



# **Sample SuperStore Dataset**

## **EDA**



# Overview

About Dataset?

Business Inferences/Insights

Top Selling product analysis

Loss making product analysis

Conclusion

Challenges faced

# About Dataset



I used Sample Superstore dataset from Tableau to build the insights and analysis.

# Problem Statement



1. Top Selling Product and its Geographic location
2. Least/Loss making Product and its analysis
3. Insights/suggestions for business

# Top Selling Products



Breaking down the Sales and Profit metrics by different metrics to identify the strategy

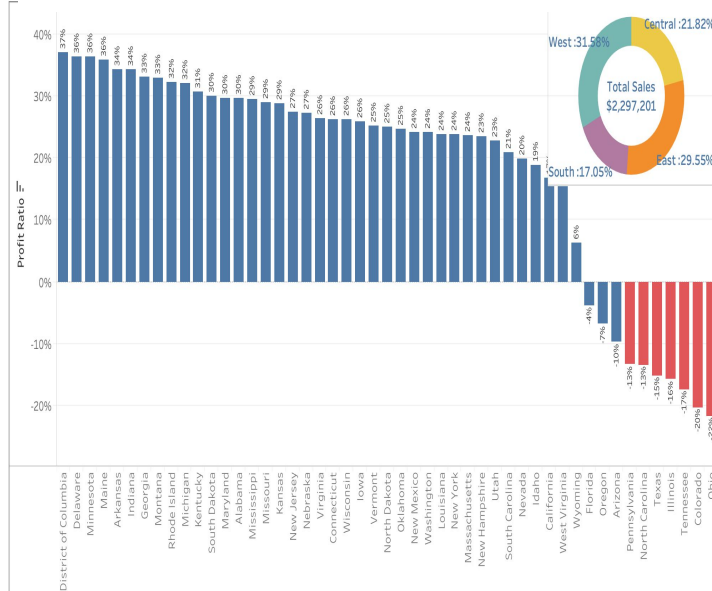
By Region				
Central	Sales	<div></div>	\$501,240	
	Profit	<div></div>	\$39,706	
East	Sales	<div></div>	\$678,781	
	Profit	<div></div>	\$91,523	
South	Sales	<div></div>	\$391,722	
	Profit	<div></div>	\$46,749	
West	Sales	<div></div>	\$725,458	
	Profit	<div></div>	\$108,418	

By Product Category				
Furniture	Sales	<div></div>	\$742,000	
	Profit	<div></div>	\$18,451	
	Profit Ratio	<div></div>	2%	
Office Supplies	Sales	<div></div>	\$719,047	
	Profit	<div></div>	\$122,491	
	Profit Ratio	<div></div>	17%	
Technology	Sales	<div></div>	\$836,154	
	Profit	<div></div>	\$145,455	
	Profit Ratio	<div></div>	17%	

By Cust Segment				
Consumer	Sales	<div></div>	\$1,161,401	
	Profit	<div></div>	\$134,119	
	Profit Ratio	<div></div>	12%	
Corporate	Sales	<div></div>	\$706,146	
	Profit	<div></div>	\$91,979	
	Profit Ratio	<div></div>	13%	
Home Office	Sales	<div></div>	\$429,653	
	Profit	<div></div>	\$60,299	
	Profit Ratio	<div></div>	14%	

# By Product

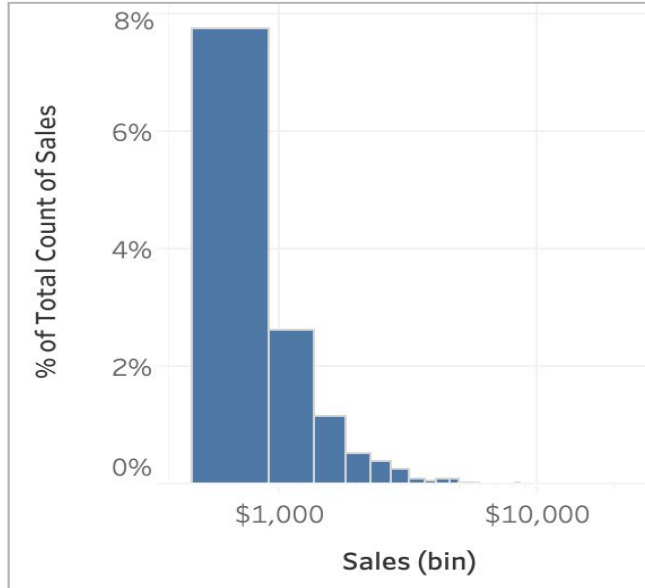
West region is having higher profit ratio and whereas Central region is having less profit when compared to other. Avg Sales of Technology : \$1,000, Furniture :\$835, Office Supplies: \$627



