Customer Segmentation of the Superstore

A Data-Driven Insights Report

Introduction

- The dashboard helps stakeholders to track and analyse profit and sales across customer segment, category, and regions in the USA. It provides data-driven insights, to identify patterns, optimize strategies, and improve performance. The dashboard is designed for key stakeholders:

- Business Owners & Decision Makers

- Sales & Marketing Teams

- Store & Inventory Managers

- Customer Engagement Teams

Objective

- Tracking Profitability by monitoring key metrics, including total, maximum, and minimum profit

- To analyze and compare total profit by different customer segments and improve weaker segments

- Balance regional sales performance

- Boost sales in weak categories

- To identify potential challenges and recommendations

Key Questions

- Which customers segment contribute the most to profits?

- Which categories perform the best?

- Which regions and states are performing well, and which need attention?

- Where to focus marketing, inventory, and sales strategies based on this data?

Metric Details

Metrics	Visual Type
Total Profit	Card
Maximum Profit	Card
Minimum Profit	Card
Average Sales	Card
Total profit by State(USA)	Filled Map
Total profit by Customer segment	Pie Chart
Total profit by Region	Stacked Bar Chart
Total profit by Customer Segment & Category	Stacked Bar Chart
Total profit by Category	Pie Chart

Customer Segmentation of the Superstore

$305.01K
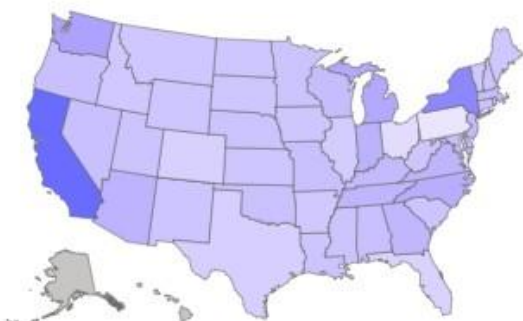Total profit

$6.72K
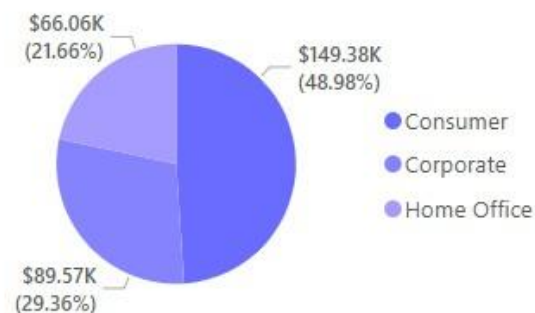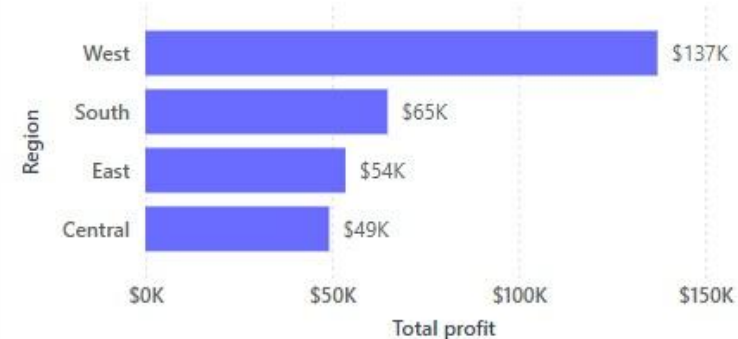Max Profit

-$1.68K
Min Profit

$215.31
Avg sales

Total profit by State (USA)

Total profit by Customer Segment

$66.06K (21.66%)

$149.38K (48.98%)

$89.57K (29.36%)

- Consumer
- Corporate
- Home Office

Total profit by Region

Region	Total profit
West	$137K
South	$65K
East	$54K
Central	$49K

Total profit by Customer Segment and Category

Legend: Furniture, Office Supplies, Technology

Customer Segment	Furniture	Office Supplies	Technology	Total
Consumer	$20K	$67K	$63K	$149.38K
Corporate	$8K	$37K	$44K	$89.57K
Home Office	$7K	$25K	$34K	$66.06K

Total profit by Category

$34.75K (11.39%)

$140.9... (46.2%)

$129.36K (42.41%)

