

SuperStore Sales Analysis



Understanding where we
are and where we want to
go

Team Members



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Project Objective



This project analyzes Superstore sales data to extract actionable insights that support data-driven business decisions. It identifies sales, profits, customer segment, Top products, and regional performance.



Overview Page 1

Super sales store

Year Segment Category Sub- category →

Total sales Total profit Total orders Customer count Year sales growth Ave. sales per order Ship days Top city

2M 616K 9800 793 0.47 5K 4 Aberdeen

Click for more details

Sub -category Category

Sales by category

Category	Sales Value	Percentage
Technology	827.46K	(36.59%)
Furniture	728.66K	(32.22%)
Office Supplies	705.42K	(31.19%)

• Technology
• Furniture
• Office Supp...

Progress (Planned VS Actual)

500.00K 0.00M 4.52M

2.26M

Sales By Segment

Segment	Sales Value	Percentage
Consumer	1.15M	(50.7...)
Corporate	0.69M	(30.44%)
Home Office	0.42M	(18.79%)

• Consumer
• Corporate
• Home Office

Sales by customers and states

NORTH AMERICA EUROPE ASIA SOUTH AMERICA AFRICA OCEANIA

Atlantic Ocean Indian Ocean

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Overview Page 2



Super sales store

Year

Segment

Region

Segment

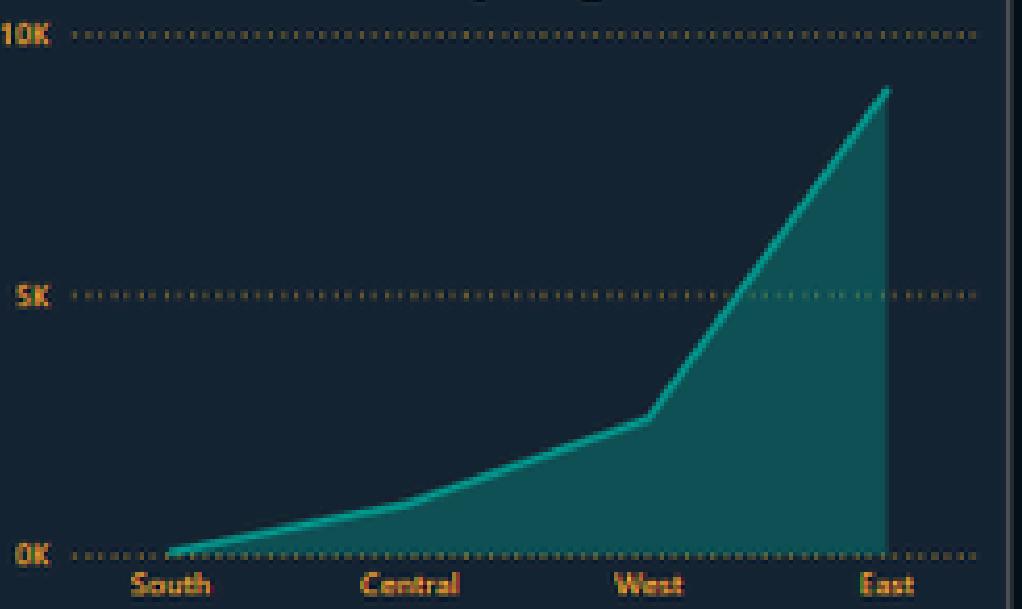
Product Name



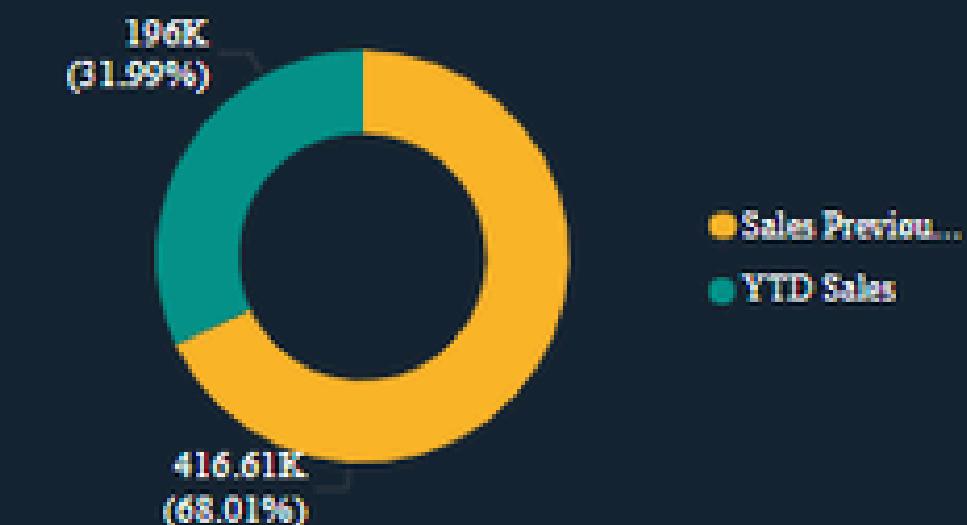
Sales by Customer Segment and Ship Mode

Segment	Ship Mode	Total Sales
Consumer	First Class	39,156.96
Consumer	Same Day	19,525.03
Consumer	Second Class	58,505.21
Consumer	Standard Class	137,130.66
Corporate	First Class	36,516.24
Corporate	Same Day	22,263.20
Corporate	Second Class	28,981.34
Corporate	Standard Class	83,761.03
Total		539,705.64

