

Superstore Sales Analysis

-:Recommendations:-

- With everything that was covered, here are our conclusions and future recommendations for the success of our Superstore:
- Our profits got progressively better. Our sales, too, even with a short halt in 2015. We should keep the pace up on that aspect.
- The most performing regions are the West, then the East, South, and Central regions in that order. The Central region brings in at least \$100,000 more in sales than the South region but still makes less profit than it. Work to be done in the Central region to keep that market. However, I believe using some resources in our central region instead of our western region stores is better. We are more profitable there and could establish ourselves as a kingpin in that region.
- California, New York, and Washington are our most profitable and present markets, especially regarding sales as states. We must focus more on them. Our least profitable markets are Texas, Ohio, and Pennsylvania. Let us decrease our presence there or halt at our store locations there as sales in Texas and Pennsylvania are in the \$100,000s but cannot convert to profits.
- New York City, Los Angeles, and Seattle are our most profitable cities, and we list them as top priority because it is easier to rule a town than a state. If we gain the city, gaining the state will be less challenging. Philadelphia, Houston, and San Antonio are the cities where we lose the most money. We have two cities from Texas in our top 3 cities, so we must start rethinking about wanting to carry business there; the better option would be to stop.
- Out of the three categories, technology and office supplies are the best in terms of profits. Plus, they seem like a good investment because of their profit margins. Furniture is still making profits but does not convert well overall. With low profits and low-profit margins, we should start to see what more we can bring to the furniture department. The sales are there, but they do not translate smoothly.
- Office supplies in the West are still under categories, but regionally, they bring the most profit, so we must increase the cap of those materials over there. It's the same with the East and office supplies and the East

and West with Technology. However, furniture in the Central region is the only category that doesn't convert to profits, so it would be better to take some of these resources to the West region, which is the biggest gainer in Furniture.

- State-wise, technology and office supplies make New York and California the most profit. We must increase the availability of these goods in these states for better profits. However, Office supplies in Texas, Technology in Ohio, and Furniture in Texas and Illinois are our most significant losses, so we must drastically reduce these types of products in those areas.
- Out of our 17 subcategories nationwide, our most significant profits come from Copiers, Phones, Accessories, and Paper. The profits and profit margins on Copiers and Papers especially are attractive in the long run. We should immediately push these products as we have a significant market share with these items. Our losses came from tables, bookcases, and supplies, which we could not break even with. We must spend less time and money with them. Especially with tables because compared to our only three losses, Tables lost us \$17725, which is enormous compared to our other losses of \$3472 and \$1188, which came from Bookcases and Supplies, respectively.
- For regional subcategories, copiers in the West and East with accessories and binders in the West are products we must always have in stock and promote for more profit. While tables in the East, South, and Central regions, with furnishings in the Central region, are the top products where we lose money, we should direct our attention elsewhere.
- In what concerns subcategories by state, Machines, Phones, and Binders perform very well in New York. This is followed by Accessories and Binders in California and Michigan, respectively, so we need to accentuate our business there with those products. Binders in Texas and Illinois with Ohio machines are not profitable for our most significant losses. We must decrease stock in those places.
- For particular products, The Canon imageClass 2200 Advanced Copier, Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind, and the Hewlett Packard LaserJet 3310 Copier are our top 3 in profits. We must always keep up the stock with these. For our losses, The Cubify CubeX 3D Printer Double Head Print, Lexmark MX611dhe Monochrome Laser Printer, and the Cubify CubeX 3D Printer Triple Head

Print are the products that operate the most at a loss. We should undoubtedly discontinue those products.

- Out of the three segments, The consumer segment brings in the most profit, followed by the Corporate and then the Home office. We must give more importance to the consumer segment even if all three are profitable.
- Finally, we have 793 customers for our clientele, most of which are in California, New York, and Texas. The case of Texas is ironic since it is also the state that loses us the most money. So, we must make a critical decision about Texas first as we can't break through now. California and New York are prominent, and we must be outstanding and the best at what we offer in our respective niches.