SUPERSTORE ANALYSIS

o Understanding the Business

Superstore is a fictitious company operating in the **office supplies sector**, providing a wide range of products to both consumer and corporate clients. Key aspects of the business include:

- **Product Categories:**

  - **Furniture:** Desks, chairs, storage units, and office accessories.

  - **Office Supplies:** Paper products, writing instruments, and general office necessities.

  - **Technology:** Computers, printers, and electronic accessories.

- **Geographical Presence:**

  - **Regions:** East, West, Central, and South.

  - **Market Reach:** National distribution with a focus on urban and suburban areas.

- **Sales Channels:**

  - **Direct Sales:** In-store purchases and direct corporate contracts.

  - **Online Sales:** E-commerce platform catering to individual and bulk orders.

- **Customer Segments:**

  - **Individual Consumers:** Home offices and personal use.

  - **Corporate Clients:** Businesses of varying sizes requiring bulk purchases and specialized services.

- **Operational Metrics:**

  - **Sales Volume:** Total units sold across categories and regions.

  - **Profit Margins:** Revenue minus costs, analyzed per product and region.

  - **Discounts and Promotions:** Impact on sales and profitability.

  - **Inventory Management:** Stock levels and turnover rates.

- ○ <u>ANALYSIS</u>

- SALES AND PROFIT ACCORDING TO REGION

- ■ For the analysis of the data sheet, we had first taken the bar graph of sales by region. In the first graph we can see that **Western Region** has the highest sales as compared to other regions. West region has the Highest sales volume, contributing **40%** to total revenue. East region have the second highest sales volume with **30%** of the total revenue.

- ■ Secondly, we had taken profit by region. It is clearly visible that **Western region** has the higher profit than other regions. In which **Technology** has the highest profit margin at **25%** due to high-value products. With increasing sales, the profit is also high in Western regions. East region also has the second highest sale as well as high profit margin too. In third place, there will be South region, because with high sales they have third highest profit margin too. In central region, sales are high as compared to profit margin.
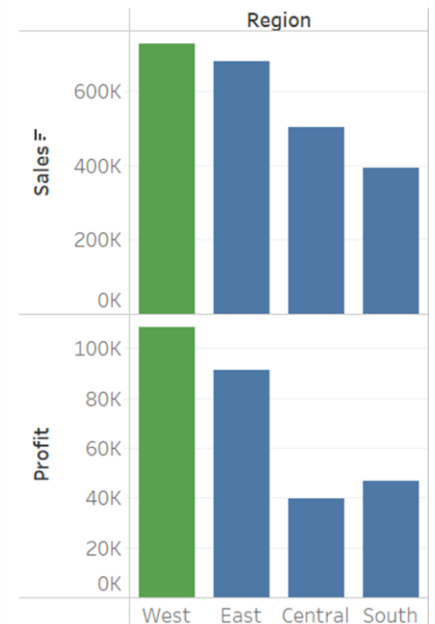
- ■ **Geographic Insights**

  - ❖ **West Region:** High sales but facing increased competition, suggesting a need for differentiation strategies.

  - ❖ **East Region:** Strong growth potential with untapped markets in suburban areas.

  - ❖ **Central and South Regions:** Opportunities for market penetration and brand awareness campaigns to boost sales.

- SALES BY CATEGORY

  - In this graph, we can see it clearly that Technology has the highest profit margin as compared to others.

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  - **Technology:** Highest profit margins at **36.40%**, due to high-value products and lower discount rates.

  - **Furniture:** Moderate margins at **32.30%**, influenced by material costs and competitive pricing.

  - **Office Supplies:** Lowest margins at **31.30**, primarily due to high competition and frequent discounting.
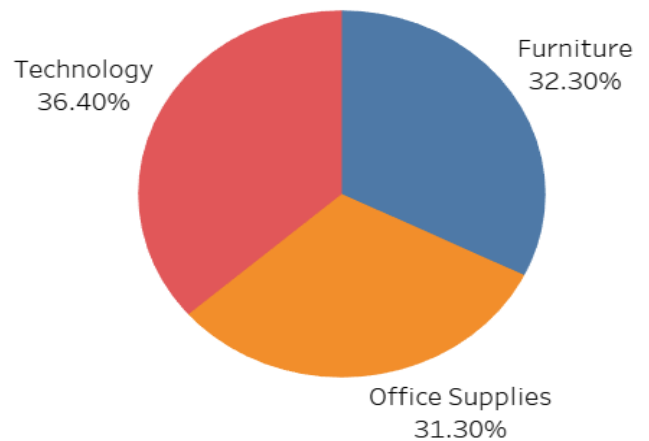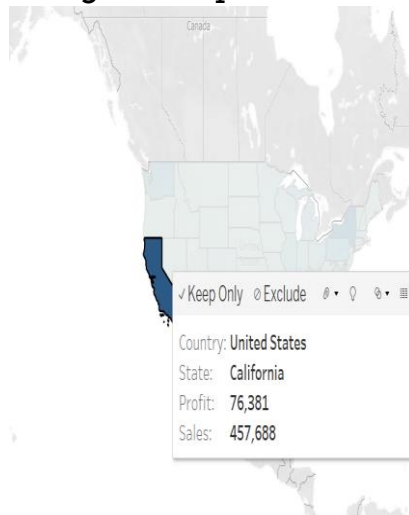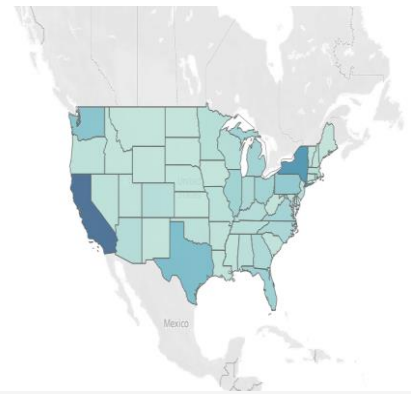
- **Top-Performing Products:**

