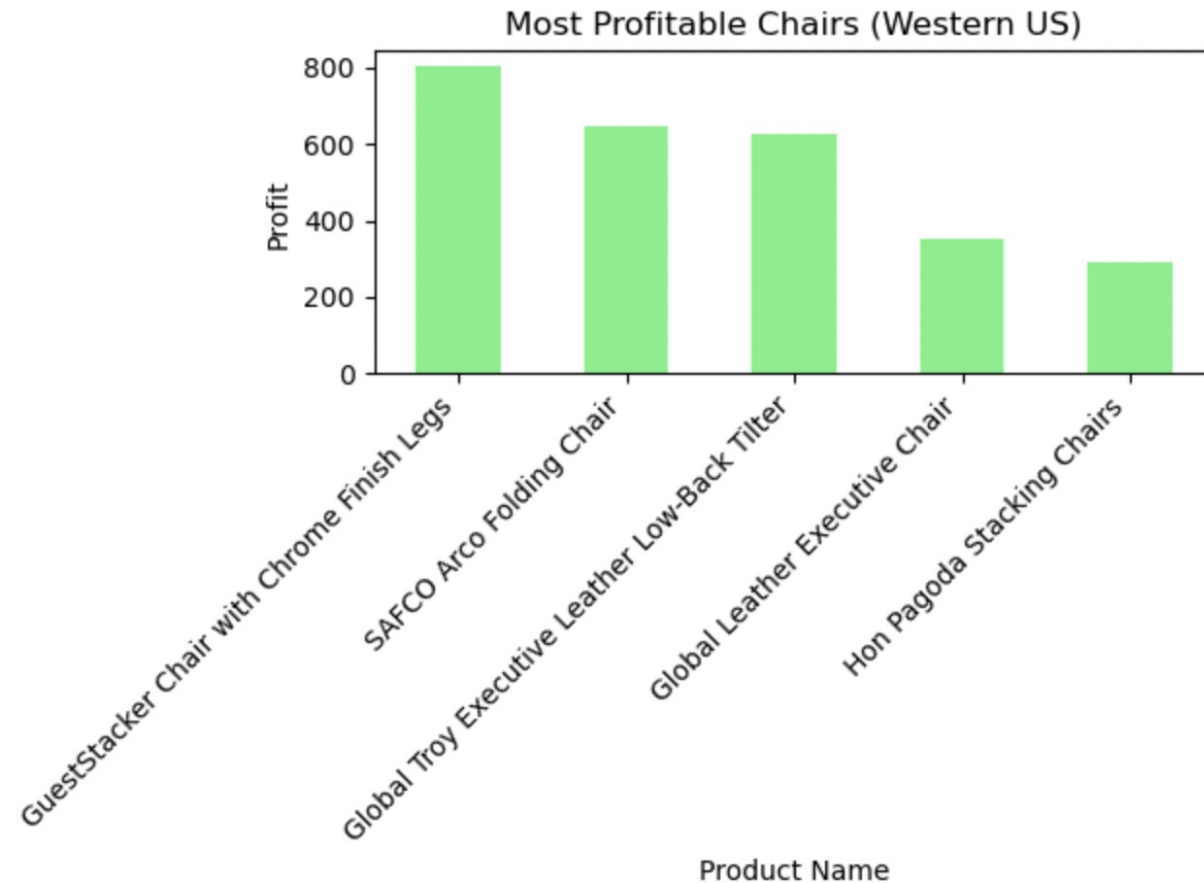


REGION & CATEGORY: WESTERN US & CHAIRS

Sales Management Final

Taha Iftikhar 23149

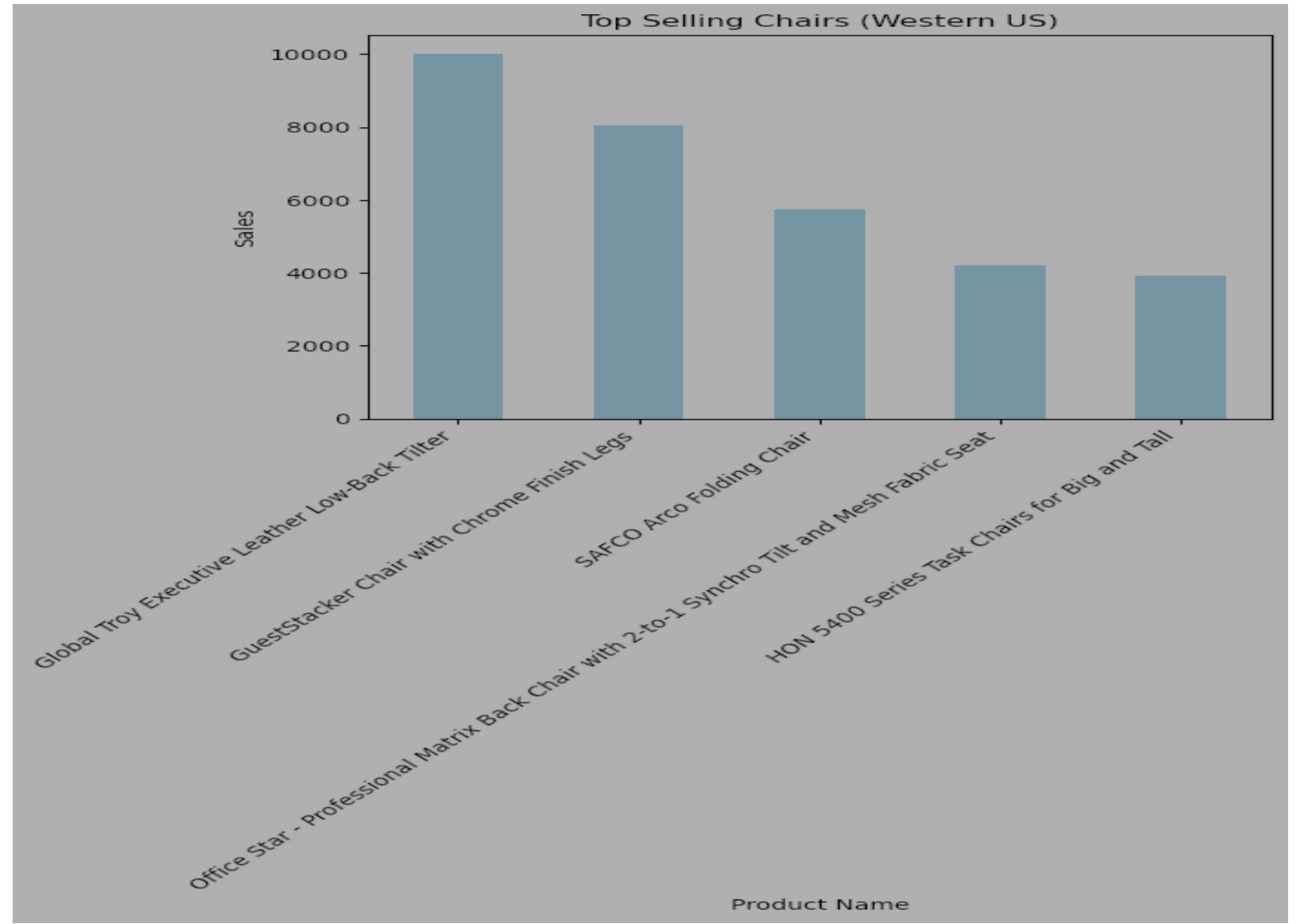
MOST PROFITABLE PRODUCT



ANALYSIS:

- To calculate the most profitable product we multiply profit with quantity and make a new column, according to the new column the most profitable product is **GuestStacker Chair with Chrome Finish Legs** with 11 units sold across the western US under the sub-category “Chairs” with total profit accumulating to be \$10,019.60

HIGHEST SALES



Revenue Analysis:

- The data shows that California has the highest sales for chairs, at \$63,079.368. Washington state comes in second at \$16,000, followed by Colorado at \$8,000. Arizona and Oregon round out the top five with \$6,000 and \$3,000 in sales respectively. This suggests that California is a dominant market for chairs, while Washington, Colorado, Arizona and Oregon represent potential growth opportunities.

Top Performer's summary of Data:

Top Selling Chairs (Western US):

Product Name	
Global Troy Executive Leather Low-Back Tilter	10019.600
GuestStacker Chair with Chrome Finish Legs	8030.016
SAFCO Arco Folding Chair	5744.960
Office Star – Professional Matrix Back Chair with 2-to-1 Synchro Tilt and Mesh Fabric Seat	4211.760
HON 5400 Series Task Chairs for Big and Tall	3925.488
Name: Sales, dtype: float64	

Most Profitable Chairs (Western US):

Product Name	
GuestStacker Chair with Chrome Finish Legs	803.0016
SAFCO Arco Folding Chair	646.3080
Global Troy Executive Leather Low-Back Tilter	626.2250
Global Leather Executive Chair	350.9900
Hon Pagoda Stacking Chairs	288.8820
Name: Profit, dtype: float64	

