Saving Superstore
Rose Hagerty
03/27/25

Task 1: Profits & losses

Identify the profit and loss centers of our stores.

Among the pairs of dimensions (e.g., subcategory + region, or shipping mode + product ID) which are the two biggest profit centers and two biggest loss-makers?

Which products should the superstore stop selling?

Which product subcategories should the stores focus on and which should they stop selling?
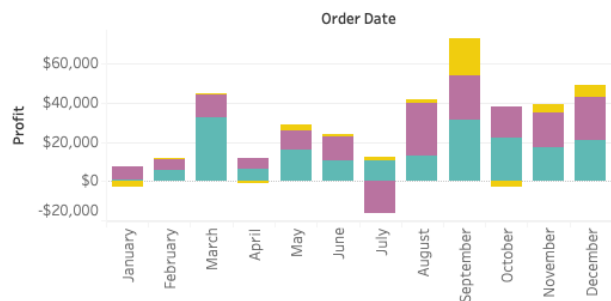
Profit in the Central, South, and East regions is highest among the category of Technology, while the Western Region has the most profit coming from office supplies.
The Consumer Segment yeilds the highest profit of all three segments accross all stores.

In the Central region supplies in the furniture and office category are at a net loss. I would recommend not carrying these products in this region to mitigate any loss here.
Among the Consumer Segment, book cases and tabes are at a net loss. I reccomend discontinuing sales of these items and focus more on sales of products such as phones, copiers, and accessories in the consumer segment.

There are some months in the year in which certain categories do not do well in sales across all stores. In the mont of July Office supplies are a net loss so I would not reccomend selling these products during this month but focus on selling technology instead. In both January, October, and April furniture sales are also at a net loss whie the other categories remain in positive profit.

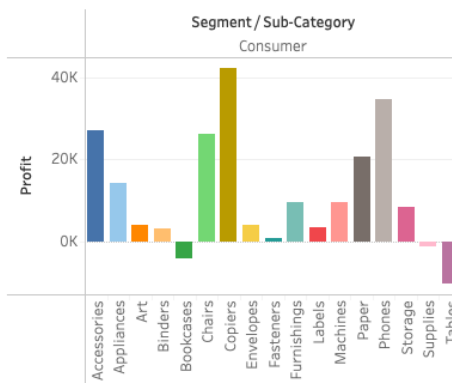The stores should stop selling bookcases, tables, and supplies as they are not profitable

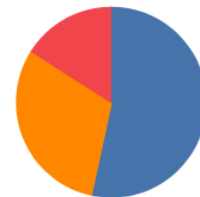### PNL by Sub-Category in Each Month

PNL by Category
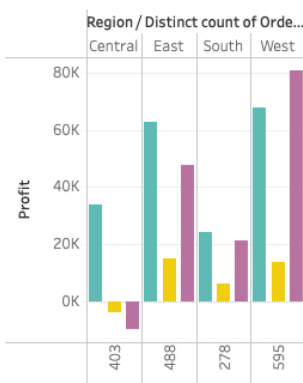
Consumer Sales by Sub-Category

PNL by Segment

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Analysis: Profit in the Central, South, and East regions is highest among the category of Technology, while the Western Region has the most profit coming from office supplies.

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The stores should stop selling bookcases, tables, and supplies as they are not profitable across all stores nationwide.

I recommend the stores should focus on selling more phones, copiers, accessories as they yield the highest profit.
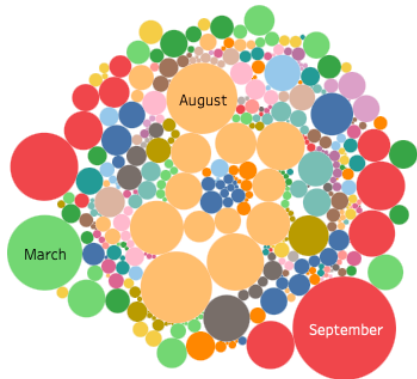

Task 2: Advertising

Our current ad budget is 20% of profit generated. How much money can be spent on advertising and how would the advertising be most effective.

