAN DATA

Drop Column RowID:

```
#Xóa cột Row ID  
df.drop('Row ID', axis=1, inplace=True)  
df  
✓ 0.0s
```

Export to excel:

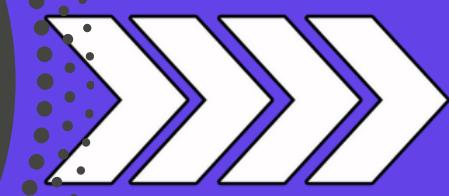
```
#export to xlxs  
df.to_excel('Superstore_raw.xlsx', index=False)  
✓ 2.9s
```

Result:

2	Ship Date	9994	non-null	datetime64[ns]
3	Ship Mode	9994	non-null	object
4	Customer ID	9994	non-null	object
5	Customer Name	9994	non-null	object
6	Segment	9994	non-null	object
7	Country	9994	non-null	object
8	City	9994	non-null	object
9	State	9994	non-null	object
10	Postal Code	9994	non-null	int64
11	Region	9994	non-null	object
12	Product ID	9994	non-null	object
13	Category	9994	non-null	object
14	Sub-Category	9994	non-null	object
15	Product Name	9994	non-null	object
16	Sales	9994	non-null	float64
17	Quantity	9994	non-null	int64
18	Discount	9994	non-null	float64



SuperStore



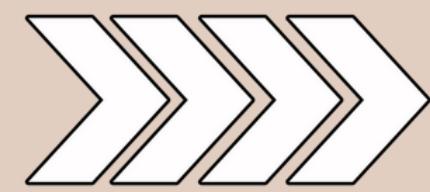
GENERAL INFORMATION



- Ecommerce Industry
- Market location: The United States
- Products: Furniture, Technology & Office supplies
- Geographic Target Market: US East & West coast
- Target Market Customer: B2C Consumer
- Date covers business's operating result in 04 years from 2011 to 2014



SuperStore



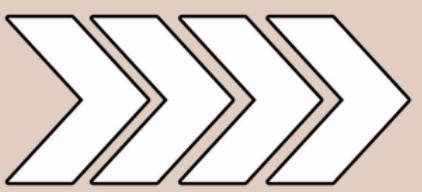
OVERVIEW

SuperStore





SuperStore



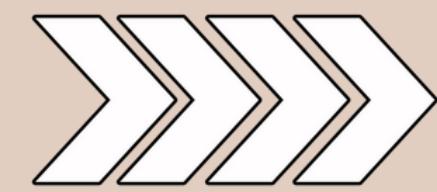
OVERVIEW

SuperStore



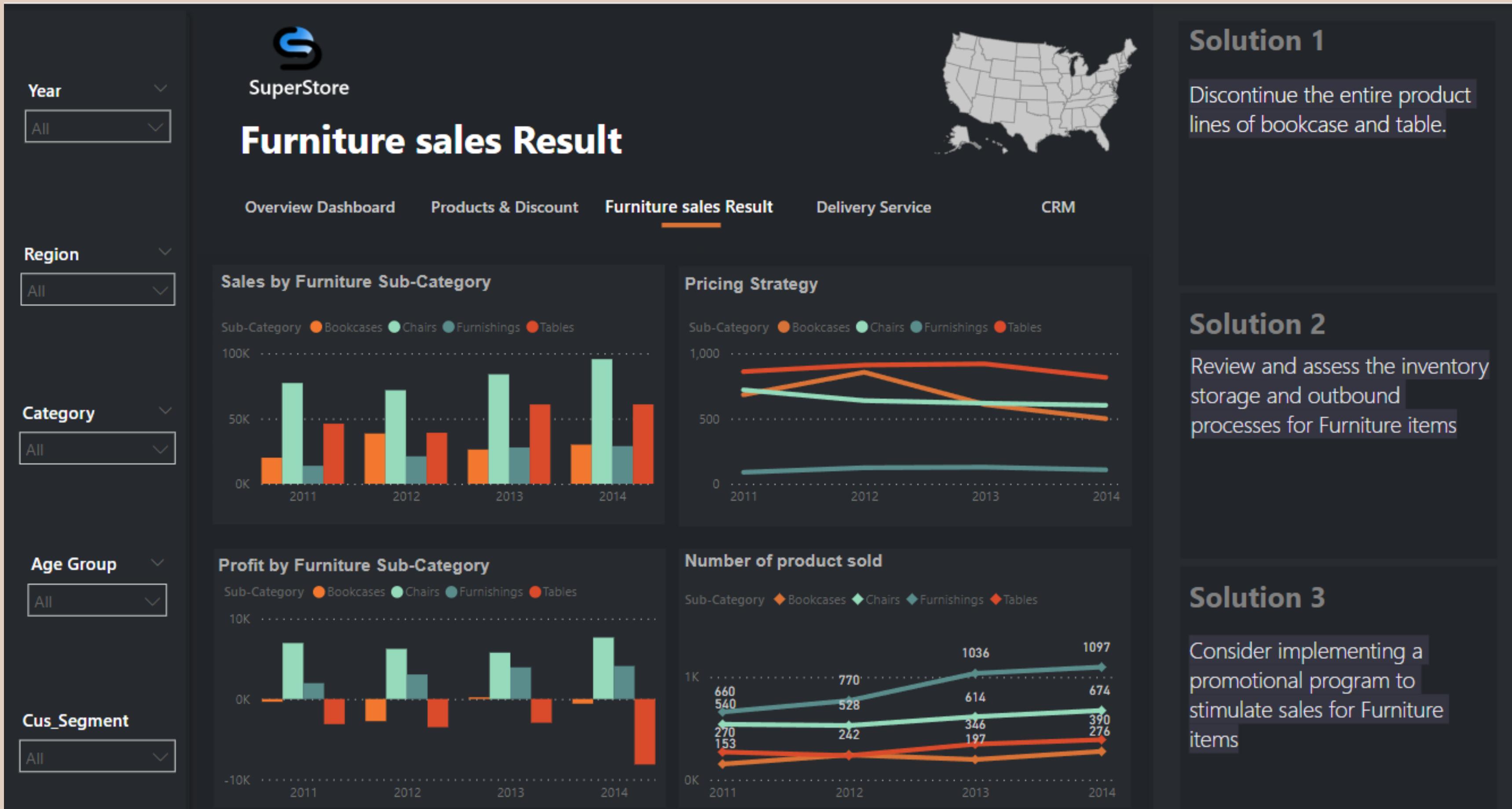


SuperStore



OVERVIEW

SuperStore



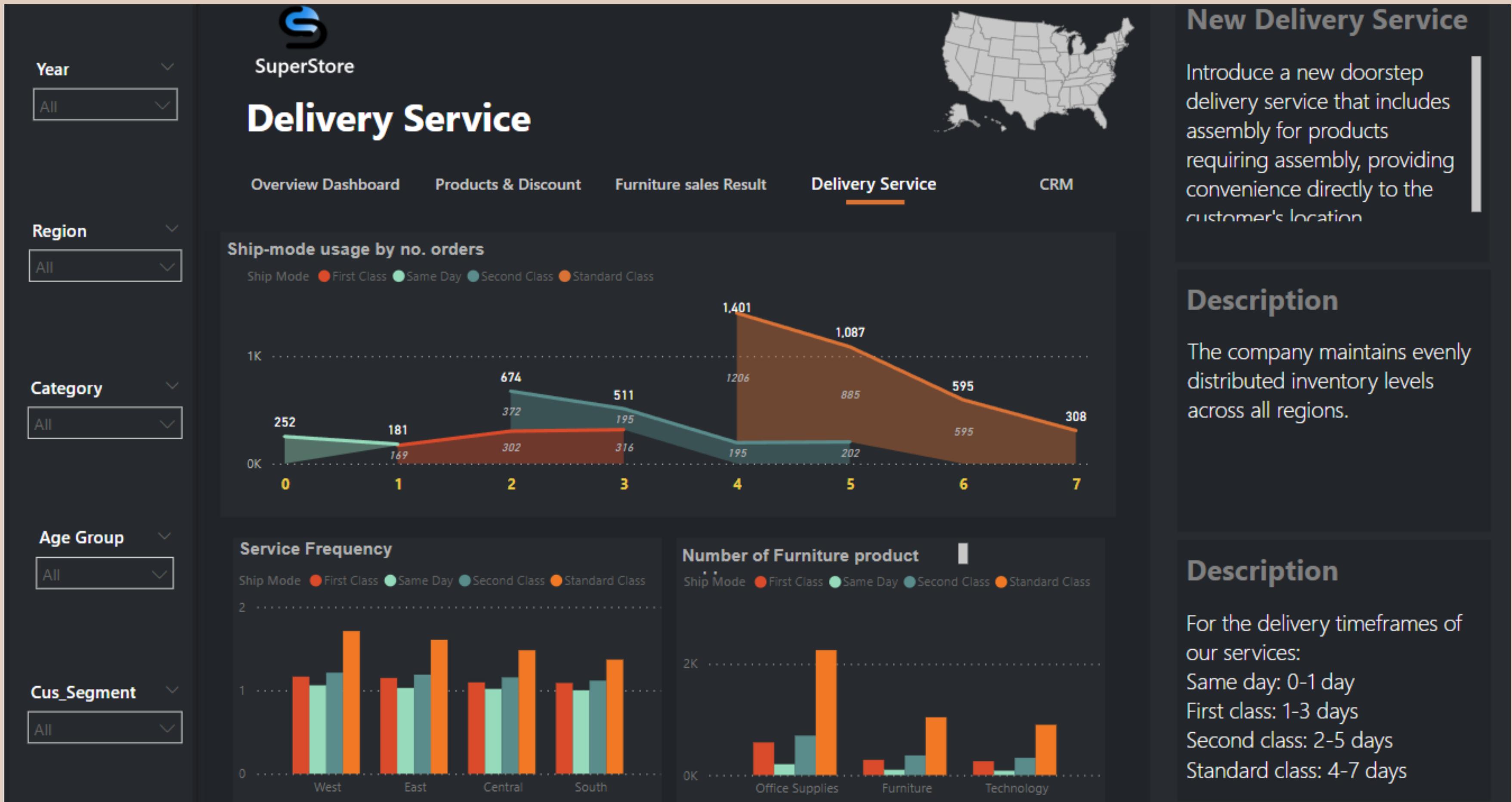


SuperStore



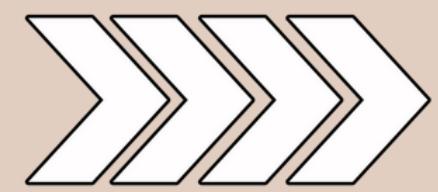
OVERVIEW

SuperStore





SuperStore



OVERVIEW

Year

Region

Category

Age Group

Cus_Segment

SuperStore

Customer Relationship Management

Overview Dashboard Products & Discount Furniture sales Result Delivery Service CRM

RFM Model

Potential Loyalist	Champions	Lost customers	Need Atten...
16.6%	12.5% Hibernating customers	8.8%	8.1%
At Risk	12.4%	About To Sleep	Promisi...
15.8%	11.2%	5.0%	2.6%
		New Customers	Cannot...
		4.7%	2.3%

Solution 1

Build a customer loyalty program with distinct and highly personalized values.