- Technology
- Office Supplies
- Furniture

Customer Segmentation of the Superstore

✕
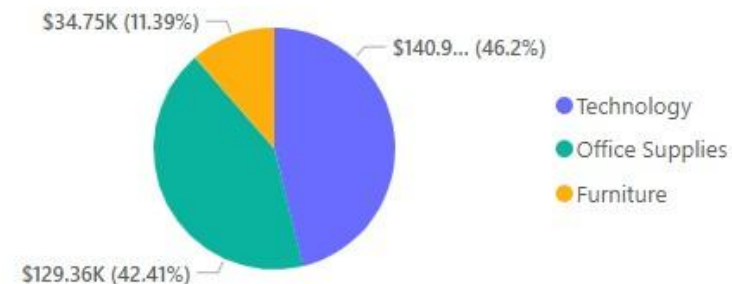
$305.01K
Total profit

$6.72K
Max Profit

-$1.68K
Min Profit

Total profit by State (USA)
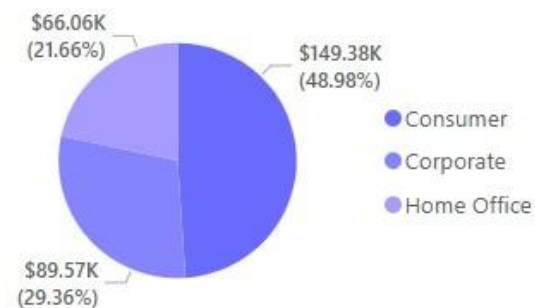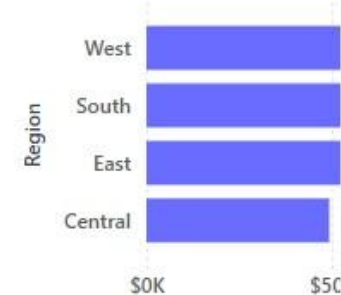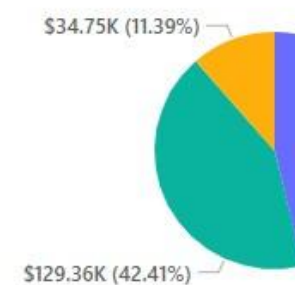

Total profit by Customer Segment

$66.06K (21.66%)

$149.38K (48.98%)

● Consumer
● Corporate
● Home Office

$89.57K (29.36%)

Total profit by Region

West
South
East
Central

$0K $5C

Total profit by Customer Segment and Category

● Furniture ● Office Supplies ● Technology

Consumer	$20K	$67K	$63K	$149.38K
Corporate	$8K	$37K	$44K	$89.57K
Home Office	$7K	$25K	$34K	$66.06K

$0K $50K $100K $150K

Total profit

Total profit by Category

$34.75K (11.39%)

$129.36K (42.41%)

Key Metrics

$305.01K	$6.72K	-$1.68K	$215.31
Total profit	Max Profit	Min Profit	Avg sales

Insights

- Total Profit represents the overall profit generated across all sales, customer segments, and regions
- Max Profit is the highest profit made on order
- Min Profit is the lowest profit recorded, indicating a very low-margin sale
- Average Sales represents the average sales value per transaction, giving an idea of typical order size

Measures (DAX Query)

- **Total profit** = SUM(Orders[Profit])
- **Max Profit** = MAX(Orders[Profit])
- **Min Profit** = MIN(Orders[Profit])
- **Avg sales** = AVERAGE(Orders[Sales])
- **Total Profit (East)** = CALCULATE(SUM(Orders[Profit]), Orders[Region] = "East")
- **No of Profits(South)** = CALCULATE(COUNTROWS(Orders), Orders[Region] = "South")

Total Profit by State

Insights

- Color shade intensity indicates profit levels across all states
- Central region is least profitable region, west being highest
- Pennsylvania suffered the most losses in all of the states, categories & segments

Challenges

Low profitability in certain states can be because of:

- Marketing & sales strategy issues for less profitable regions
- Maintaining logistics & operational costs in low performing regions

Recommendations

- Leverage the strengths of top performing regions in low performing ones
- Conduct competitor analysis to identify improvement areas
- Evaluate product market fit in low performing regions to pivot if needed

RLS (Row Level Security)

- California (Highest profit) -> [State] == "California"
- Pennsylvania (Lowest profit) -> [State] == "Pennsylvania"

