

Main Dashboard

**Project Title &
Team Members**

**General Steps
followed**

**Overall Statistics
& Facts about the
store**

**Time
intelligence**

Ship mode

State

City

Country

Order Lead Time

**Customers &
Segments**

**Brands Being
Sold**

Top 10 Cities

**Product
Categories &
Sub-categories**

Top 10 Countries

**Final Findings &
Comments**

"Analytics of Superstore Sales prepared by Sales team 2"

. Team Members:

- .1- Ahmed Saeed Abd Elaleem Mohamed.**
- .2- Mohamad Ahmad Amin Samy Zaglol.**
- .3- Mohamed Hassan Abostait.**
- .4- Ahmed Amr Ibrahim Attia.**
- .5- Abdelrahman Mahmoud Taha Muhammad.**

S	Step
1	Fetched the full dataset with 51290 rows instead of 9800 rows in the summarized dataset.
2	Imported dataset to Microsoft Power BI from the XLSX dataset file.
3	Cleansed the data using power query editor.
4	Extracted Brand Name, Order Lead time & the date breakdown (Year, Quarter, Month).
5	Created relationships between the fact table & dimension tables.
6	Grouped the related data columns into one group.
7	Created some measures to provide overall facts & statistics about the store & its performance.
8	Created separate pages for each analytics area (Time Intelligence, Ship Mode, State, City, Order Lead Time, Customers & Segments, Brands, Product Categories & Sub-categories,.....).
9	Created the visuals related to each area of analytics to provide the suitable insights.
10	Formatted the visuals.
11	Summarized the findings & provided the recommendations from our point of view.
12	Created the Main Dashboard.

Main Dashboard

Overall Statistics & Facts About The Store

Sales Store Age in years

4

Total Number of Orders

25.73K

Number of Products Sold

3788

Number of Brands sold

493

Total Number of Customers

17.42K

Number of countries served

165

Number of Markets Served

5

Total value of the Sales

11.30M

Number of Customers Segments

3

Average Order Service Time (days)

4.02

Number of shipping modes

4

Profit % of sales

11.61%

Number of Product Categories

3

Number of Products Subcategories

17

Total profit of the store

1.47M

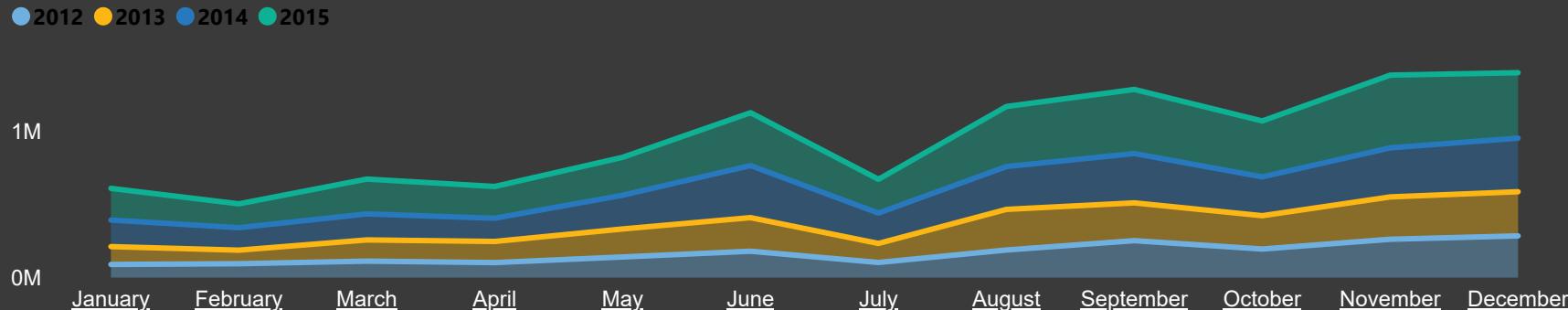
Average # of orders per country

155.93

Main Dashboard

Time Intelligence

Total Net Sales by Month and Year



Market

All

Month

All

Year

All

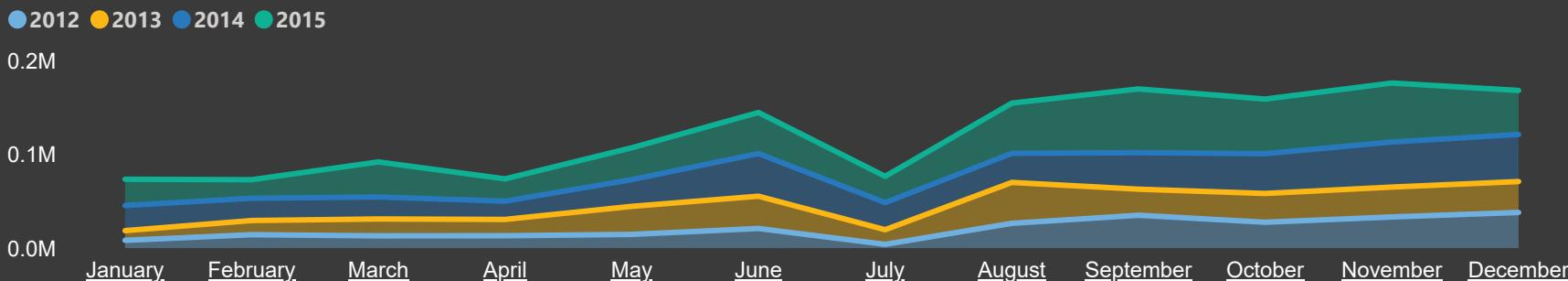
Country

All

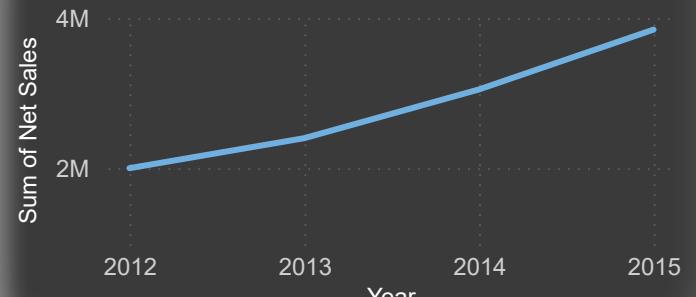
Quarter

All

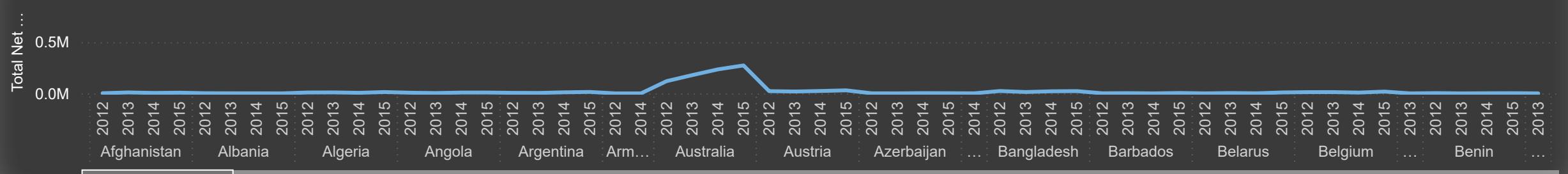
Total Profit by Month and Year



Sum of Net Sales by Year



Total Net Sales by Country and Year



Main Dashboard

Project Title & Team..

General Steps Follow..

Overall Statistics &...

Time intelligence

Time intelligence 2

Ship mode

State

City

Country

Order Lead Time

Customers & Segm...

Brands being sold

Order Vs Priority

Product Categories &...

Top 10 Countries

Top 10 Cities

Top 10 Customers

Top 10 Sub_Cat

Star Schema Test

Final Findings &...

