

The background features abstract geometric lines in red and blue. These lines form various rectangular and L-shaped patterns, some of which are partially visible at the edges of the frame. The lines are thin and create a modern, minimalist aesthetic.

SUPERSTORE **SALES**

S I N T H I Y A K U S U M A N A G A R I

SUPERSTORE



SUPERSTORE



Furniture



Office Supplies



Technology

OBJECTIVE

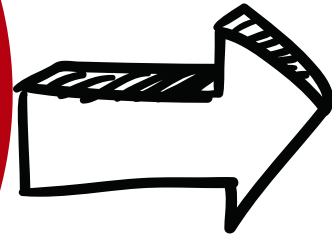
This project aims to automate data and create reports with focus on identifying the most profitable customer segment, top-selling categories and subcategories, and the ideal city for business expansion.



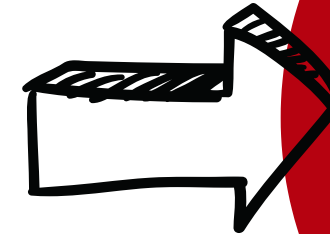
TASK (Scheduling every 06.30)



Fetch Data



Cleaning Data

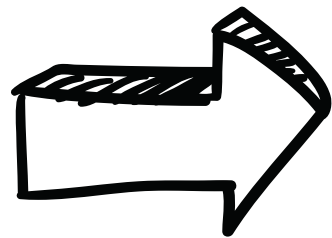


**Post to
Elasticsearch**

VALIDATE DATA



**Clean
Data**



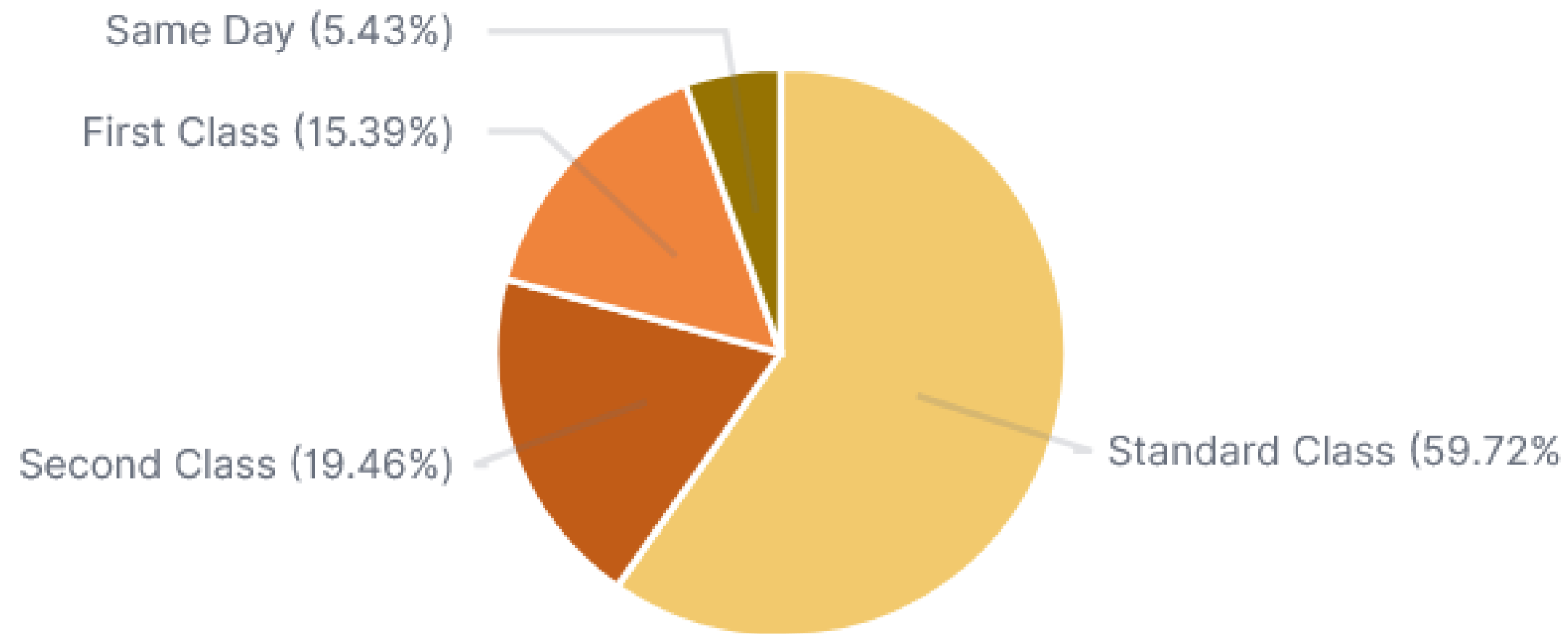
- ◆ Expect Region Column = South, West, Central, East
- ◆ Expect Length of CustomerID = 8
- ◆ Expect order date column have same format = '%Y-%m-%d'
- ◆ Expect ship date column greater than or equal to the order date

