

Super Store Sales Performance



• Business Insights

1. Sales Performance Overview

Overall sales are strong at 341.01K, indicating solid performance.

However, some KPIs are significantly lower (e.g., 5K and 27.45K), revealing inconsistencies across regions, time periods, or categories.

2. Regional Insights

High sales density in Europe and USA, as seen on the map.

Limited presence in Africa and South America, suggesting untapped markets with growth potential.

Opportunity to expand into underrepresented regions through targeted marketing or partnerships.

3. Monthly Sales Trends (YoY)

December shows peak sales (36K), likely due to holiday season promotions.

Flat or declining sales from April to October indicate underutilized months.

Suggests a need for mid-year marketing boosts or campaigns to stabilize revenue flow.

4. Monthly Profit Trends

Despite steady sales, profit fluctuates — highest in October (11K), lower in November (7K).

Possible cause: heavy discounting during festive periods impacts profit margins.

Review pricing strategy to balance volume and profit.

5. Customer Segments

Consumer segment dominates (48%), followed by Corporate (33%) and Home Office (20%).

Need to nurture B2B clients (Corporate & Home Office) to reduce over-reliance on individual consumers.

6. Payment Mode Insights

COD (41%) and Online (39%) are preferred.

Card payments low (20%) — may indicate lack of trust, poor card payment UX, or missing incentives.

Opportunity to promote card usage with rewards/cashback schemes.

7. Category & Subcategory Performance

Office Supplies are top-performing category (0.15M), followed by Furniture and Technology.

Top subcategories: Chairs (46K), Binders (43K), Phones (43K).

Focus on bundling or upselling within top-performing subcategories to maximize revenue.

8. Shipping Preferences

Standard shipping (78K) heavily favoured.

Low use of First Class and Same Day shipping suggests either price sensitivity or lack of awareness.

Consider offering shipping incentives or promoting premium delivery for higher customer satisfaction.

● Summary Slide

1. Key Highlights

- **Total Sales:** Strong at **341.01K**, but some regions/products underperform (as low as 5K).
- **Peak Sales in December (36K)** — seasonal strength.
- **Flat sales April–October** – opportunity for mid-year campaigns.

2. Regional & Customer Insights

- **High sales in USA & Europe**, low presence in Africa/South America → **expansion opportunity**.
- **Consumer segment dominates (48%)**, B2B segments underutilized (Corporate, Home Office).

3. Product & Category Performance

- **Top Category:** Office Supplies (0.15M).
- **Best Subcategories:** Chairs (46K), Binders, Phones.
- **Furniture & Technology** lag slightly → targeted campaigns may help.

4. Payment & Shipping Trends

- **Top Payment Modes:** COD (41%), Online (39%).
- **Card usage low (20%)** → potential for reward programs.
- **Standard Shipping dominant (78K)**, low demand for premium options → awareness or pricing issue.

5. Actionable Opportunities

- Launch **mid-year promos** (April–Oct).
- Expand into **new regions** (Africa, South America).
- **Boost B2B engagement**.
- Promote **card payments** with incentives.
- Upsell **premium shipping** option