Time Intelligence

11.30M

Sum of Net Sales

1.47M

Total Profit

1.36M

Total shipping Costs

493

of Brands

Market

All

Country

All

Month

All

Quarter

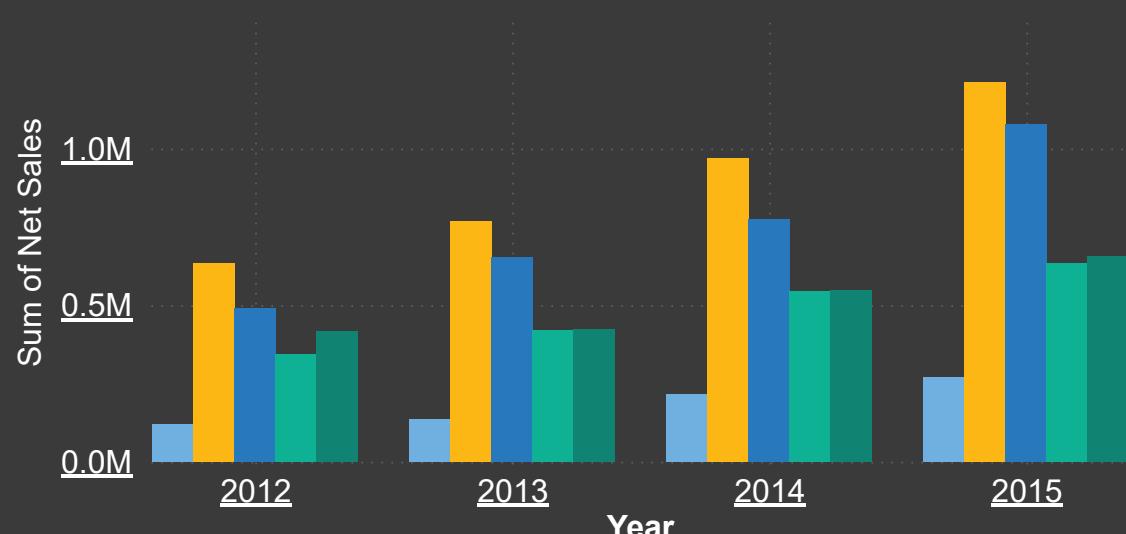
All

Year

All

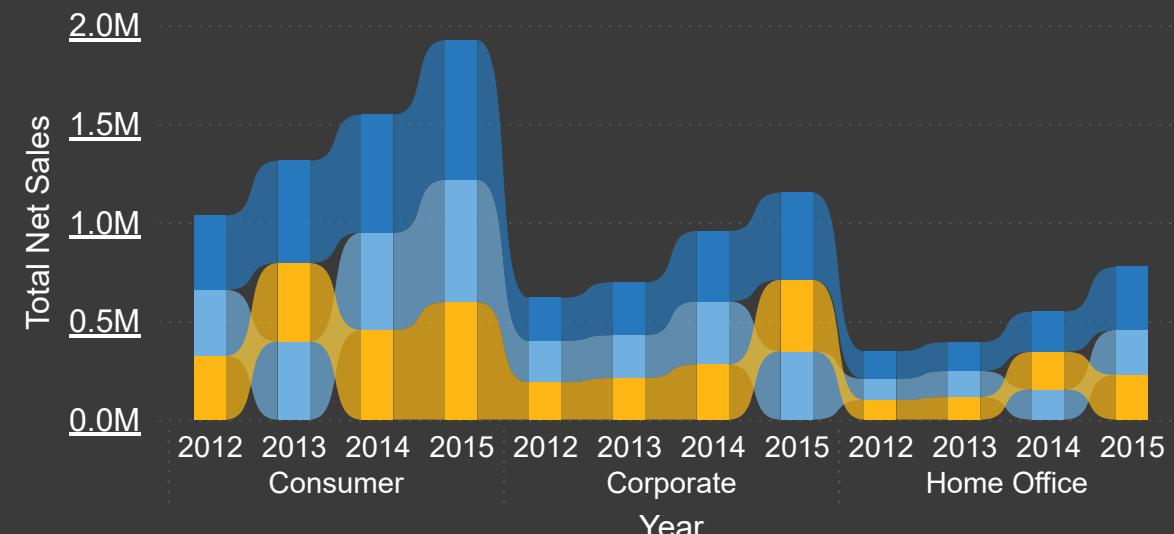
Sum of Net Sales by Year and Market

Market ● Africa ● Asia Pacific ● Europe ● LATAM ● USCA



Total Net Sales by Segment, Year and Category

Category ● Furniture ● Office Supplies ● Technology



Main Dashboard

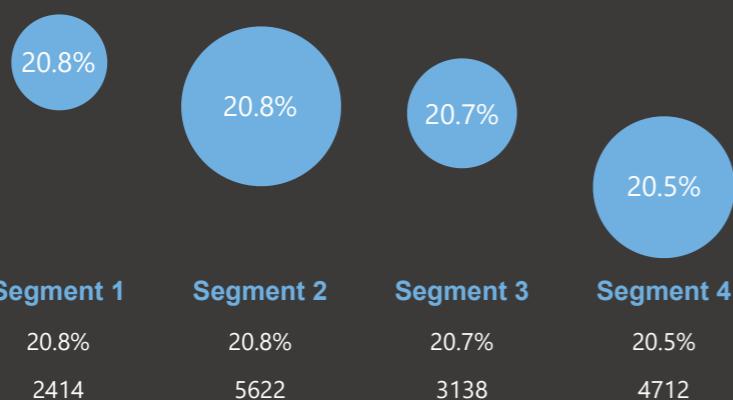
Project Title & Team...	General Steps Follow...	Overall Statistics &...	Time Intelligence	Time intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segm...	Brands being sold	Order Vs Priority	Product Categories &...	Top 10 Countries	Top 10 Cities	Top 10 Customers	Top 10 Sub_Categories	Star Schema Test	Final Findings &...
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Ship Mode Analytics

Key influencers Top segments

When is Ship Mode more likely to be ?

We found 4 segments and ranked them by % Ship Mode is Second Cl...



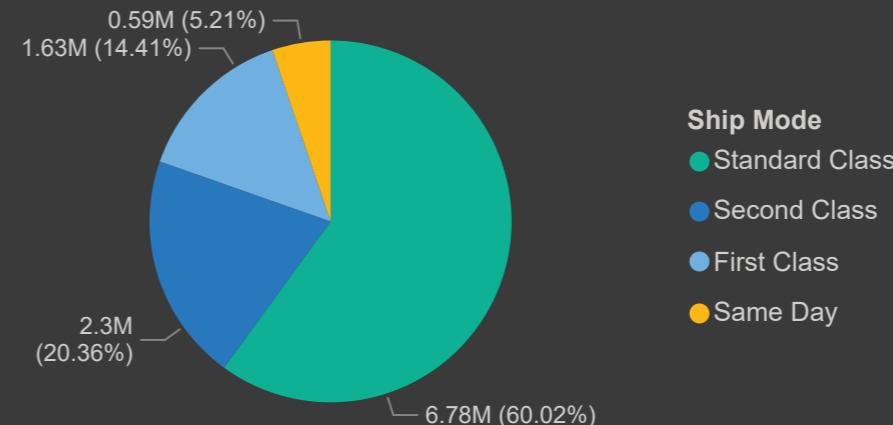
1.47M

Total Profit

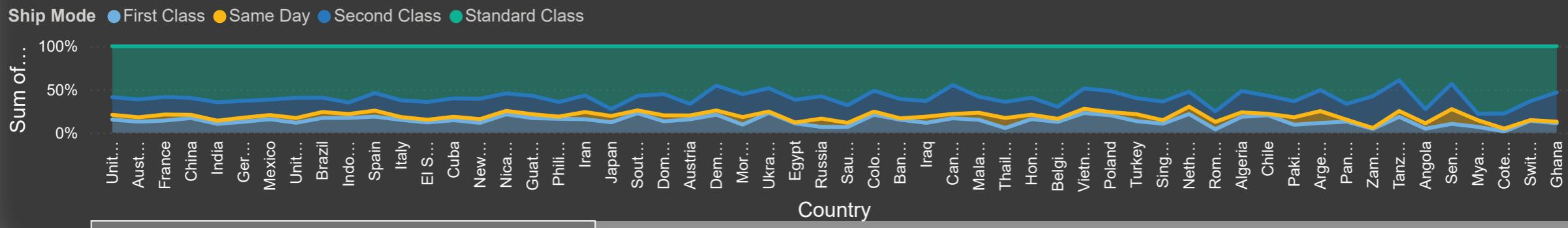
11.30M

Total Net Sales

Sum of Net Sales by Ship Mode



Sum of Net Sales by Country and Ship Mode



Main Dashboard

Project Title & Team..

General Steps Follow..

Overall Statistics &...

Time intelligence

Time intelligence 2

Ship mode

State

City

Country

Order Lead Time

Customers & Segm...

Brands being sold

Order Vs Priority

Product Categories &...

Top 10 Countries

Top 10 Cities

Top 10 Customers

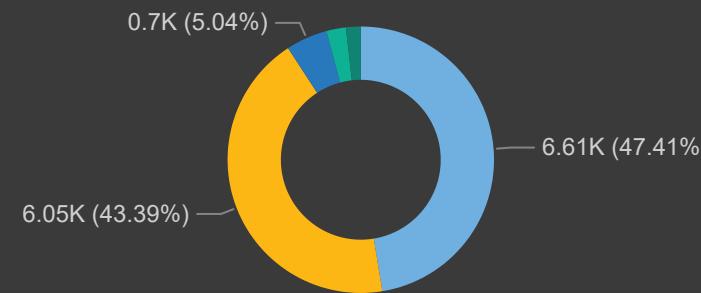
Top 10 Sub_Cat

Star Schema Test

Final Findings &...

State Analytics

Total Net Sales by Region



13.94K

Total Net Sales

6

of States

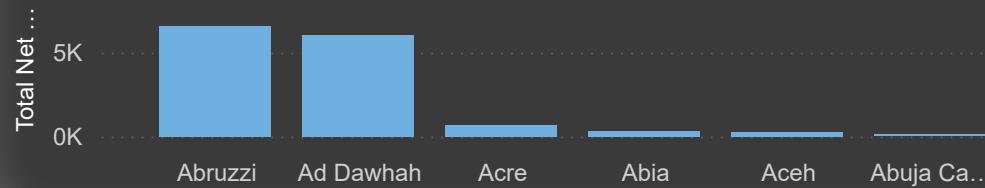
- Region
 - Southern Europe
 - Western Asia
 - South America
 - Western Africa
 - Southeastern Asia

Year
All

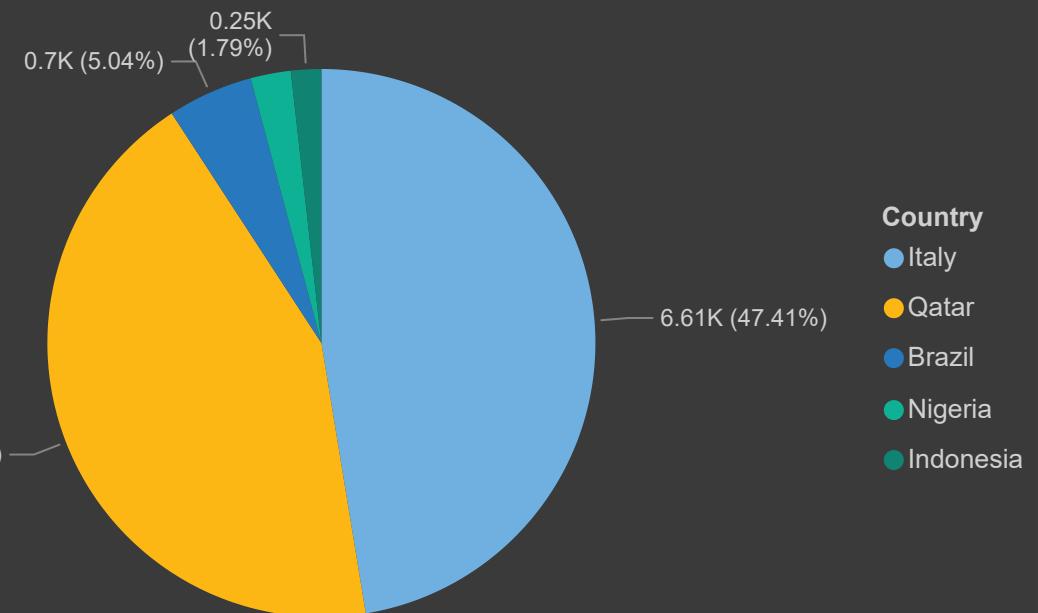
Region
All

State
Multiple...

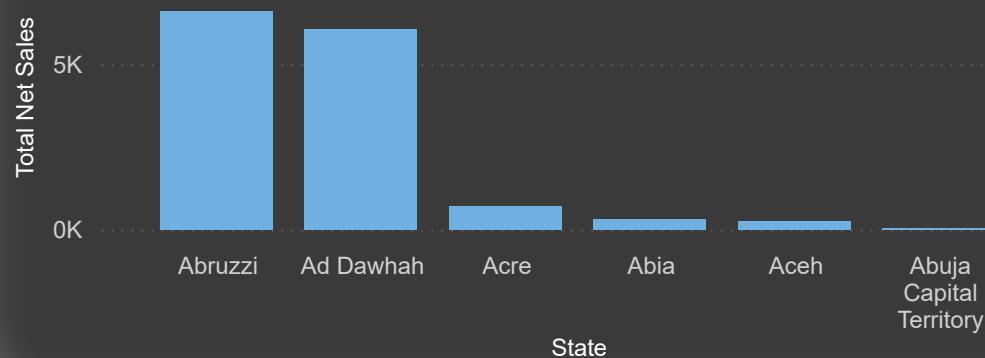
Total Net Sales by State



Total Net Sales by Country



Total Net Sales by State



Main Dashboard

Project Title & Team...	General Steps Follow...	Overall Statistics &...	Time intelligence	Time intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segm...	Brands being sold	Order Vs Priority	Product Categories &...	Top 10 Countries	Top 10 Cities	Top 10 Customers	Top 10 Sub_Categories	Star Schema Test	Final Findings &...
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City Analytics

11.30M

Total Net Sales

1.47M

Total Profit

178K

QTY

165

of Countries S...

3650

of Cities

5

of Markets Ser

The treemap visualization illustrates the hierarchical breakdown of Total Net Sales across different dimensions. The main categories are City, Category, and Brand Name, each with a corresponding cross icon.

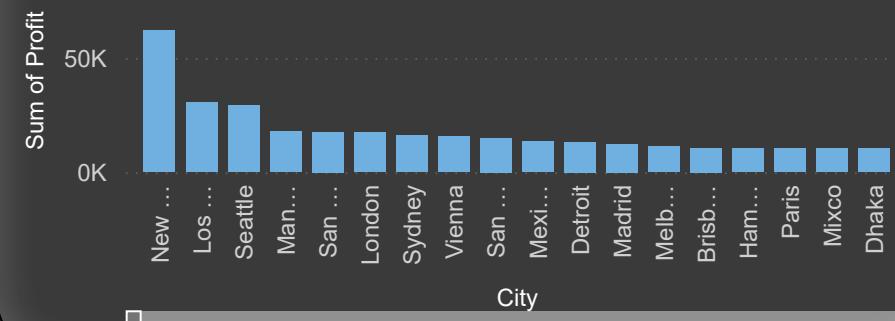
- Total Net Sales:** 11,296,149.87
- City:** Seattle (110,802.71)
- Category:** Office Supplies (32,522.34)
- Brand Name:** 3M (103.92), Acco (356.40), Segovia, Technology, ACCOHIDE
- Sub-categories:** Scottsdale (1,063.94), Furniture (38,167.70)

Each bar's value is explicitly labeled at its end, and the bars are color-coded: blue for the main categories and grey for the sub-categories.