SUPERSTORE (2011-2014)

Total Sales
\$ 2.3 M

Total Profit
\$ 286.41K

Ship Mode



Approximately 59.72% of customers choose the standard class ship mode, probably because of its cost-effectiveness.

Category

Table of Category Profit

Category ▾	Profit ▾
Technology	145,454.947
Office Supplies	122,490.801
Furniture	18,451.273

Table of Category

Category ▾	Sales ▾
Technology	836,154.031
Furniture	741,999.794
Office Supplies	719,047.031

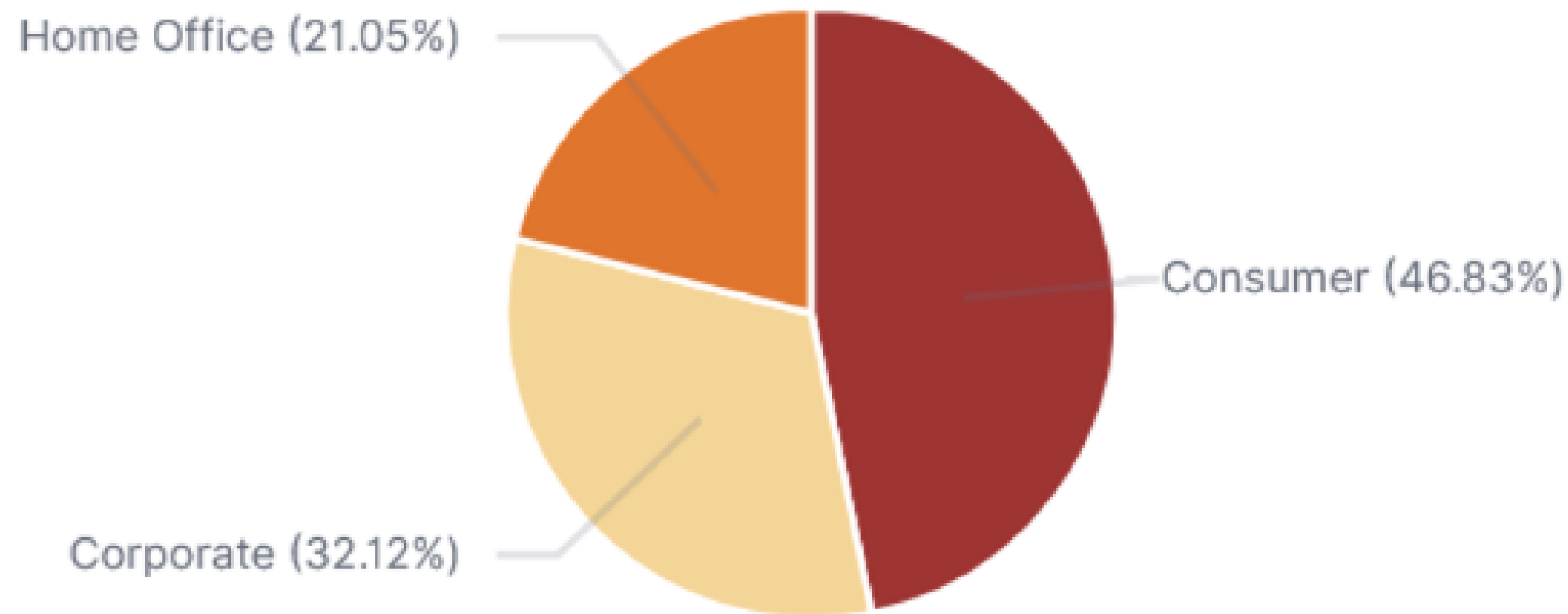
Among the three categories, Technology and Office Supplies leads in terms of profits

