

Superstore Sales Analysis

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Fall 2023 Data Challenge

OVERVIEW

WHAT? Uncover actionable insights from the data to assist Superstore Giant.

HOW?

1. What are the major KPI (Key Performance Indicators) that are driving current profitability and success?
2. How can you make use of KPIs and Trends to redefine resource allocation?

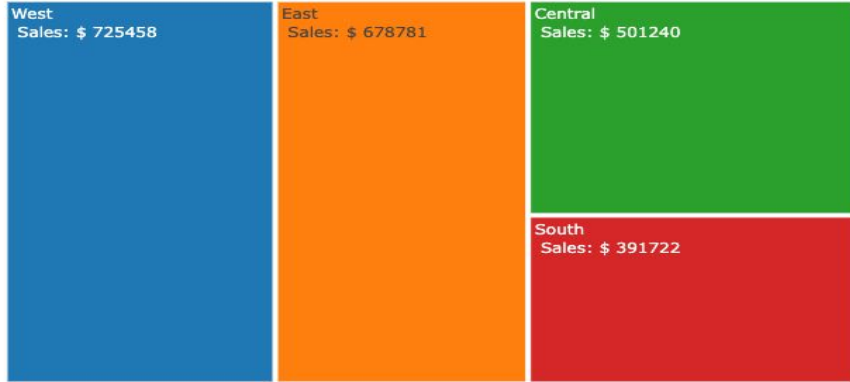
Contents:

- Sales/Profit Analysis & Trends
- Discount Analysis
- Final Recommendations

SALES/PROFIT ANALYSIS

(i) BY REGION

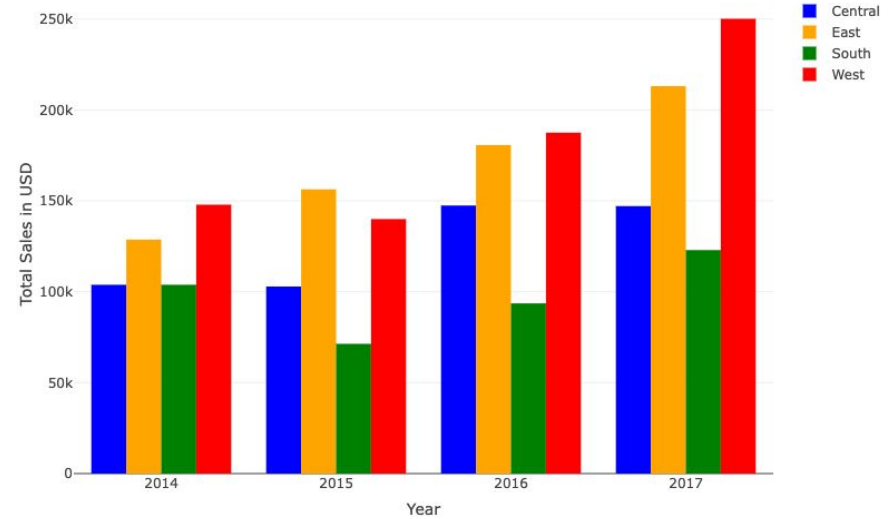
Breakdown of Total Sales in USD by Region



Breakdown of Total Profit in USD by Region



Sales by Year for Each Region

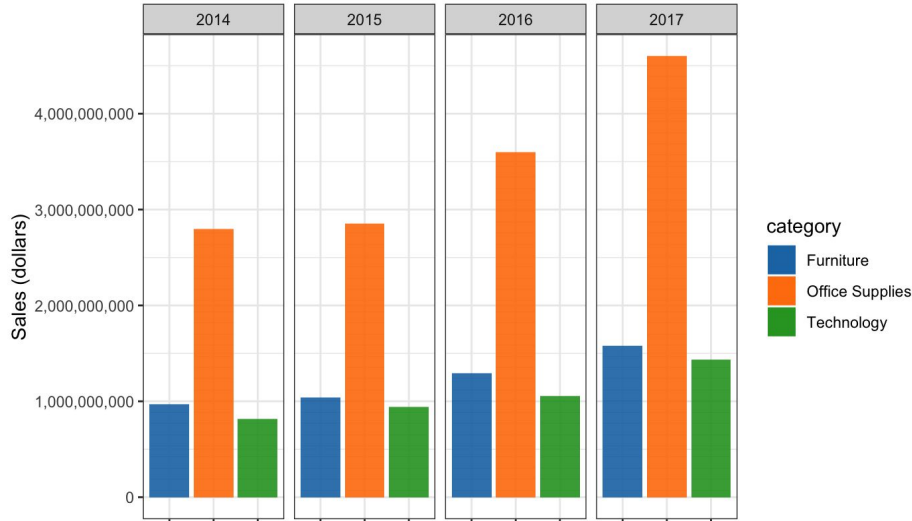


- **West** region has shown **Highest Total Sales** and **Profit**.
- **East** region has shown a **consistent Year-On-Year increase**.

