Super Store Sales And Trend Analysis

Comprehensive analysis of 9,800 orders across products, regions, and customer segments to identify growth opportunities and optimize performance.

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Dataset At A Glance

$2.3M
Total Sales

4,922
Total Orders

793
Total Customers

Analysis covers 18 key parameters including order details, customer segments, geographical distribution, and product categories across a four-year period (2015-2018).

Shipping Mode Performance

Standard Class

59.3% of sales, 5-day average shipping. Dominates both revenue and order volume.

Second Class

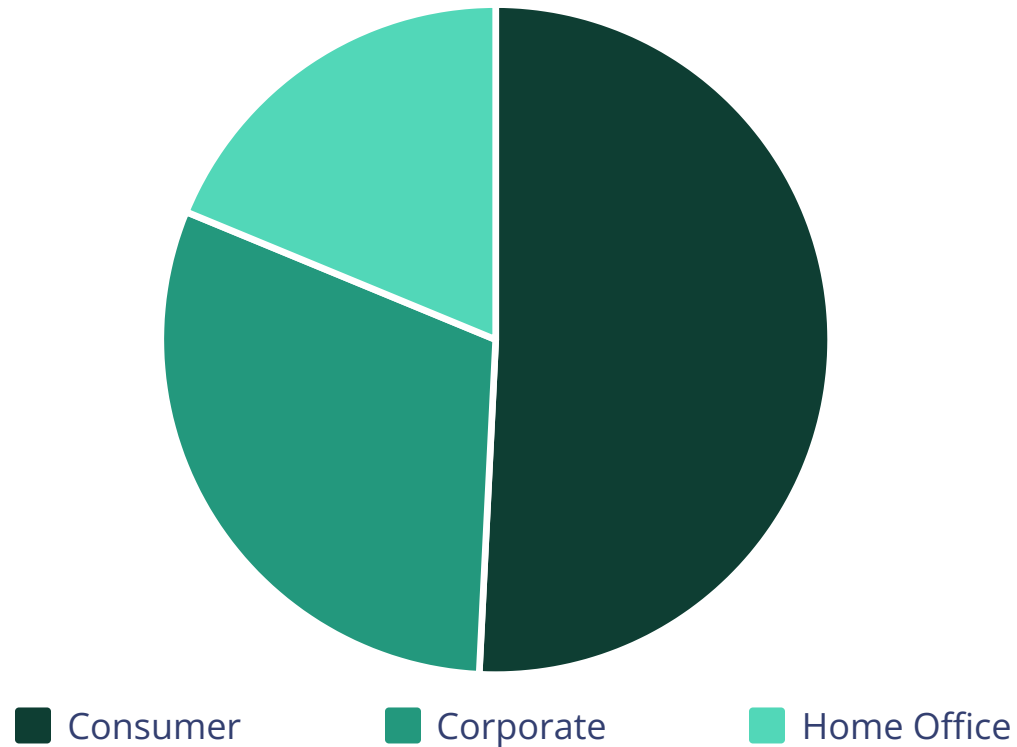19.9% of sales, 3-day shipping. Balanced mid-tier option.

First Class

15.3% of sales, 2-day shipping. Premium but underutilized.

Same Day

Only 5.5% of sales, 0-day shipping. High cost, low adoption.

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Customer Segments & Regional Distribution

Consumer
Corporate
Home Office

Segment Insights

Consumer segment drives 50.8% of total sales. Home Office represents untapped potential at just 18.8%.

Regional Leaders

- West: 31.4% (California dominates with $446K)
- East: 29.6% (New York leads with $306K)
- Central: 21.8% (Texas at $169K)
- South: 17.2% (Florida at $88K)

Category Performance Analysis

Technology

36.6% of sales ($827K). Phones lead at $328K, followed by Machines and Copiers. High value, lower volume.

Furniture

32.2% of sales ($728K). Chairs ($323K) and Tables ($203K) dominate. Mid-value category.

Office Supplies

31.2% of sales ($705K). Storage and Binders lead. Highest order volume at 53.1%, driving frequency.