Sales by Region



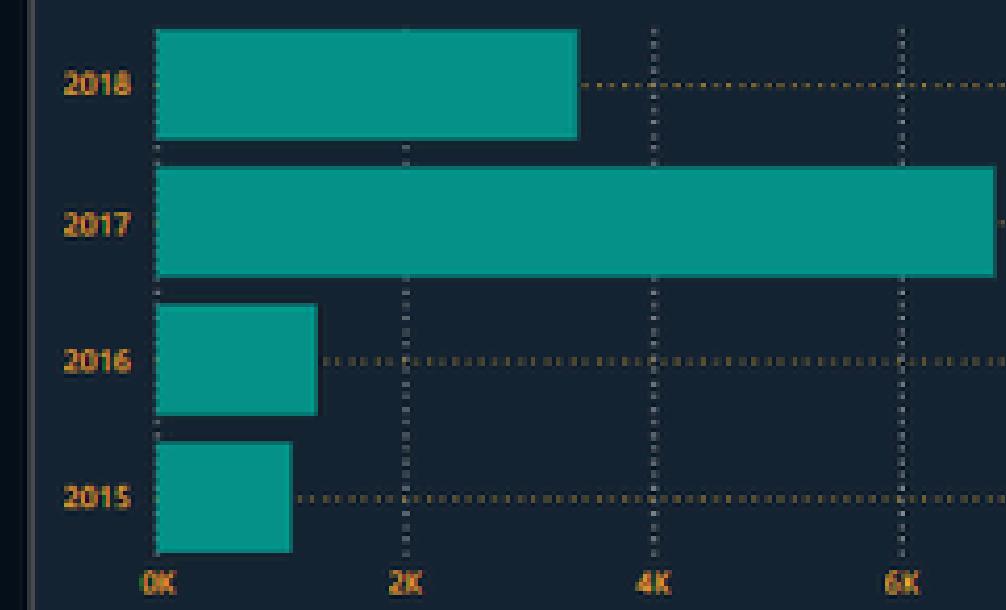
Previous and YTD sales



Top 10 Products by Sales

Product Name	Category	Sub-Category	Total Sales
Zipper Ring Binder Pockets	Office Supplies	Binders	40.56
Zebra ZM400 Thermal Label Printer	Technology	Machines	4,643.80
Zebra GK420t Direct Thermal/Thermal Transfer Printer	Technology	Machines	703.71
XtraLife ClearVue Slant-D Ring Binders by Cardinal	Office Supplies	Binders	12.54
XtraLife ClearVue Slant-D Ring Binder, White, 3"	Office Supplies	Binders	220.20
X-Rack File for Hanging Folders	Office Supplies	Storage	158.04
Xblue XB-1670-86 X16 Small Office Telephone - Titanium	Technology	Phones	503.96
Total			539,705.64

Sales by order date



Q Points Overview

- 1 Data Cleaning
- 2 Data Modeling
- 3 Slicers
- 4 Measures
- 5 Bookmark
- 6 Navigation
- 7 Drill Down
- 8 Drill Through
- 9 Tooltip
- 10 Conditional Formatting

Let's begin!

Are you
ready?

Q Step 1

Data Cleaning

The screenshot shows the Microsoft Power BI Data Editor interface. The top ribbon has tabs for File, Home, Transform, Add Column, View, Tools, and Help. The 'Transform' tab is selected. The 'Data Type' dropdown is set to 'Whole Number'. The 'Detect Data Type' button is highlighted with a red box. Other buttons include Transpose, Reverse Rows, Count Rows, Replace Values, Unpivot Columns, Fill, Move, Pivot Column, Convert to List, Split Column, Format, Extract, Parse, Statistics, Standard, Scientific, Trigonometry, Rounding, Date, Time, Duration, Run R script, and Run Python script.

The main area shows a table titled 'Superstore Sales Dataset' with 17 rows and 6 columns: Row ID, Order ID, Order Date, Ship Date, Ship Mode, and Customer ID. The 'Order ID' column contains values like 'CA-2017-152156', 'US-2016-108966', etc. The 'Order Date' column contains dates like '08/11/2017', '11/10/2016', etc. The 'Ship Date' column contains dates like '11/11/2017', '18/10/2016', etc. The 'Ship Mode' column contains values like 'Second Class', 'Standard Class', etc. The 'Customer ID' column contains values like 'CG-12520', 'SO-20335', etc.

The 'Query Settings' pane on the right shows the dataset name 'Superstore Sales Dataset' and the applied step 'Detect Data Type'.

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
1	CA-2017-152156	08/11/2017	11/11/2017	Second Class	CG-12520
2	CA-2017-152156	08/11/2017	11/11/2017	Second Class	CG-12520
3	CA-2017-138688	12/06/2017	16/06/2017	Second Class	DV-13045
4	US-2016-108966	11/10/2016	18/10/2016	Standard Class	SO-20335
5	US-2016-108966	11/10/2016	18/10/2016	Standard Class	SO-20335
6	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
7	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
8	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
9	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
10	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
11	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
12	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
13	CA-2018-114412	15/04/2018	20/04/2018	Standard Class	AA-10480
14	CA-2017-161389	05/12/2017	10/12/2017	Standard Class	IM-15070
15	US-2016-118983	22/11/2016	26/11/2016	Standard Class	HP-14815
16	US-2016-118983	22/11/2016	26/11/2016	Standard Class	HP-14815
17	CA-2015-105893	11/11/2015	18/11/2015	Standard Class	PX-19075

Q Step 1

Data Cleaning

The screenshot shows the Microsoft Power BI Data Editor interface. On the left is a data grid with columns: Row ID, Order ID, Order Date, Ship Date, Ship Mode, and Customer ID. The 'Order Date' column is currently selected. A context menu is open over the first few rows of this column, listing various data type options: Decimal Number, Fixed decimal number, Whole Number, Percentage, Date/Time, Date, Time, Date/Time/Timezone, Duration, Text, True/False, and Binary. The option 'Using Locale...' is highlighted with a black rectangle. To the right of the data grid is a 'PROPERTIES' pane containing the dataset's name ('Superstore Sales Dataset') and a link to 'All Properties'. Below it is an 'APPLIED STEPS' pane, which lists several data cleaning steps: 'Source', 'Promoted Headers', 'Detect Data type', 'Order Date locale check' (marked with a green checkmark), and 'Ship Date locale check' (marked with a red X). The entire interface has a light gray background with dark blue header bars.

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
1	CA-2017-152156	1.2 Decimal Number	2017	Second Class	CG-12520
2	CA-2017-152156	\$ Fixed decimal number	2017	Second Class	CG-12520
3	CA-2017-138688	1 Whole Number	2017	Second Class	DV-13045
4	US-2016-108966	% Percentage	2016	Standard Class	SO-20335
5	US-2016-108966	Date/Time	2016	Standard Class	SO-20335
6	CA-2015-115812	Date	2015	Standard Class	BH-11710
7	CA-2015-115812	Time	2015	Standard Class	BH-11710
8	CA-2015-115812	Date/Time/Timezone	2015	Standard Class	BH-11710
9	CA-2015-115812	Duration	2015	Standard Class	BH-11710
10	CA-2015-115812	Text	2015	Standard Class	BH-11710
11	CA-2015-115812	True/False	2015	Standard Class	BH-11710
12	CA-2015-115812	Binary	2018	Standard Class	AA-10480
13	CA-2018-114412	Using Locale...	2017	Standard Class	IM-15070
14	CA-2017-161389		2016	Standard Class	HP-14815
15	US-2016-118963		22/11/2016	26/11/2016	Standard Class
16	US-2016-118963		11/11/2015	18/11/2015	Standard Class
17	CA-2015-105893		18/05/2015	15/05/2015	Second Class
18	CA-2015-167164		27/08/2015	01/09/2015	Second Class
19	CA-2015-143336		27/08/2015	01/09/2015	Second Class
20	CA-2015-143336		27/08/2015	01/09/2015	Second Class
21	CA-2015-143336		27/08/2015	01/09/2015	Second Class
22	CA-2017-137330		09/12/2017	13/12/2017	Standard Class
23	CA-2017-137330		09/12/2017	13/12/2017	Standard Class
24					