  - **Office Chairs:** High sales volume with strong profit margins.

  - **All-in-One Printers:** Consistently high profitability due to bundled sales.

  - **Premium Notebooks:** Strong repeat purchase rates contributing to steady profits.
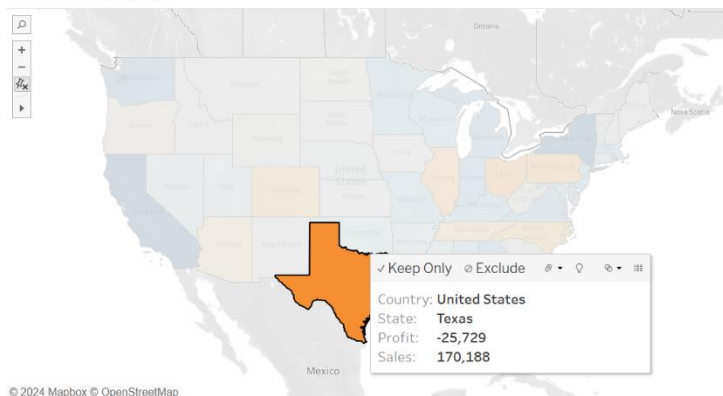
- STATEWISE SALES AND PROFIT

  - To see the profit and sales with respect to States of United Stated. I have use the map for better understanding and clarity among the states.

  - The states of US having the sales from 920 to 457K approximately.

  - For better understanding, we can see that **California** has the **highest sales** of 457K approximately as well as profit of 76K approximately as compared to other states as shown in given map.

    Keep Only Exclude

    Country: United States
    State: California
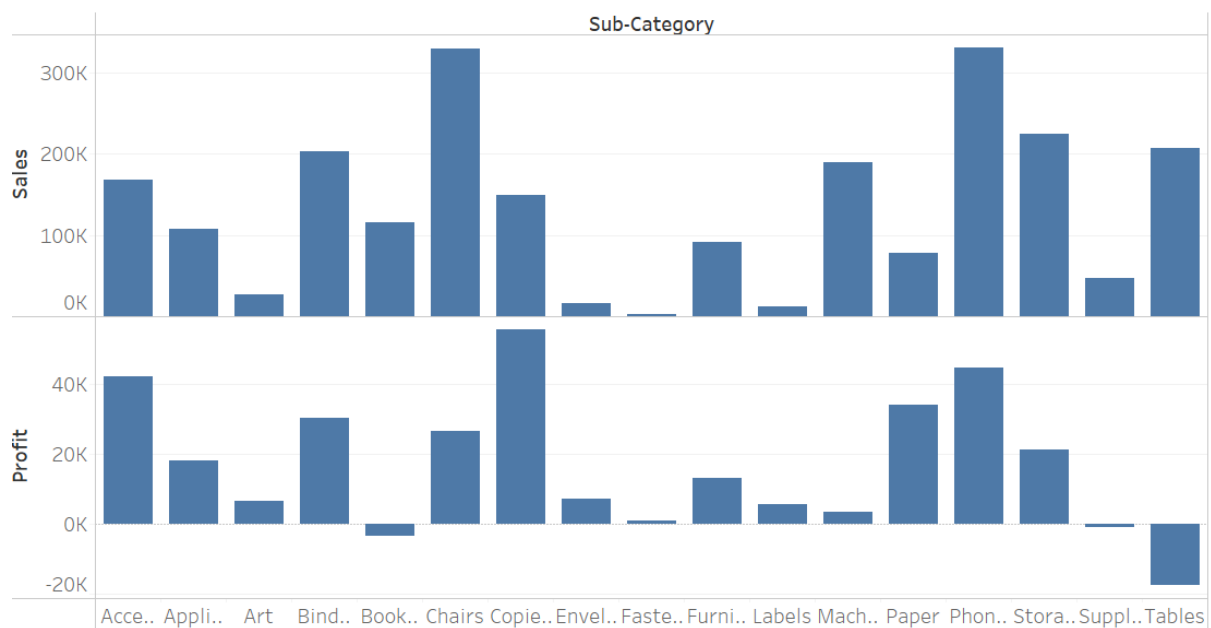   Profit: 76,381
    Sales: 457,688

  - And **Texas** has the high sales of 170K but the profit of Texas is in Negative. The map of Texas sales and profit is shown below.

