Super store

The Sparks Foundation Internship program

By :
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Agenda

1 - About the data.

2 - strength points.

3 - weakness points.

4 - recommendations.

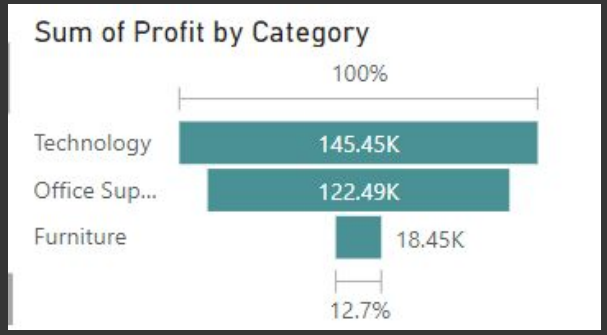
1. About the data

- Our data is a superstore in US that sells 3 types of products :
- Technology as “phones, copiers, etc”.
- Furniture as “chaires, Book cases, etc”.
- Office supplies as “Fasteners , Envelopes, etc ”.

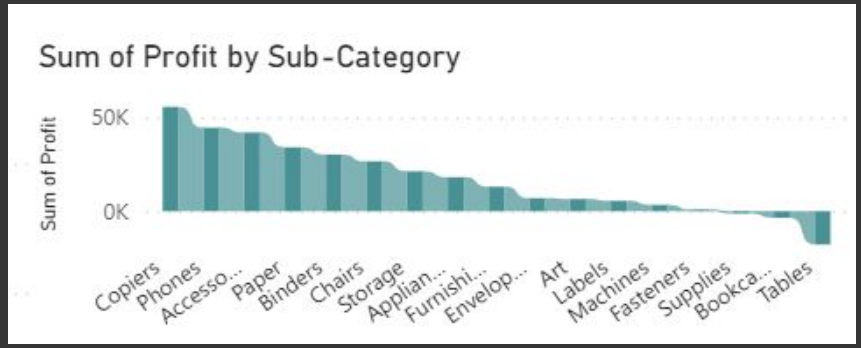
- The superstore ships it’s supplies all over US and some places in Europe and Australia.
- Also the shipment can be in the same day, standard, first class and Second class either in US or outside of it.

Strength points ?

1 - Most sold is technology products.



2 - Most of them is the copiers.



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3 - we have an income of 442.53 k

and it can be Improved.

3. Weakness points

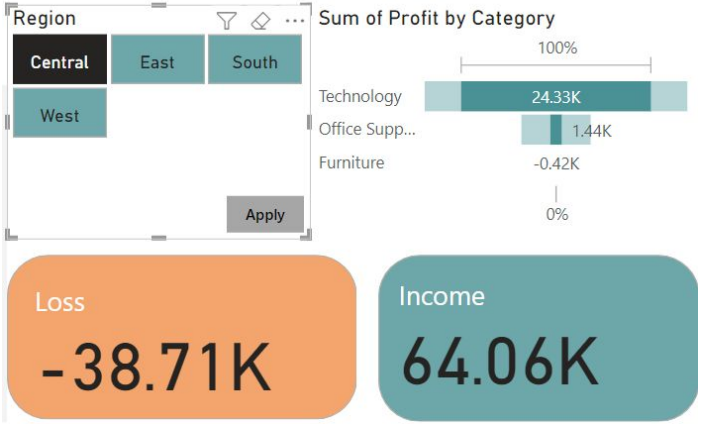
1- we lose more than 156K

Almost third of our income.

2- we lose so much in furniture almost

75% of our income from furniture is lost.

3- we lose more than 50% in the central area.



4- Discounts bigger than 30% make us lose .

4. Recommendations

1-Change delivery cost also based on the place,

Or by order like 10% of it.

2- Most of the discounts higher than 30 % gives a big loss so make them only for close places.

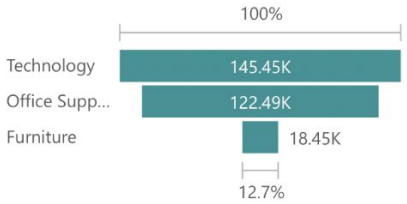
3- change the furniture or maybe try selling other common things.

Superstore Dashboard

Region

Central | East | South | West

Sum of Profit by Category



Sum of Profit by City

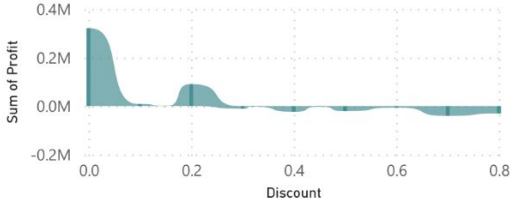
Loss

-156.13K

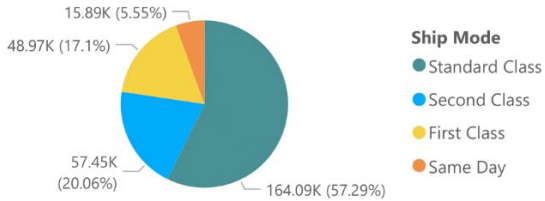
Income

442.53K

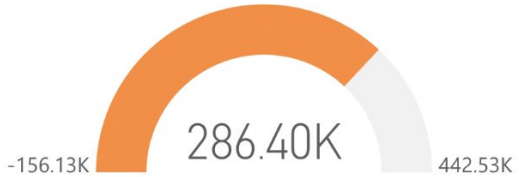
Sum of Profit by Discount



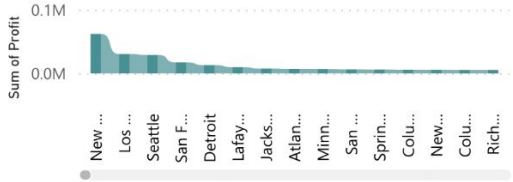
Sum of Profit by Ship Mode



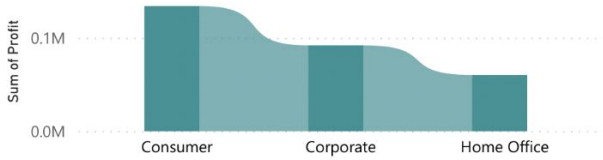
Sum of Profit, Loss and Income



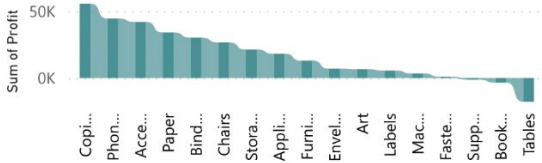
Sum of Profit by City



Sum of Profit by Segment



Sum of Profit by Sub-Category



Resources

1 - data

2- Microsoft power BI report

Thank you

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