Total profit by State (USA)
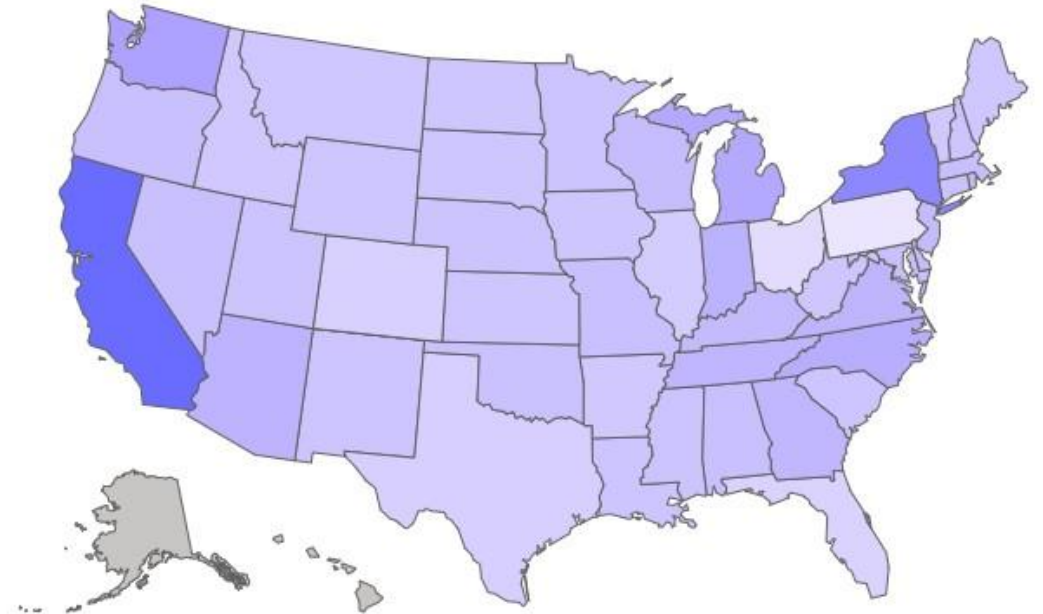
Total Profit by Customer Segment

Insights

- Consumer is most profitable and nearly half (49%) of the total profit
- Home office is least profitable, corporate being moderate
- Standard class is most used ship mode in consumer segment
- From 2011-2014, Consumer segment dominated over other segments

Challenges

Low performance in segments is due to:

- Not able to Understand the needs and behaviour clearly
- Tough competition from unorganised sellers in corporate
- Potential overlap or competition between segments

Recommendations

- Introduce bulk purchase incentives for corporate clients
- Offer discounts for the home office
- Develop targeted marketing campaigns for underperforming segments
- Conduct surveys or focus groups to understand segment-specific needs.
- Review internal SKUs across all segments to prevent redundancy

Total profit by Customer Segment

$66.06K (21.66%)
$149.38K (48.98%)
$89.57K (29.36%)

Consumer
Corporate
Home Office
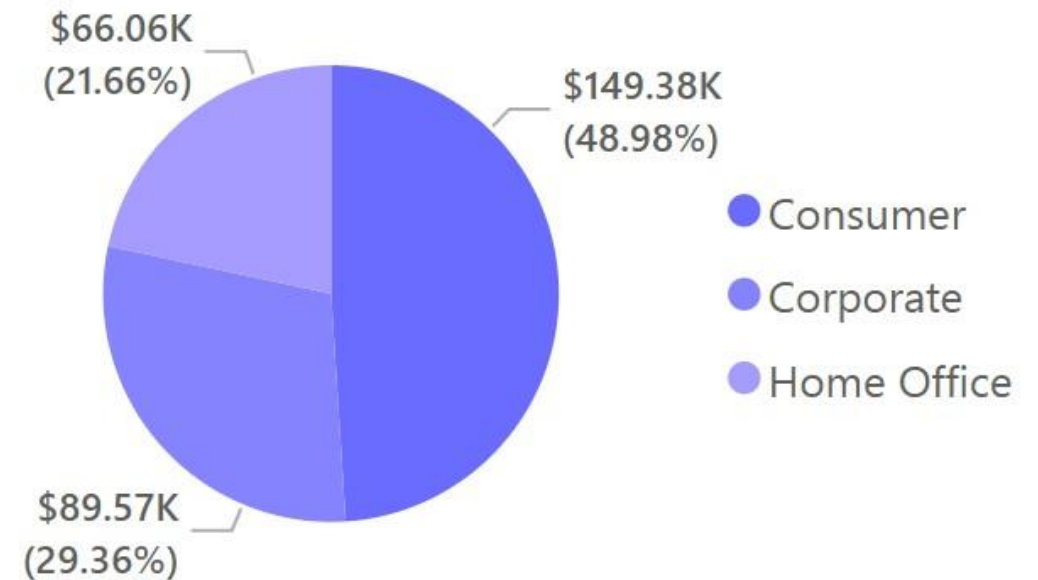
Total Profit by Region