    Statewise Profit

    Keep Only Exclude

    Country: **United States**
    State: **Texas**
    Profit: -25,729
    Sales: 170,188

    © 2024 Mapbox © OpenStreetMap

- SALES AND PROFIT BY PRODUCT(SUB CATEGORY)

- **Top-Performing Products:**
  - **Ergonomic Office Chairs:** High sales volume with strong profit margins.
  - **All-in-One Printers:** Consistently high profitability due to bundled sales.
  - **Premium Notebooks:** Strong repeat purchase rates contributing to steady profits.
  - **Repeat Purchases:** Approximately **35%** of total sales come from repeat customers, indicating a loyal customer base.

- TOP 10 SUB CATEGORIES
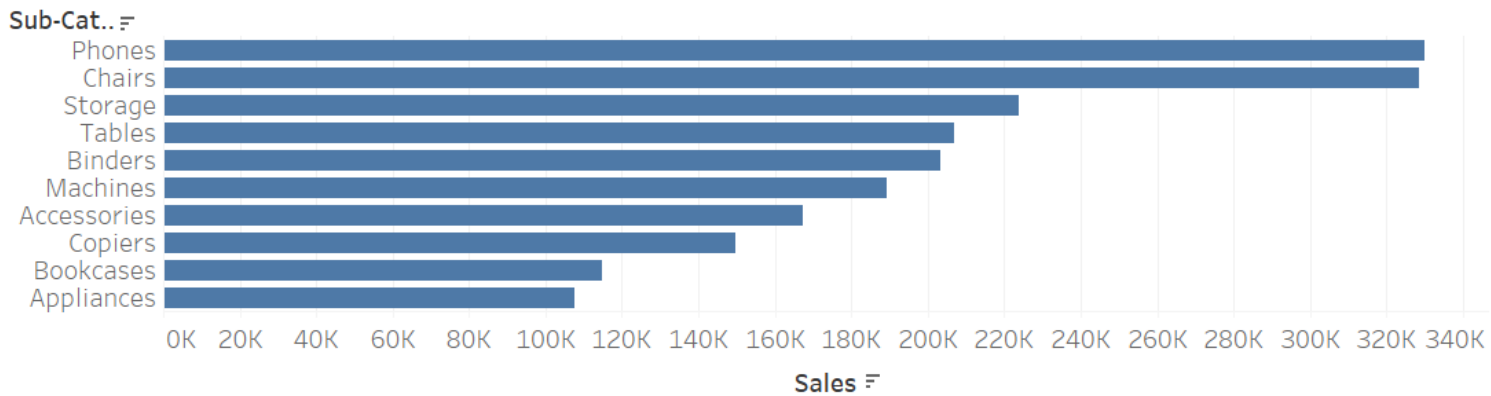
- **Product Categories:**
  - **Furniture:** Desks, chairs, storage units, and office accessories.
  - **Office Supplies:** Paper products, writing instruments, and general office necessities.
  - **Technology:** Computers, printers, and electronic accessories.
- Here are the top 10 sub categories which has high sales.

- Phones are those sub category which has the highest sales so as chairs.

o <u>OBSERVATIONS</u>

- **High-Growth Potential in Technology:** The Technology category not only boasts the highest profit margins but also shows consistent sales growth, making it a prime candidate for further investment and product expansion.

- **Regional Focus Required:** While the West and East regions are performing well, the Central and South regions require targeted marketing and sales strategies to enhance their performance.

- **Customer Loyalty Programs:** Given the significant contribution of repeat customers, implementing or enhancing loyalty programs could further increase customer retention and AOV.

- **Optimizing Discount Strategies:** Balancing discount offerings to maximize sales while maintaining healthy profit margins, especially in low-margin categories like Office Supplies.

- **Inventory Management Enhancements:** Further improvements in inventory turnover rates could reduce holding costs and increase overall profitability.

- **Expansion of High-Margin Products:** Introducing more products similar to high-margin items in the Technology and Furniture categories could drive profitability.

- **Enhanced Data Analytics:** Investing in more advanced analytics tools and techniques to gain deeper insights into customer behavior and market trends.