Impact of Discounts on Profitability:

Average Profit with Discount: \$19.46
Average Profit without Discount: \$nan

Year-over-Year Sales and Profit (Western US – Chairs):

	Sales	Profit
Order Date		
2012	21406.976	1231.6873
2013	23700.016	972.4391
2014	31227.416	1200.0448
2015	25446.920	623.4131

- **Top Sellers vs. Profit Leaders:** Interestingly, there seems to be a distinction between the chairs with the highest sales volume and those generating the highest profits. While the table likely shows the "Global Troys Executive Leather Low-Back Tilter" as the top seller (assuming entries are listed in order by sales), it might not be the most profitable chair.
- **Profit Potential of Specific Chairs:** The "GuestStacker Chair with Chrome Finish Legs" appears as a strong contender in terms of profitability, potentially due to a lower cost structure or a more strategic pricing strategy. Similarly, the "SAFCO Arco Folding Chair" and "Global Leather Executive Chair" might offer higher profit margins compared to top sellers.
- **Focus on Profitability:** While understanding sales volume is important, this analysis highlights the significance of prioritizing profitability. Focusing solely on sales figures might overlook chairs that generate better returns despite lower sales volume.
- **Market Preferences vs. Profitability:** There could be a mismatch between customer preferences (reflected in sales volume) and profitability. Top-selling chairs might be priced competitively to drive volume but have lower profit margins. Identifying high-profit chairs that also resonate with customer needs could be a strategic advantage.

- **Detailed Profit Margin Analysis:** To gain a deeper understanding, calculating the profit margin (profit divided by sales) for each chair would be beneficial. This would provide a clearer picture of how profitable each chair is relative to its sales volume.
- **Customer Segmentation Analysis:** Segmenting customer data by factors like budget or buying habits might reveal which chairs are popular within specific customer groups. This could help tailor marketing strategies to promote high-profit chairs to the most receptive segments.
- **Market Research:** Investigating the features and functionalities of top-selling chairs versus high-profit ones could provide valuable insights. Understanding why certain chairs are popular with customers while others offer better profit margins can guide future product development or pricing strategies.

STATE AND CITY SALES:

with Highest Sales (Chairs):

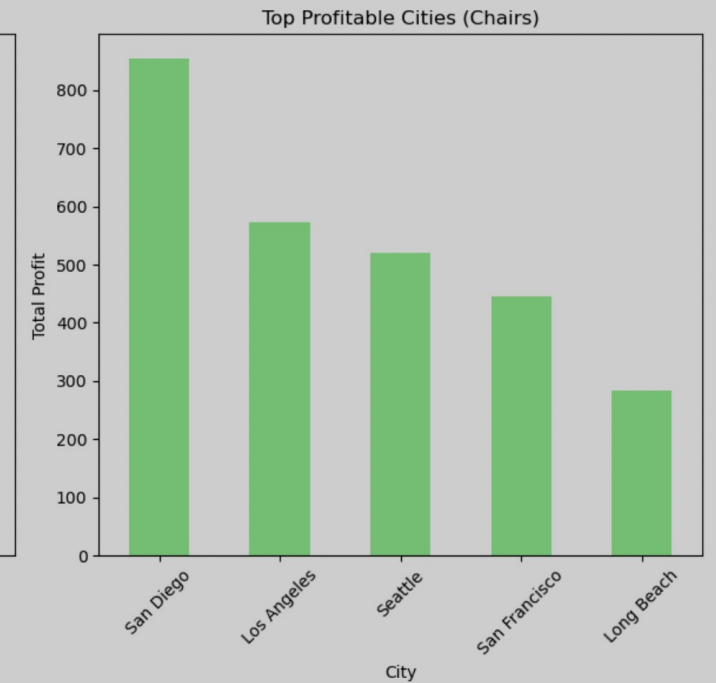
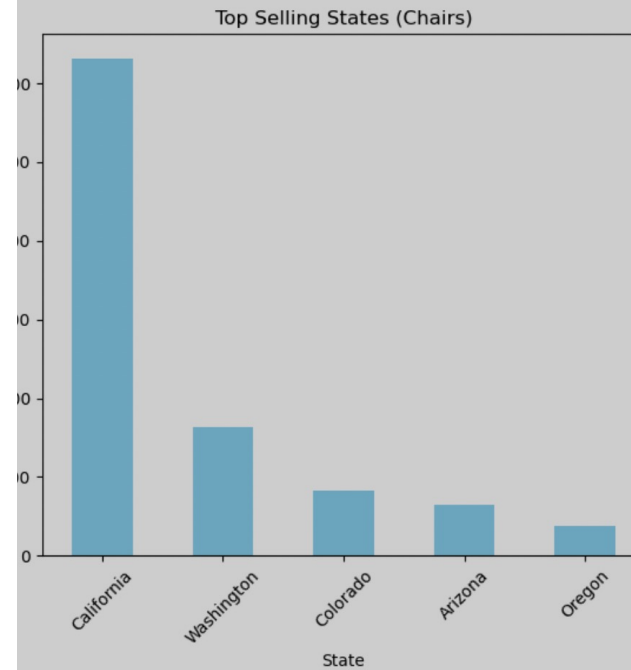
```
California    63079.368
Sales, dtype: float64
```