SALES/PROFIT ANALYSIS

(ii) BY CATEGORY

Sales by Category for each Year



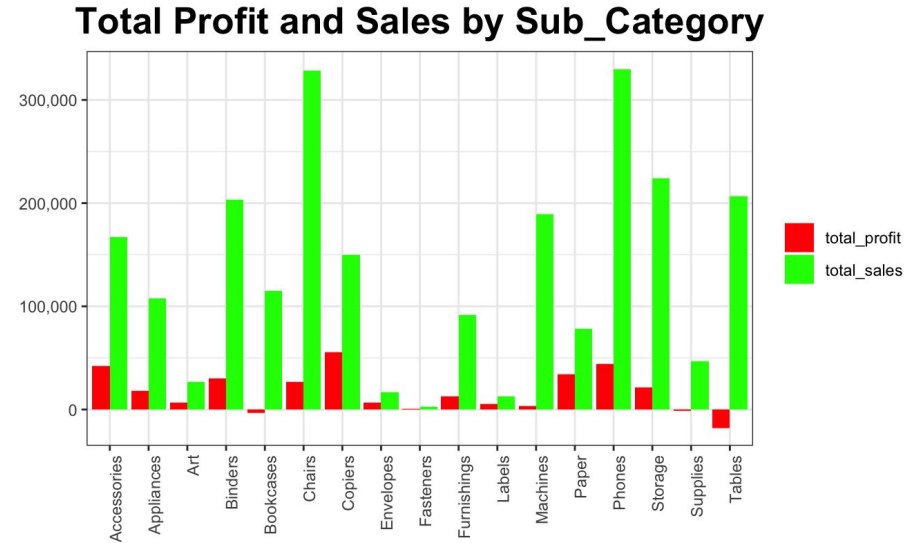
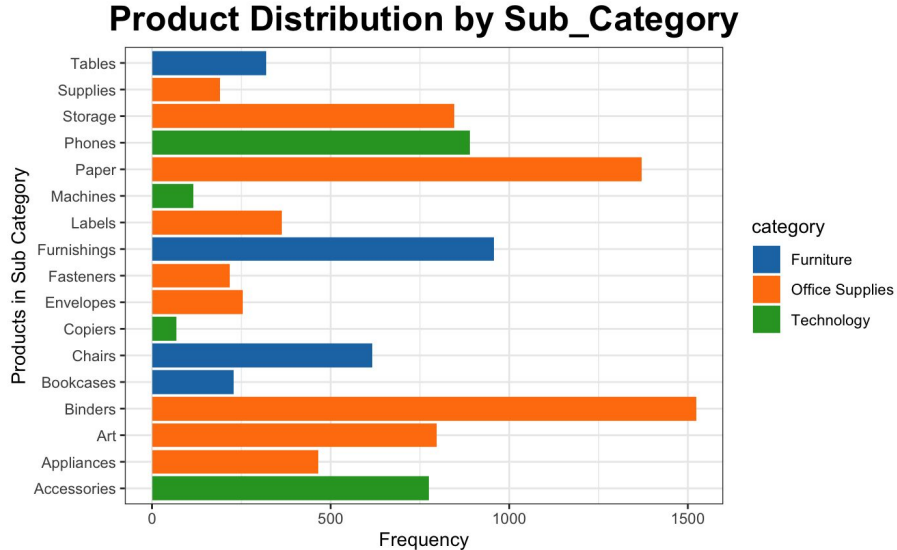
Profit Trend by Year for each Category



- Office Supplies has **most sales**, but Technology is **most profitable**.
- Furniture category's profits have **decreased** from 2015 to 2017.