Category	Sub-Category	Sales		Profit		Profit Ratio	
Furniture	Chairs	\$328,449		\$26,590		8%	
	Tables	\$206,966		-\$17,725		-9%	
	Bookcases	\$114,880		-\$3,473		-3%	
	Furnishings	\$91,705		\$13,059		14%	
Office Supplies	Storage	\$223,844		\$21,279		10%	
	Binders	\$203,413		\$30,222		15%	
	Appliances	\$107,532		\$18,138		17%	
	Paper	\$78,479		\$34,054		43%	
	Supplies	\$46,674		-\$1,189		-3%	
	Art	\$27,119		\$6,528		24%	
	Envelopes	\$16,476		\$6,964		42%	
	Labels	\$12,486		\$5,546		44%	
	Fasteners	\$3,024		\$950		31%	
Technology	Phones	\$330,007		\$44,516		13%	
	Machines	\$189,239		\$3,385		2%	
	Accessories	\$167,380		\$41,937		25%	
	Copiers	\$149,528		\$55,618		37%	

# Top Selling Product

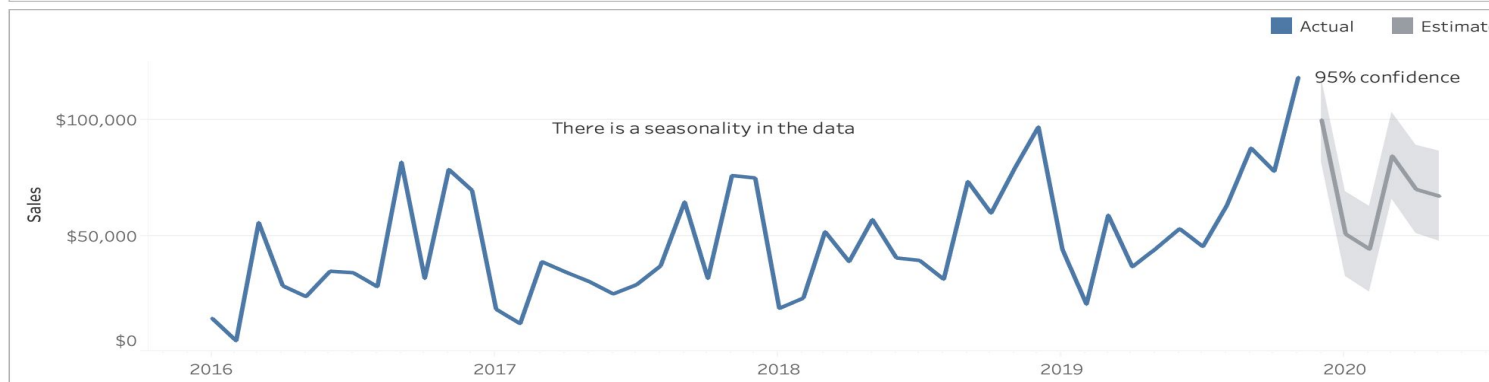
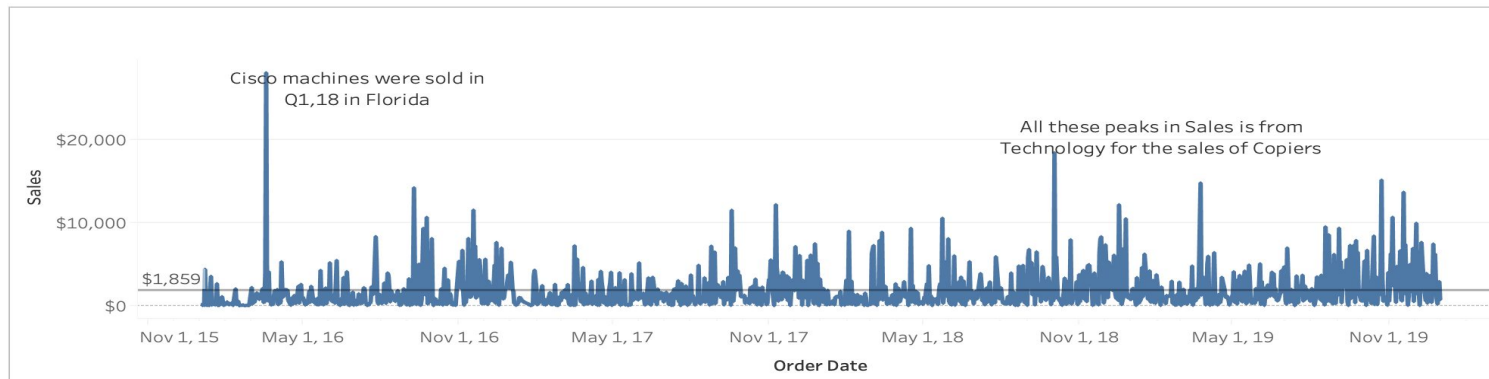
~8% of products are within the price range of \$400 - \$800



The top selling product like 'Canon imageCLASS 2200 Advanced Copier' needs to start implementing their sales in 'South' region as it performs better in other regions