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Top & Bottom Performers

Top 5 Sub-Categories

1 Phones

$328K (14.5%)

2 Chairs

$323K (14.3%)

3 Storage
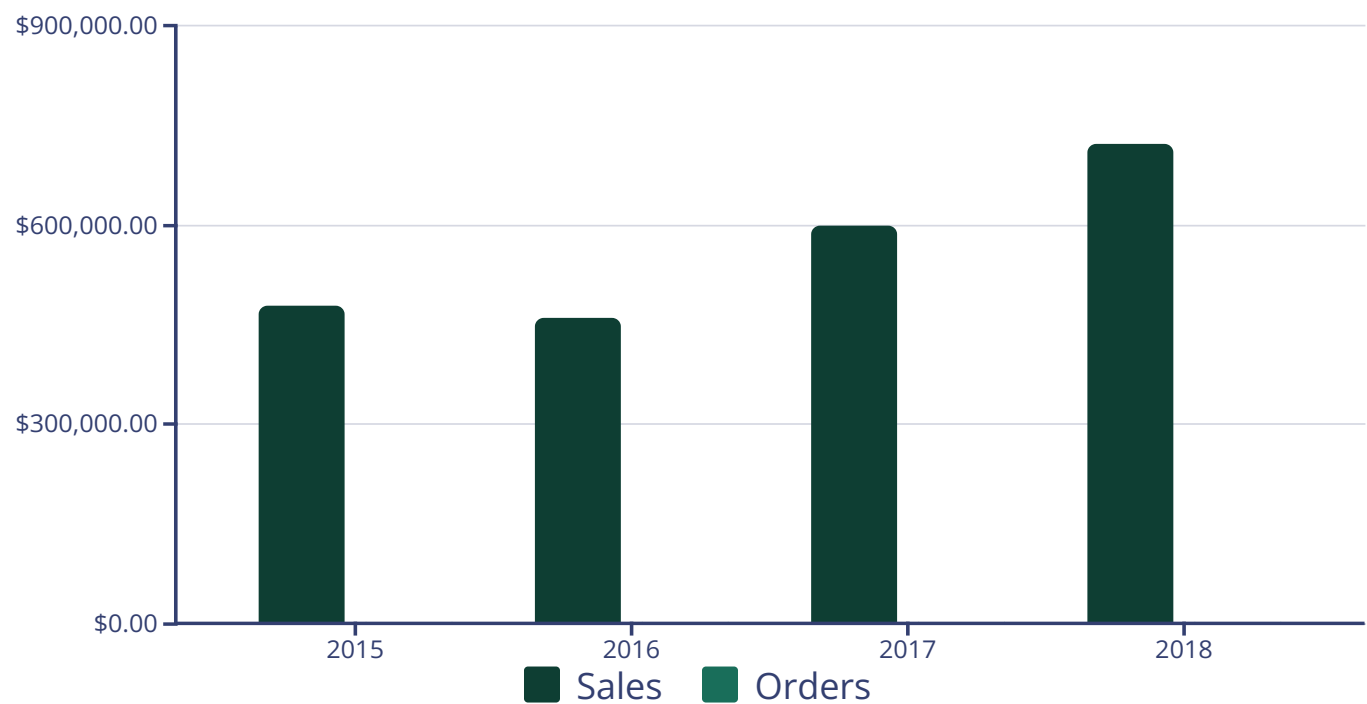
$219K (9.7%)

4 Tables

$203K (9.0%)

5 Binders

$200K (8.9%)

Bottom 5 Sub-Categories

- Fasteners: $3K (0.13%)
- Labels: $12K (0.55%)
- Envelopes: $16K (0.71%)
- Art: $27K (1.18%)
- Supplies: $46K (2.05%)