Sub Category



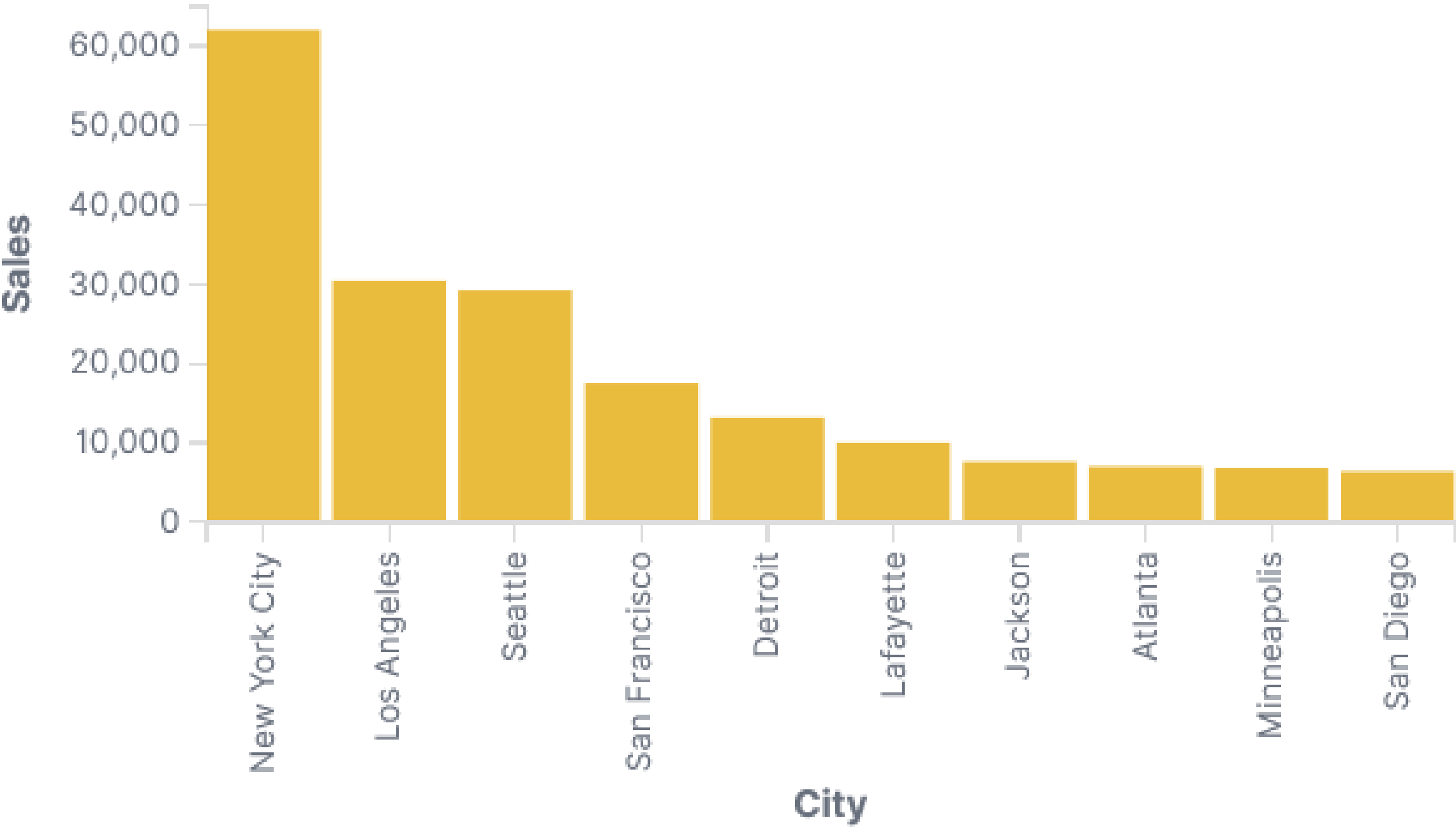
The biggest profits from existing subcategories come from Photocopiers, Telephones, Accessories and Paper.