Profit by Month and State
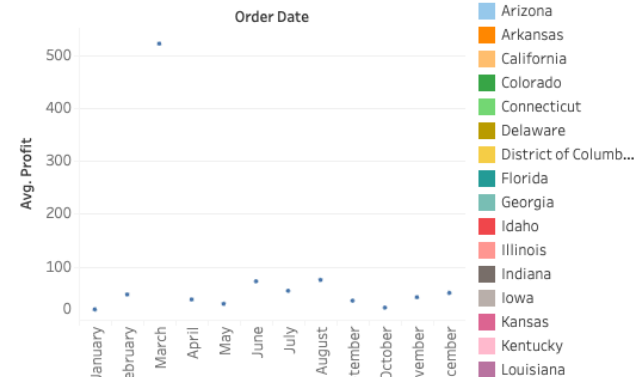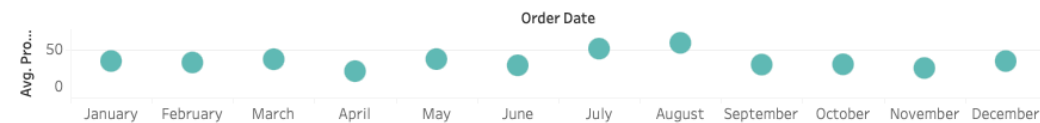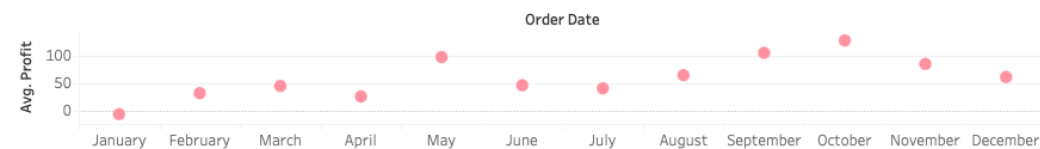
Washington Average Profit Per Month

California Average Profit Per Month

New York Average Profit Per Month

State
- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columb...
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana

In the bubble immage it shows the largest number of profit for NY is September, California in December, and during March highest in Washington.
The dot plots display the average profit each month for each of the states listed.

In New york I reccomend the stores spending up to $25,520 during the month of September.
In California I reccomend the stores spending up to $11, 215 during the month December.

Analysis: In the bubble image it shows the largest number of profit for NY is September, California in December, and during March highest in Washington.

- The dot plots display the average profit each month for each of the states listed.
- In New York I recommend the stores spending up to $25,520 during the month of September.
- In California I recommend the stores spending up to $11, 215 during the month December.
- In Washington I recommend the stores spending up to $104,000 during the month of March.

Task 3: Returned items

Analyze the returns in order to see if Superstore can benefit from dropping certain products that may be costing the company money rather than making us money.
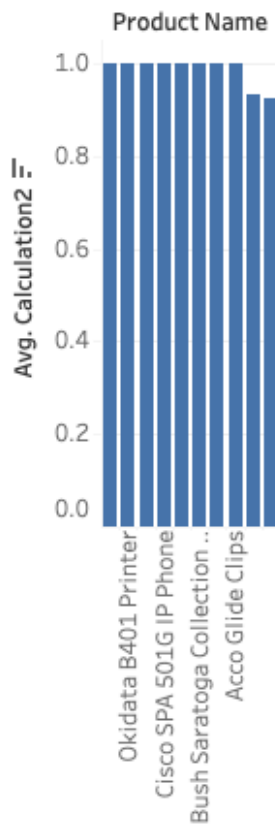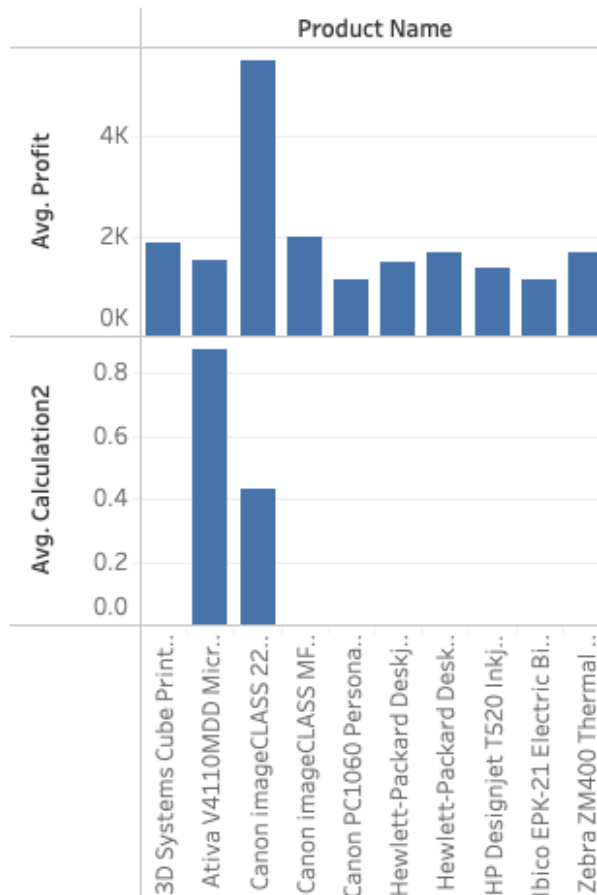
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Analysis: I recommend the super stores stop selling the product ATIVA V14
Cut - Shredder because the rate of average profit for this item is extremely low
in comparison to its rate of return.

Product Return Rate

Avg Profit and Return

I reccomend the super stores stop selling the product ATIVA V14 Cut - Shredder because the rate of average profit for this item is extremely low in compairson to its rate of return.

Highest Customer Return Rate