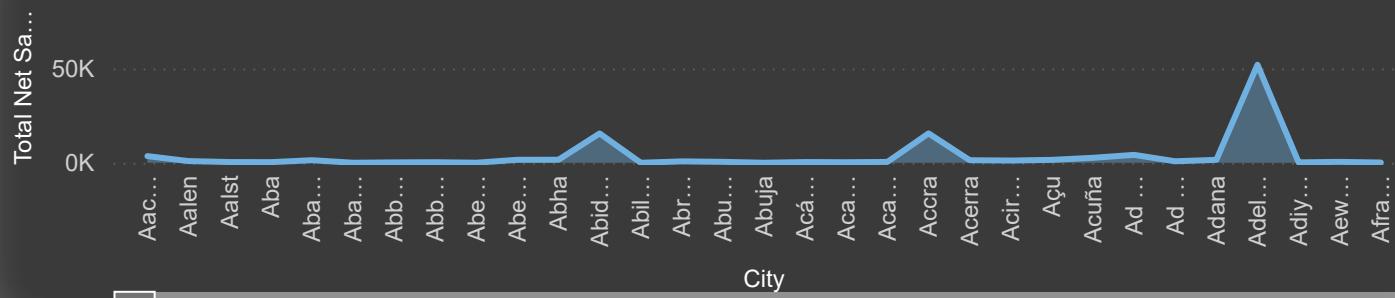
City

All

Sum of Profit by City



Total Net Sales by City



Top 10 Sales Cities



Main Dashboard

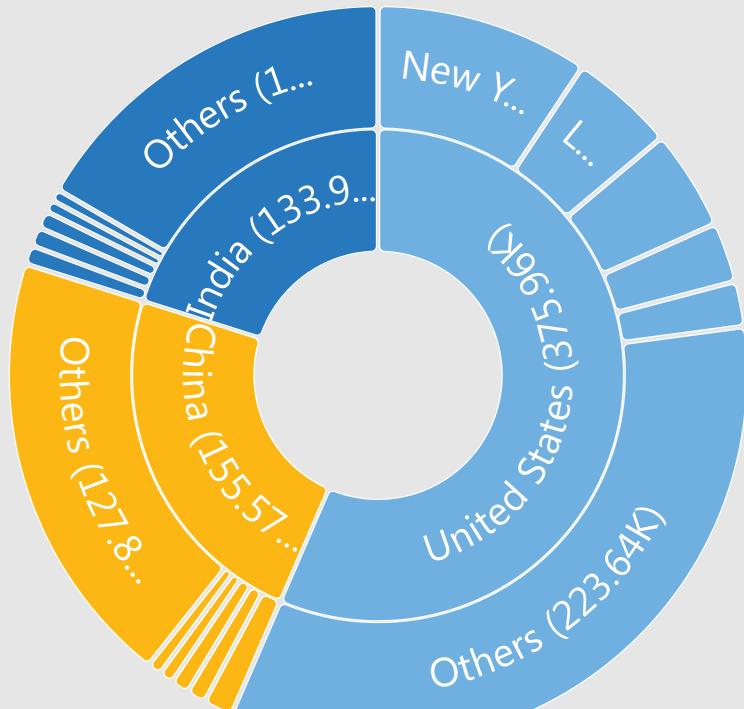
Project Title & Team	General Steps Follo...	Overall Statistic s &	Time intellige...	Time intellige...	Ship mode	State	City	Country	Order Lead Time	Custom ers & Segm...	Brands being sold	Order Vs Priority	Product Categori es &	Top 10 Countrie s	Top 10 Cities	Top 10 Custom ers	Top 10 Sub_Catagory	Star Schema Test	Final Findings &
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Country Analytics

Afghanistan | Albania | Algeria | Angola | Argentina | Armenia | Australia | Austria | Azerbaijan | Bahrain

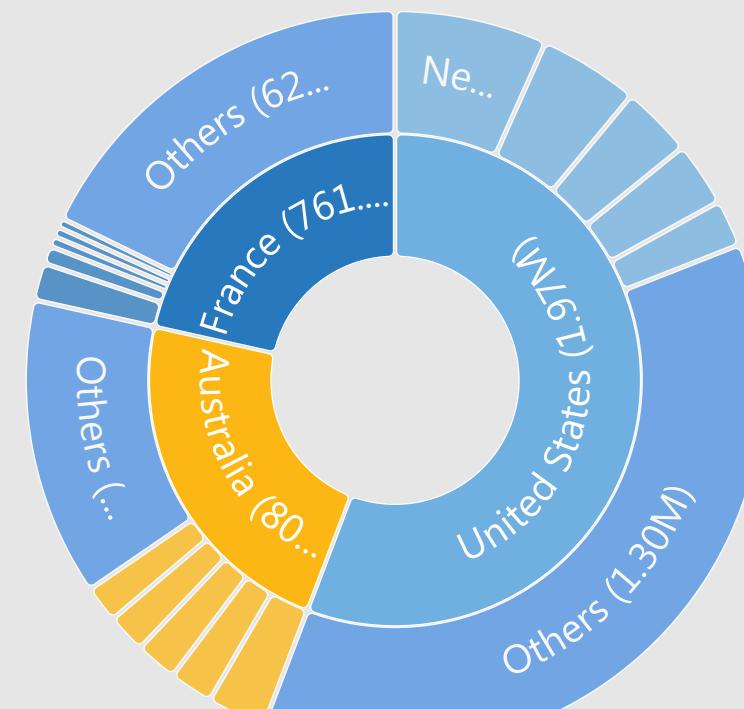
Total Profit by Country and City

United States | China | India

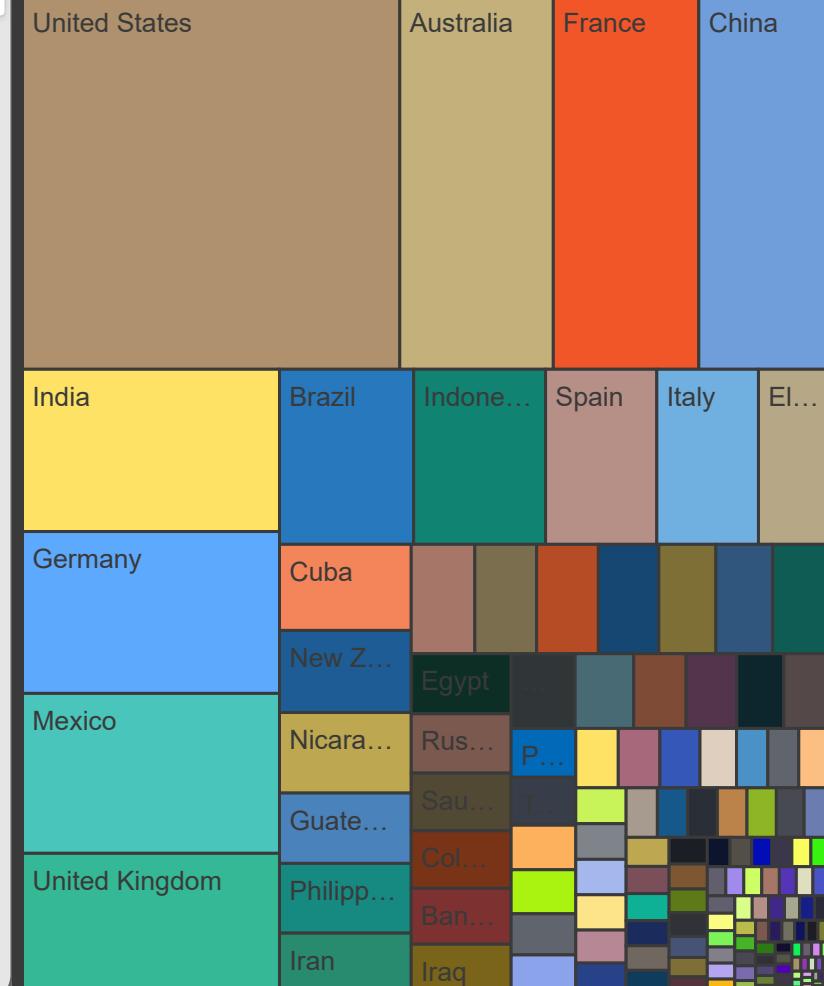


Total Net Sales by Country and City

United States | Australia | France



Total Net Sales by Country

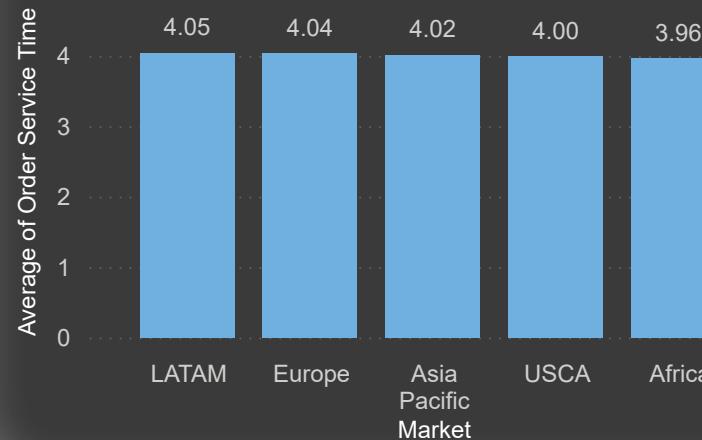


Main Dashboard

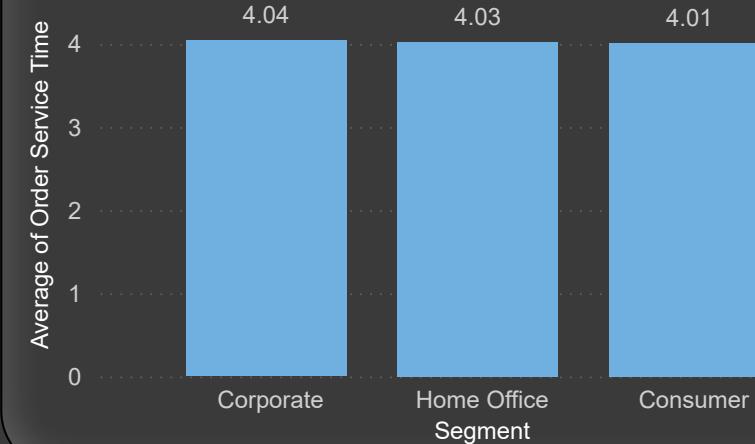
Project Title & Team..	General Steps Follow...	Overall Statistics &...	Time intelligence	Time intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segm...	Brands being sold	Order Vs Priority	Product Categories &...	Top 10 Countries	Top 10 Cities	Top 10 Customers	Top 10 Sub_Categories	Star Schema Test	Final Findings &...
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Order Lead Time Analytics

