

# Superstore Sales ■ Overview

Time Period : January 2014 - December 2017 ( 4 Years )

## Slicers

Year, Month

Region

Category

State

Segment

Total Sales

**\$2.30M**

Total Profit

**\$286.40K**

Profit %

**12.47%**

Total Orders

**5K**

Total Customers

**793**

Total Products

**2K**

Total Quantity

**38K**

Average of Discount

**15.62%**

Regions

**4**

States

**49**

# Superstore Sales ■ Detailed View

Time Period : January 2014 - December 2017 ( 4 Years )

## Slicers

Year, Month

All

Region

All

Category

All

State

All

Segment

All

## Sales

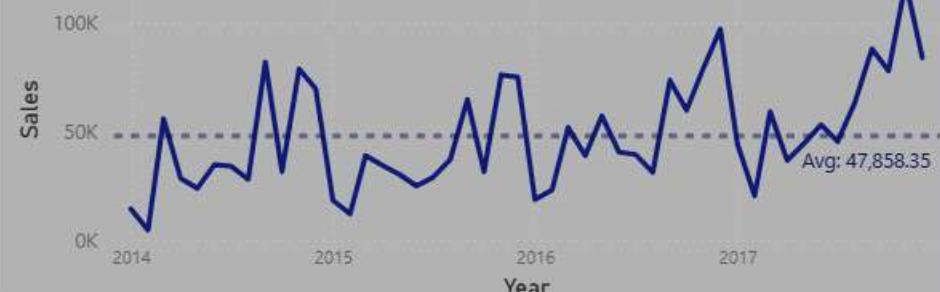
## Quantity

## Discount (Avg.)

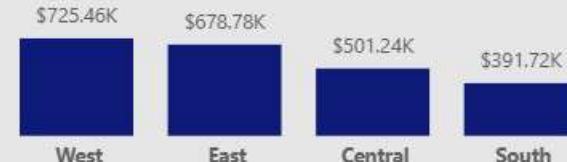
## Profit

## Profit %

### Sales by Order Date



### Sales by Region



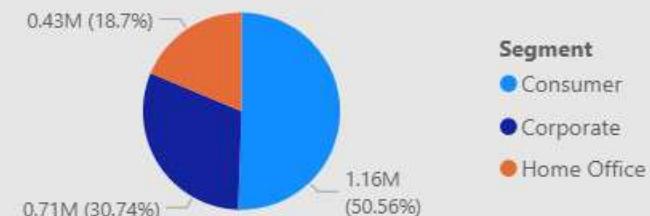
### Sales by Category



### Top 10 States by Sales



### Sales by Segment



# Superstore Sales ■ Detailed View

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Sales

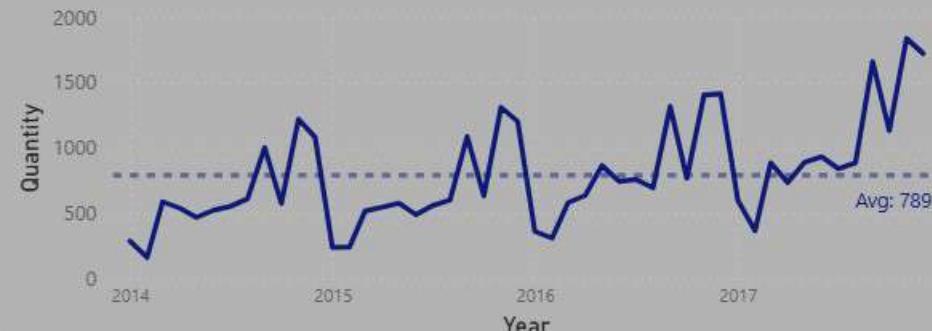
Quantity

Discount (Avg.)