with Most Profits (Chairs):

```
San Diego     852.9129
Profit, dtype: float64
```

Top Sales by Year and Month (Chairs):
2014, Month: 11

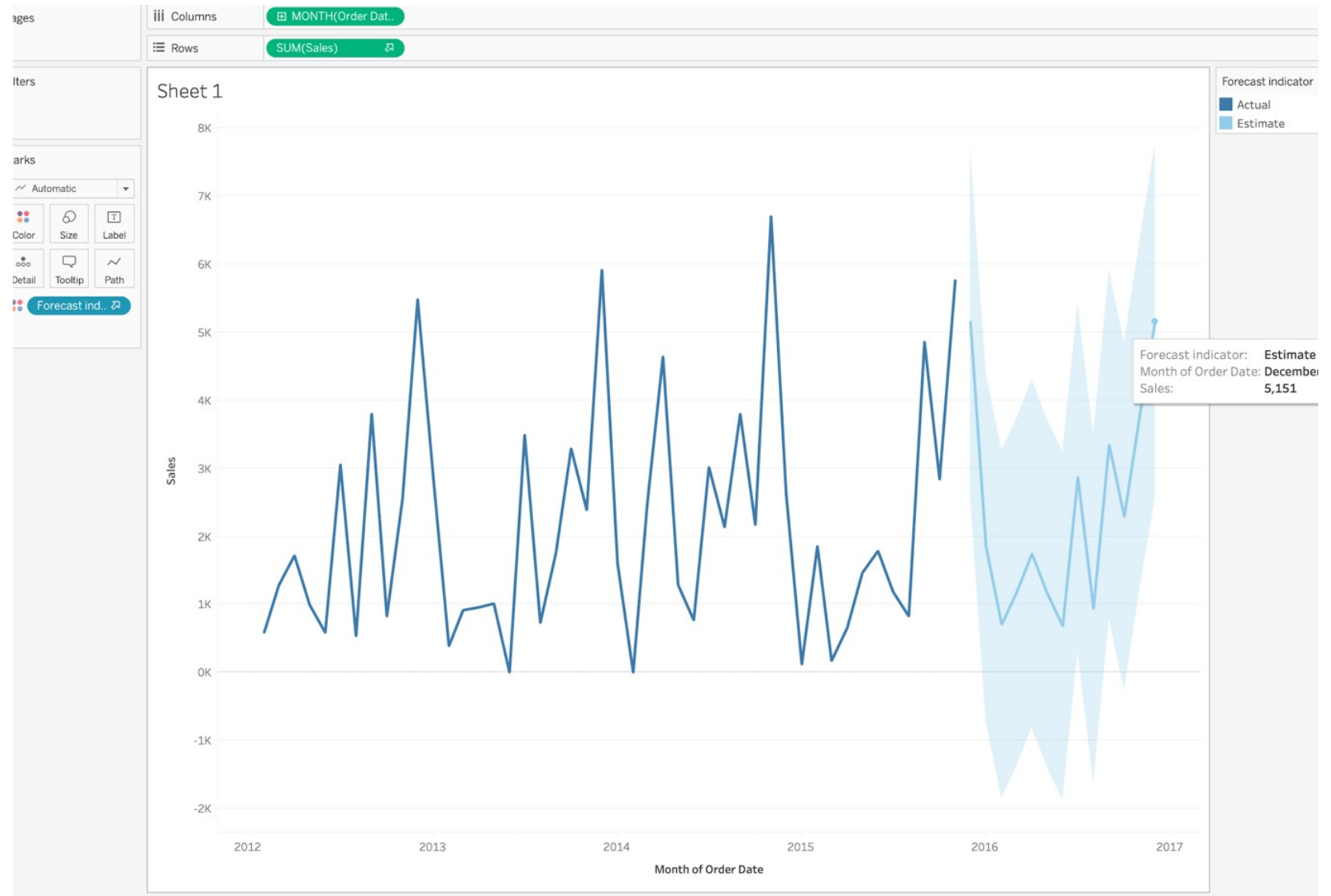
```
***
analysis focuses on the 'Chairs' sub-category.
visualizations show the top 5 states and cities (adjust as needed).
```