Solution 2

Propose incentive programs that are linked to target thresholds

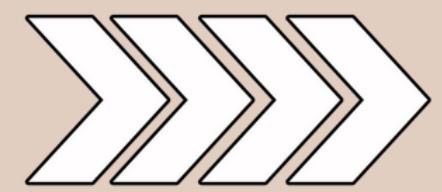
Solution 3

Ensure frequency of interaction and recommend product-related information



SuperStore

SuperStore



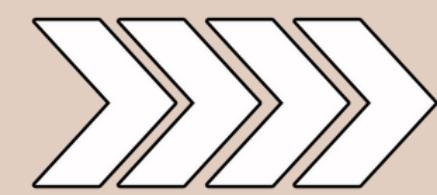
Bussiness Location



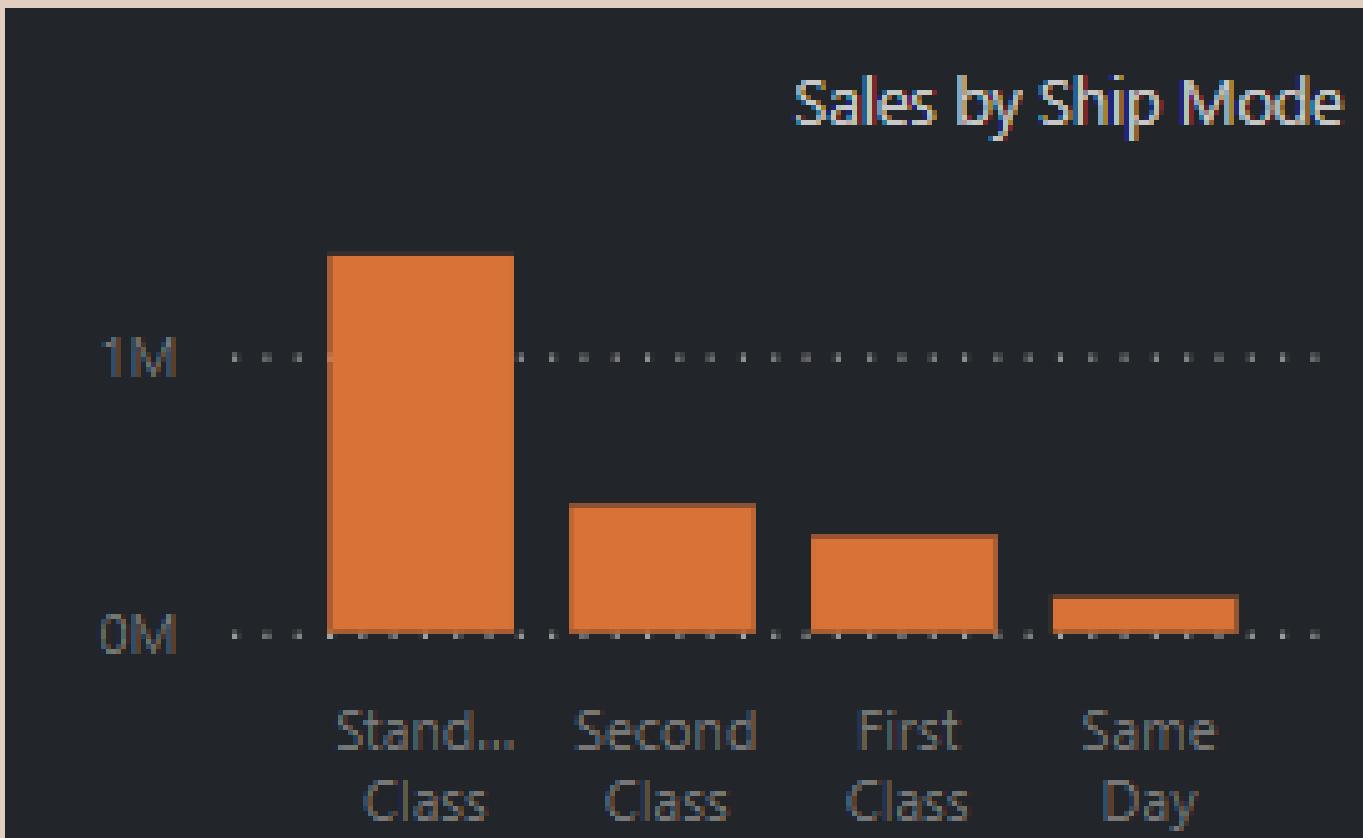
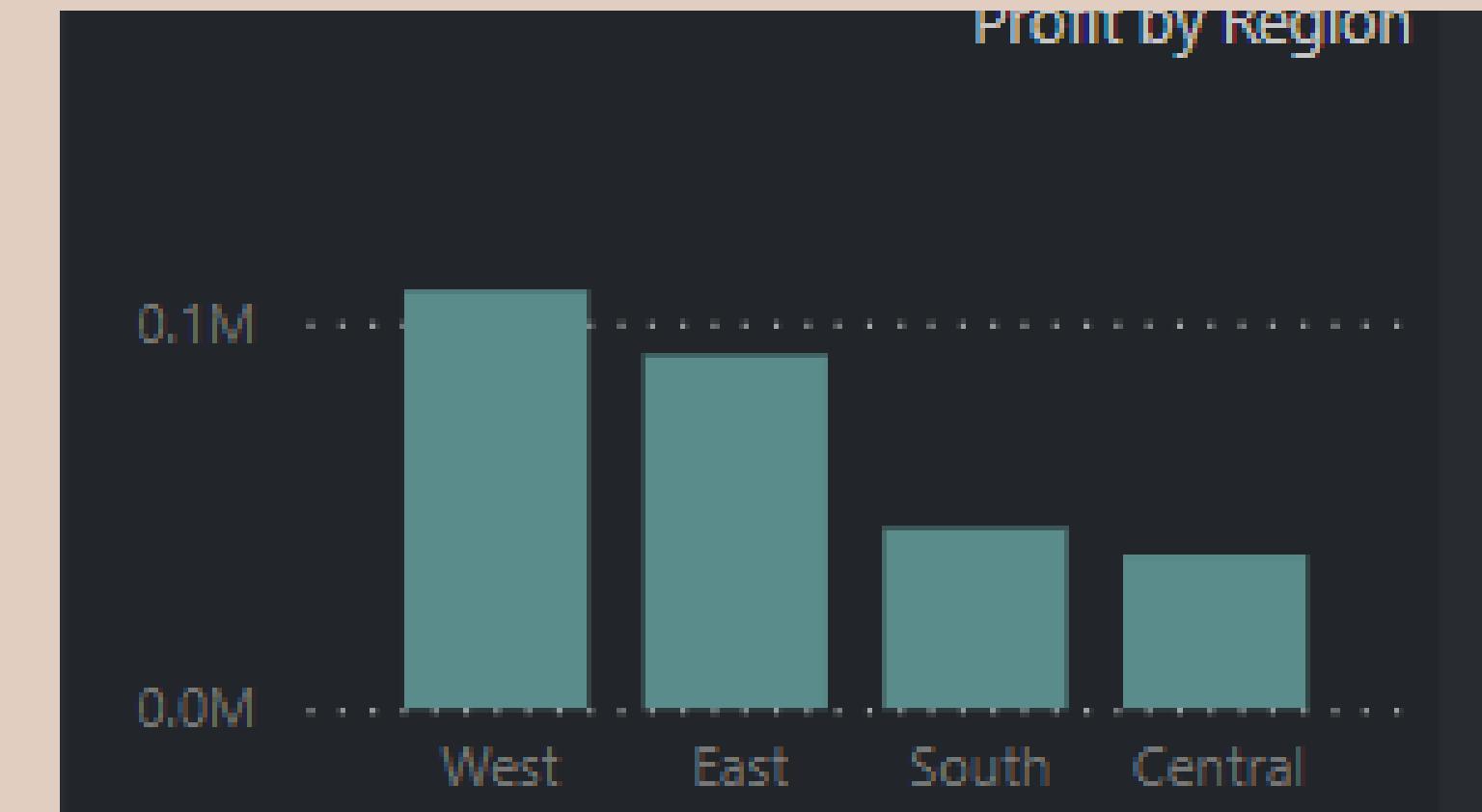
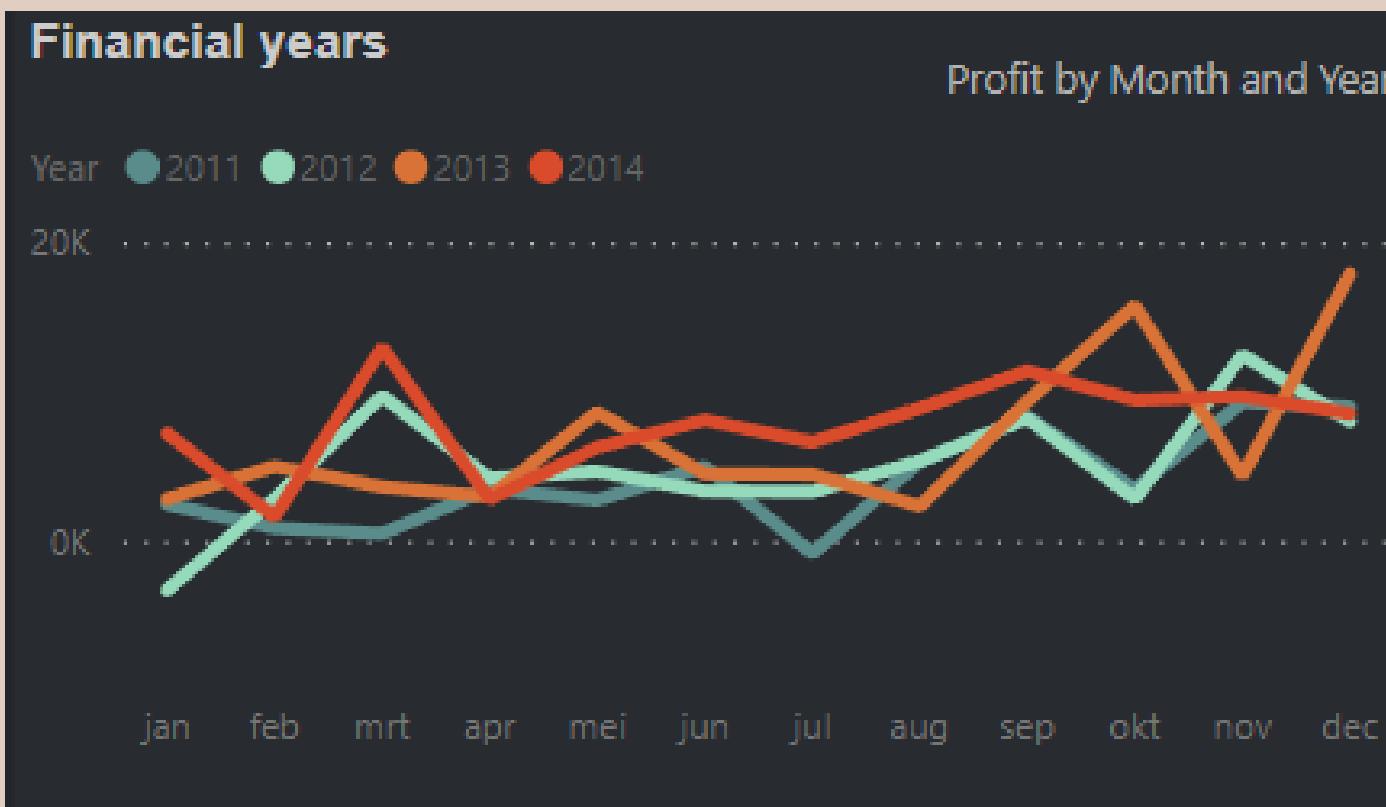
Superstore is thriving on both the West and East coasts of the United States, with notable success in California and New York.