Profit

Profit %

### Quantity by Order Date



### Quantity by Region



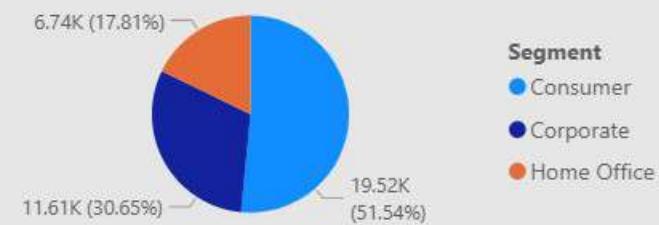
### Quantity by Category



### Top 10 States by Quantity



### Quantity by Segment



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Sales

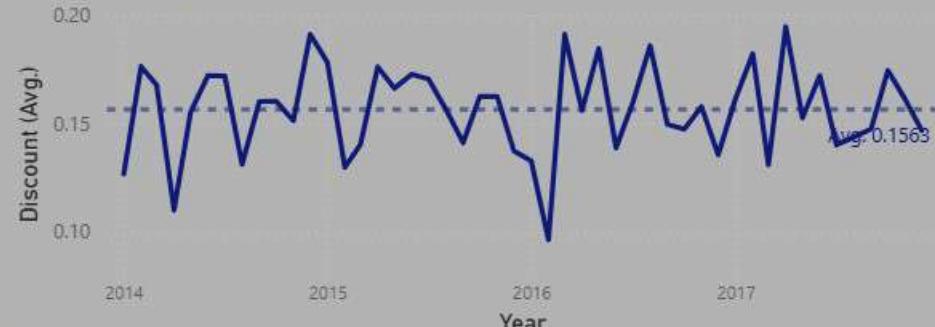
Quantity

Discount (Avg.)

Profit

Profit %

### Discount (Avg.) by Order Date



### Discount (Avg.) by Region



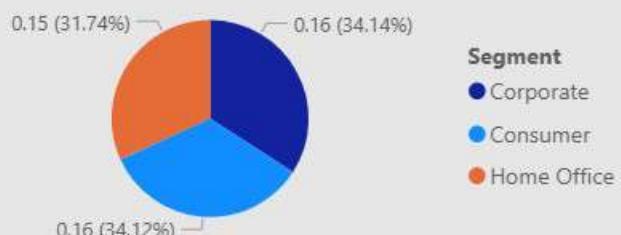
### Discount (Avg.) by Category



### Top 10 States by Discount (Avg.)



### Discount (Avg.) by Segment



# Superstore Sales ■ Detailed View

Time Period : January 2014 - December 2017 ( 4 Years )

## Slicers

Year, Month

All

Region

All

Category

All

State

All

Segment

All

Sales

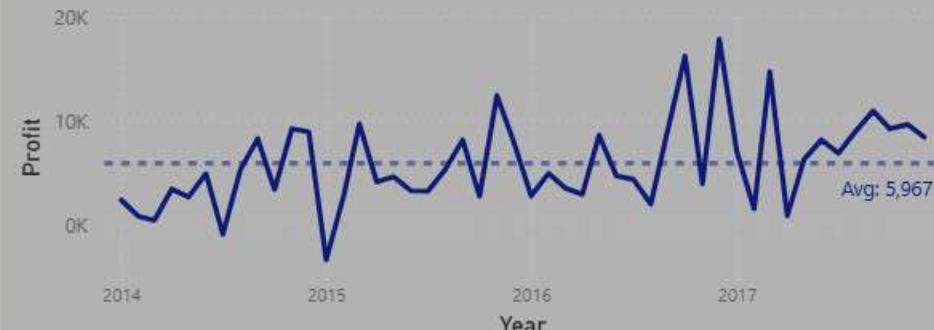
Quantity

Discount (Avg.)

