

# Analysis of Super store

## Understand the Purpose of the Dashboard

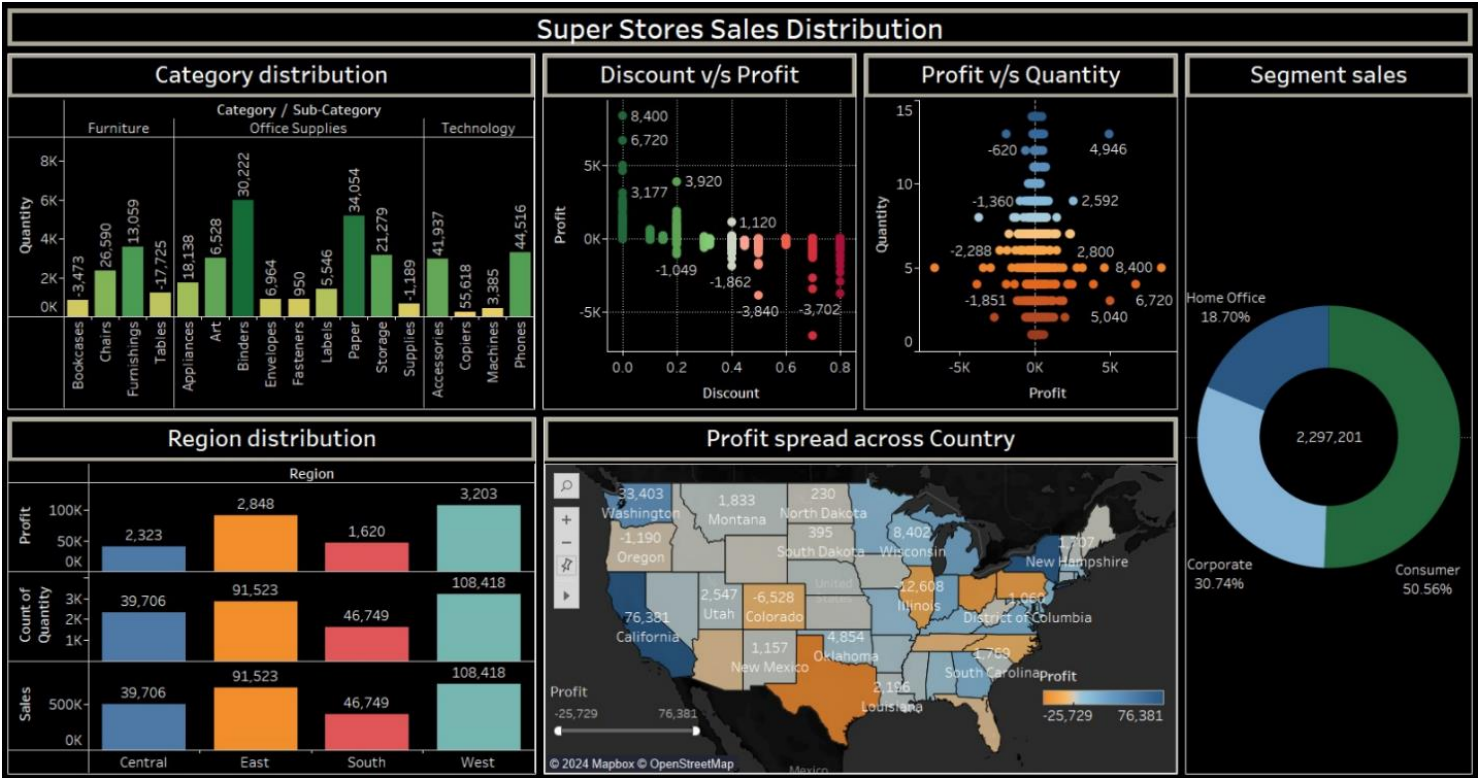
The dashboard provides a detailed analysis of sales distribution across regions, categories, and customer segments for a retail Super Store. The goal is to understand where sales and profits are coming from, as well as to identify areas for improvement.

## Audience Identification

The report is designed for sales managers and executives who are responsible for making data-driven decisions to enhance sales, optimize operations, and increase profits.

## Overview of the Data

The data used in the dashboard includes sales, profit, and quantity metrics for the Super Store by region wise, product category, and segment.



## Explain the Metrics and KPIs Tracked

- Category Distribution:** Shows sales quantities across different product categories (Furniture, Office Supplies, Technology).
- Discount vs. Profit:** Illustrates how different discount levels impact profits.
- Profit vs. Quantity:** Demonstrates the relationship between profit and sales quantity.
- Segment Sales:** A donut chart highlighting sales distribution among different customer segments (Corporate, Consumer, Home Office).
- Region Distribution:** profit, sales, and quantity by region.
- Profit Spread Across Country:** A map chart showing the geographic distribution of profit.

## Patterns & Trends

- High-performing Category:** Technology has the highest sales in the "Phones" sub-category (44,516 units), while Office Supplies (Binders) also perform well.
- Discount Impact:** Higher discounts tend to correlate with lower profit margins, as seen with negative profits when discounts increases by 0.6.

- **Profitable Regions:** The West region generates the most sales (108,418 units), with highest most contributions from California and Washington.
- **Profit Spread:** As illustrated in the country map, regions like California and Washington show the highest profits, while states like Colorado experience large losses.
- **Category Distribution:** The bar chart for category distribution clearly shows that Technology and Office Supplies in Furniture in terms of quantity sold.

### Highlight Outliers

- **Negative Profits:** Some states (Colorado with -6,528 and Oregon with -1,190) have significant negative profit margins, indicating potential issues like high discounting.
- **Discount Threshold:** Discounts increasing 0.4 tend to result in profit declines, suggesting that excessive discounting harms profitability.

### Actionable Insights

- **Target Regions:** Focus more on regions with strong sales like the West and improve marketing efforts in states with negative profits like Colorado.
- **Discount Strategy:** Discounts above 0.4 are detrimental to profit. Consider capping discounts or providing targeted promotions.
- **Expand High-Performing Sub-Categories:** Technology products, especially Phones, are high-sellers. Invest in expanding this category further.

### Future Recommendations

- **Deep Dive into Low-Performing States:** Investigate operational issues in Colorado and Oregon that are leading to significant profit losses.
- **Customer Demographics Analysis:** Analysing the demographic profile of customers in high-performing segments could reveal additional growth opportunities.
- **Adjust Discount Tiers:** Implement a more strategic discount structure to avoid negative profitability.

### Summary of Key Insights

- **Strong performance:** Technology, particularly Phones, and Office Supplies (Binders) are driving sales.
- **Regional Focus:** The West region, especially California, is the highest-performing region, while Colorado faces significant profitability challenges.
- **Discounting Risks:** Excessive discounting (above 0.4) is leading to profit losses and should be addressed.