SuperStore



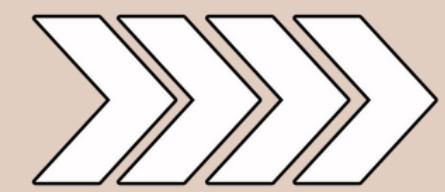
Overview of the Business



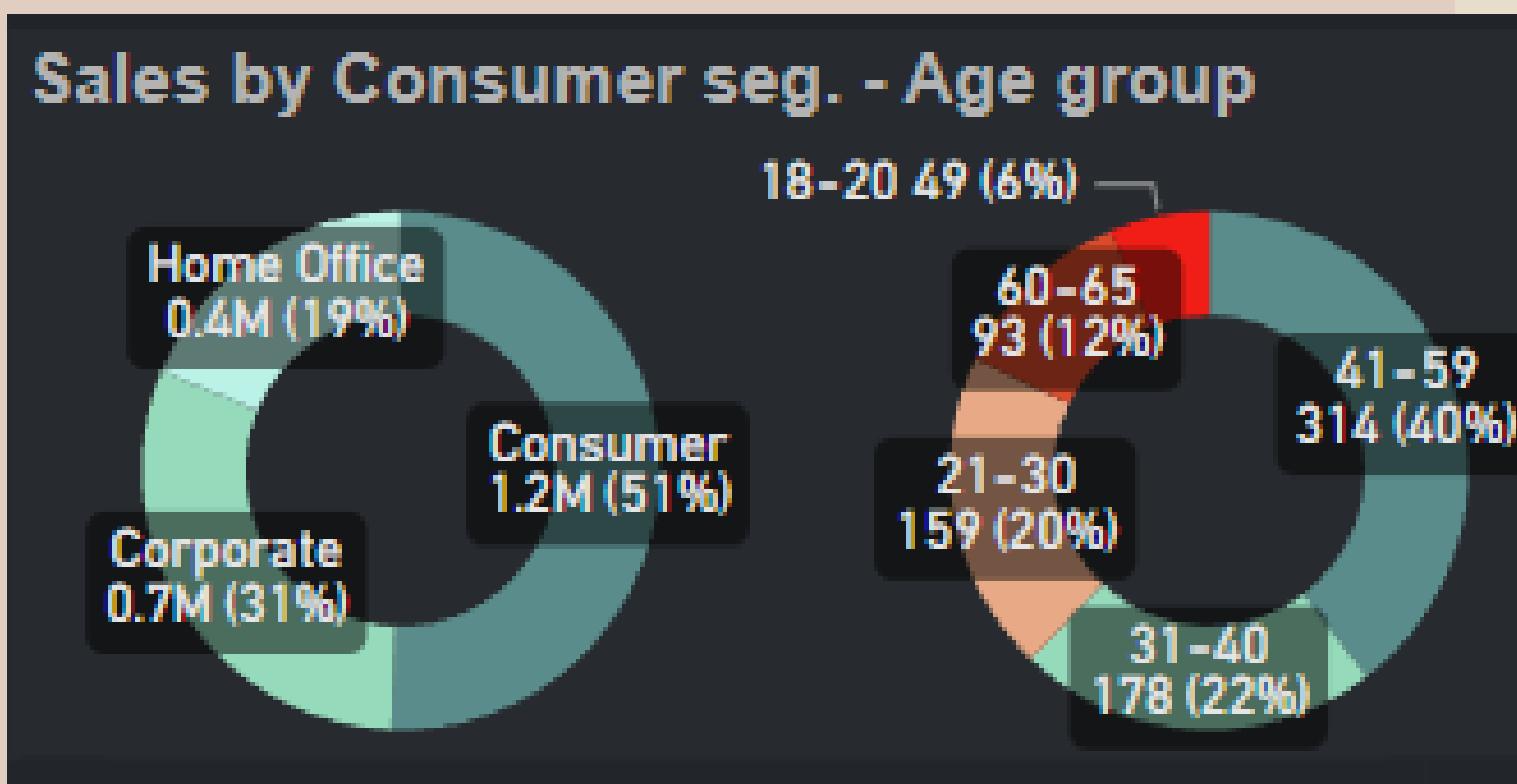
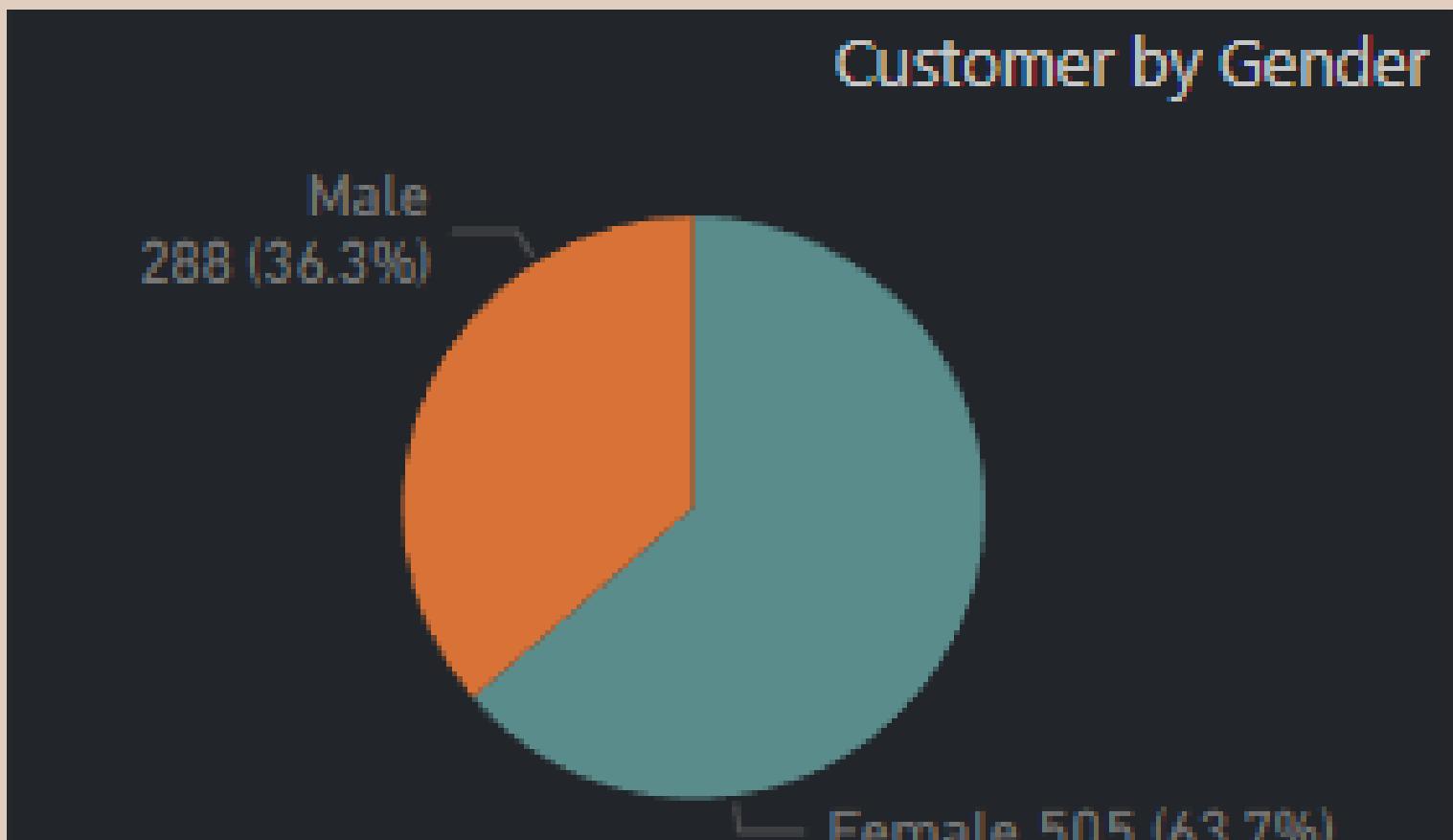
From the data, we can see that the year 2013 was the company's best-performing business year
Standard Class is the best Sales of the delivery service
Profit at the West is the best all of the Region



SuperStore



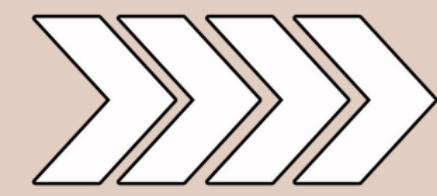
Overview of the Business



It is evident that the company's customer base has a higher proportion of females compared to males. The primary age group for customers is between 41-59 years old. The Consumer segment contributes the highest revenue, accounting for 51%



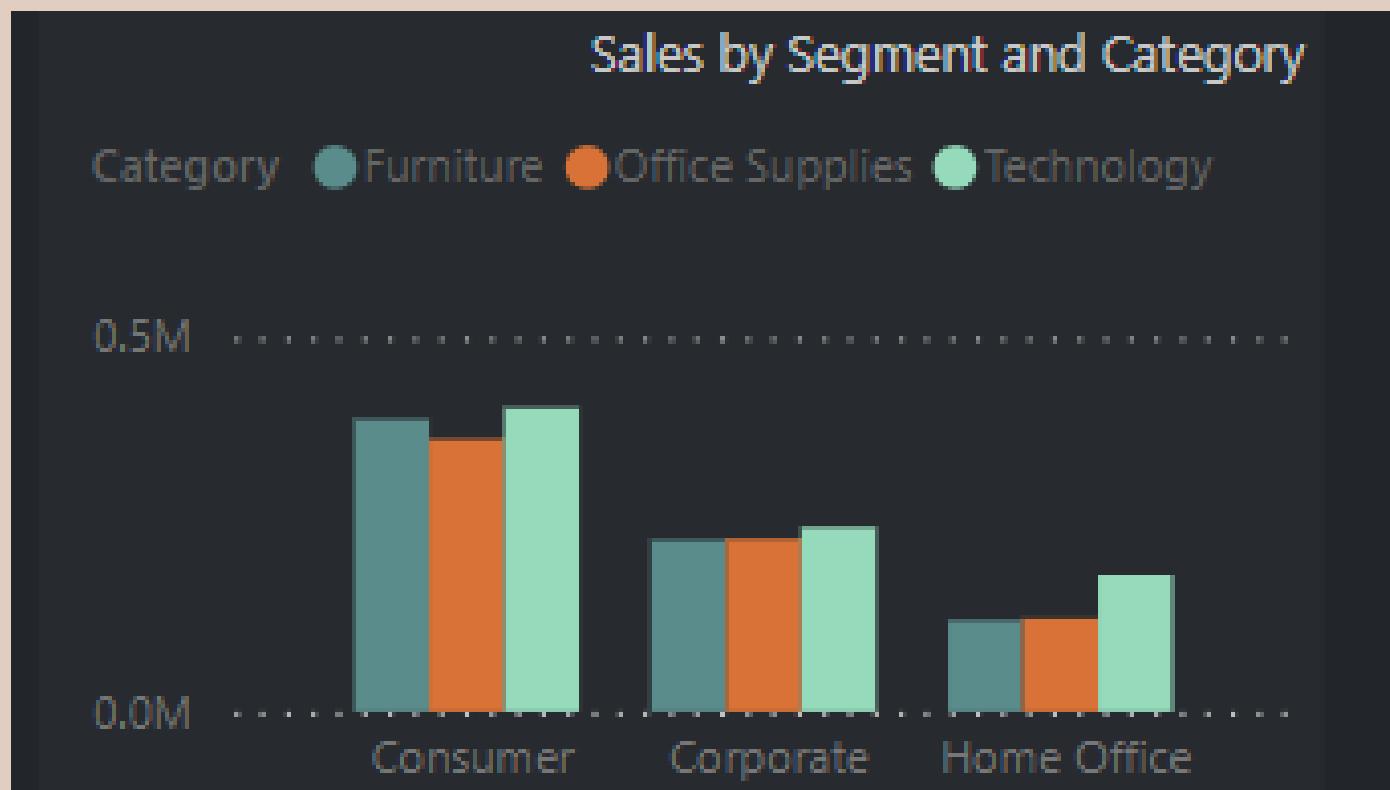
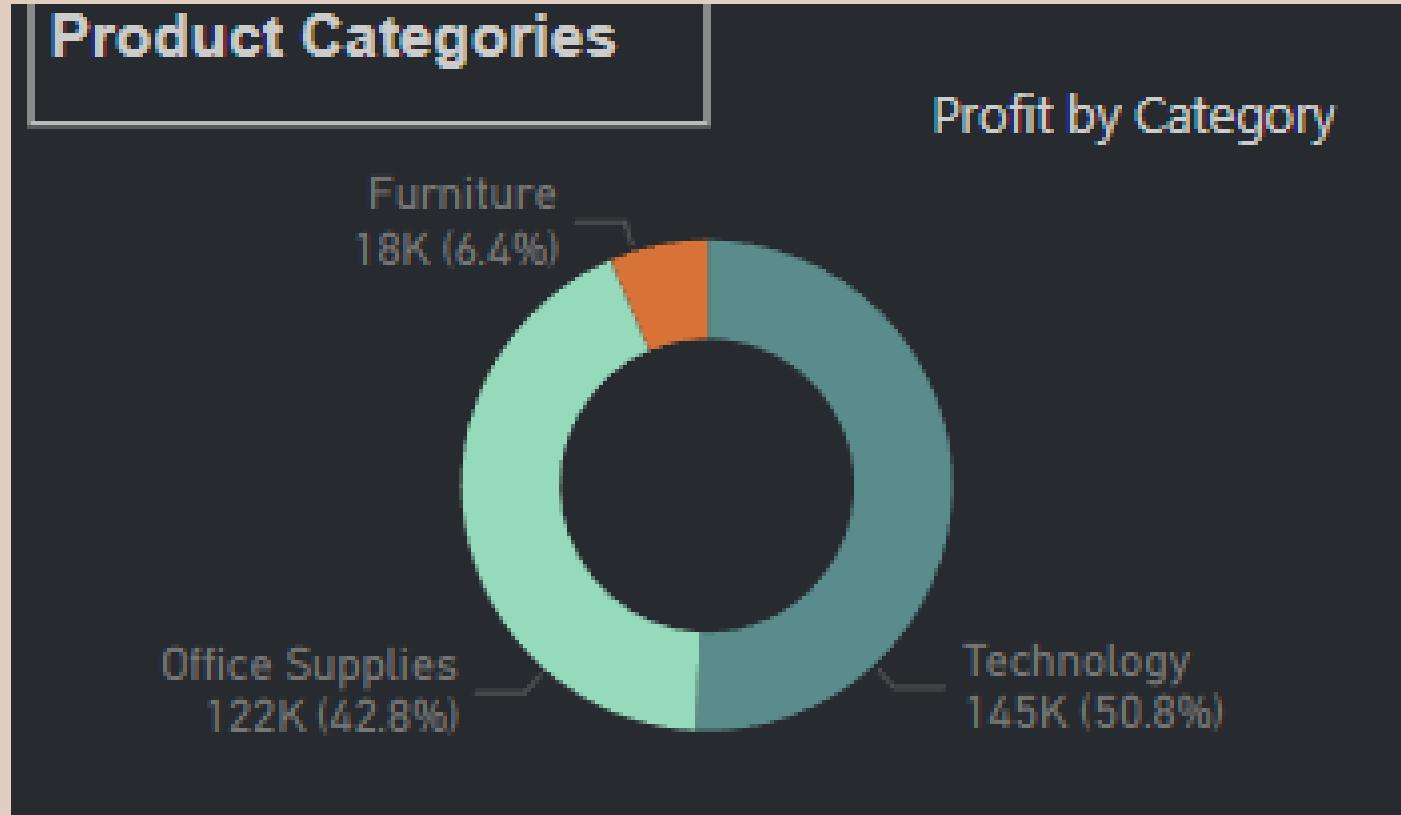
SuperStore