Q Step 1

Data Cleaning

The screenshot shows the Power BI Data Cleaning interface. A modal dialog titled "Change Type with Locale" is open over a table of data. The dialog allows changing the data type (set to "Text") and selecting a locale (set to "English (United States)"). The main table displays columns: Row ID, Order ID, Order Date, Ship Date, Ship Mode, and Customer ID. The "Order Date" column is currently selected for transformation. The Query Settings pane on the right shows the query path: Table.TransformColumnTypes("Order Date locale check", {"Ship Date": type text}), "en-US"). The Applied Steps pane lists the steps taken: Source, Promoted Headers, Detect Data type, Order Date locale check, and Ship Date locale check (the latter is highlighted).

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
1	CA-2017-152156	08/11/2017	11/11/2017	Second Class	CG-12520
2					12520
3					13045
4					20335
5					20335
6					11710
7					11710
8					11710
9					11710
10					11710
11					11710
12					11710
13					11710
14					10480
15	US-2016-118983	22/11/2016	26/11/2016	Standard Class	HP-14815
16	US-2016-118983	22/11/2016	26/11/2016	Standard Class	HP-14815
17	CA-2015-105893	11/11/2015	18/11/2015	Standard Class	PK-19075
18	CA-2015-167164	13/05/2015	15/05/2015	Second Class	AG-10270
19	CA-2015-143336	27/08/2015	01/09/2015	Second Class	ZD-21925
20	CA-2015-143336	27/08/2015	01/09/2015	Second Class	ZD-21925
21	CA-2015-143336	27/08/2015	01/09/2015	Second Class	ZD-21925
22	CA-2017-137330	09/12/2017	13/12/2017	Standard Class	KB-16585
23	CA-2017-137330	09/12/2017	13/12/2017	Standard Class	KB-16585

Q Step 1

Data Cleaning

Table.TransformColumnType("Order Date locale check", {"Ship Date", type text}, "en-US")

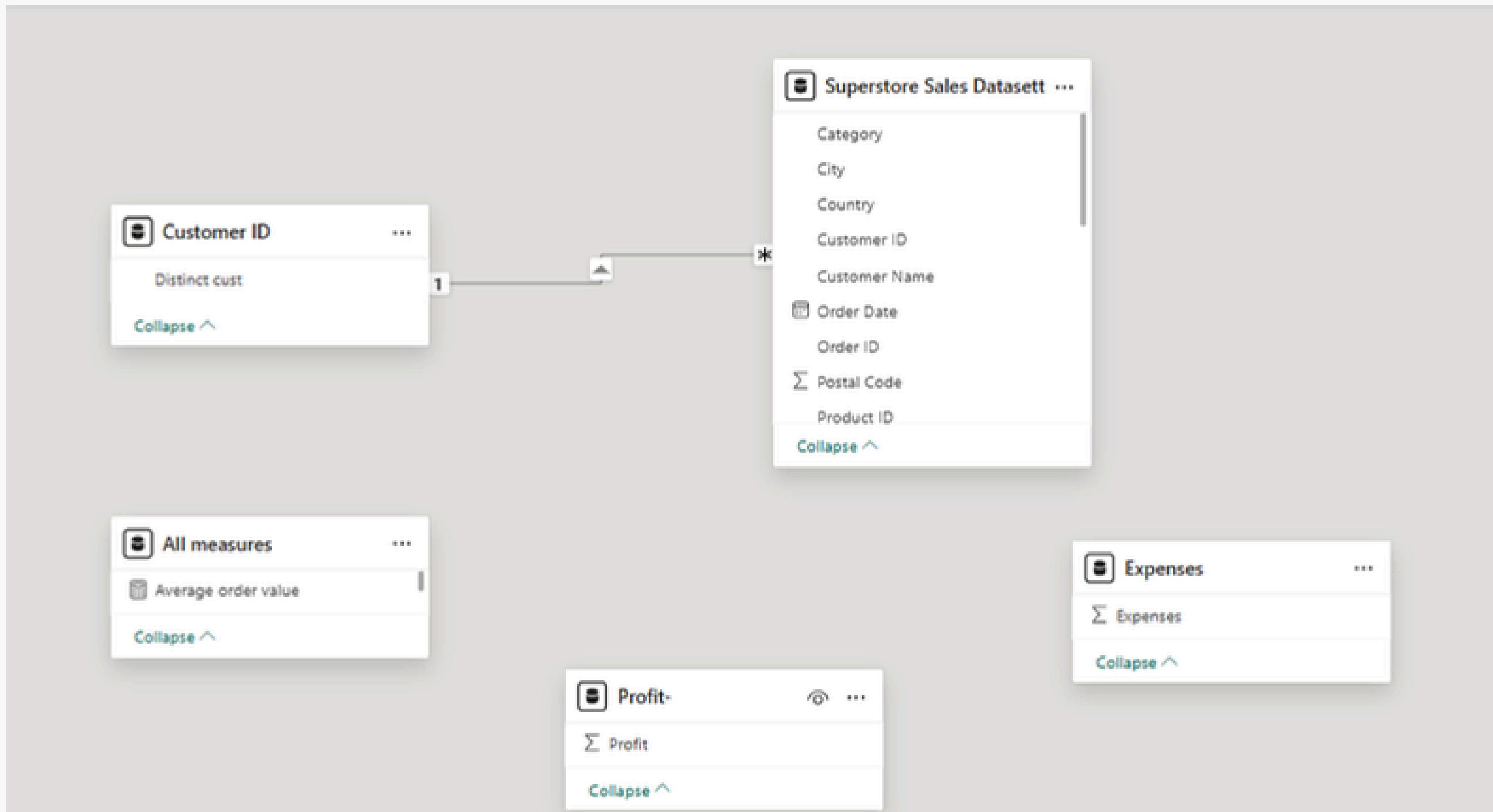
	Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
		Valid Error Empty	Valid Error Empty	Valid Error Empty	Valid Error Empty	Valid Error Empty
		1000 distinct, 1000 unique	479 distinct, 226 unique	373 distinct, 133 unique	398 distinct, 152 unique	4 distinct, 0 unique
1	1	CA-2017-152156	08/11/2017	11/11/2017	Second Class	CG-12520
2	2	CA-2017-152156	08/11/2017	11/11/2017	Second Class	CG-12520
3	3	CA-2017-138688	12/06/2017	16/06/2017	Second Class	DV-13045
4	4	US-2016-108966	11/10/2016	18/10/2016	Standard Class	SO-20335
5	5	US-2016-108966	11/10/2016	18/10/2016	Standard Class	SO-20335
6	6	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
7	7	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
8	8	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
9	9	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
10	10	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
11	11	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
12	12	CA-2015-115812	09/06/2015	14/06/2015	Standard Class	BH-11710
13	13	CA-2018-114412	15/04/2018	20/04/2018	Standard Class	AA-10480
14	14	CA-2017-161389	05/12/2017	10/12/2017	Standard Class	IM-15070
15	15	US-2016-118983	22/11/2016	26/11/2016	Standard Class	HP-14815
16	16	US-2016-118983	22/11/2016	26/11/2016	Standard Class	HP-14815