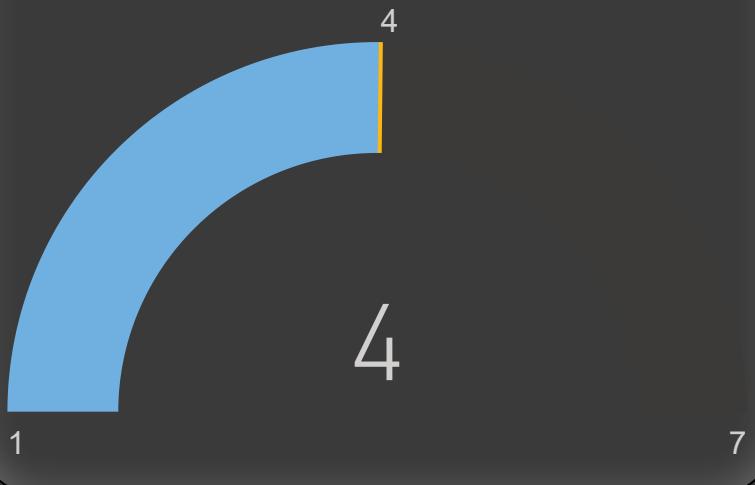
Average of Lead Time by Market



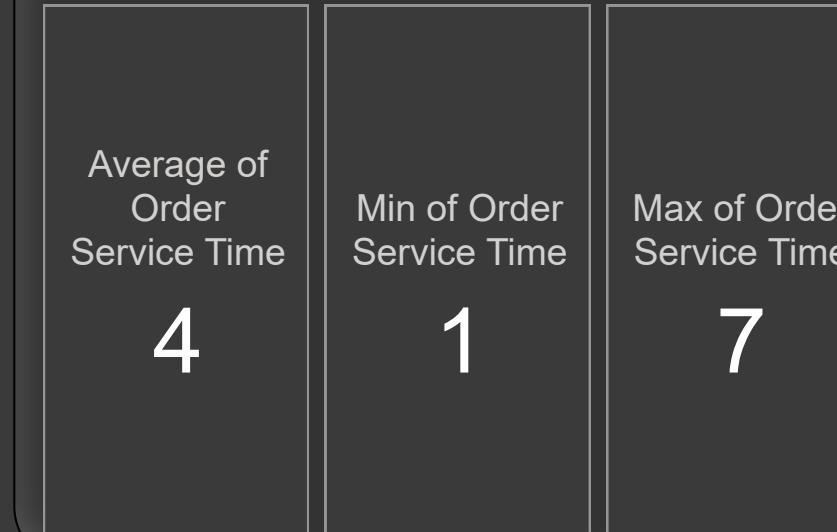
Average of Lead Time by Customer Segment



Order Lead Time



Order Lead Time



Market

All

Country

All

Region

All

Ship Mode

All

Segment

All

Main Dashboard

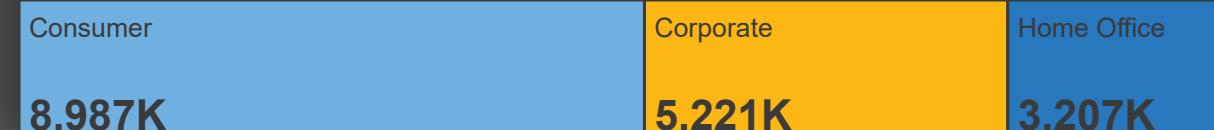
Project Title & Team Members	General Steps Followed	Overall Statistics & Facts about..	Time intelligence	Time intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segments	Brands being sold	Order Vs Priority	Product Categories & Sub-...	Top 10 Countries	Top 10 Cities	Top 10 Customers	Top 10 Sub_Categories	Star Schema Test	Final Findings & Comm...
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Customers & Segments Analytics

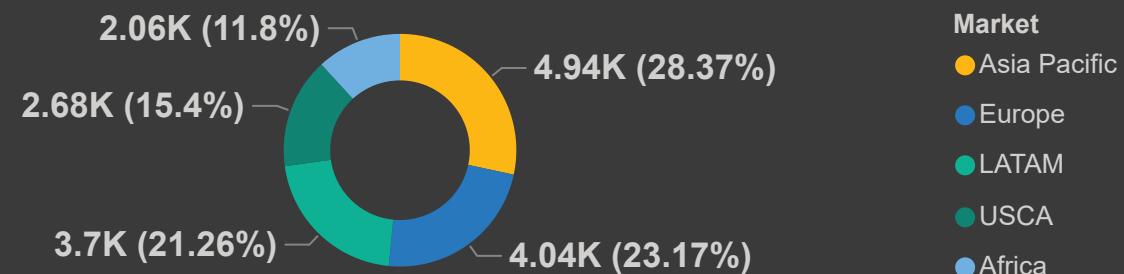
Overall profit % of each customer segment



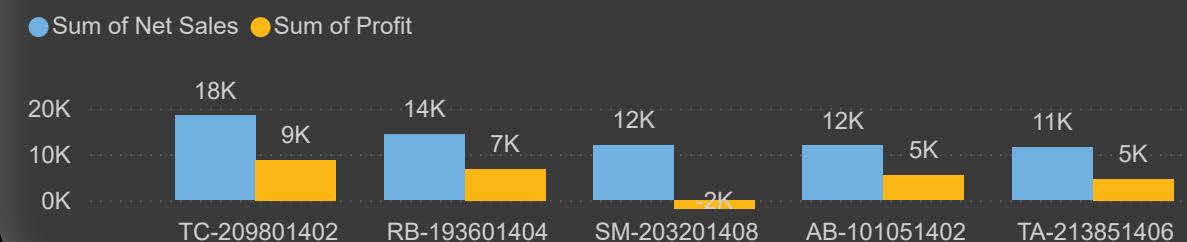
Number of Customers served in each customer segment



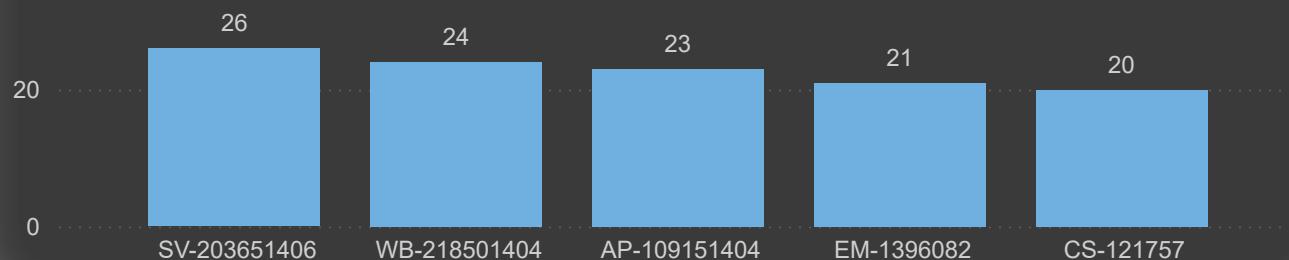
Number of Customers served in each Market



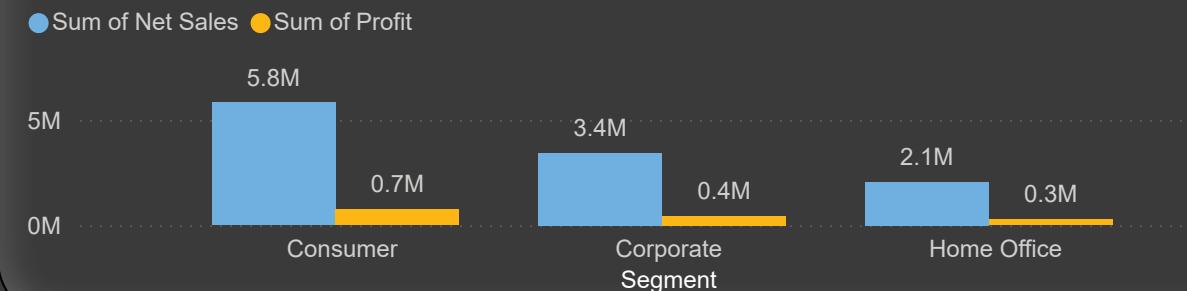
Top 5 Customers based on Sales Value & the related profit



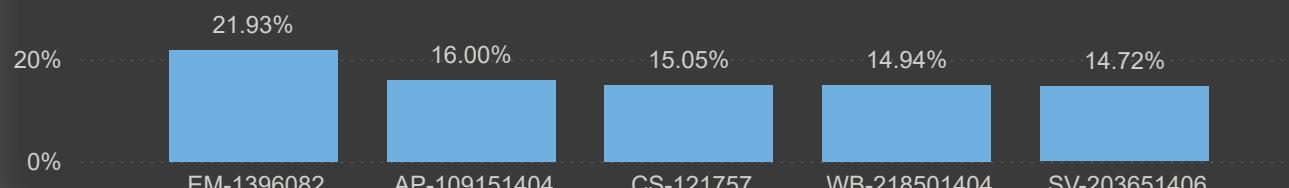
Top 5 Customers based on # of orders



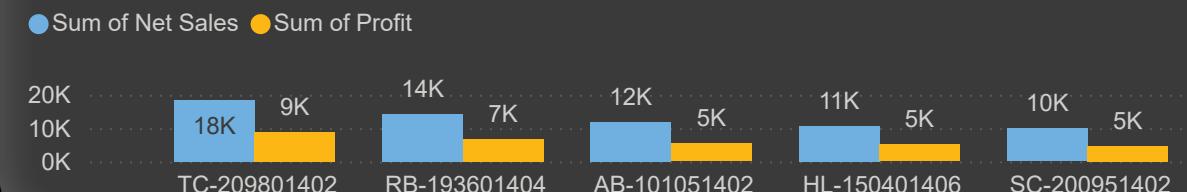
Total sales & profit values of each customer segment



Top 5 Customers based on overall profit %



Top 5 Customers based on the profit value



Main Dashboard

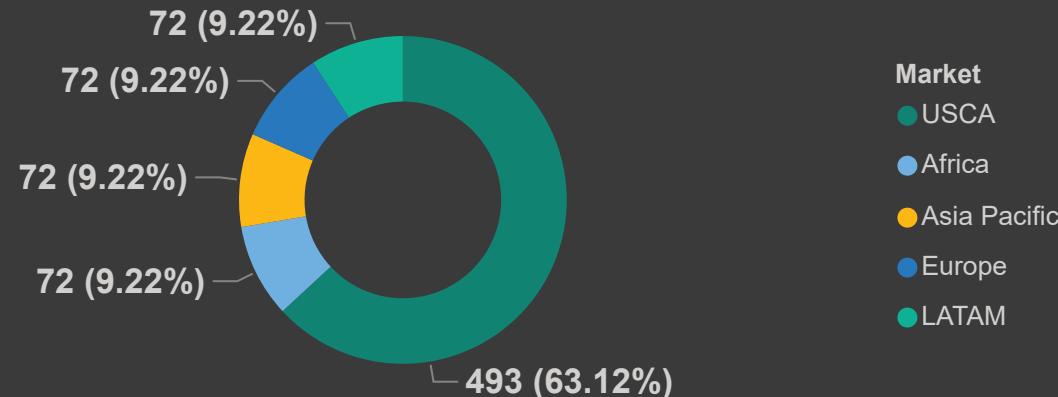
Project Title & Team...	General Steps Followed	Overall Statistics & Facts.	Time intelligence	Time intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customer s & Segme...	Brands being sold	Order Vs Priority	Product Categories & Su...	Top 10 Countries	Top 10 Cities	Top 10 Customer s	Top 10 Sub_Cat egory	Star Schema Test	Final Findings &...
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Brands Analytics