Overview of the Business

SuperStore

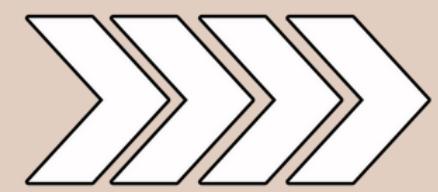
Product Categories



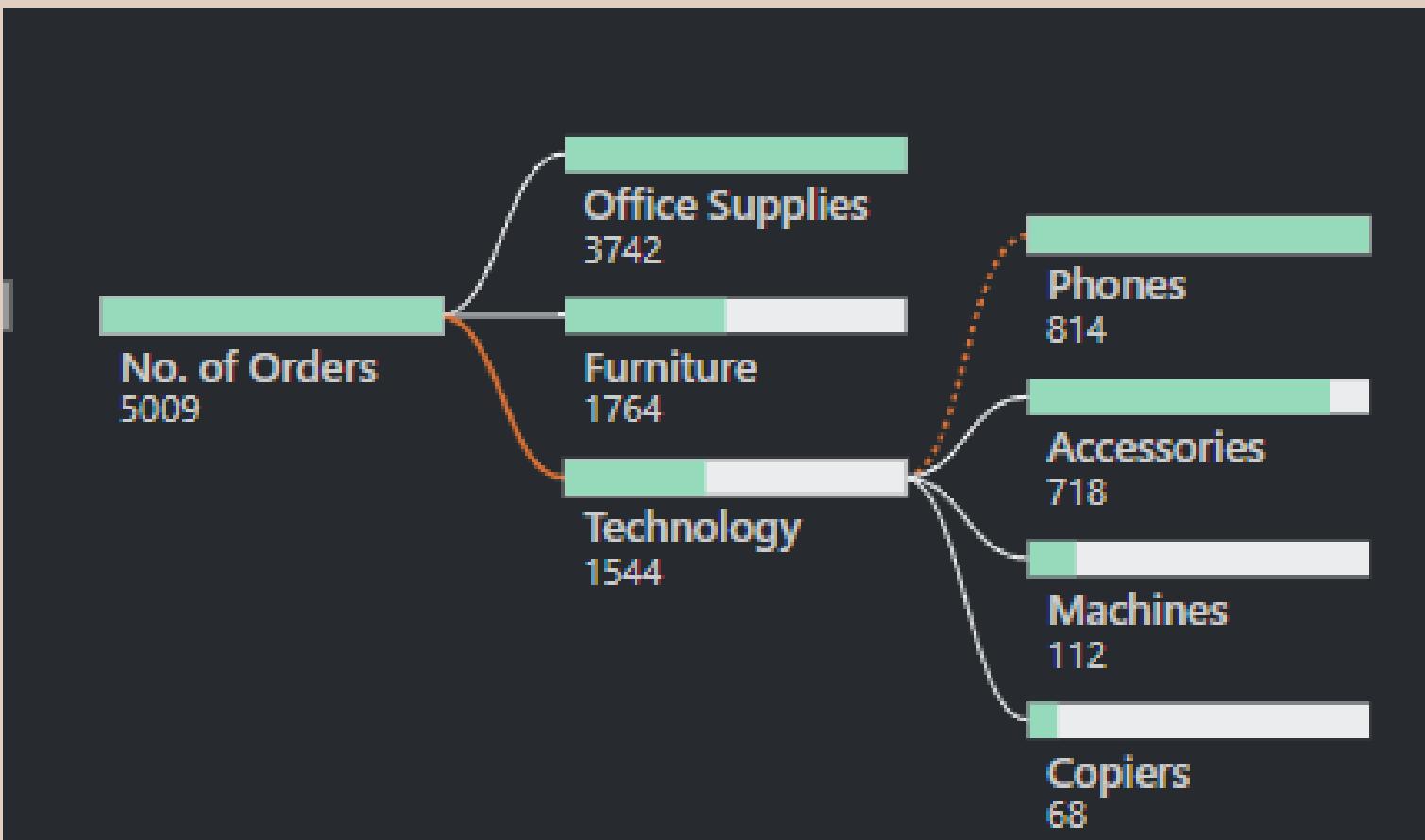
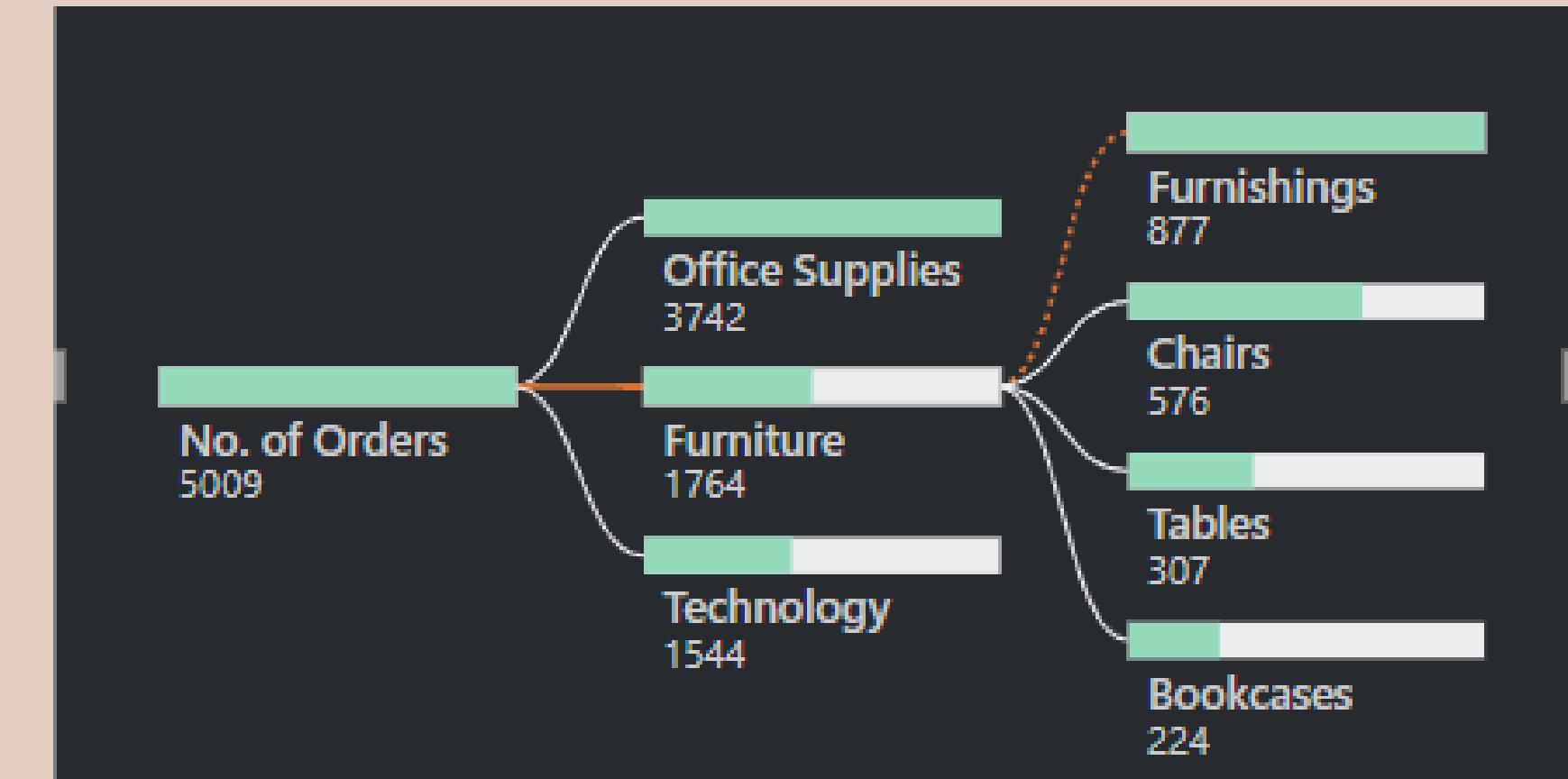
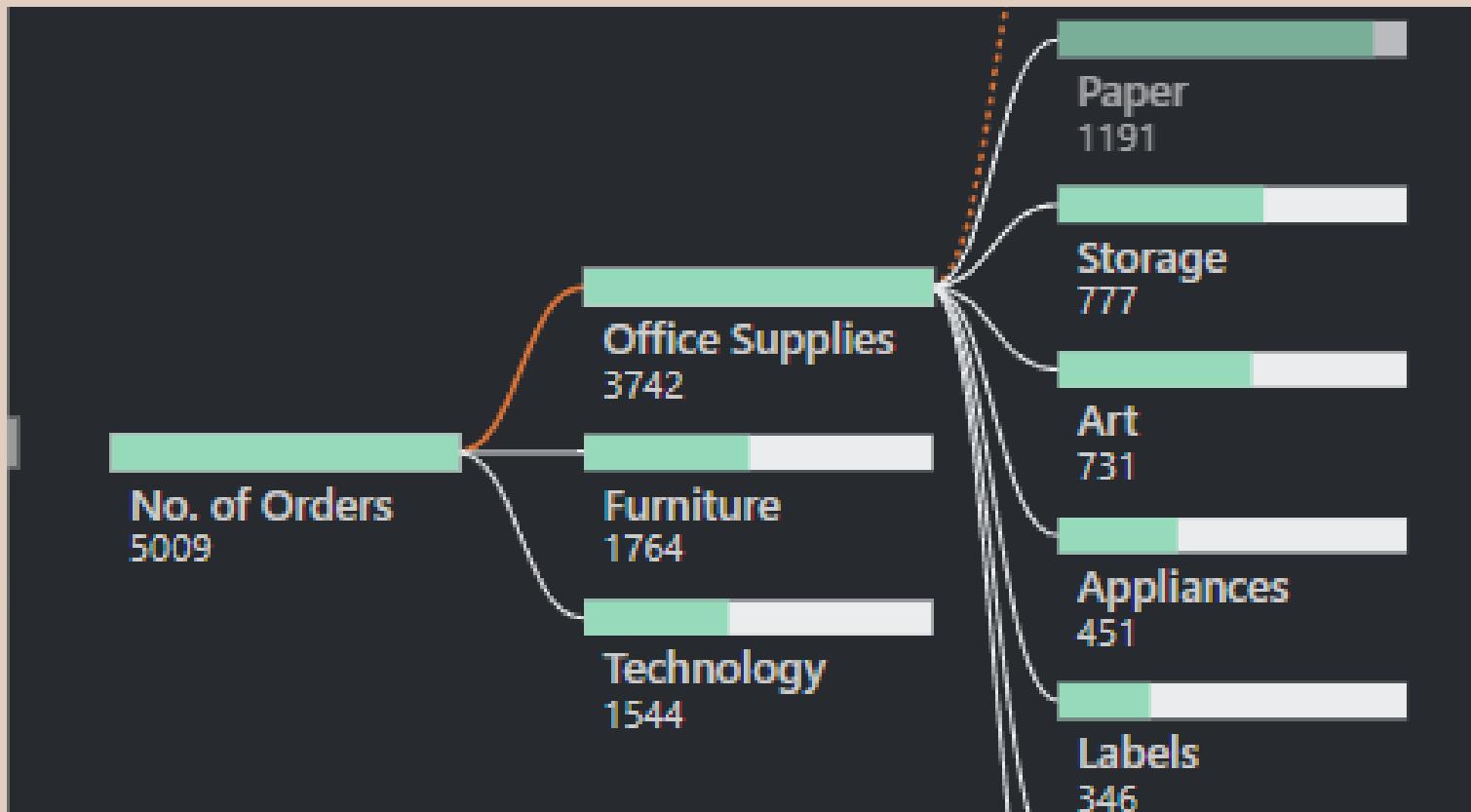
The highest profit comes from products in the Technology category, accounting for 50.8%. The lowest profit is from products in the Furniture category, making up 6.4%. Consumer is the largest customer segment across all product categories.