Query Settings

- PROPERTIES**
 - Name: Superstore Sales Dataset
 - All Properties
- APPLIED STEPS**
 - Source
 - Promoted Headers
 - Detect Data type
 - Order Date locale check
 - Ship Date locale check

Q Step 2

Data Modeling



Q Step 2

Data Modeling

Edit relationship

Select tables and columns that are related.

From table

Superstore Sales Datasett

Category	City	Country	Customer ID	Customer Name	Order Date	Order ID
Office Supplies	New York City	United States	HM-14980	Henry MacAlli...	Monday, Sept...	CA-2017
Office Supplies	New York City	United States	MV-18190	Mike Vittorini	Tuesday, Dec...	CA-2018
Office Supplies	New York City	United States	MP-17470	Mark Packer	Saturday, Dec...	CA-2016

To table

Customer ID

Distinct cust
DB-13615
EM-14095
PC-18745

Cardinality

Many to one (*:1)

Cross-filter direction

Single

Make this relationship active

Apply security filter in both directions

Assume referential integrity

Save **Cancel**

Q Step 3

Slicers

Super sales store

Year: All | Segment: All | Category: All | Sub- category: All

Total sales: 2M

Total profit: 616K

Total orders: 9800

Customer count: 793

Year sales growth: 0.47

Ave. sales per order: 5K

Ship days: 4

Top city: Aberdeen

Click for more details

Sales by category

Sub -category Category

Category	Sales	Percentage
Technology	827.46K	(36.59%)
Furniture	728.66K	(32.22%)
Office Supp...	705.42K	(31.19%)

Progress (Planned VS Actual)

Actual sales: 2.26M

Planned sales: 4.52M

Sales By Segment

Segment	Sales	Percentage
Consumer	1.15M	(50.7...)
Corporate	0.69M	(30.44%)
Home Office	0.42M	(18.79%)

Sales by customers and states

NORTH AMERICA

EUROPE

ASIA

AFRICA

SOUTH AMERICA

INDIAN OCEAN

ATLANTIC OCEAN

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Q Step 4

Measures

Super sales store

Year: All Segment: All Category: All Sub- category: All

Total sales: 2M Total profit: 616K Total orders: 9800 Customer count: 793 Year sales growth: 0.47 Ave. sales per order: 5K Ship days: 4 Top city: Aberdeen

Click for more details

Sales by category

Progress (Planned VS Actual)

Sales By Segment

Sales by customers and states

Previous and YTD sales

Sales Previous YTD Sales

All measures

- Average order value
- AvgSalesPerOrd...
- CustomerCount
- Differance betw...
- Distinct Custom...
- Profit Margin
- Sales by Segme...
- Sales Previous Y...
- Total Profit
- TotalSales
- YoY Sales Grow...
- YTD Sales