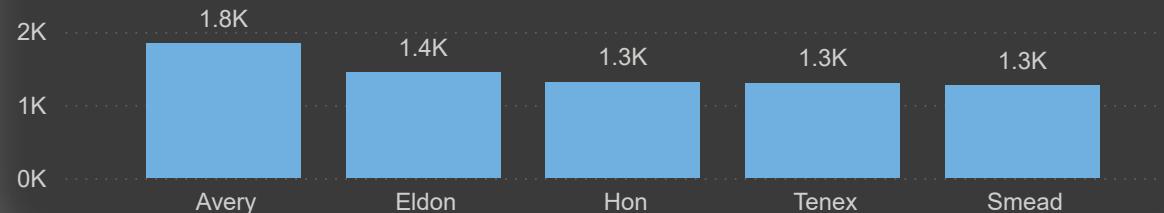
Brand Name

All

Number of Brands sold in each Market



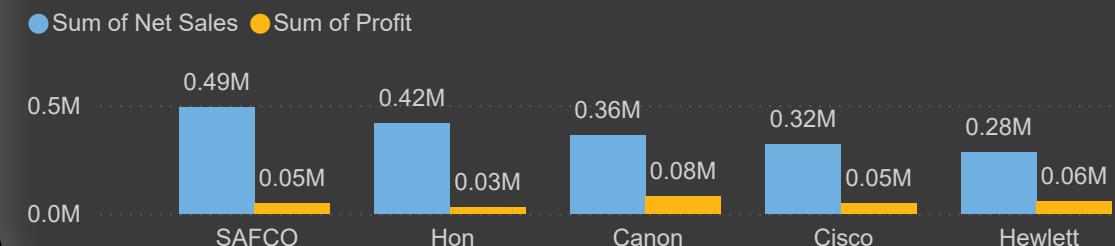
Top 5 Brands based on # of orders



Top 5 Brands based on the profit value



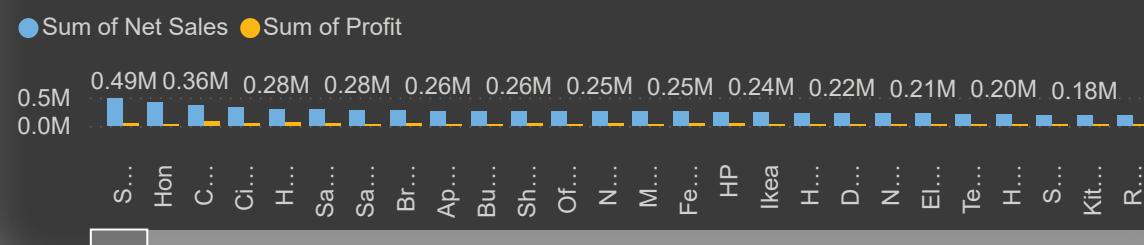
Top 5 Brands based on Sales Value & the related profit



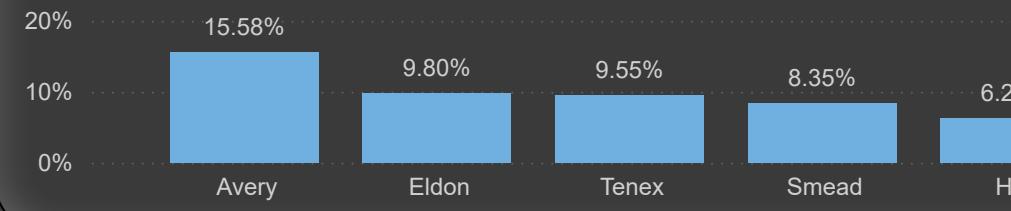
Number of Brands sold in each customer segment



Total sales value of each Brand



Top 5 Brands based on overall profit %

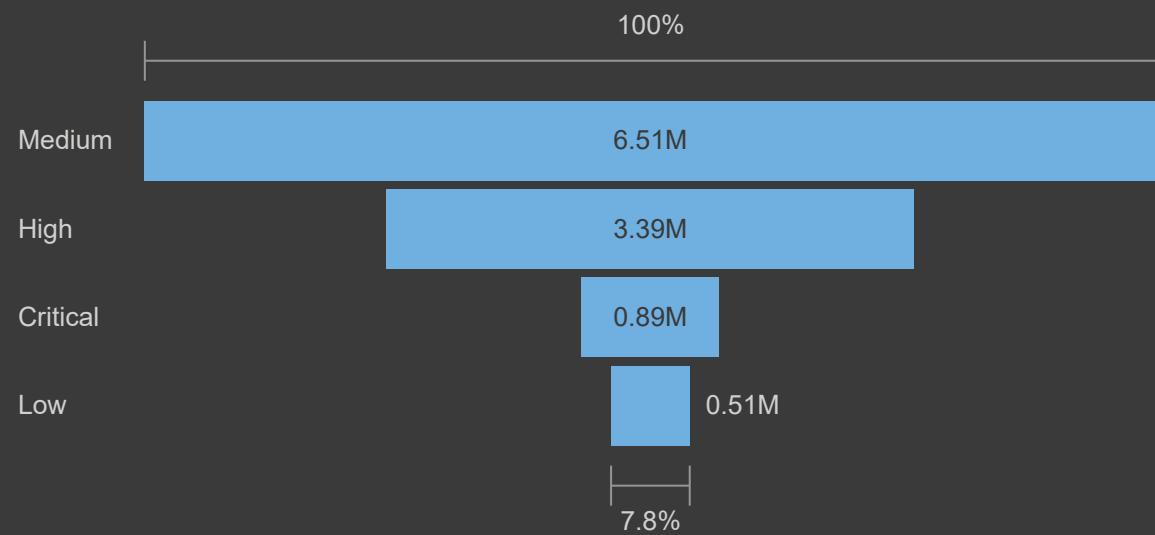


Main Dashboard

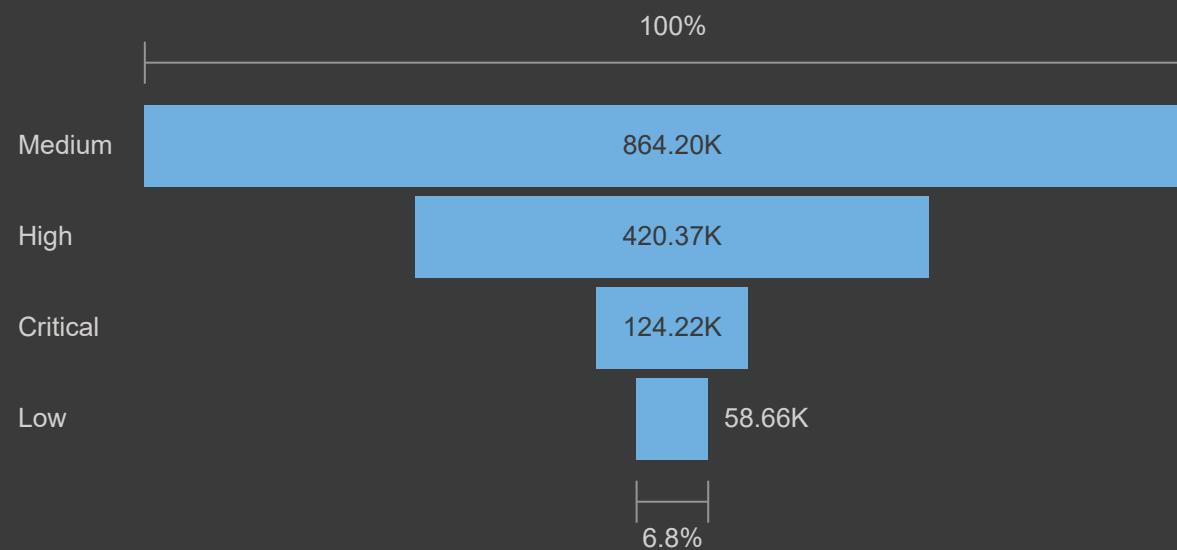
Project Title & Team...	General Steps Follow...	Overall Statistics &...	Time Intelligence	Time Intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segm...	Brands being sold	Order Vs Priority	Product Categories &...	Top 10 Countries	Top 10 Cities	Top 10 Customers	Top 10 Sub_Cat Category	Star Schema Test	Final Findings &...
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Order Vs Priority

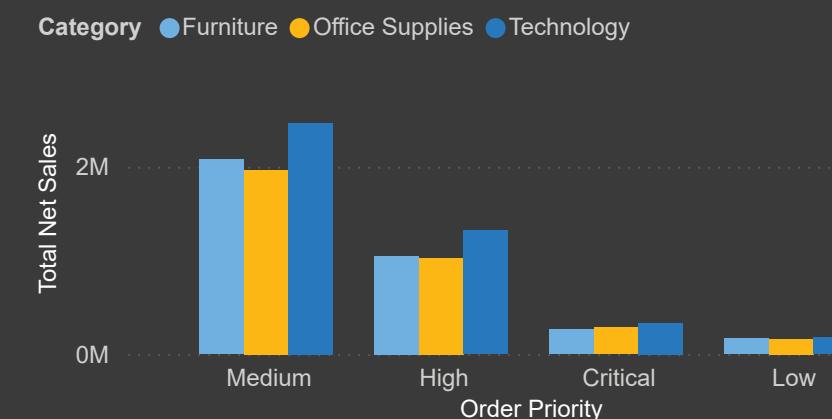
Total Net Sales by Order Priority



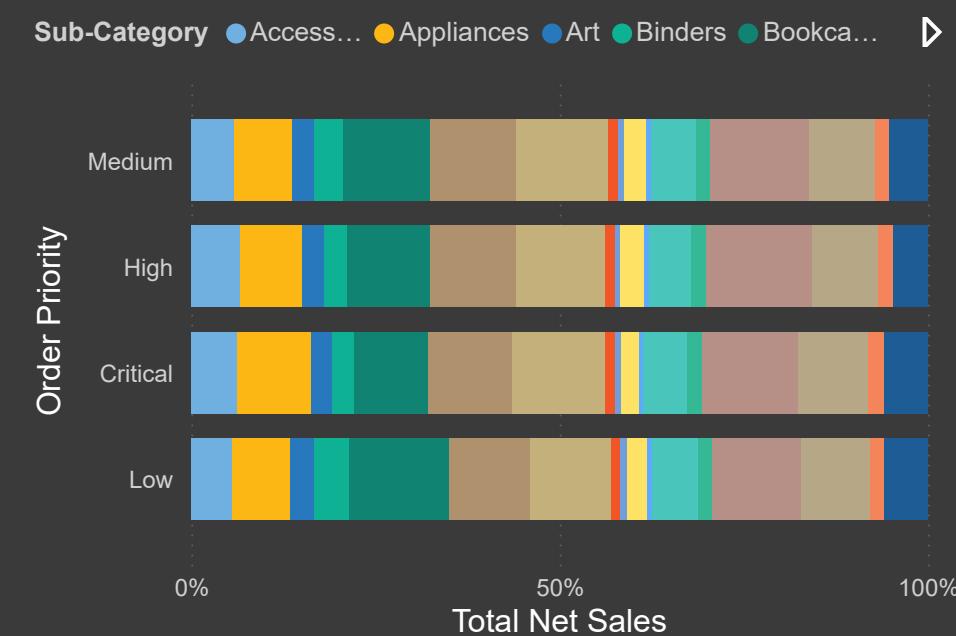
Total Profit by Order Priority



Total Net Sales by Order Priority and Category



Total Net Sales by Order Priority and Sub-Category



Project Title & Team...

General Steps Follow...

Overall Statistics &...

Time intelligence

Time intelligence 2

Ship mode

State

City

Country

Order Lead Time

Customers & Segm...

Brands being sold

Order Vs Priority

Product Categories &...