SuperStore



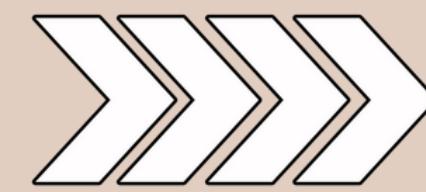
Product and discount



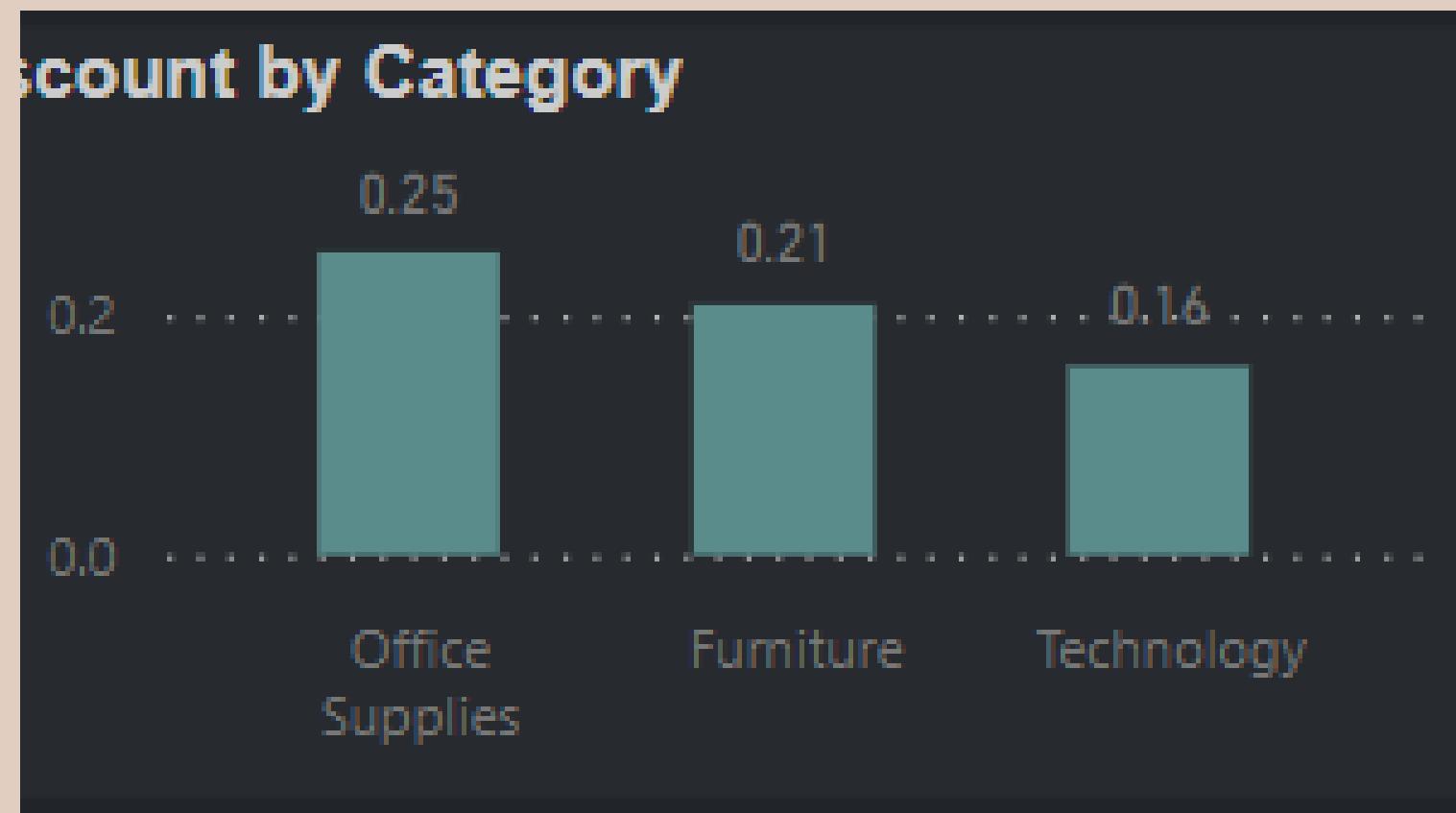
The most ordered category is Office Supplies, followed by Furniture and Technology. Within Office Supplies, the most ordered product is Binders. Following that are Furnishing within the Furniture category and Phones within the Technology category.



SuperStore

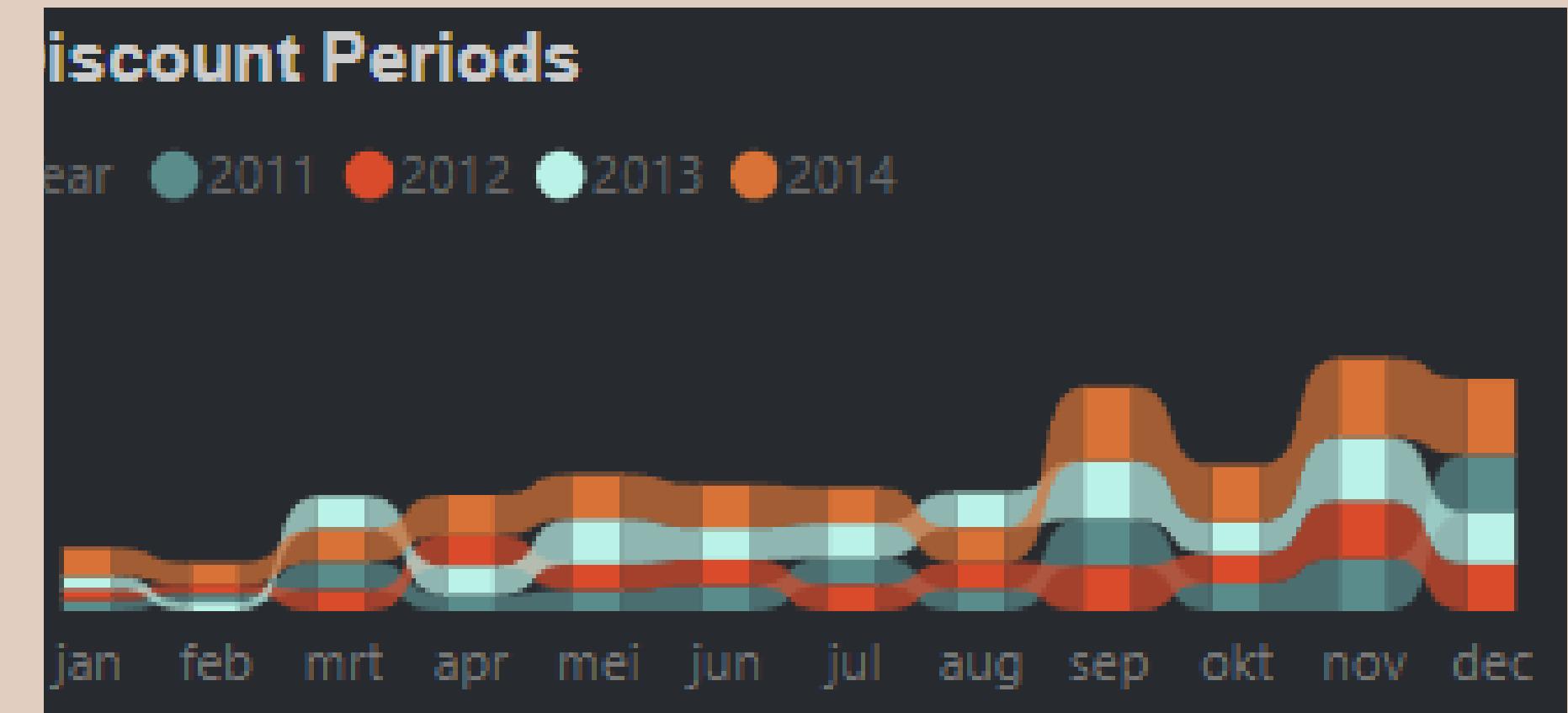


Product and discount



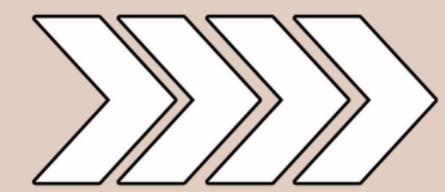
The category with the highest sales during promotions is Office Supplies. Following that are Furniture and Technology.

We can observe that the company promotes most heavily in September, November, and December. The year with the highest total sales is 2014.