Analysis:

- The chair sales graph reveals California as the dominant market with a whopping \$63,000 in sales, dwarfing Washington's \$16,000 and highlighting a geographically concentrated market. While Washington, Colorado, Arizona, and Oregon offer potential for growth, strategically targeting these secondary markets through marketing, distribution network expansion, and potentially even product assortment adjustments based on regional preferences could significantly increase overall chair sales.

SEASONALITY AND FORECASTING:



Consumer Segment

Sum of Sales	Column Labels ▼				
Row Labels	▼ Critical	High	Low	Medium	Grand Total
⊕ Consumer	4036.12	12263.56	1372.488	25807.84	43480.008
First Class	1364.512	4315.144		2191.936	7871.592
Same Day	687.056	322.352		1101.424	2110.832
Second Class	1984.552	3877.688		3552.008	9414.248
Standard Class		3748.376	1372.488	18962.472	24083.336
Grand Total	4036.12	12263.56	1372.488	25807.84	43480.008

Corporate Segment

Sum of Sales	Column Labels ▼				
Row Labels ▼	Critical ▼	High	Low	Medium	Grand Total
⊗ Corporate	5731.248	10184.792	1122.504	19240.68	36279.224
First Class	3129.32	2926.432		542.912	6598.664
Same Day	2411.208	582.336			2993.544
Second Class	190.72	2362.976		2462.008	5015.704
Standard Class		4313.048	1122.504	16235.76	21671.312
Grand Total	5731.248	10184.792	1122.504	19240.68	36279.224

Home Office

Sum of Sales	Column Labels ▼				
Row Labels ▼	Critical ▼	High	Low	Medium	Grand Total
⊗ Home Office	3446.888	5655.48	1048.832	11870.896	22022.096
First Class	1270.264	1387.112		454.272	3111.648
Same Day	2176.624	259.136		413	2848.76
Second Class		2003.92		2762.16	4766.08
Standard Class		2005.312	1048.832	8241.464	11295.608
Grand Total	3446.888	5655.48	1048.832	11870.896	22022.096

- *Seasonal Trends*: November sees the highest sales, indicating the effectiveness of holiday season promotions.
- Based on the chart above from tableau, it seems Consumer Electronics is the leading product category, generating the highest sales at nearly \$42,000. Furniture comes in second at around \$31,000, followed by Office Supplies at \$22,000. Interestingly, despite generating the lowest sales figures, Home Office shows the highest profit margin, possibly due to better cost management or a customer base willing to pay more despite consistent 20% discounts across all segments. This suggests a potential trade-off between volume and profitability for different product categories. Consumer Electronics likely leads in sales due to its popularity, but may have lower profit margins due to competitive pricing.

Customer Segment Analysis (Chairs) – Western US

	Segment	Sales	Profit	Discount
0	Consumer	43480.008	1380.0007	0.2
1	Corporate	36279.224	1233.2305	0.2
2	Home Office	22022.096	1414.3531	0.2

****Note:****

– This analysis focuses on the 'Western US' region based on the provided information.

REVENUE BY SALES SEGMENT

ANALYSIS OF LAST SLIDE

- The analysis reveals interesting trends across Consumer, Corporate, and Home Office segments. Consumer takes the lead in revenue contribution, accounting for 43.5% of total sales. Corporate follows closely at 36.3%, while Home Office contributes 22.0%. However, despite leading in sales, the Consumer segment exhibits lower profit margins likely due to heavy discounting. Conversely, the Home Office segment has the highest profit margins, suggesting either better cost management or a customer base with higher price tolerance for similar discount rates (20% offered consistently across all segments). This could indicate a trade-off between volume and profitability for different customer segments. The Corporate segment demonstrates a moderate profit margin, suggesting a balance between cost and discount management. Overall, the uniform discount strategy seems to prioritize attracting a broad customer base.