Top 10 Countries

Top 10 Cities

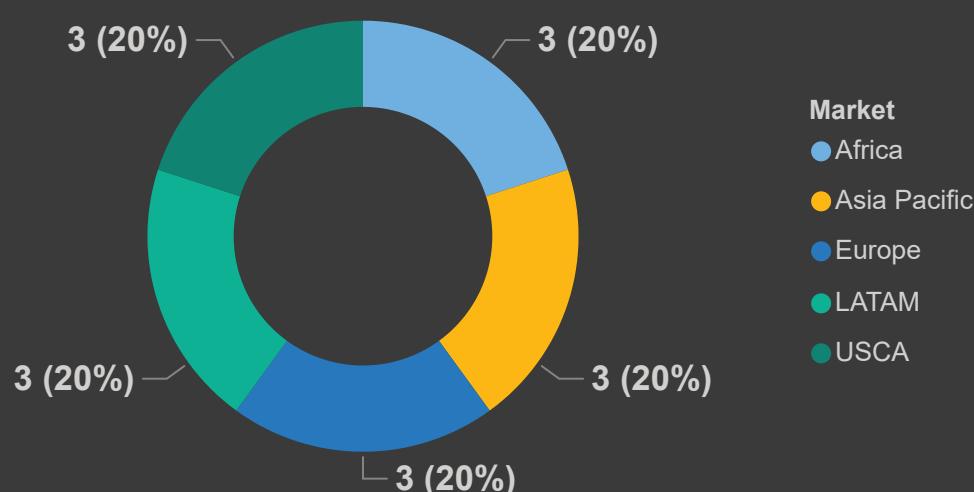
Main Dashboard

Products Categories & Sub-categories Analytics

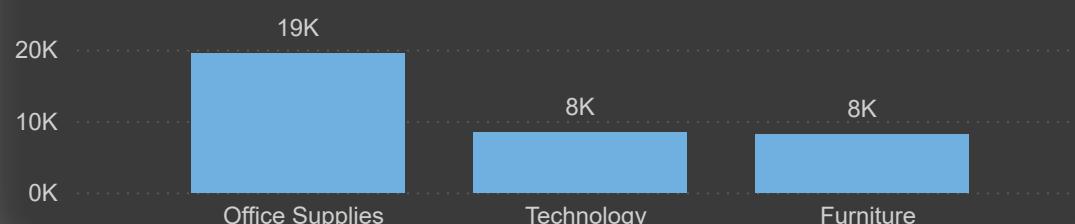
Overall profit % of each product category



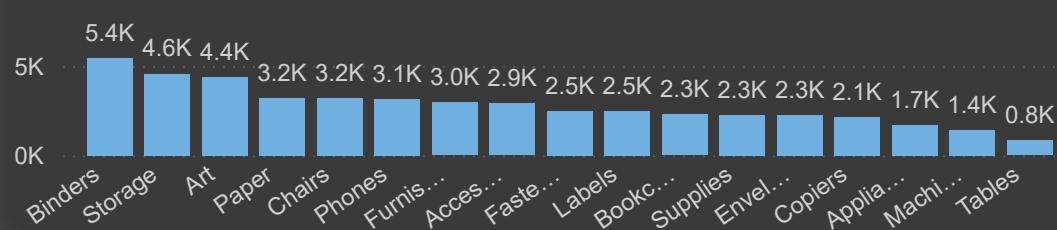
Number of Categories sold in each Market



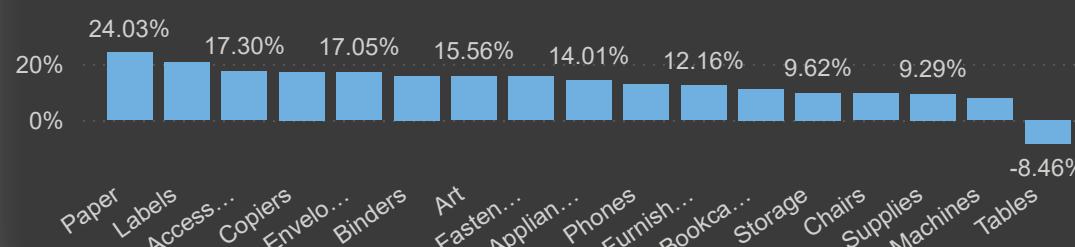
Total number of orders per each product category



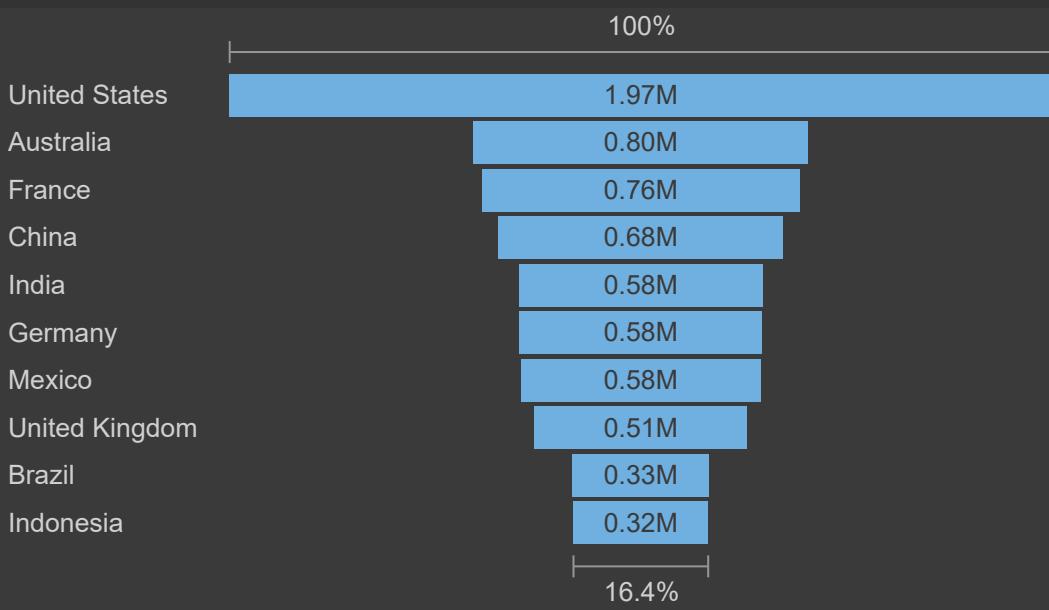
Total number of orders per each product sub-category