SuperStore

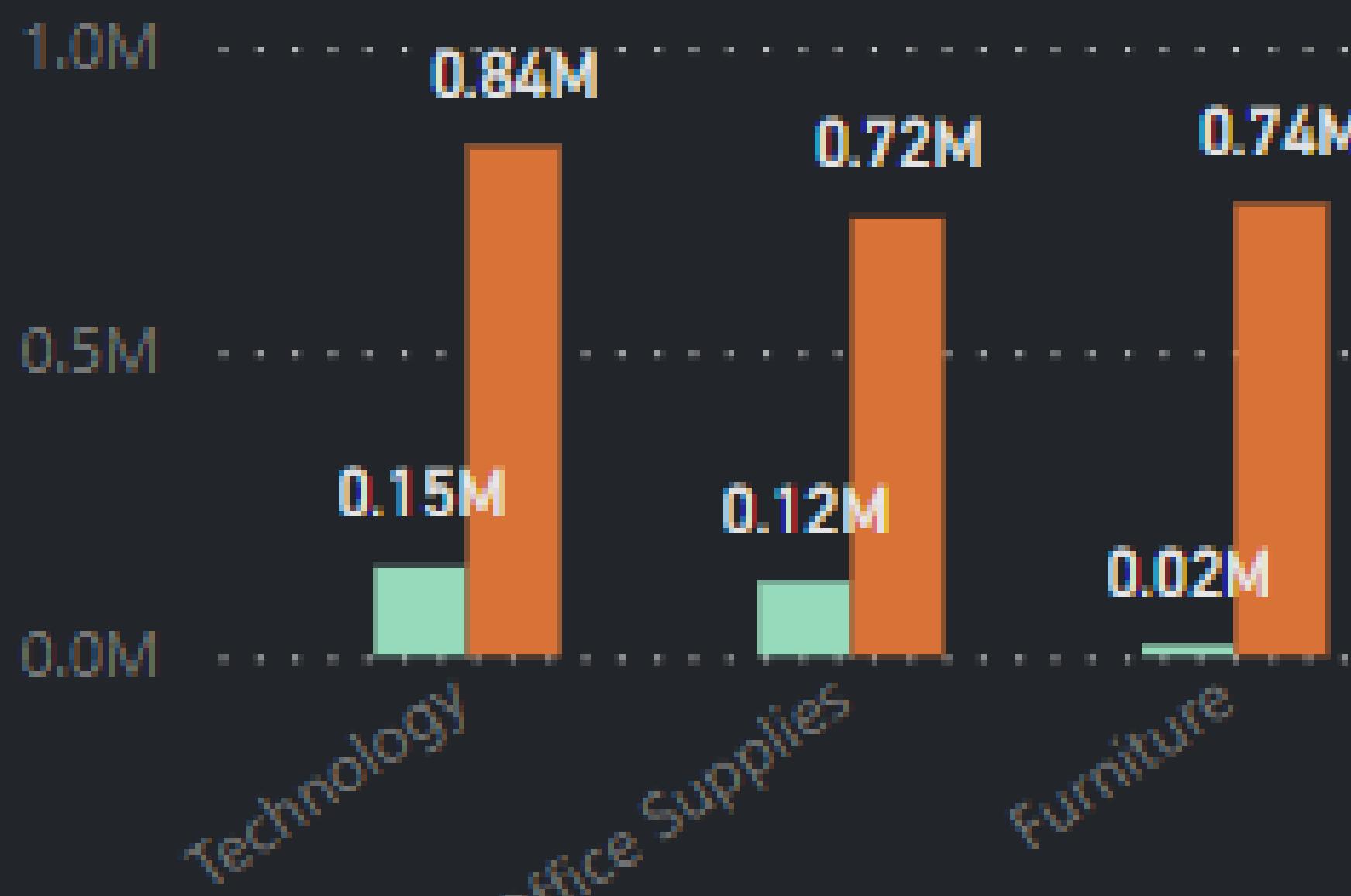


Product and discount

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Profit over Sales

● Sum of Profit ● Sum of Sales



We can see that the revenue for Technology is the highest, and it also has the highest profit. Next is Furniture with the second-highest revenue but the lowest profit. Finally, Office Supplies ranks third in revenue and second in profit.

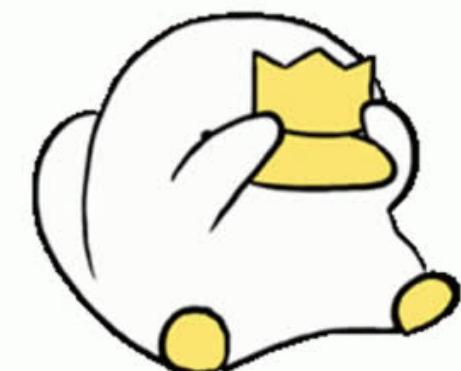


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From the above results, it appears that the company is not handling furniture products well, possibly due to pricing issues that are not competitive in the market or not aligning with customer preferences.

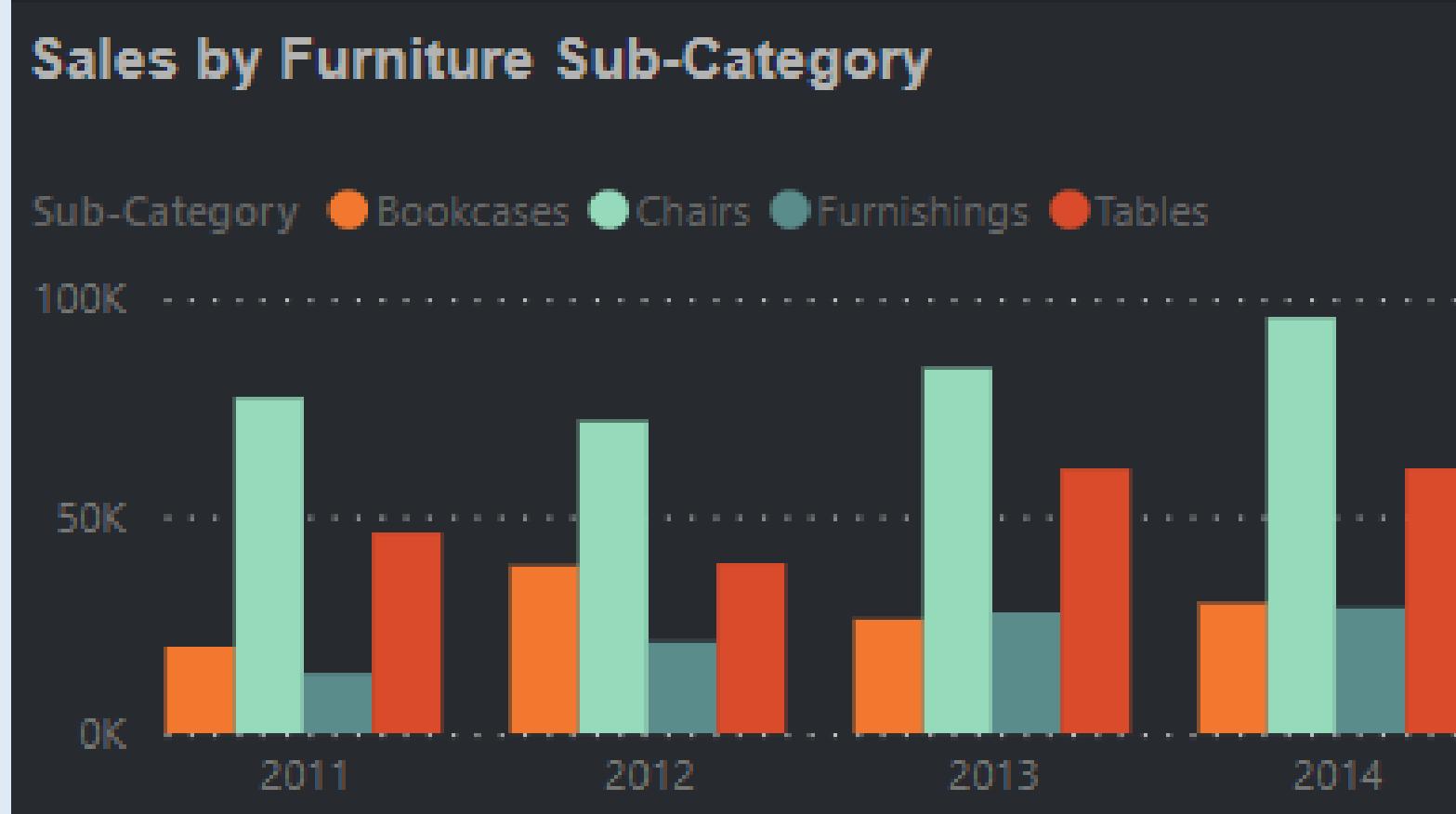




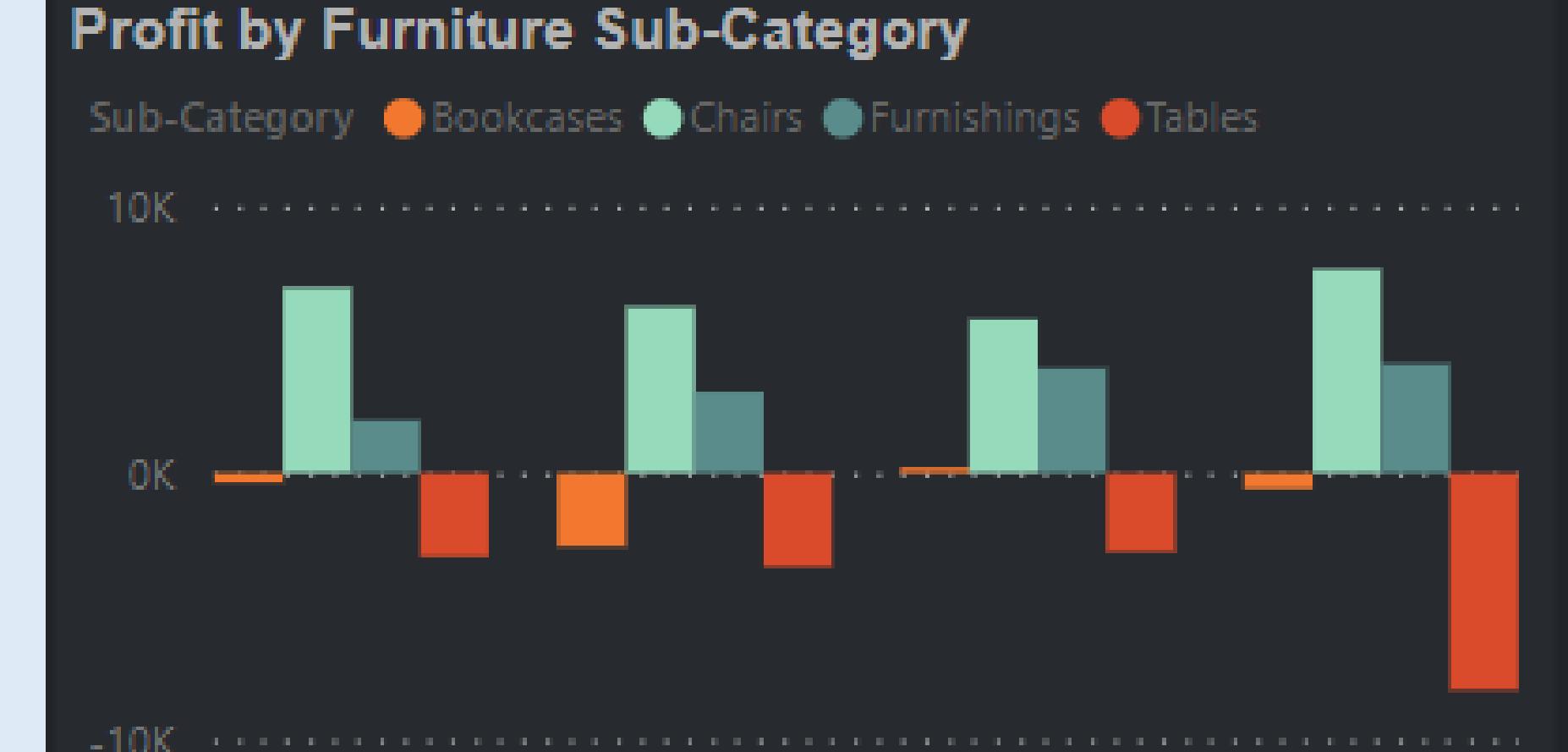
SuperStore



Furniture



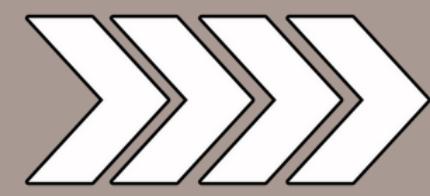
The products with the lowest revenue over the past 4 years are Bookcase and Tables.