Product Name	Sales	Profit	Profit Ratio
Canon imageCLASS 2200 Advanced Copier	\$61,600	\$25,200	41%
Fellowes PB500 Electric Punch Plastic Comb Binding Machine wi..	\$27,453	\$7,753	28%
Hewlett Packard LaserJet 3310 Copier	\$18,840	\$6,984	37%
Canon PC1060 Personal Laser Copier	\$11,620	\$4,571	39%
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$18,375	\$4,095	22%
Ativa V4110MDD Micro-Cut Shredder	\$7,700	\$3,773	49%
3D Systems Cube Printer, 2nd Generation, Magenta	\$14,300	\$3,718	26%
Plantronics Savi W720 Multi-Device Wireless Headset System	\$9,367	\$3,696	39%
Ibico EPK-21 Electric Binding System	\$15,876	\$3,345	21%
Zebra ZM400 Thermal Label Printer	\$6,966	\$3,344	48%
Honeywell Enviracaire Portable HEPA Air Cleaner for 17' x 22' R..	\$11,304	\$3,247	29%
Hewlett Packard 610 Color Digital Copier / Printer	\$8,900	\$3,125	35%
Plantronics CS510 - Over-the-Head monaural Wireless Headset ..	\$10,822	\$3,085	29%
Canon Imageclass D680 Copier / Fax	\$8,960	\$2,800	31%

# Sales Trend





# Profit Analysis

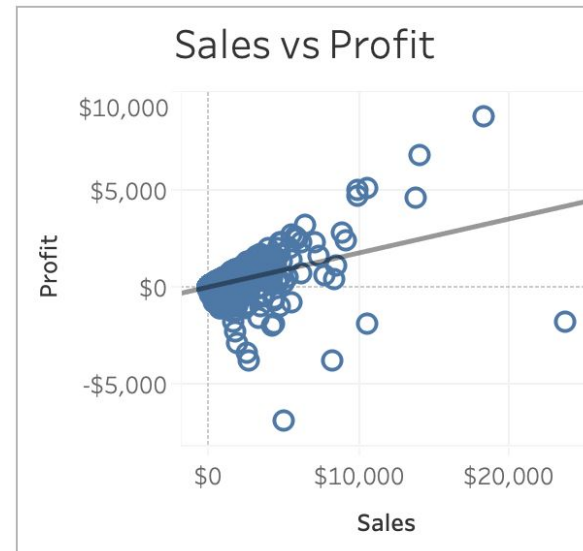
Avg Shipping Days does not contribute to Profit



Discount vs Profit has -ve linear relationship

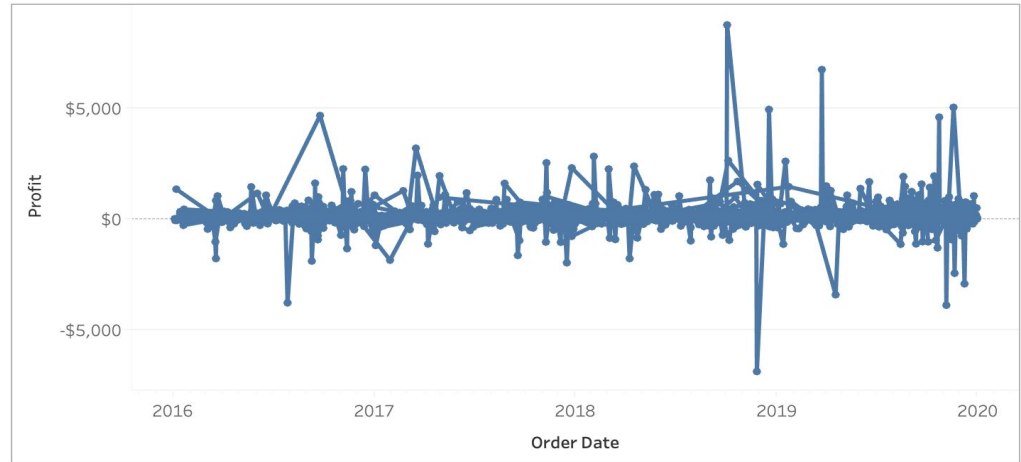


No linear relationship



# Profit Trend

Copiers are contributing to peak profits and Machines are contributing to huge -ve profits in Ohio when compared to other states



Forecasting the profit based on the historical data



# Conclusion



1. The top selling product like 'Canon imageCLASS 2200 Advanced Copier' needs to start implementing their sales in 'South' region as it performs better in other regions
2. Product with higher discount% has less profit or profit ratio
3. Early shipping does not help in increasing the sales or profit so business can use 'Standard shipment mode' for their orders which takes on an average of 5 business days
4. Machines are making huge loss in 'Ohio' in East region. business needs to consider different strategy for Machines in East region
5. Less profit % in Central region is primarily because of 'Binders' and 'Appliances' in the Illinois and Texas state