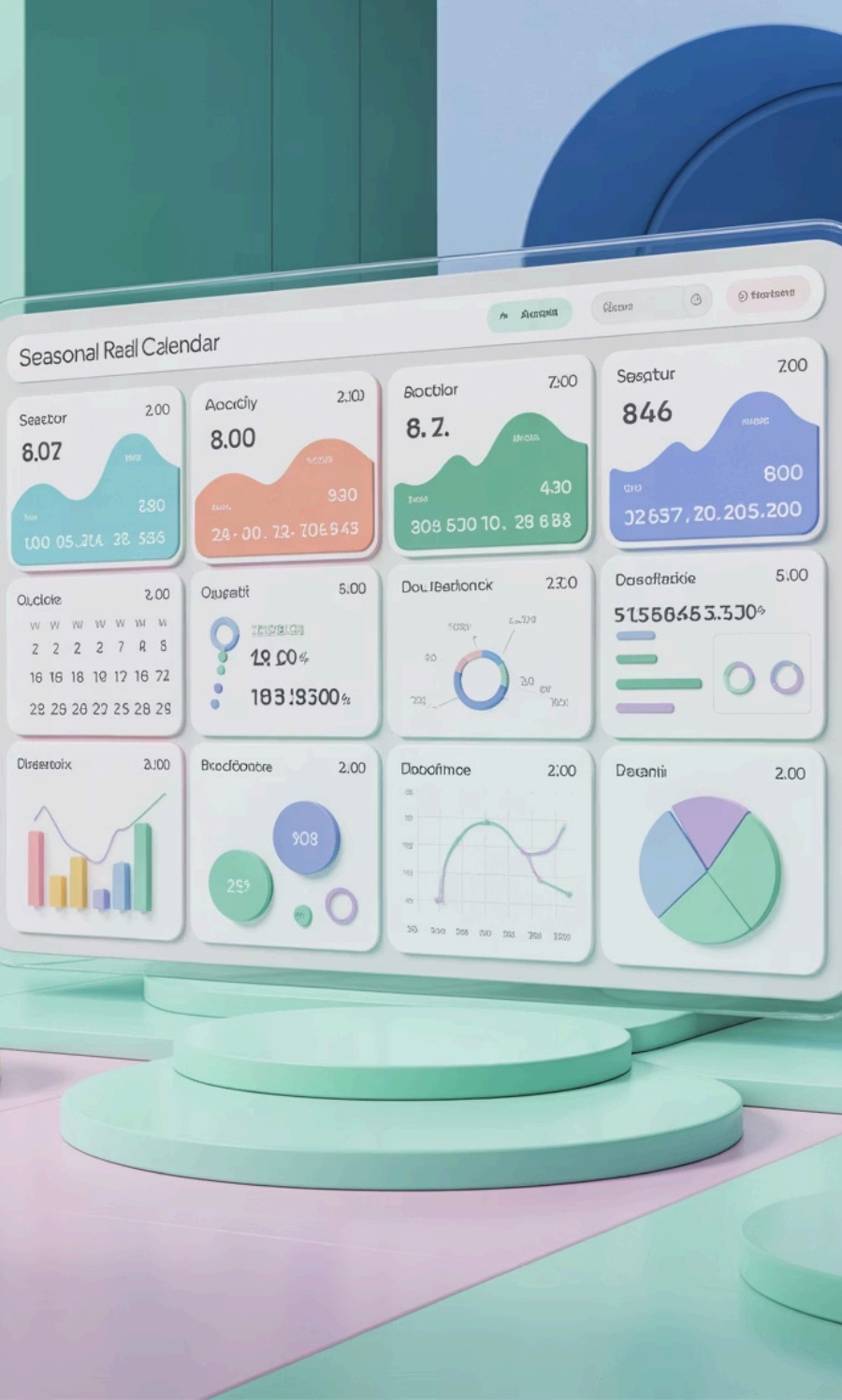Low-margin items with minimal contribution. Consider bundling or discontinuation strategies.

Seasonal Patterns & Monthly Trends

1

Q1: Slow Start

$351K (15.5%). February weakest at $59K.

2

Q2: Building

$436K (19.3%). Steady growth through spring.

3

Q3: Acceleration

$603K (26.7%). September peaks at $300K.

4

Q4: Peak Season

$870K (38.5%). November leads at $350K.

Q4 drives 38.5% of annual sales with 44.4% growth over Q3. Strong holiday seasonality presents inventory planning opportunities.

Customer Behavior Analysis

Regular / New

Premium Occasional

VIP Customer

Top Spenders

1. Sean Miller: $25K
2. Tamara Chand: $19K
3. Raymond Buch: $15K
4. Tom Ashbrook: $15K
5. Adrian Barton: $14K

Top 10 customers represent significant concentration. Emily Phan leads order frequency with 17 orders.

Business is volume-driven with 98% repeat customers but lacks high-lifetime-value segments.

Strategic Recommendations

1   **Optimize Shipping**

Restrict Same Day to VIP orders. Bundle First-Class shipping with high-margin categories to upsell profitably.

2   **Expand Home Office**

Launch targeted bundles (desk + chair + storage) and weekday B2B offers for small businesses.

3   **Geographic Growth**

Replicate CA/NY strategies in underperforming adjacent states. Deploy city-level campaigns instead of broad regional efforts.

4   **Cross-Sell Tech**

Leverage high-frequency Office Supplies purchases to cross-sell Technology items and increase average order value.

5   **Build Loyalty**

Introduce tier-based loyalty program. Identify top 10% customers for personalized offers and VIP treatment.

6   **Drive Demand**

Launch measurable Q1-Q2 campaigns to shift from nominal to real growth. Focus on acquisition and frequency, not just pricing.