Customer Segment



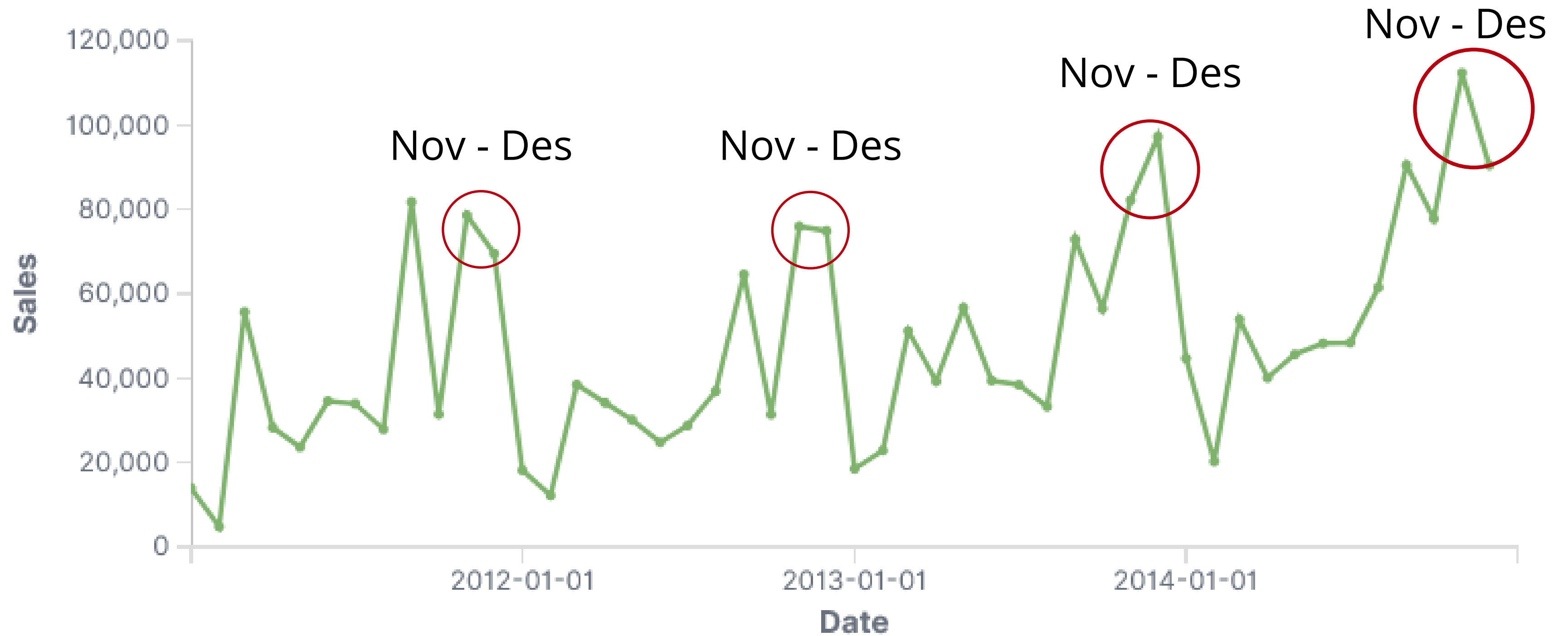
Consumer segment was the largest customer base. Superstore should create tailored marketing campaigns targeting this segment to increase sales.