Q Step 5

Drill Through



Super sales store

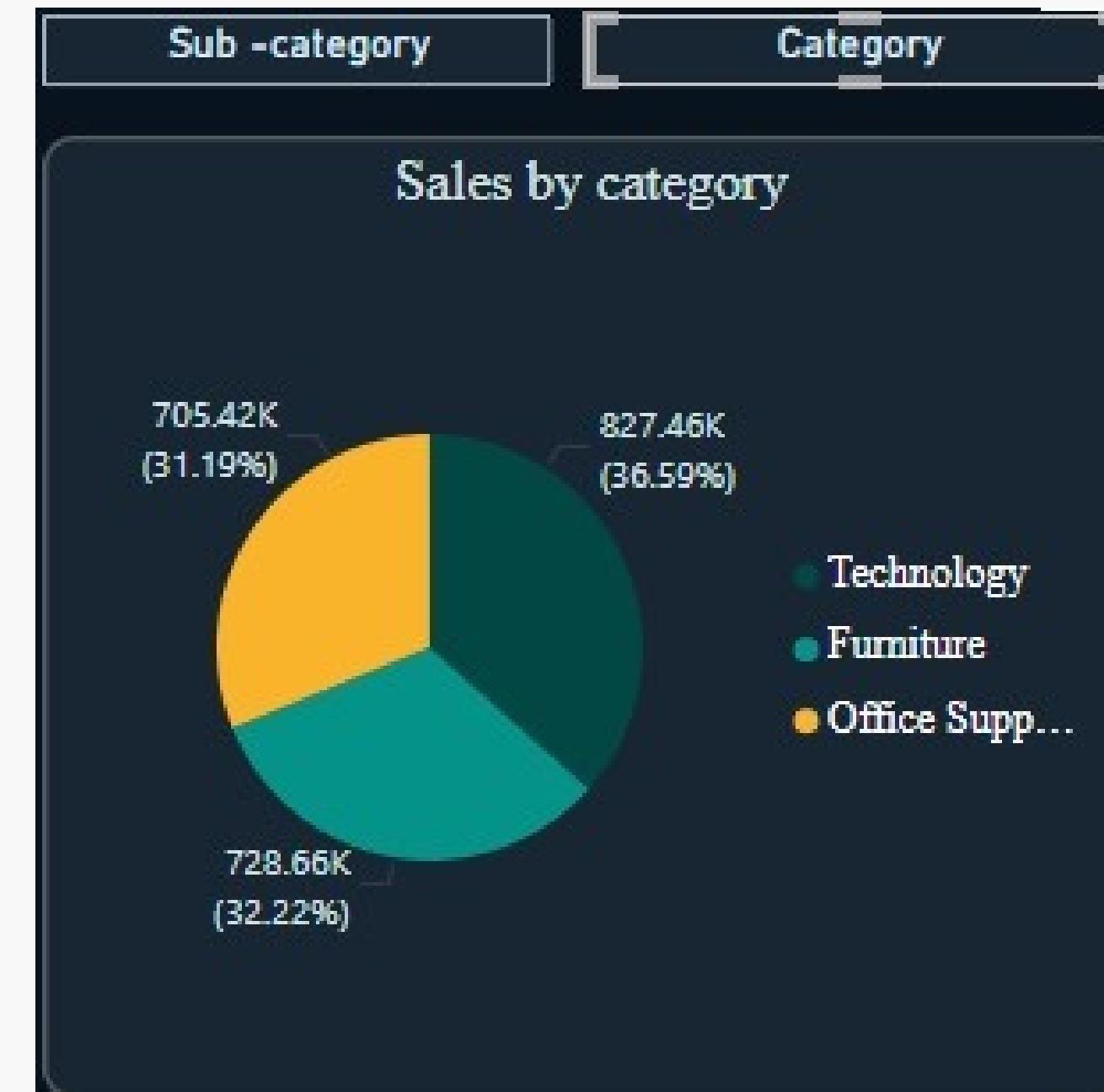
Customer names

Customer Name	Order ID	Customer ID
Aimee Bixby	CA-2015-169061	AB-10150
Alan Dominguez	CA-2018-160416	AD-10180
Andy Reiter	CA-2015-122588	AR-10540
Ashley Jarboe	CA-2015-155852	AJ-10945
Bill Donatelli	CA-2017-110086	BD-11320
Brian DeCherney	CA-2015-152254	BD-11620
Brooke Gillingham	US-2017-162852	BG-11695
Chris Selesnick	CA-2016-149811	CS-12250
Christina Anderson	CA-2018-122196	CA-12265
Dario Medina	CA-2017-106621	DM-12955
Don Jones	CA-2018-108749	DJ-13510
Evan Bailliet	CA-2018-162635	EB-14170
Gary Hansen	CA-2018-159282	GH-14410
Georgia Rosenberry	US-2015-123183	GR-14560

drill through

Q Step 6

Bookmark



Q Step 7

Conditional Formatting



Q Step 7

Conditional Formatting

Color - Categories

Format style: Gradient

What field should we base this on? Sum of Sales

Summarization: Sum

How should we format empty values? As zero

Minimum: Lowest value

Enter a value:

Add a middle color

Color gradient bar: A horizontal bar showing a gradient from dark teal to bright yellow.

Visualizations: Share, Copilot

Format visual:  

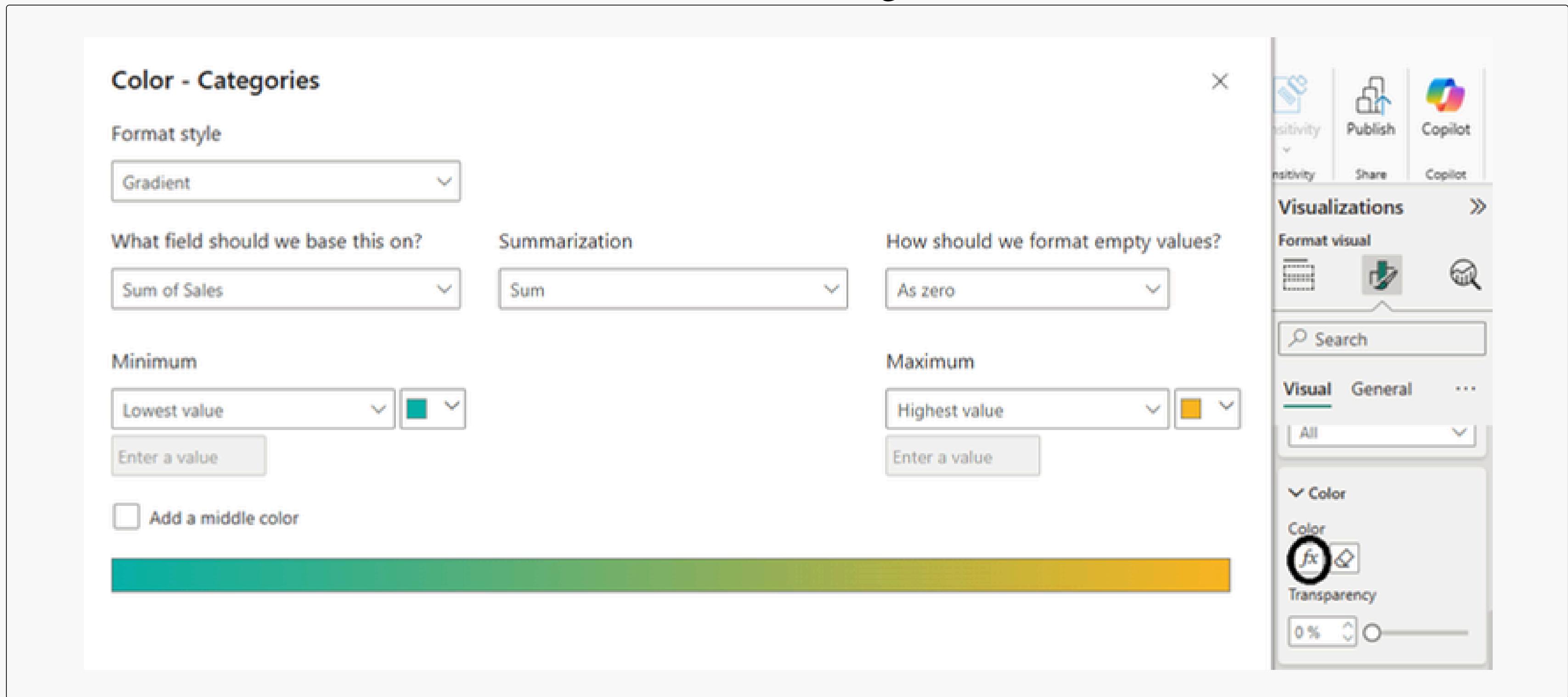
Search:

Visual General ...