SALES/PROFIT ANALYSIS

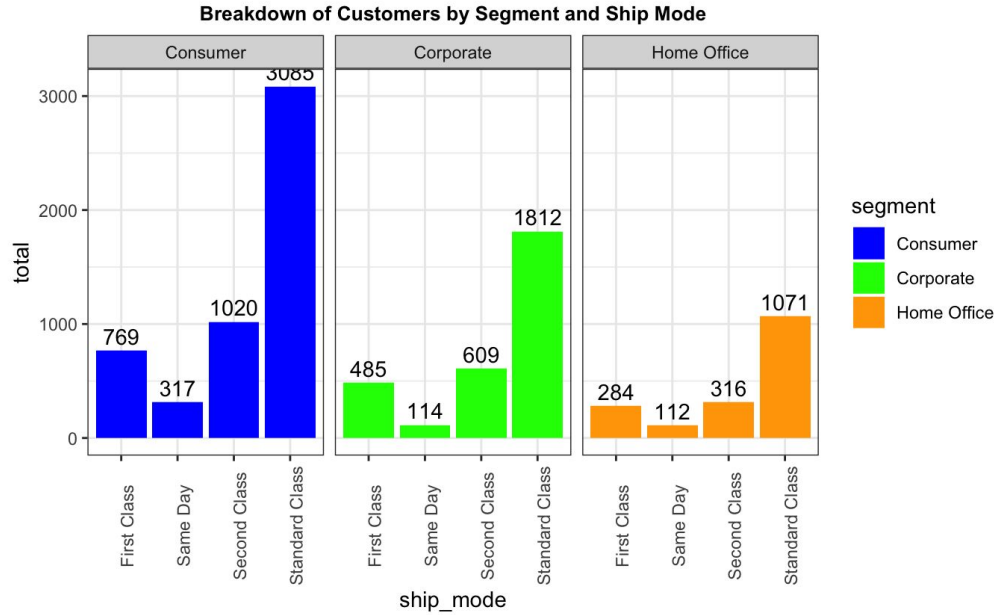
(iii) BY SUB-CATEGORY



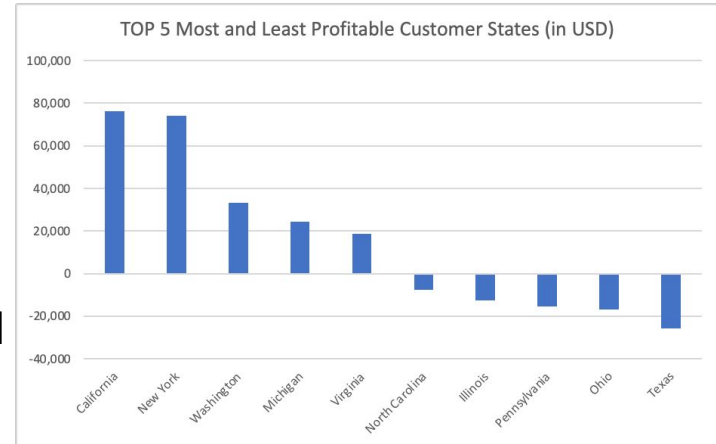
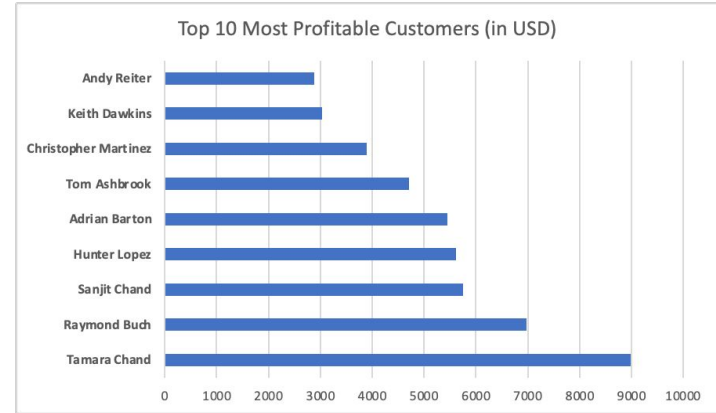
- **Paper and Binders (Office Supplies)** are the most frequently bought products, but **Copiers and Phone** are most **profitable** products.
- **Tables, Bookcases, and Supplies** are the only products **contributing to loss**.