Sales by City

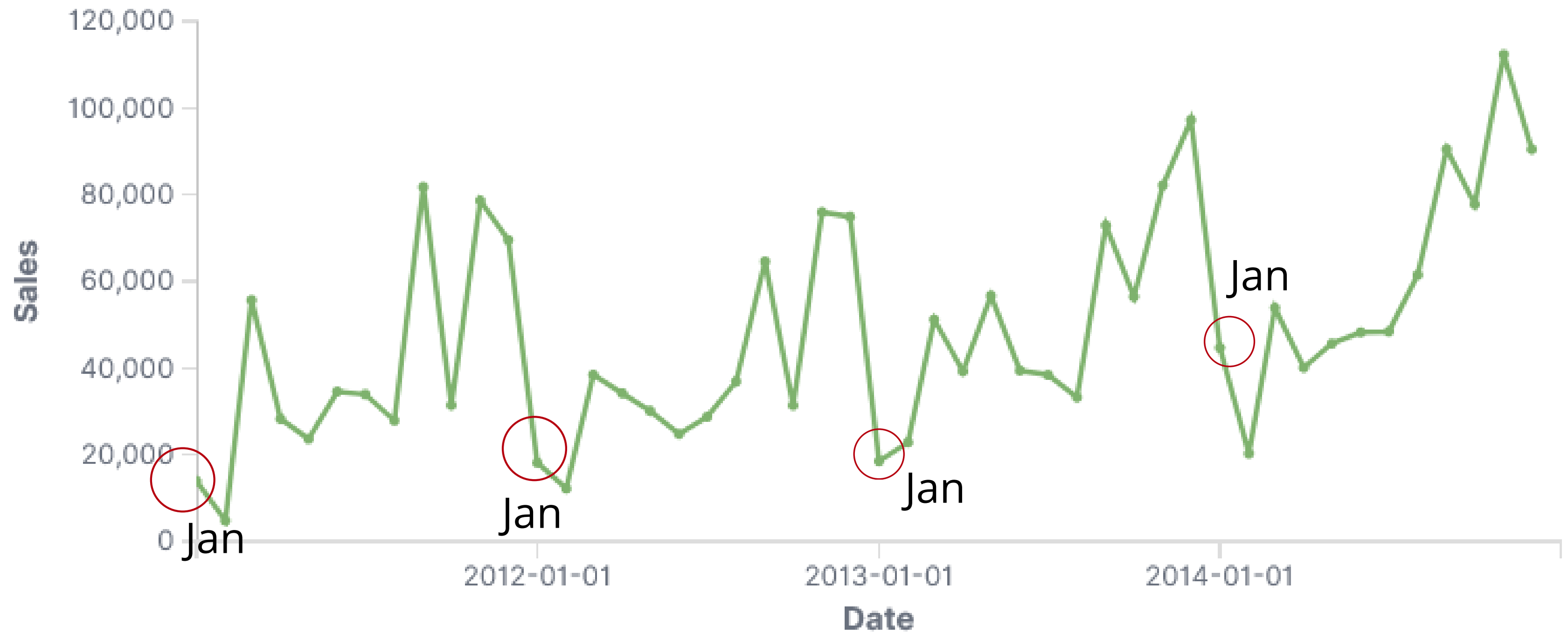


New York City, Los Angeles, and Seattle are our most profitable cities, identified as top priorities.

