

Superstore Sales Performance Analysis

Overview

The business generated **\$2.3 million in total sales**, achieving a **total profit of \$286.4K** from **37.9K units sold**, reflecting strong year-over-year growth in all key metrics: 459.4% in sales, 572.8% in profit, and 473.4% in quantity.

Key Insights

1. Category-wise Contribution

Technology led with **36.4% of total sales**, followed closely by **Furniture at 32.3%** and **Office Supplies at 31.3%**, indicating a well-distributed product mix with Furniture as the dominant category.

2. Customer Segment Performance

The **Consumer segment** contributed **\$1.2 million** in sales and **\$194.1K in profit**, outperforming both the **Corporate** and **Home Office** segments, which contributed \$706.1K and \$420.7K in sales respectively, with lower profitability.

3. Shipping Mode Insights

Standard Class shipping, while generating **\$1.4 million in sales**, had a relatively low profit of **\$64.1K**, whereas **Same Day shipping**, despite lower volume at **\$128.4K**, delivered the highest profit margin at **\$15K**, highlighting the value of premium logistics.

4. Geographic Distribution

The **West region** led with **\$725K in sales**, largely driven by **California's outstanding performance at \$457.6K**, whereas the **South region lagged behind with \$391.7K**, suggesting untapped regional potential.

5. Sales Trend Over Time

Sales demonstrated a clear upward trend from **2014 through 2017**, with noticeable spikes in late 2016 and late 2017, reinforcing the success of recent strategies and the importance of maintaining momentum.

6. Monthly Sales and Profit Patterns

Peak performance occurred in **November (\$352.5K)**, **September (\$307.6K)**, and **December (\$325.3K)**, confirming the importance of Q4, while **February recorded the lowest sales at \$59.8K**, indicating a seasonal lull.

7. City-Level Profitability

New York City topped the list with **\$256.7K in sales and \$62K in profit**, while cities like **Philadelphia (-\$13.8K)**, **Houston (-\$10.1K)**, and **Chicago (-\$6.5K)** registered losses, warranting closer cost and pricing review in these areas.

8. Sales and Profit by Weekday

Sunday was the strongest day with **\$385K in sales and \$57K in profit**, while **Wednesday was the weakest**, producing only **\$88K in sales and \$15K in profit**, pointing to opportunities for weekday engagement improvements.

9. Annual Performance Overview

The year **2017 was the most profitable**, with both sales and profit reaching their highest levels, reflecting successful strategic execution and continued business growth.

10. Lead Time Analysis

Standard Class deliveries had the longest average lead time at **5 days**, while **Same Day delivery** had the shortest at **0 days**, highlighting the potential competitive advantage of reducing fulfillment times to improve profitability and customer satisfaction.

Recommendations

1. **Prioritize high-performing segments**, particularly the Consumer market and West region, to maximize ROI.
2. **Address losses in cities with negative margins** through cost reviews, pricing strategies, and operational improvements.
3. **Capitalize on Q4 momentum** with early campaign planning and inventory ramp-up to boost peak season profitability.
4. **Implement mid-week promotional strategies** to lift low-performing weekdays.
5. **Optimize shipping strategies** by promoting premium, high-margin options like Same Day delivery.
6. **Expand market share in underperforming regions** like the South through targeted outreach, partnerships, or local initiatives.