Overall profit % per each sub-category

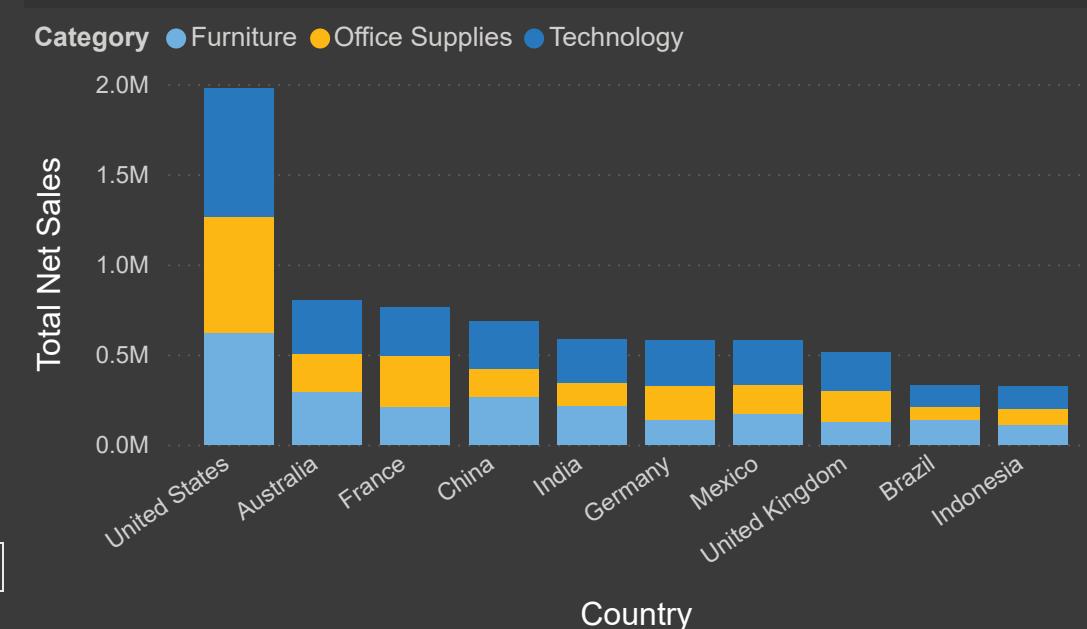


Total Net Sales by Country

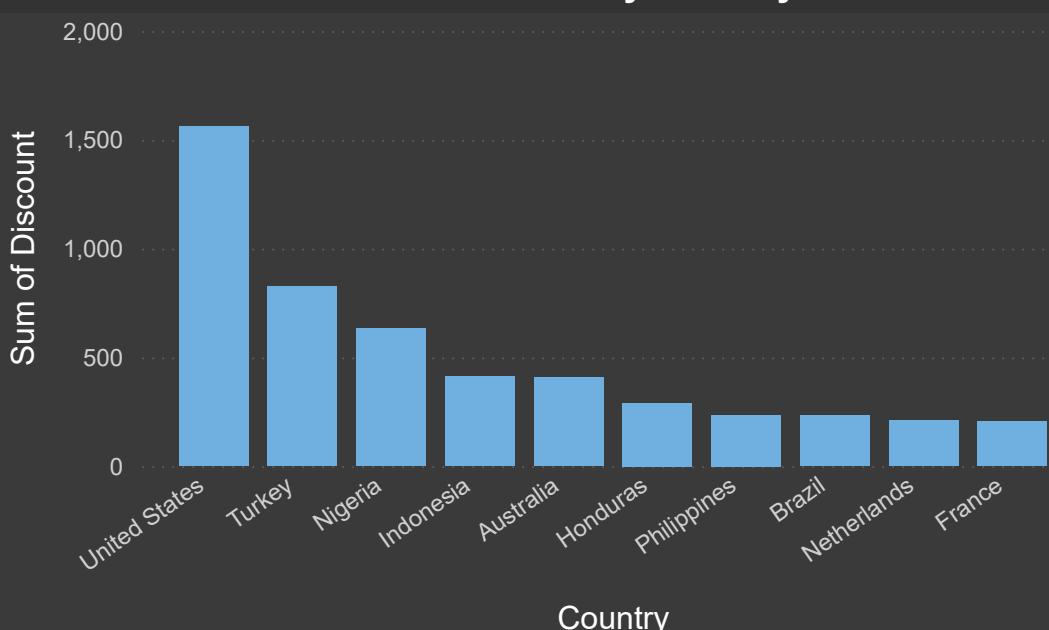


Countries Analytics

Total Net Sales by Country and Category



Sum of Discount by Country



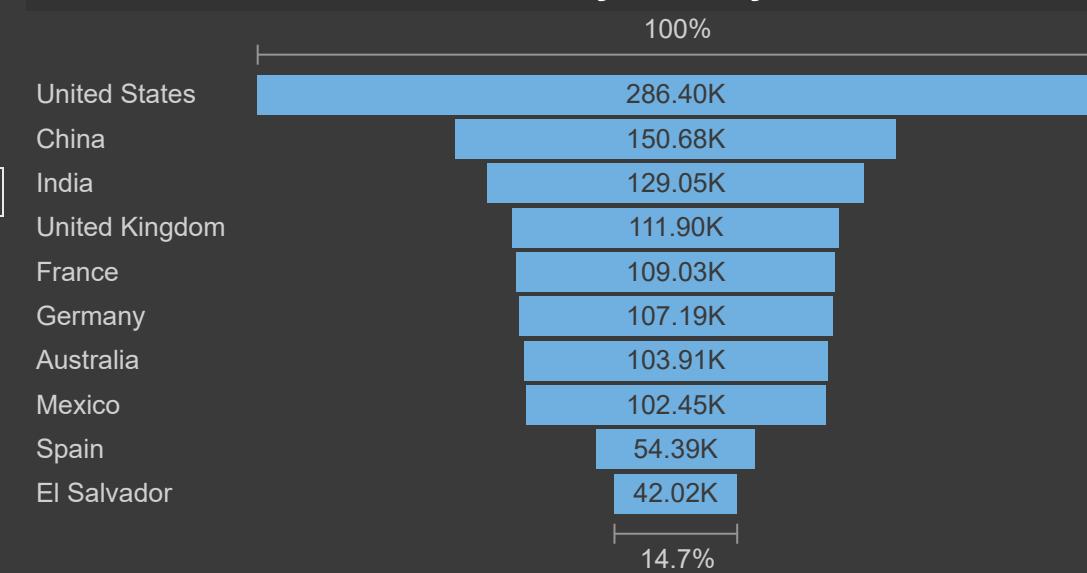
Year

All

Market

All

Total Profit by Country

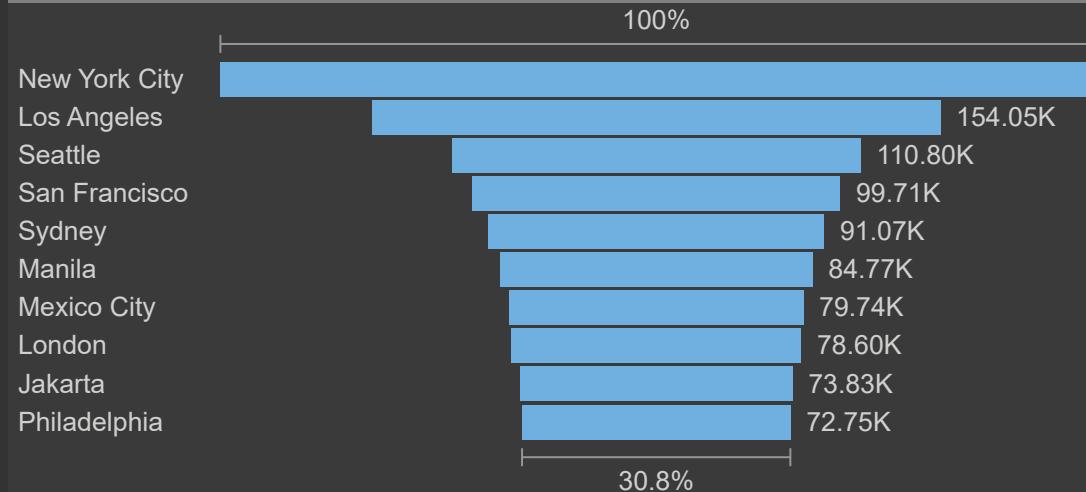


Main Dashboard

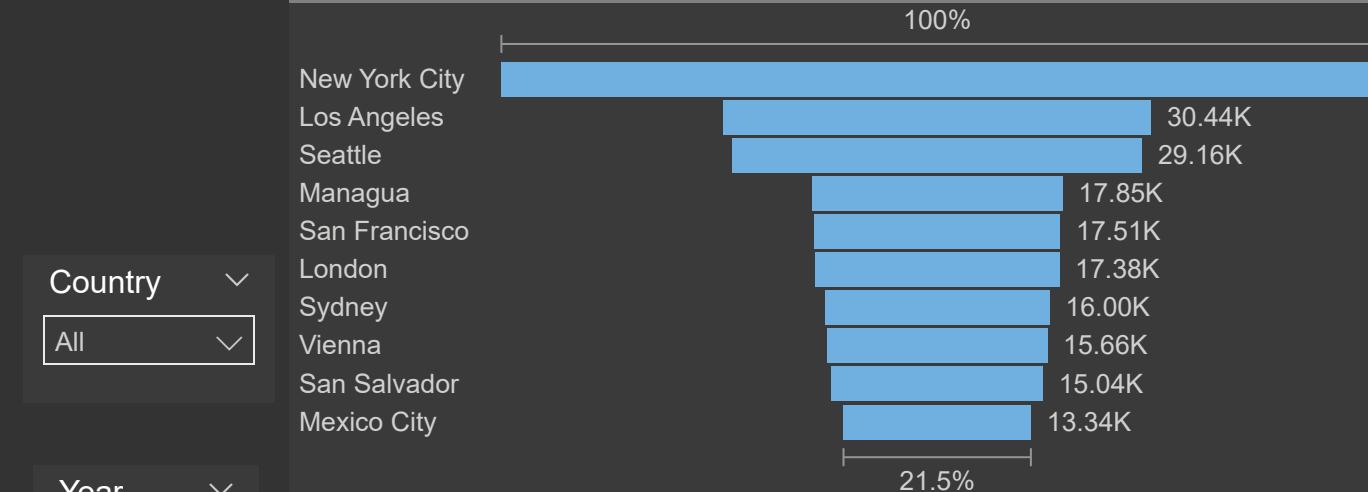
Project Title & Team...	General Steps Followed	Overall Statistics & Fact...	Time Intelligence	Time Intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segm...	Brands being sold	Order Vs Priority	Product Categories &...	Top 10 Countries	Top 10 Cities	Top 10 Customers	Top 10 Sub_Cat...	Star Schema Test	Final Findings &...
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Cities Analytics

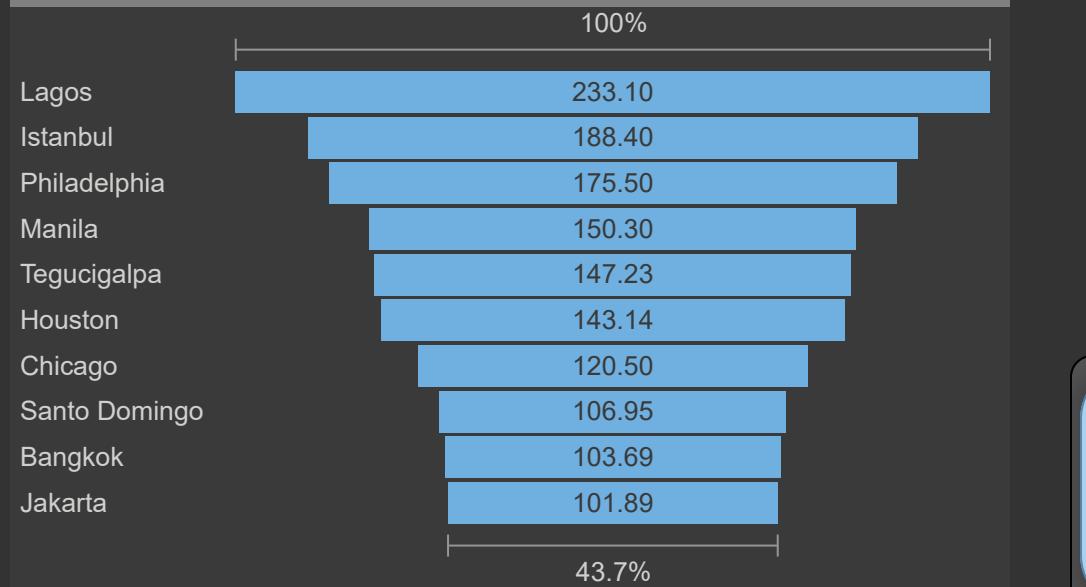
Total Net Sales by City



Total Profit by City



Sum of Discount by City

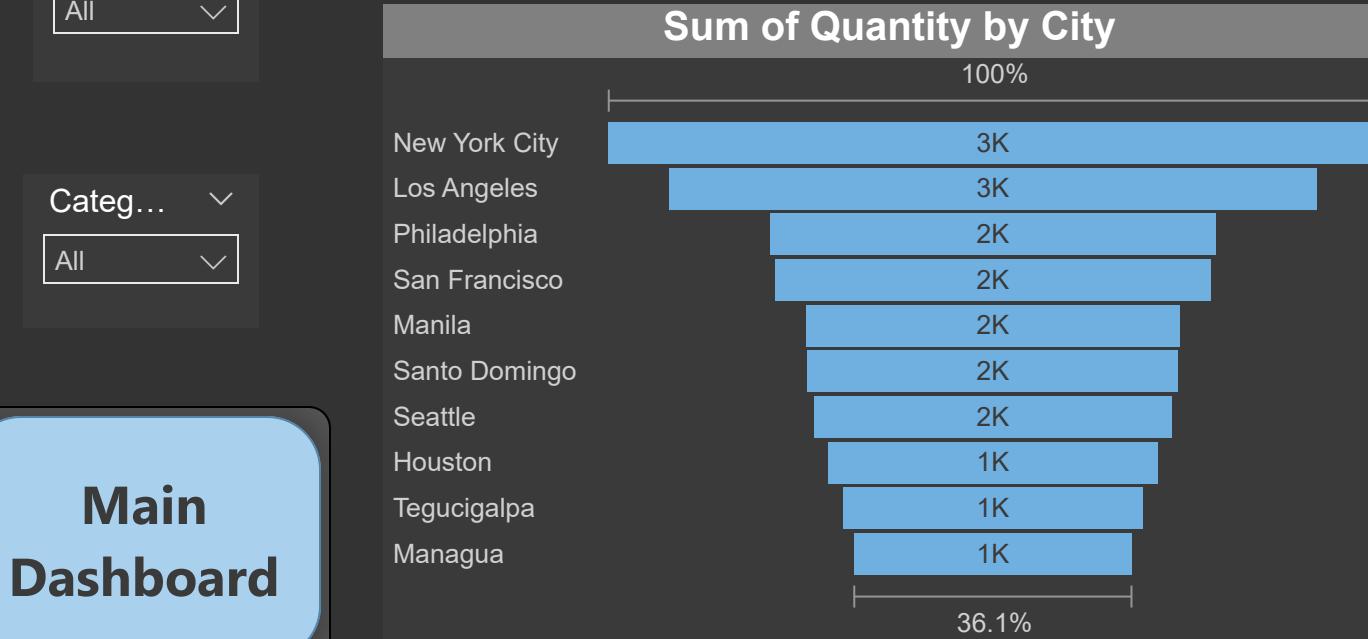


Country
All

Year
All

Categ...
All

Sum of Quantity by City



Main
Dashboard

Customers Analytics

Category

All

City

All

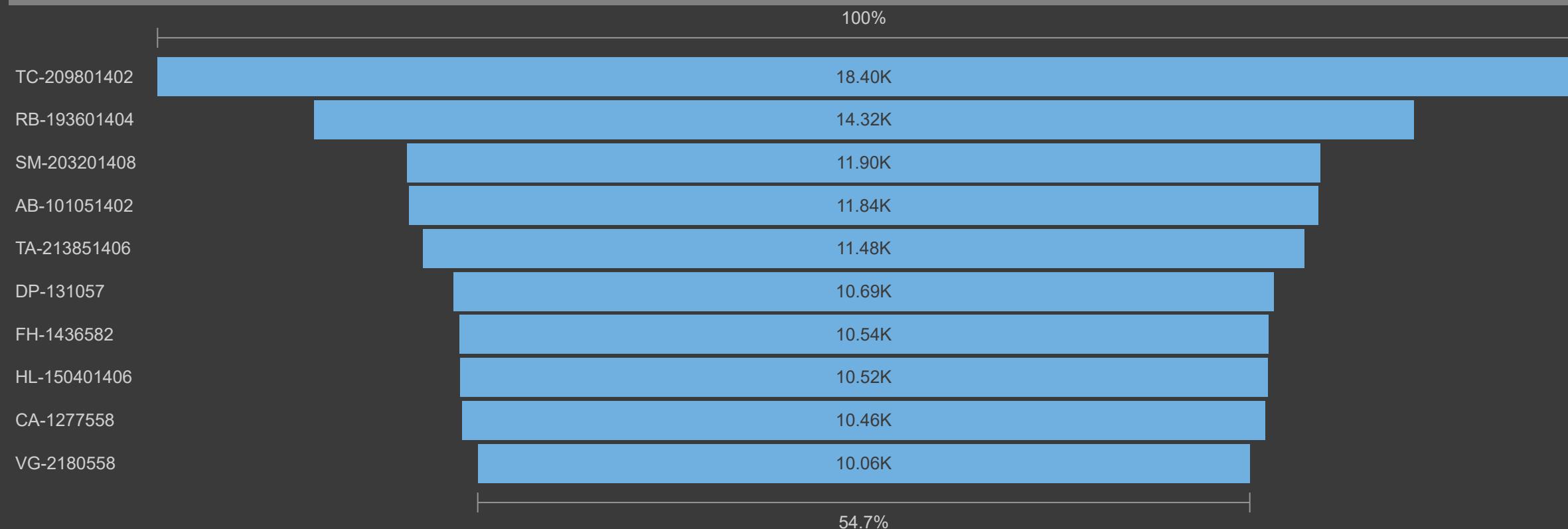
Country

All

Year

All

Total Net Sales by Customer ID



Main Dashboard

Project Title & Team..	General Steps Follow..	Overall Statistics &...	Time intelligence	Time intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segm...	Brands being sold	Order Vs Priority	Product Categories &...	Top 10 Countries	Top 10 Cities	Top 10 Customers	Top 10 Sub_Cat	Star Schema Test	Final Findings &...
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Sub-categories Analytics