All

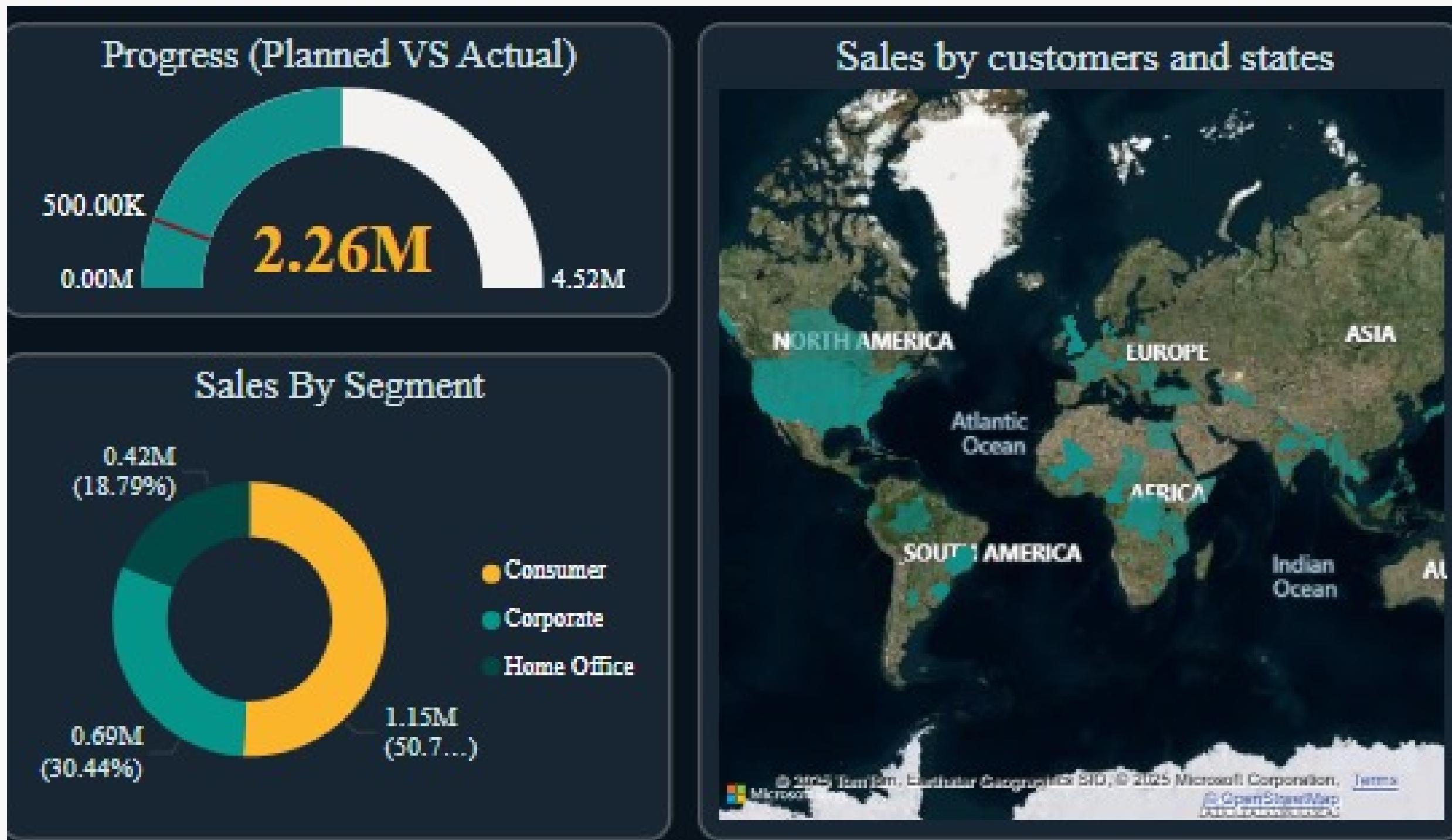
Color:  

Transparency: 0 %



Q Step 8

Insights



Q Step 9

Navigation

Super sales store

Year: All Segment: All Category: All Sub- category: All

Total sales: 2M	Total profit: 616K	Total orders: 9800
Customer count: 793	Year sales growth: 0.47	Ave. sales per order: 5K
Ship days: 4	Top city: Aberdeen	

Sales by category

Progress (Planned VS Actual)

Sales by customers and states

Sales by category

Category	Sales	Percentage
Technology	705.42K	(31.19%)
Furniture	827.46K	(36.59%)
Office Supplies	728.66K	(32.22%)

Sales By Segment

Super sales store

Year: All Segment: All Region: All

Sales by Customer Segment and Ship Mode

Segment	Ship Mode	Total Sales
Consumer	First Class	39,156.96
Consumer	Same Day	19,525.03
Consumer	Second Class	58,505.21
Consumer	Standard Class	137,130.66
Corporate	First Class	36,516.24
Corporate	Same Day	22,263.20
Corporate	Second Class	28,981.34
Corporate	Standard Class	83,761.01
Total		\$39,705.44

Sales by Region

Previous and YTD sales

Top 10 Products by Sales

Product Name	Category	Sub-Category	Total Sales
Zipper Ring Binder Pockets	Office Supplies	Binders	40.56
Zebra ZM400 Thermal Label Printer	Technology	Machines	4,643.80
Zebra GK420t Direct Thermal Thermal Transfer Printer	Technology	Machines	703.71
XtraLife ClearVue Slant-D Ring Binders by Cardinal	Office Supplies	Binders	12.54
XtraLife ClearVue Slant-D Ring Binder, White, 3"	Office Supplies	Binders	220.20
X-Rack File for Hanging Folders	Office Supplies	Storage	158.06
Xblue XB-1570-86 X16 Small Office Telephone - Titanium	Technology	Phones	503.96
Total			\$39,705.44

Sales by order date

Q Step 9

Navigation

The screenshot shows a Power BI report titled "Super sales store". The main content is a table titled "Customers names" with three columns: Customer Name, Order ID, and Customer ID. The table lists 15 rows of data. At the bottom of the report is a ribbon bar with various icons and buttons.

Customer Name	Order ID	Customer ID
Aimee Bixby	CA-2015-169061	AB-10150
Alan Dominguez	CA-2018-160416	AD-10180
Andy Reiter	CA-2015-122588	AR-10540
Ashley Jarboe	CA-2015-155852	AJ-10945
Bill Donatelli	CA-2017-110086	BD-11320
Brian DeCherney	CA-2015-152254	BD-11620
Brooke Gillingham	US-2017-162852	BO-11695
Chris Selenick	CA-2016-149811	CS-12250
Christina Anderson	CA-2018-122196	CA-12265
Dario Medina	CA-2017-106621	DM-12955
Don Jones	CA-2018-108749	DJ-13510
Even Bailliet	CA-2018-162635	EB-14170
Gary Hansen	CA-2018-159282	GH-14410
Geovana Rosenberg	US-2015-123183	GR-14540

Report ribbon icons from left to right:

- Home icon (highlighted)
- Back icon
- Forward icon
- Page 1
- Page 2
- drill through (highlighted)
- TOOL TIP
- Add (+) button

Q Step 10

Tables Insights

Super sales store

Year: All | Segment: All | Region: All | Segment: All | Product Name: All | Home

Sales by Customer Segment and Ship Mode

Segment	Ship Mode	Total Sales
Consumer	First Class	139,424.10
Consumer	Same Day	50,246.69
Consumer	Second Class	196,107.43
Consumer	Standard Class	622,447.07
Corporate	First Class	91,504.66
Corporate	Same Day	42,524.06
Corporate	Second Class	109,353.14
Corporate	Standard Class	350,153.70
Total		1,990,893.01