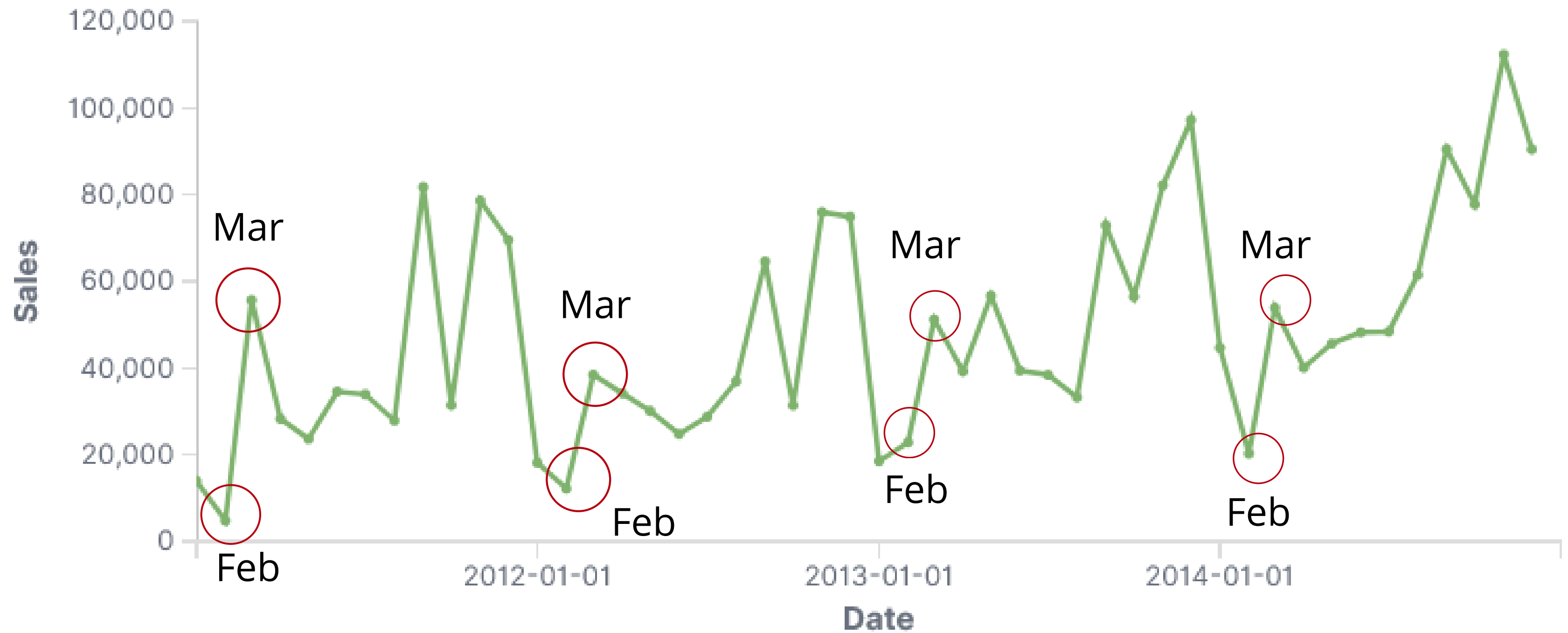
Sales by Date



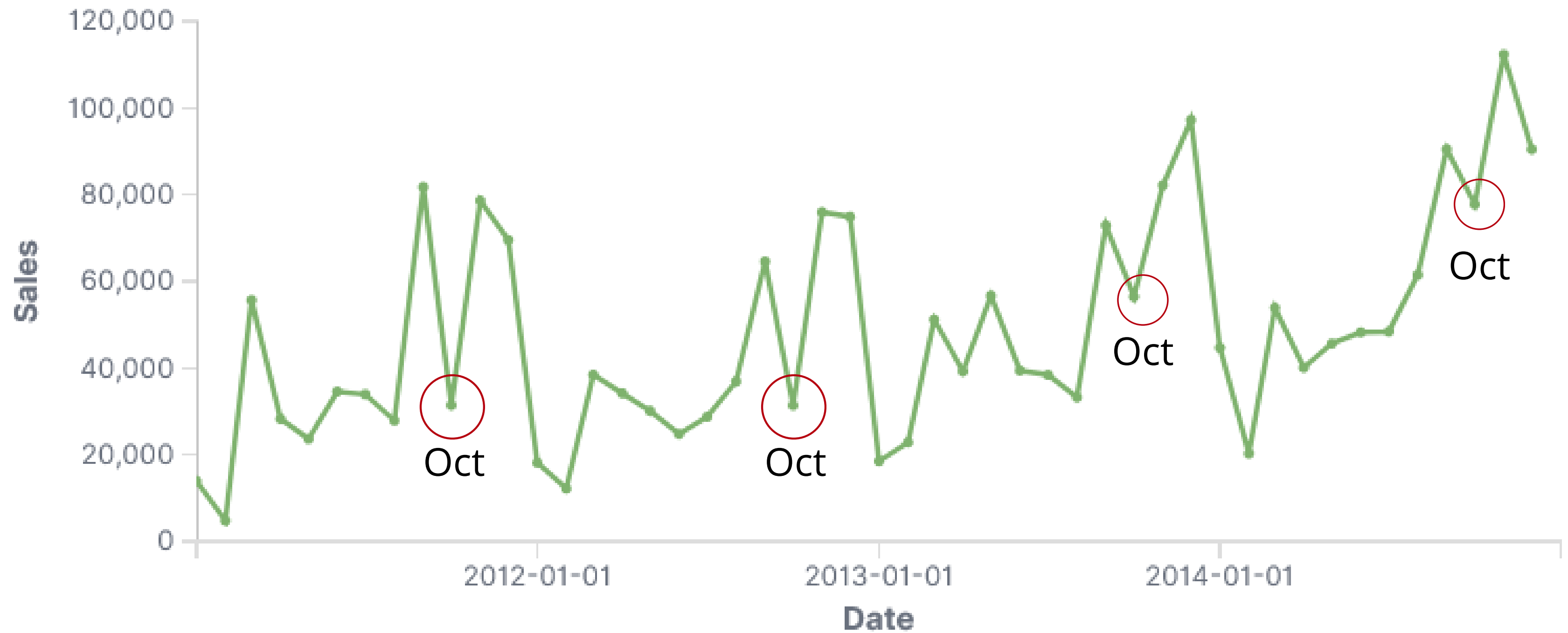
Sales by Date



Sales by Date



Sales by Date



CONCLUSION

- **Ship Mode:** The most frequently ship mode is standard class
 - Ensure standard class service remains high quality and efficient
 - Create special promotions or discounts for other ship modes
- **Technology products** have the highest sales and profit
 - Consider strategies to enhance the furniture and Office Supplies category such as Introducing new and innovative products.
- Focus on the **Consumer segment**
- For Home Offices customers, create a Home Office package with products used for offices such as table, chairs, phone, copiers.

CONCLUSION

- **New York City, Los Angeles and Seattle** are our most profitable cities
 - We have to focus more on them for business expansion.
- Increase the inventory of products that are generally in demand during the **November-December**
- in **January**, focus may be on managing inventory and cutting costs in anticipation of a drop in demand.

The image features a minimalist design on a white background. It consists of several overlapping rectangles with blue and red outlines. A large, central red rectangle frames the text. Other rectangles in both colors are positioned around it, some overlapping its edges. The text 'THANK YOU' is centered within the red frame in a bold, black, sans-serif font.

THANK YOU