Over the past 4 years, the profit for Bookcase and Tables has consistently been negative, despite some progress for Bookcase in 2013. However, in 2014, both Bookcase and Tables experienced significant negative profits, especially Tables being the most negative compared to other years.

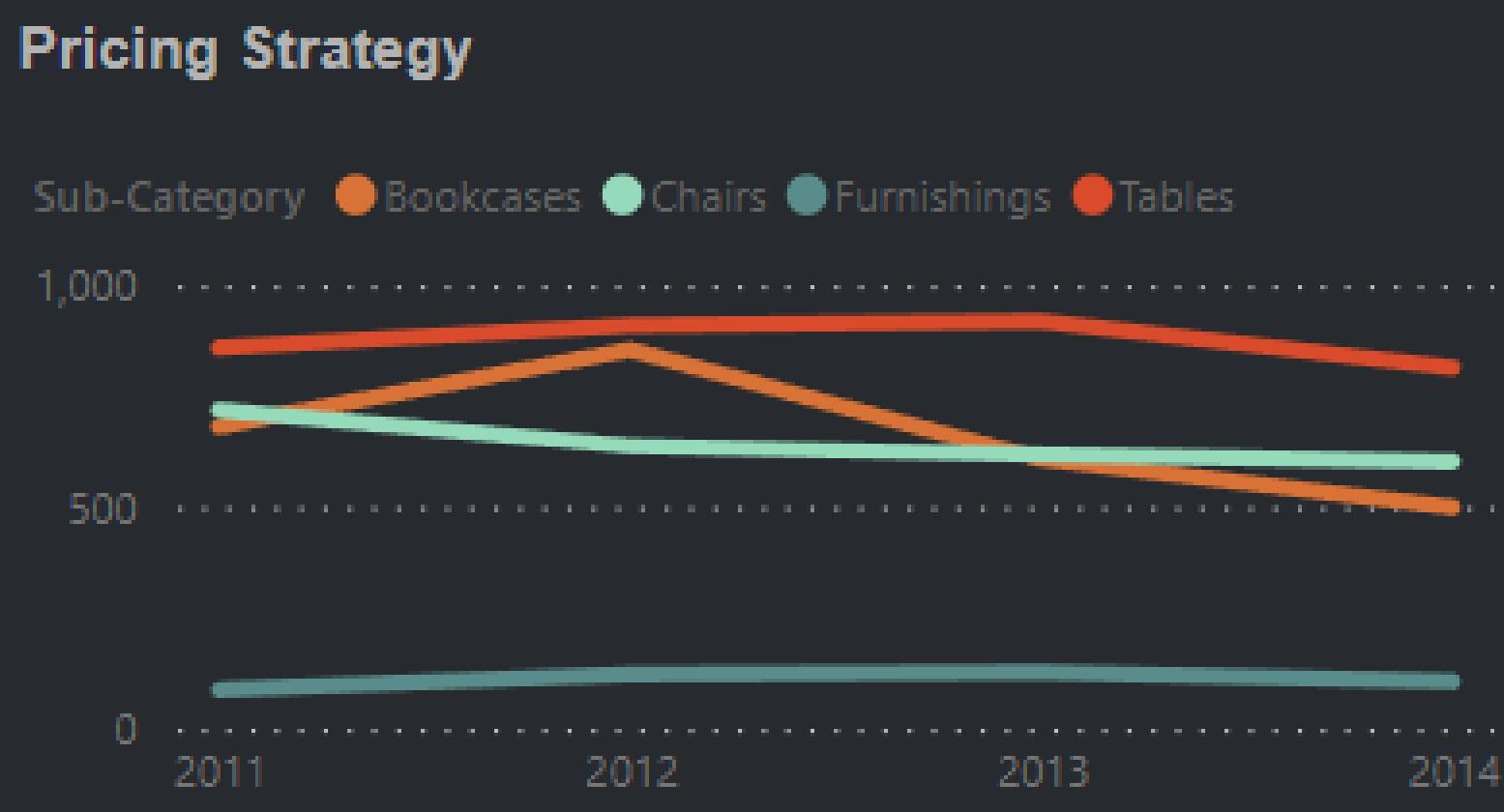


SuperStore

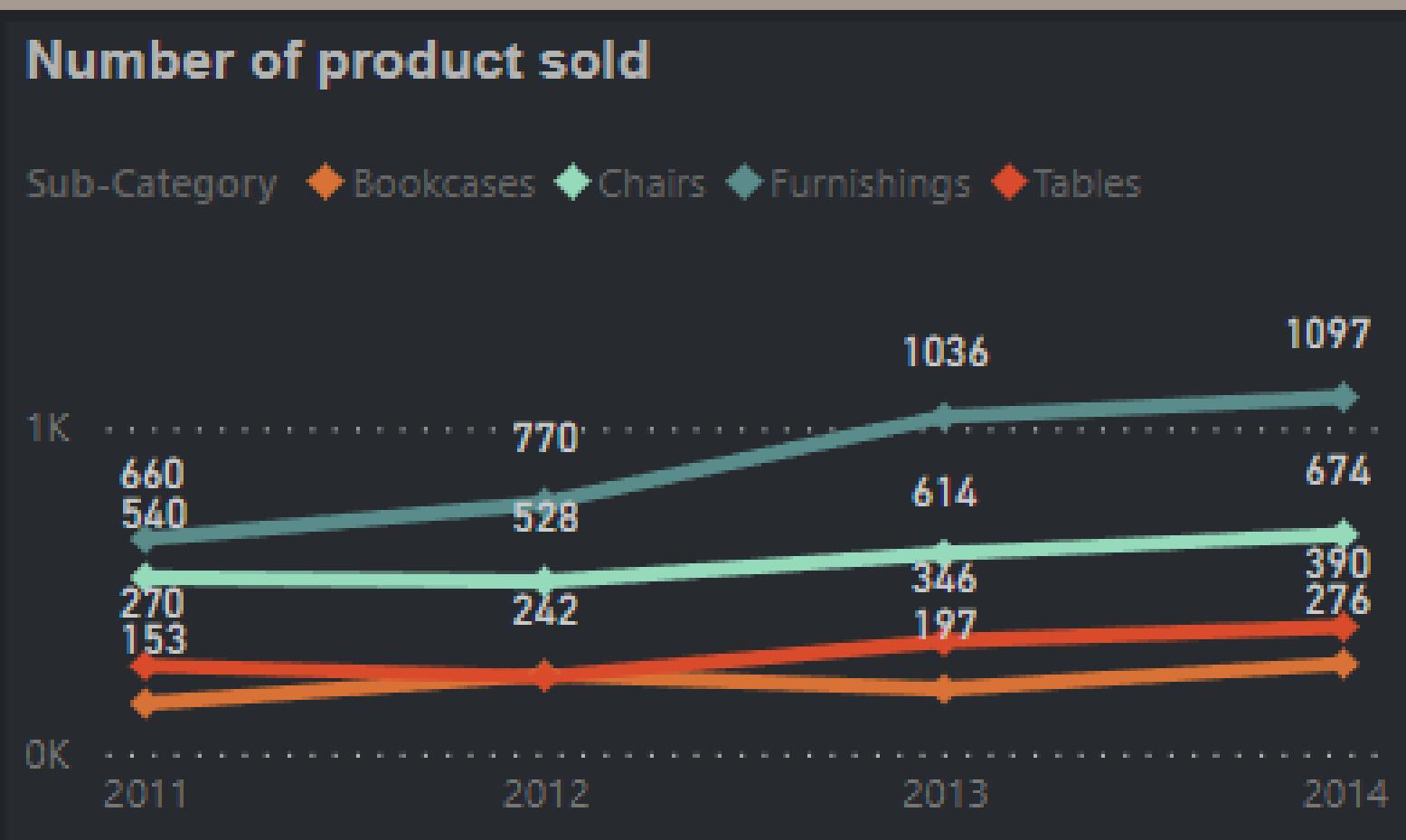


Furniture

Pricing Strategy



Number of product sold



Despite numerous price adjustments, the sales performance has not improved. The quantity of items sold remains consistently low over the years, especially for Bookcase and Tables, which have the lowest sales volume.



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Solution for the furniture





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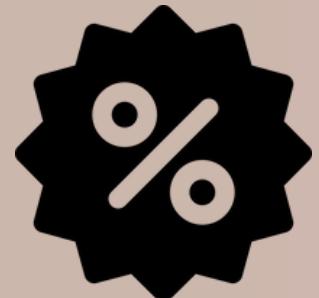
Furniture



Delivery and Assembly Services



Discontinue the entire product lines of bookcase and table.