SALES/PROFIT ANALYSIS

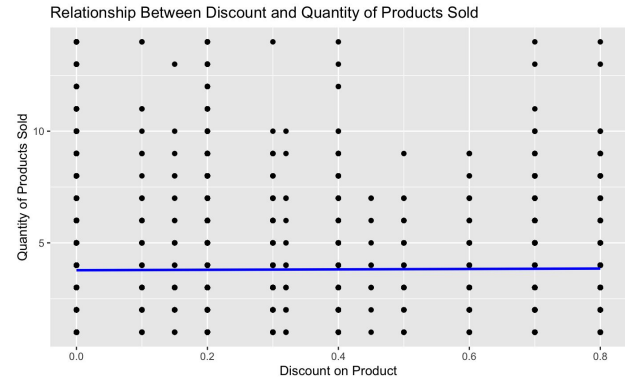
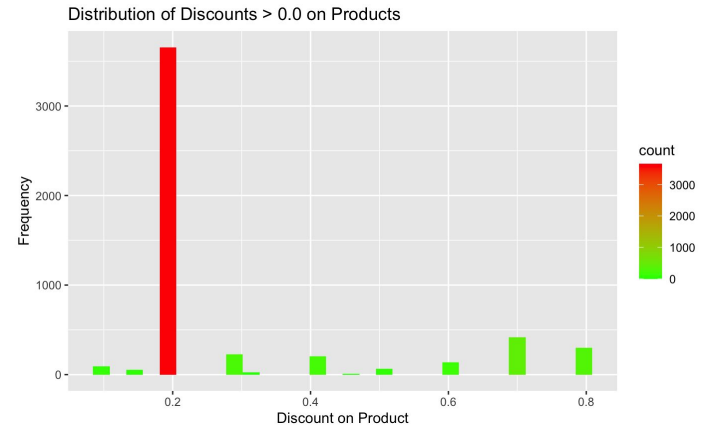
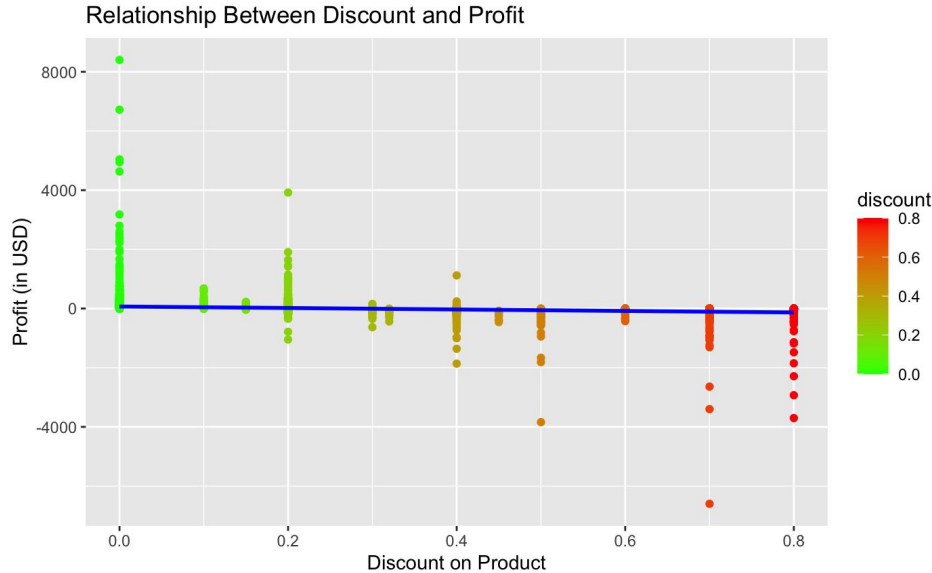
(iv) BY CUSTOMER BEHAVIOUR



- **Consumers** are the **most frequent customers** and **Standard class** is the **most used shipment mode**.
- Most profitable states are **California & New York**.



DISCOUNT ANALYSIS



- Most **frequent discount** on products is **20%**.
- As Discount on **product increases**, **sales** and **profit decreases**.
- No apparent relationship between discount and quantity of products ordered.

FINAL RECOMMENDATIONS

- **Target marketing** to expand market presence in the **West Region**, and States like **California and New York**.
- **Expand product range** in the **Office Supplies** to increase market share since they contribute to the most sales.
- **Optimize inventory** for Technology products because of **highest profitability** and **demand**.
- **Offer promotions or bundle offering** to pair products like Paper and Binders.
- **Assess the Furniture category** and possibly **phase out Tables, Bookcases, and Supplies** after a thorough assessment.
- Work on **improving efficiency** within Ship Mode delivery models.
- Offer **customer exclusives, personalized marketing, and loyalty programs** to **Consumers** to enhance customer retention.
- Keep **discounts** **<0.2**.

Questions?