Sales by Region

Previous and YTD sales

Legend: Sales Previous... (Orange), YTD Sales (Teal)

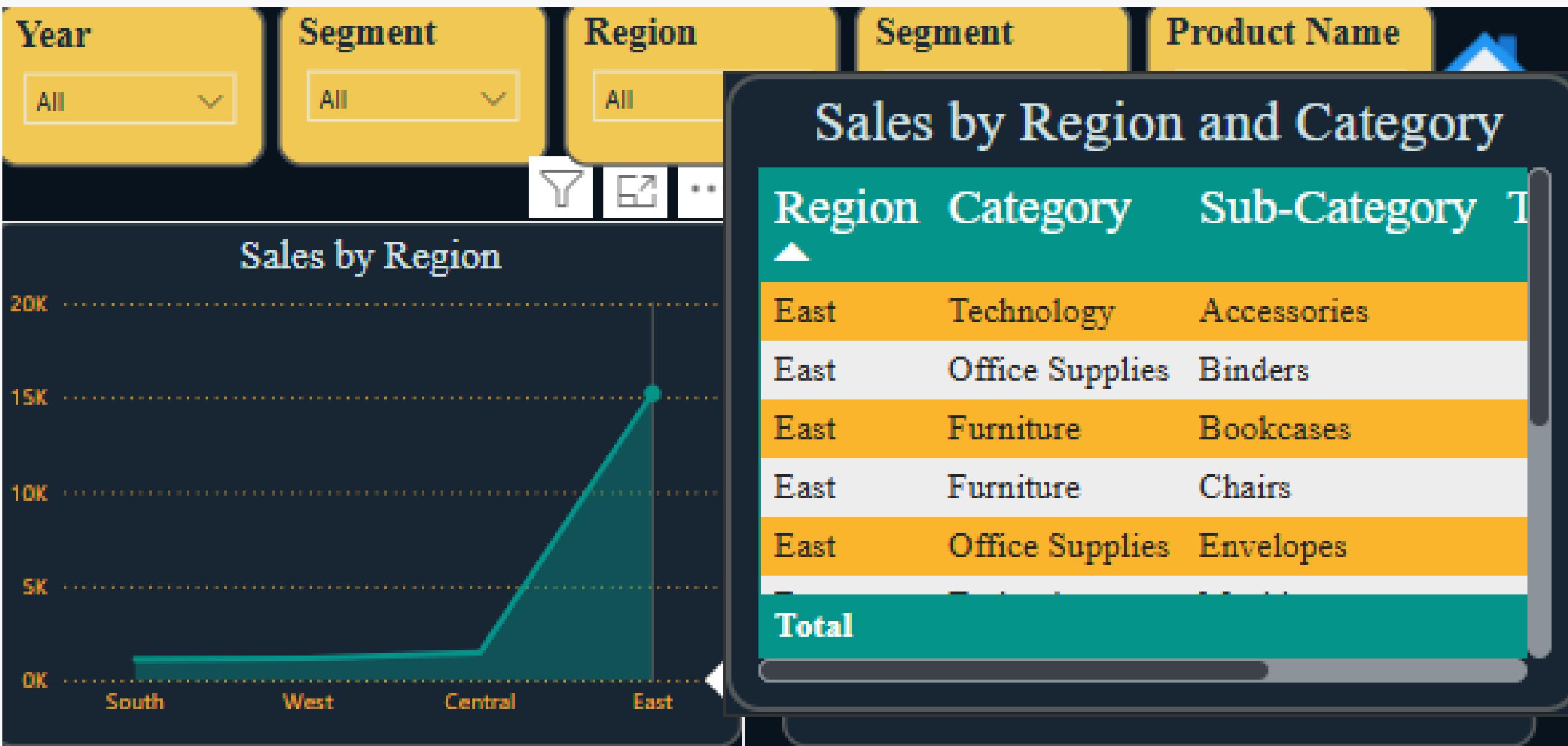
Top 10 Products by Sales

Product Name	Category	Sub-Category	Total Sales
Zipper Ring Binder Pockets	Office Supplies	Binders	81.74
Zebra ZM400 Thermal Label Printer	Technology	Machines	6,965.70
Zebra GX420t Direct Thermal/Thermal Transfer Printer	Technology	Machines	5,787.36
Zebra GK420t Direct Thermal/Thermal Transfer Printer	Technology	Machines	703.71
Xtralife ClearVue Slant-D Ring Binders by Cardinal	Office Supplies	Binders	72.91
Xtralife ClearVue Slant-D Ring Binder, White, 3"	Office Supplies	Binders	386.08
X-Rack File for Hanging Folders	Office Supplies	Storage	318.38
Total			1,990,893.01

