

Superstore Performance Review & Strategic Plan

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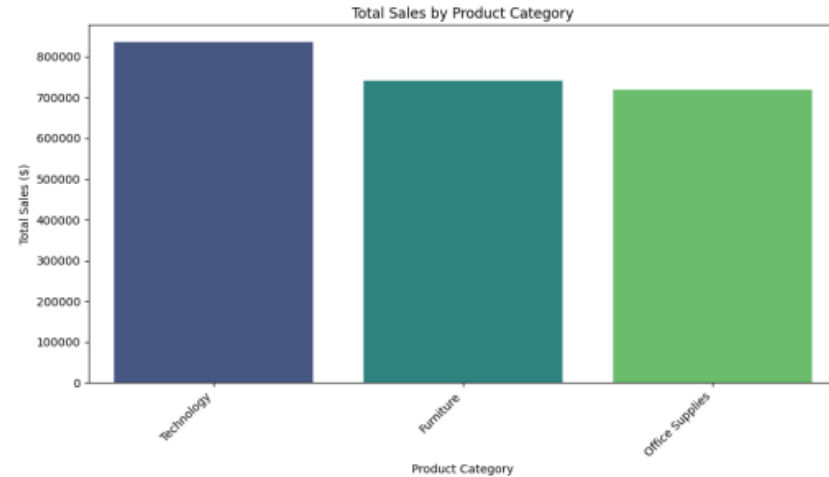
Problem Statement

- Profitability erosion despite strong sales
- Regional disparities: South and Central underperform
- Unprofitable products and unfocused customer retention
- Data fragmentation limiting informed decisions

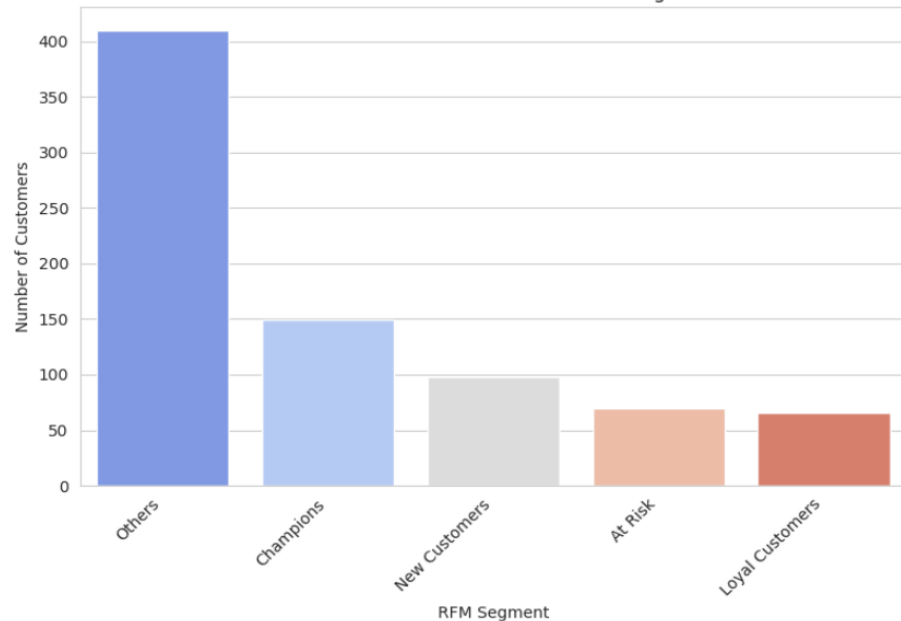
Key Findings from Each Analyst

- Sales & Revenue Analyst:
 - Strong seasonality (Q4 peaks)
 - Tech category & Consumer segment drive revenue
- Customer Behavior Analyst:
 - Small base of high-value customers(Pareto principle)
 - RFM segmentation (Recency, Frequency, Monetary) grouped customers into tiers like 'Champions', 'Potential Loyalists', and 'At Risk' based on their interaction pattern
- Product Performance Analyst:
 - Tech = profitable
 - Furniture = volume but margin erosion
- Regional/Operational Analyst:
 - West/East outperform; Central/South lag

Sales By Product Category



Distribution of Customers Across RFM Segments



Integrated Insights

- Sales concentrated in few categories, segments, regions
- Discounting drives volume but damages profitability
- South/Central = risk + opportunity
- Loyalty and LTV enhancement underleveraged
- Fragmented data limits agility and precision

Top 3 Recommendations

- Implement targeted, elasticity-based discounting
- Launch regional turnaround plans (South/Central)
- Build a Consumer-focused loyalty program

Expected Impact

- 5%+ gross margin improvement (Furniture/Office Supplies)
- 10% sales uplift in South/Central (90 days)
- 30% loyalty enrollment (high-value customers)
- 15% repeat purchase increase (loyalty members)
- 30% reduction in manual reporting via unified analytics