Category

All

Year

All

Market

All

Region

All

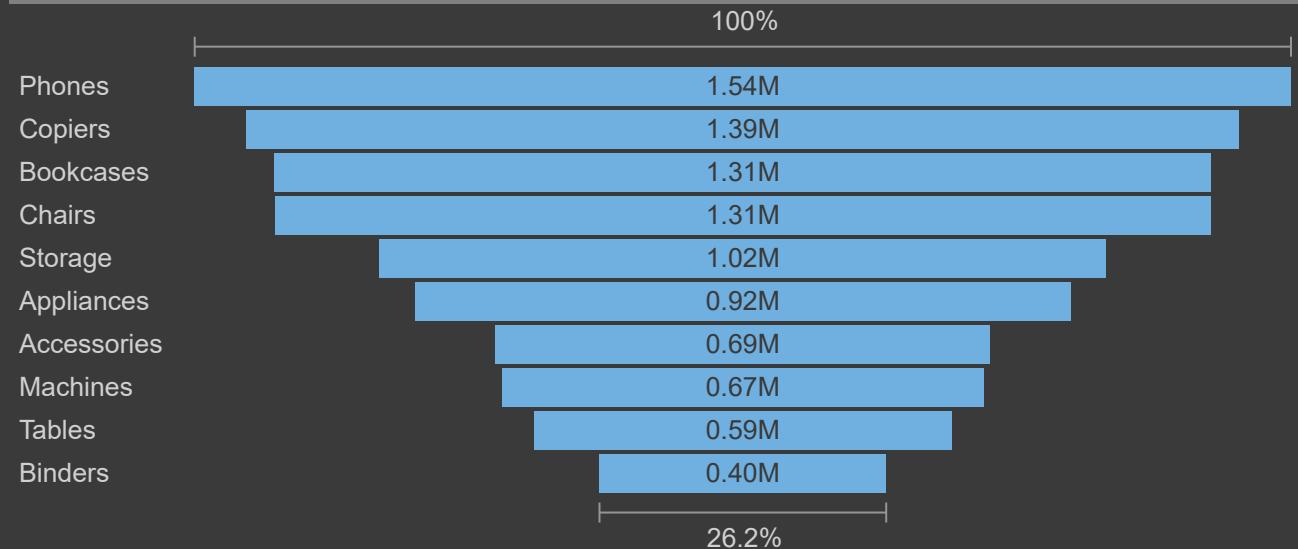
City

All

Country

All

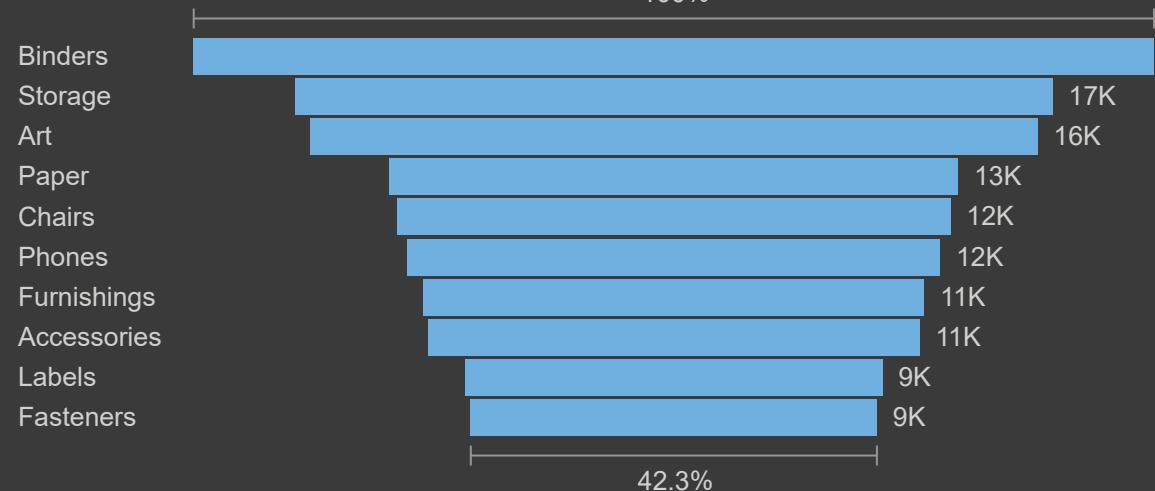
Total Net Sales by Sub-Category



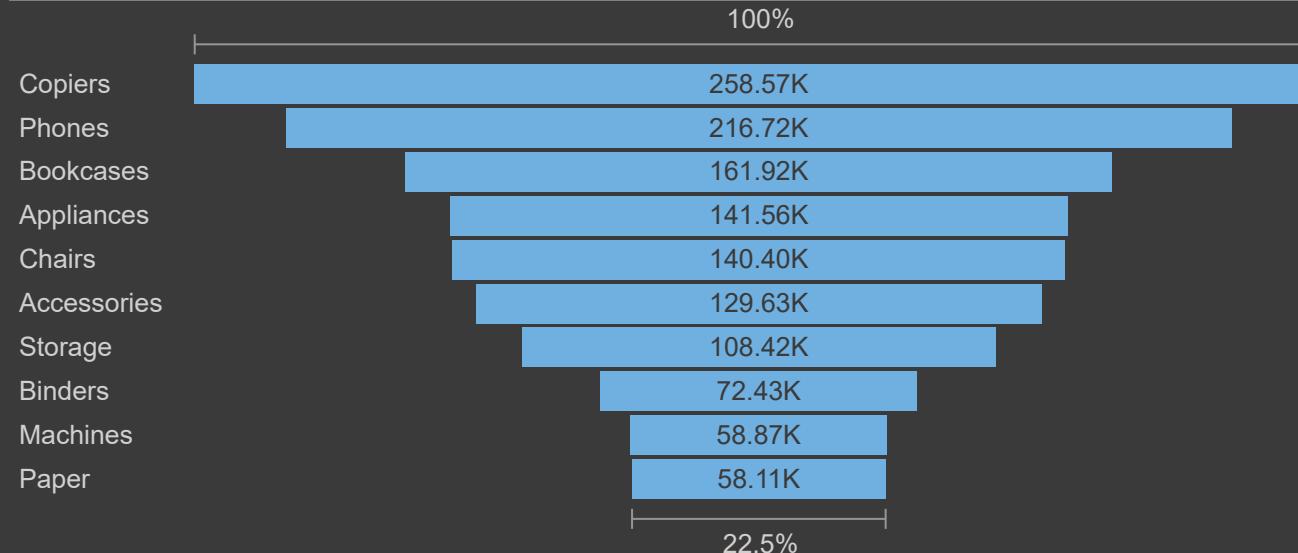
what is the total sales by state



Sum of Quantity by Sub-Category



Total Profit by Sub-Category



Main Dashboard

Project Title & Team...	General Steps Follow...	Overall Statistics &...	Time intelligence	Time intelligence 2	Ship mode	State	City	Country	Order Lead Time	Customers & Segm...	Brands being sold	Order Vs Priority	Product Categories &...	Top 10 Countries	Top 10 Cities	Top 10 Custom...	Top 10 Sub_Cat...	Star Schema Test	Final Findings &...
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Star Schema Test

Customer ID	Customer Name
AB-10015130	Aaron Bergman
AB-10015139	Aaron Bergman
AB-100151402	Aaron Bergman
AB-100151404	Aaron Bergman
AB-10015144	Aaron Bergman
AB-1001518	Aaron Bergman
AB-1001527	Aaron Bergman
AB-1001539	Aaron Bergman
AB-1001545	Aaron Bergman
AB-1001548	Aaron Bergman
AB-100155	Aaron Bergman
AB-1001551	Aaron Bergman
AB-1001558	Aaron Bergman

Product ID	Product Name
OFF-PA-2847	"While you Were Out" Message Book, One Form per Page
OFF-EN-2848	#10- 4 1/8" x 9 1/2" Recycled Envelopes
OFF-EN-2849	#10- 4 1/8" x 9 1/2" Security-Tint Envelopes
OFF-EN-2850	#10 Gummed Flap White Envelopes, 100/Box
OFF-EN-2851	#10 Self-Seal White Envelopes
OFF-EN-2852	#10 White Business Envelopes,4 1/8 x 9 1/2
OFF-EN-2853	#10-4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes
OFF-EN-2854	#6 3/4 Gummed Flap White Envelopes
OFF-AP-2855	1.7 Cubic Foot Compact "Cube" Office Refrigerators
OFF-PA-2856	1/4 Fold Party Design Invitations & White Envelopes, 24 8-1/2" X 11" Env./Pack
OFF-AR-2857	12 Colored Short Pencils
FLIR-EU-2858	12-1/2 Diameter Round Wall Clock

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Insights Category	Related Tab	Insights
Areas of Excellence:	Time Intelligence	1- Fast growing startup with an average 25% annual increase in sales volume.
	Time Intelligence	2- The sales & profit values hit the peak in the last quarter of each year.
	Order Lead time	3- Strong logistics & supply chain team, as the average lead time for different geographical areas is approximately the same (4 days).
Areas of Prospective Improvements:	Product Category & Sub-category	1- The store shall automate the selling process of the office supplies & provide more focus on hiring salespersons with technological background to well manage the highest cashflow of the company.
	Product Category & Sub-category	2- Repricing & Cost restructure of technological products to increase the profitability % of this highest cash flow value.
	Brands being Sold	3- Meeting shall be held with the sales & Marketing teams to discuss the reason why 91% of the brands are only sold in one Market USCA & the possibility to expand to new markets.
	Time Intelligence	4- Offers shall be made in the 1st quarter of each year, as the sales & profit values hit the lowest points.
	Data Cleansing	5- Many Customers have the same 1st & 2nd names, so the name length shall be extended up to the 4th customer name.
	Data Cleansing	6- This store shall segregate the product brand name in a separate column to facilitate analytics using brand name.
	Time Intelligence	7- The profit in "Africa" Market hits the bottom or even turns negative at the end of each year which requires further discussion & analysis with the sales & marketing teams to reach the root cause & propose solutions.
General Insights	-	1- Most Customers are located in the second-class ship mode.
	-	2- All 5 Markets served by the store purchase all product categories.
	-	3- The highest sales value is made by selling mobile phones.
	-	4- Most of the brands can be sold directly to end users, which shows that this store is more "B2C" oriented than "B2B".

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