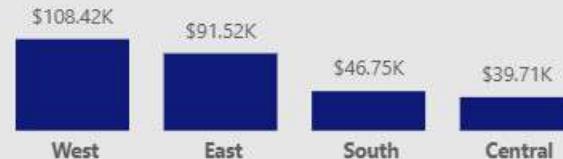
Profit

Profit %

### Profit by Order Date



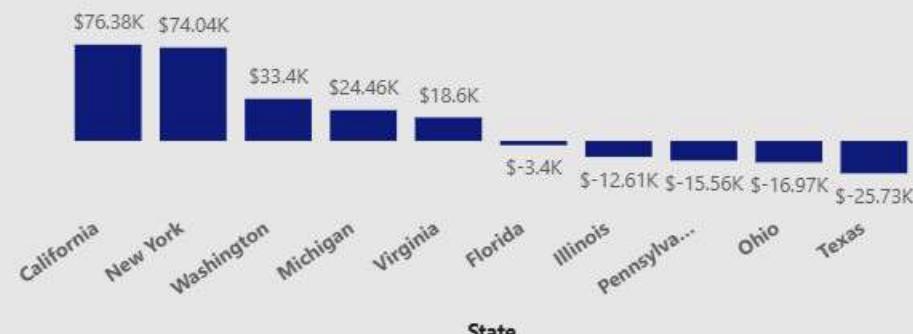
### Profit by Region



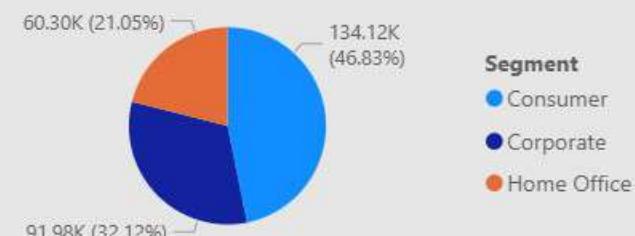
### Profit by Category



### Top 10 States by Profit



### Profit by Segment



## Superstore Sales ■ Detailed View

**Time Period : January 2014 - December 2017 ( 4 Years )**



## Slicers

### Year, Month

All

## Region

411

## Category

41

State

1

## Segment

44

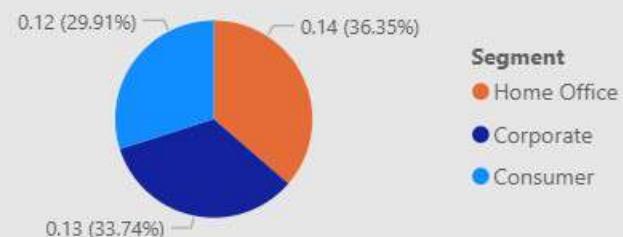
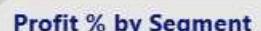
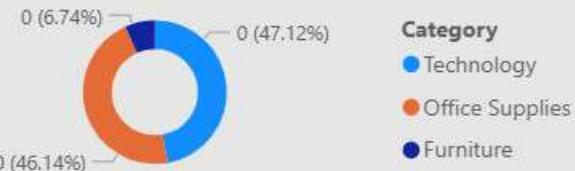
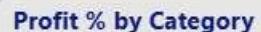
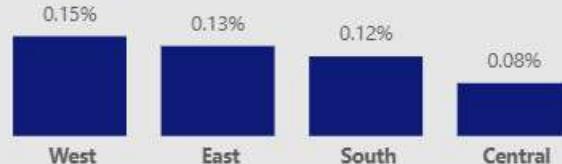
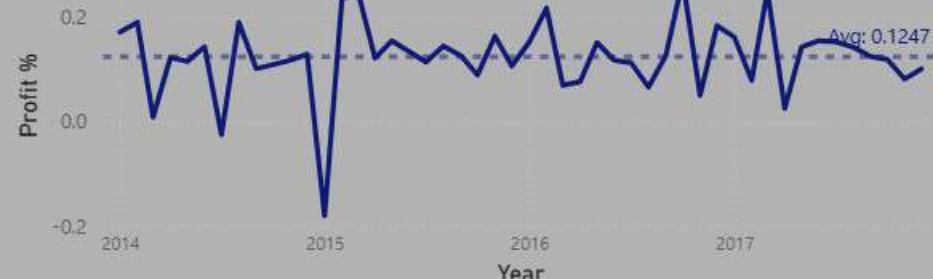
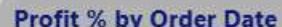
Sales

## Quantity

### Discount (Avg.)

Profit

Profit %



# Superstore Sales ■ Insights

## 1. Annual Sales Performance

**Highest Sales Year:** 2017 recorded the highest total sales.

**Lowest Sales Year:** 2014 recorded the lowest total sales among the years present in the dataset (2014-2017).

This indicates a positive growth trajectory in overall revenue generation over the years.

## 2. Most Profitable Region

The West Region is the most significant contributor to the company's profitability. It generated approximately 46% of the store's total profit.

This is nearly double the profit of the next best-performing region.

**Recommendation:** The West region should be considered the benchmark for operational and sales strategies. Analyzing the successful product mix, customer segments, and promotional tactics here could provide a blueprint for other regions.

## 3. Discount Strategy Analysis

**Negative Correlation:** The data reveals a strong negative correlation between high discount levels and profit margins. Many of the most significant profit losses in the dataset occur on transactions with discounts of 20% or higher.

**Erosion of Margins:** While discounts can drive sales volume, the current strategy, particularly on big-ticket items, is eroding profitability. For example, several large furniture sales in Texas and Illinois with 30-45% discounts resulted in

## 4. State with Highest Product Demand

California is the state buying the most products from the store, both in terms of quantity ordered and sales volume.

This positions California as the store's primary market and most critical customer base.

## 5. Target Customer Segment

The store should primarily target the Consumer segment.

The Consumer segment is the largest contributor to both Sales and Profit, significantly outperforming the Corporate and Home Office segments.

This segment represents the core of the business, demonstrating a strong alignment between the store's offerings and the needs of individual consumers.

**Secondary Focus:** The Corporate segment should be the secondary target.

## 6. Leading Product Category

The Technology category is the top performer.

It generates the highest Sales volume.

It also contributes the highest Profit.

While Furniture has high sales, its profitability is significantly lower than