Sales by order date

Q Step 11

Tooltip



Q Step 11

Tooltip

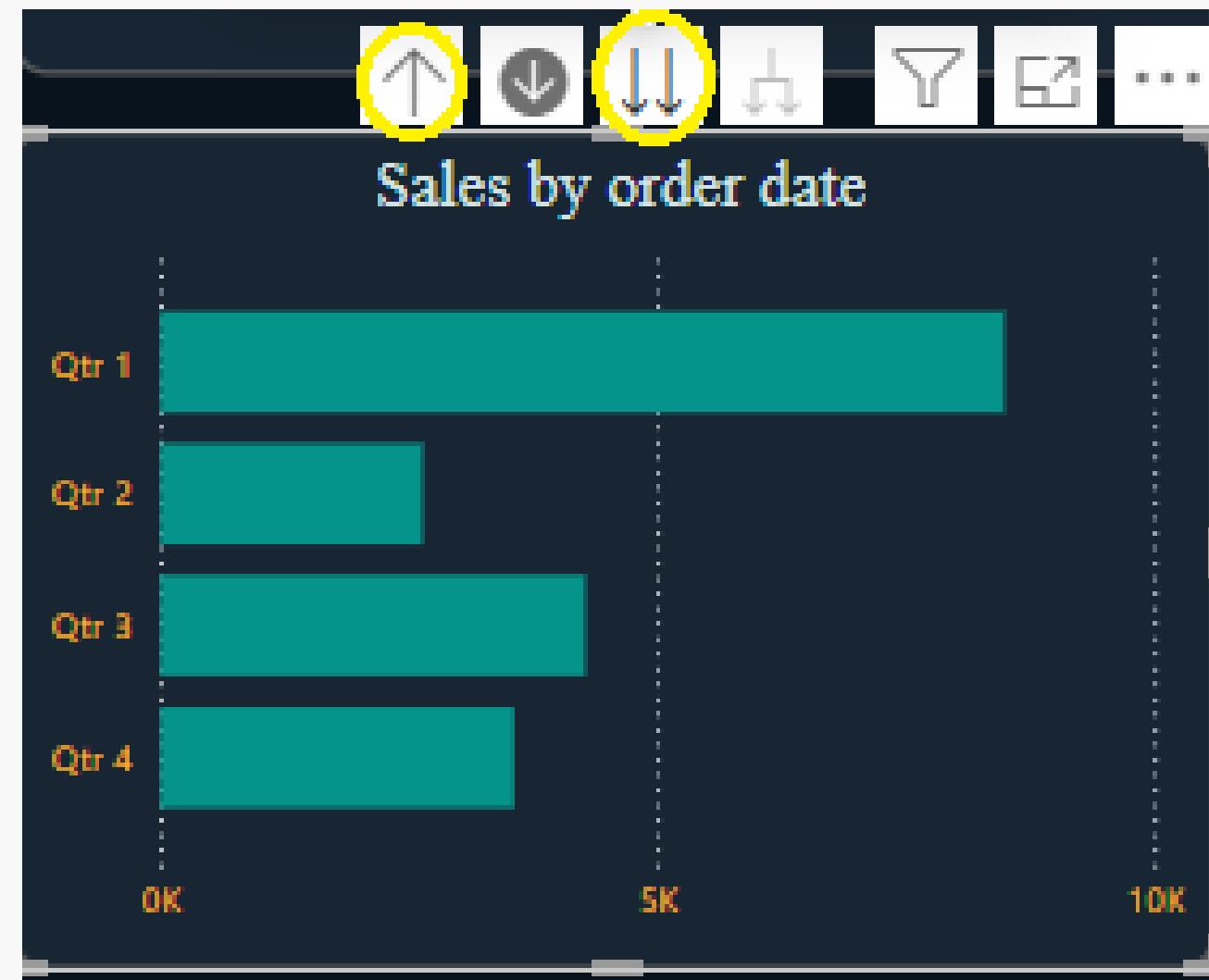
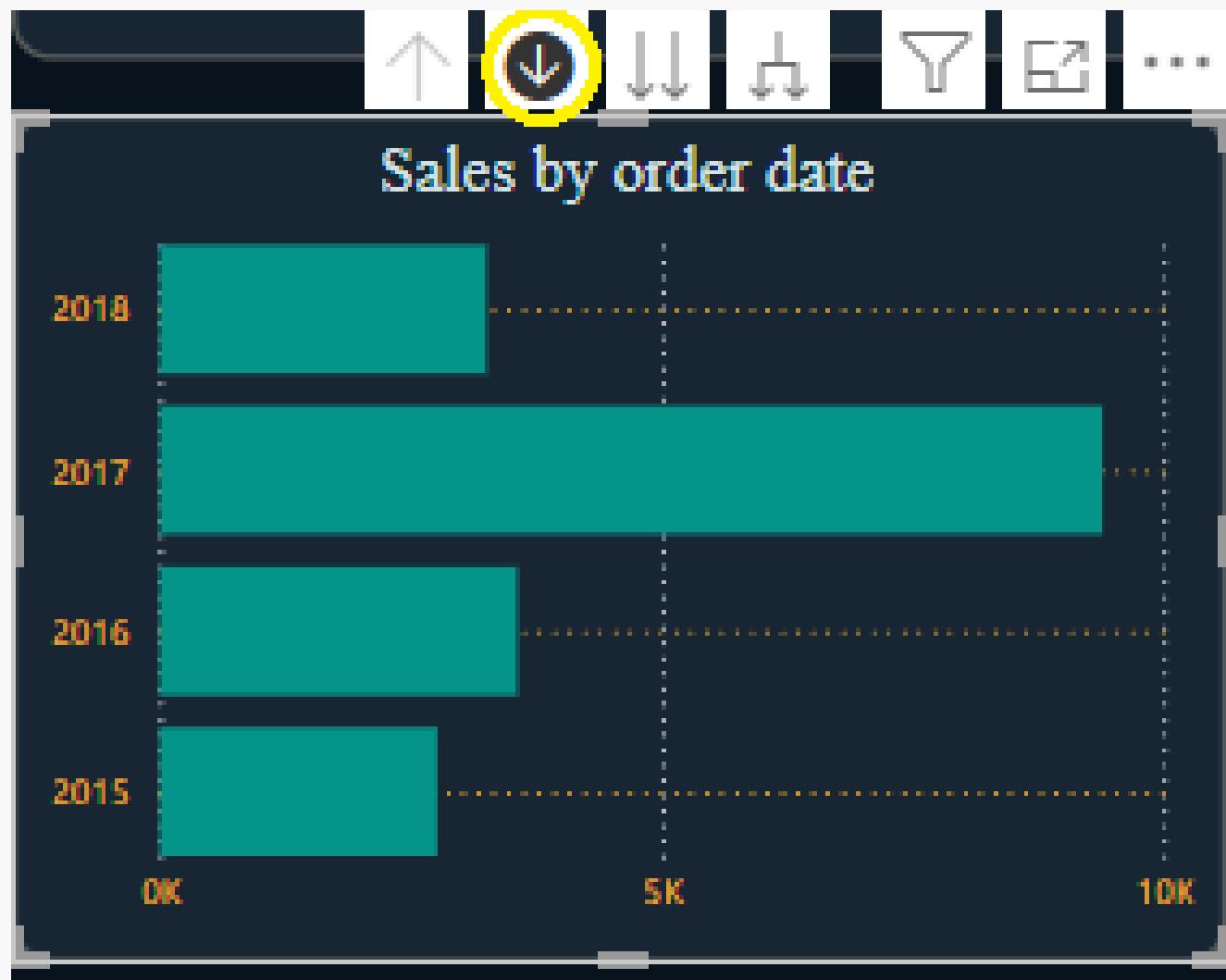
A screenshot of a tooltip window titled "Sales by Region and Category". The tooltip has a dark blue header bar with the title in white. Below the header is a table with the following data:

Region	Category	Sub-Category	Total
Central	Technology	Accessories	100
Central	Office Supplies	Appliances	100
Central	Office Supplies	Binders	100
Central	Furniture	Bookcases	100
Central	Furniture	Chairs	100
Total			500

The tooltip also includes a navigation bar at the bottom with icons for back, forward, search, and other functions.

Q Step 12

Drill Up / Down



Q Step 12

Drill Up / Down



Conclusion



By delivering a data-driven analysis of Superstore's sales performance. The goal is to transform these insights into actionable strategies that drive both immediate results and sustained growth.



Thank you!

Have
a good
day