Promotion and Discount Programs



Reevaluate Pricing Strategy



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



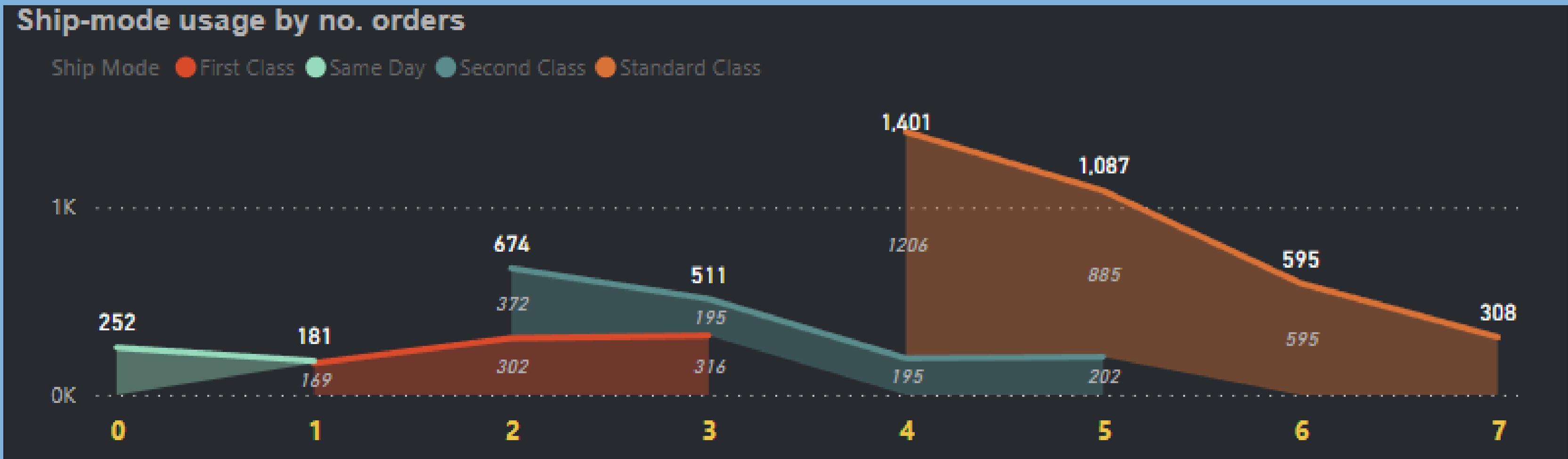
SuperStore



Delivery Service

Ship-mode usage by no. orders

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



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



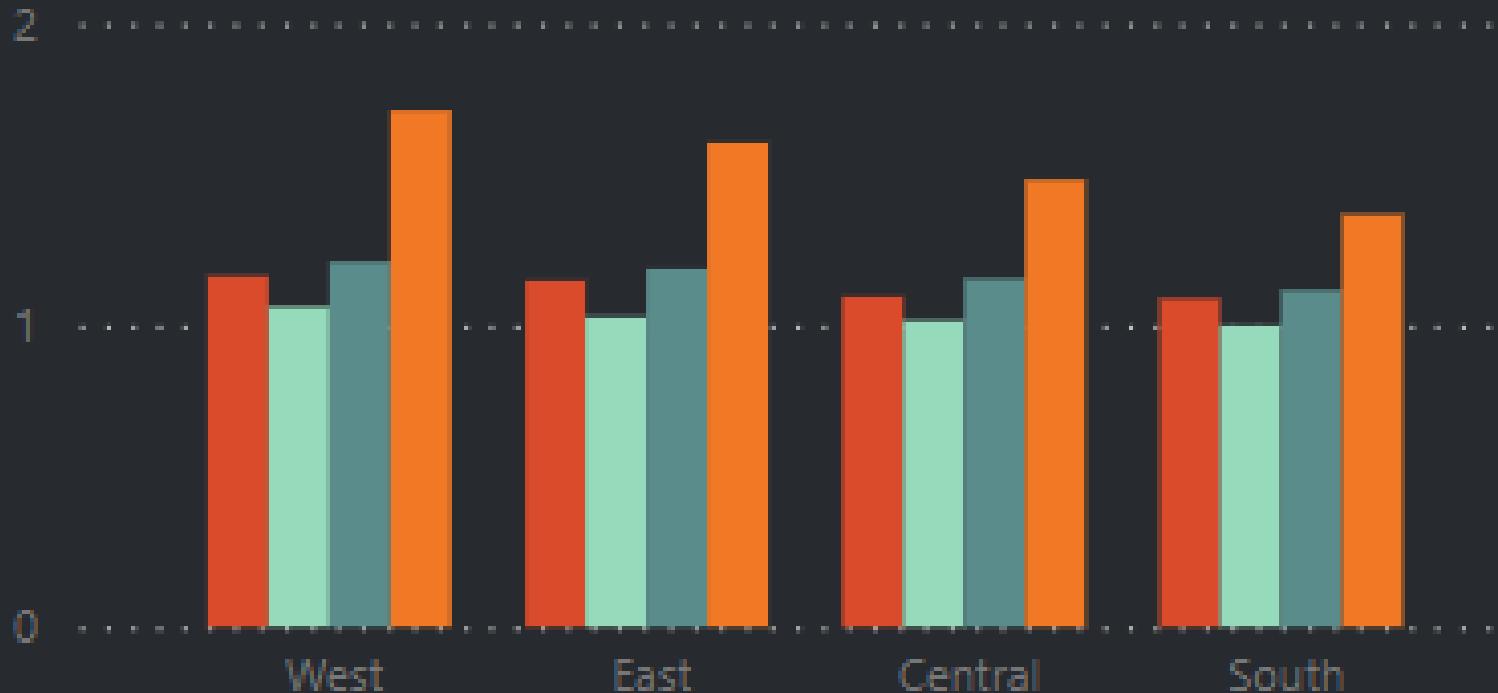
SuperStore



Delivery Service

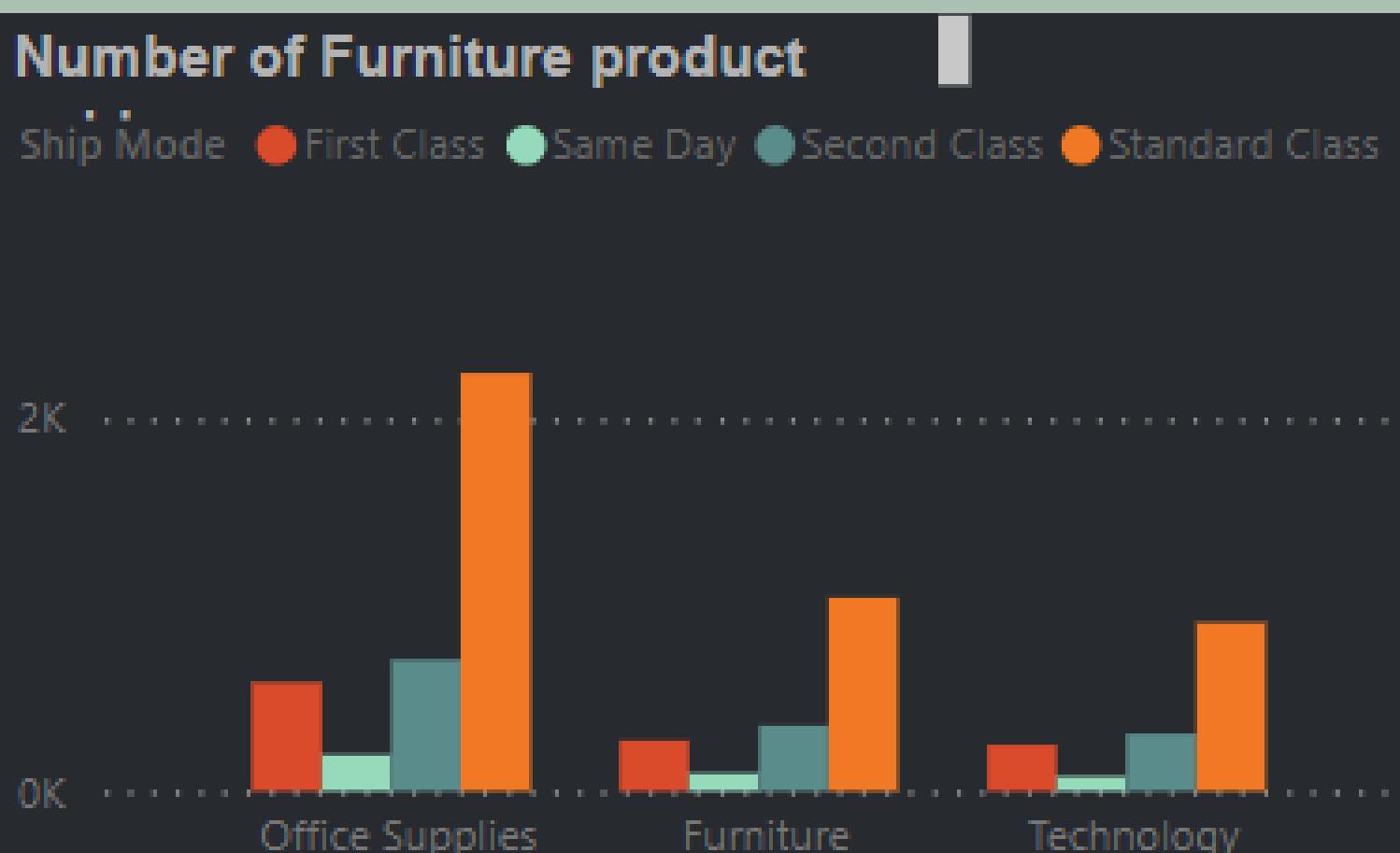
Service Frequency

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



Number of Furniture product

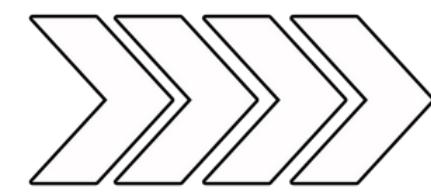
Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class



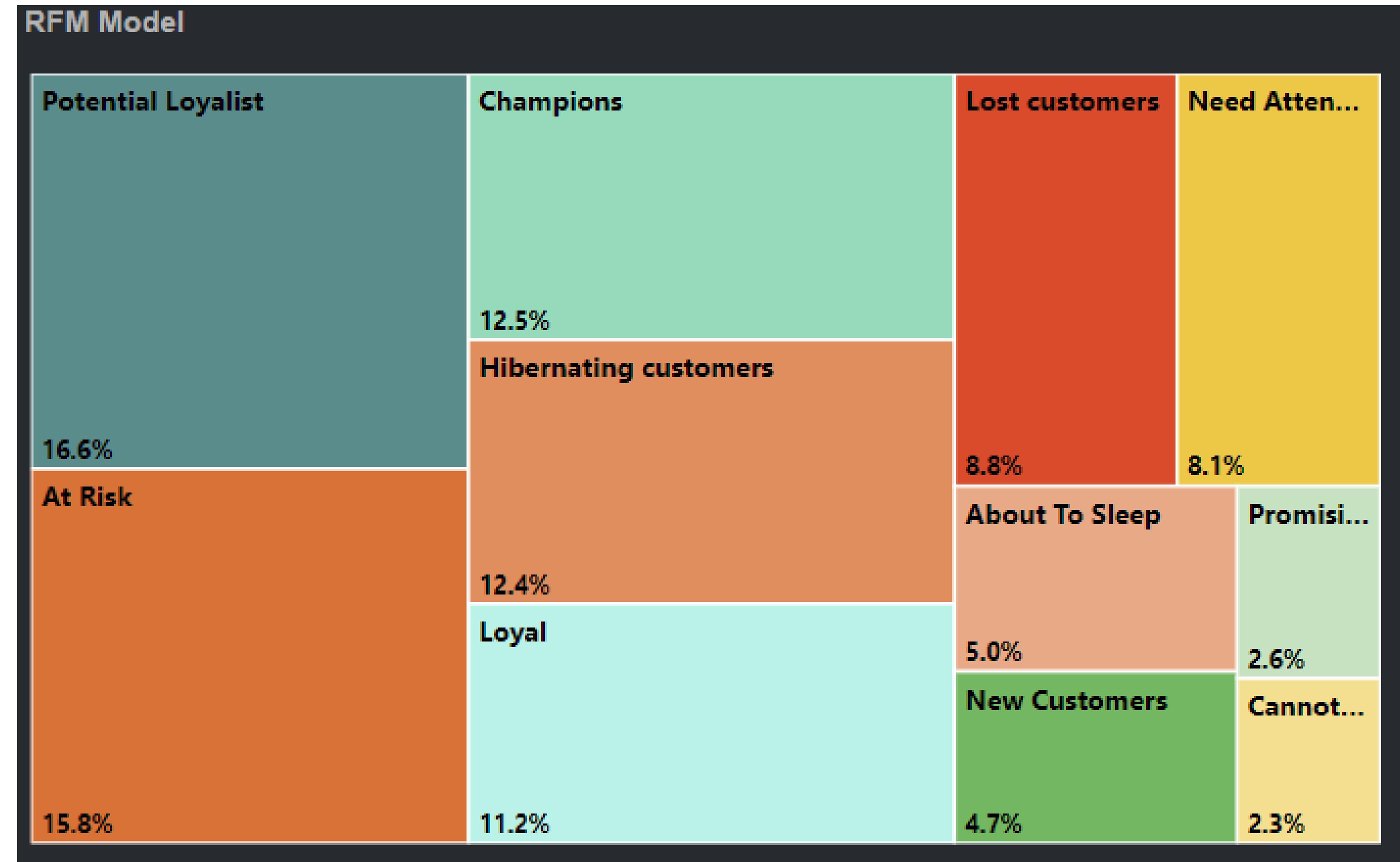
The company maintains evenly distributed inventory levels across all regions.



SuperStore

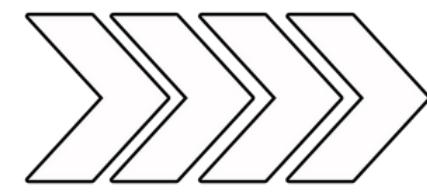


CUSTOMER RELATIONSHIP MANAGEMENT





SuperStore



CUSTOMER RELATIONSHIP MANAGEMENT



Build a customer loyalty program with distinct and highly personalized values.



Propose incentive programs that are linked to target thresholds



Ensure frequency of interaction and recommend product-related information



Conduct surveys or call customers back when they haven't bought for a long time or don't come back to buy to find out the reason.



SuperStore

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Thanks

for

listening!!!!!!