Insights

- West had the highest profit while central had lowest
- Huge gap between west and other regions indicating market dominance
- Eastern & western regions are 2x profitable compared to central & southern regions combined
- West region lead in all ship modes compare to other region
- East is the region with loss in furniture category

Challenges

Low profit and underperforming regions due to:

- Potential logistical or operational inefficiencies in underperforming regions
- Lack of targeted marketing efforts could be reducing regional profits
- South and East regions could have higher competition affecting growth

Recommendations

- Increase resources and budgeting to the S, E, & C regions
- SWOT analysis to study competition in S, E & C to improve positioning
- Improve digital marketing in low performing regions

Total profit by Region

Region	Total profit
West	$137K
South	$65K
East	$54K
Central	$49K

Total Profit by Customer Segment & Category

Insights

- Consumers dominate profits across all product categories
- Technology generates the highest profits across all segments
- Home Office segment has the lowest profit across all categories & segments, after corporate
- From 2011-2014, no significant growth is observed in furniture category

Challenges

Difficulty in scaling home office segment for furniture & corporate:

- Weak marketing and sales across furniture category
- Slow YoY growth in consumer segment

Recommendations

- Strengthen Furniture category marketing to boost visibility and sales
- Continue expanding furniture and office supplies category to boost profit across all segments
- Exclusive discounts to increase engagement for home office segment

Total profit by Customer Segment and Category

● Furniture ● Office Supplies ● Technology

Consumer: $20K / $67K / $63K — $149.38K
Corporate: $37K / $44K — $89.57K
Home Office: $25K / $34K — $66.06K

Total Profit by Category

Insights

- Technology leads, closely followed by office supplies and furniture being the lowest
- High technology profit suggests strong consumer preference for digital products.
- Technology buyers prefer same day ship mode whereas office supply buyers prefer standard class ship mode

Challenges

Difficulty in scaling profitability in furniture category:

- Furniture's low demand may be due to high shipping costs
- Technology & office supplies have stagnant profit across the years

Recommendations

- Start campaigns to boost Furniture sales
- Offer EMI plans for purchasing furniture & office supplies
- Introduce seasonal Furniture discounts or complementary offerings (e.g., Office Supplies + Furniture bundles)

Total profit by Category

$34.75K (11.39%)
$140... (46...)
$129.36K (42.41%)

- Technology
- Office Supplies
- Furniture
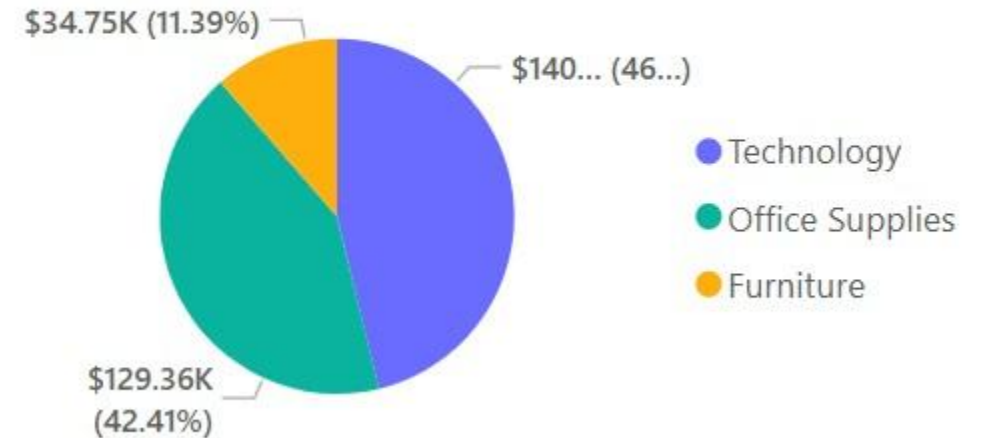
Outcome

By implementing these insights and recommendations, stakeholders can expect:

• Improved Profitability - Boost profits in underperforming regions (Central & South), segments (Home Office & Corporate), and categories (Furniture).

• Stronger Customer Engagement - Personalized offers to drive sales in weaker segments.

• Optimized Inventory & Sales - Data-driven decisions for better stock management and sales efficiency.

• Competitive Advantage - Market analysis and strategic investments to lead competitors.

• Sustainable Growth - Consistent YoY growth, strengthened Furniture category, and long-term profitability.

As a result, a more profitable, well-balanced, and data-driven business with improved sales & profit, better regional performance, and stronger customer relationships.

Thank You!