



Superstore Sales & Profitability Analysis

Identify Key Business Insights

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Objective

- Analyze **Superstore dataset** to identify key **business insights**.?
- **Time period:** Jan 3, 2014 – Dec 30, 2017
- **Focus:** Balancing **revenue growth** with **profitability** by **analyzing customer segments** and **shipping modes**.

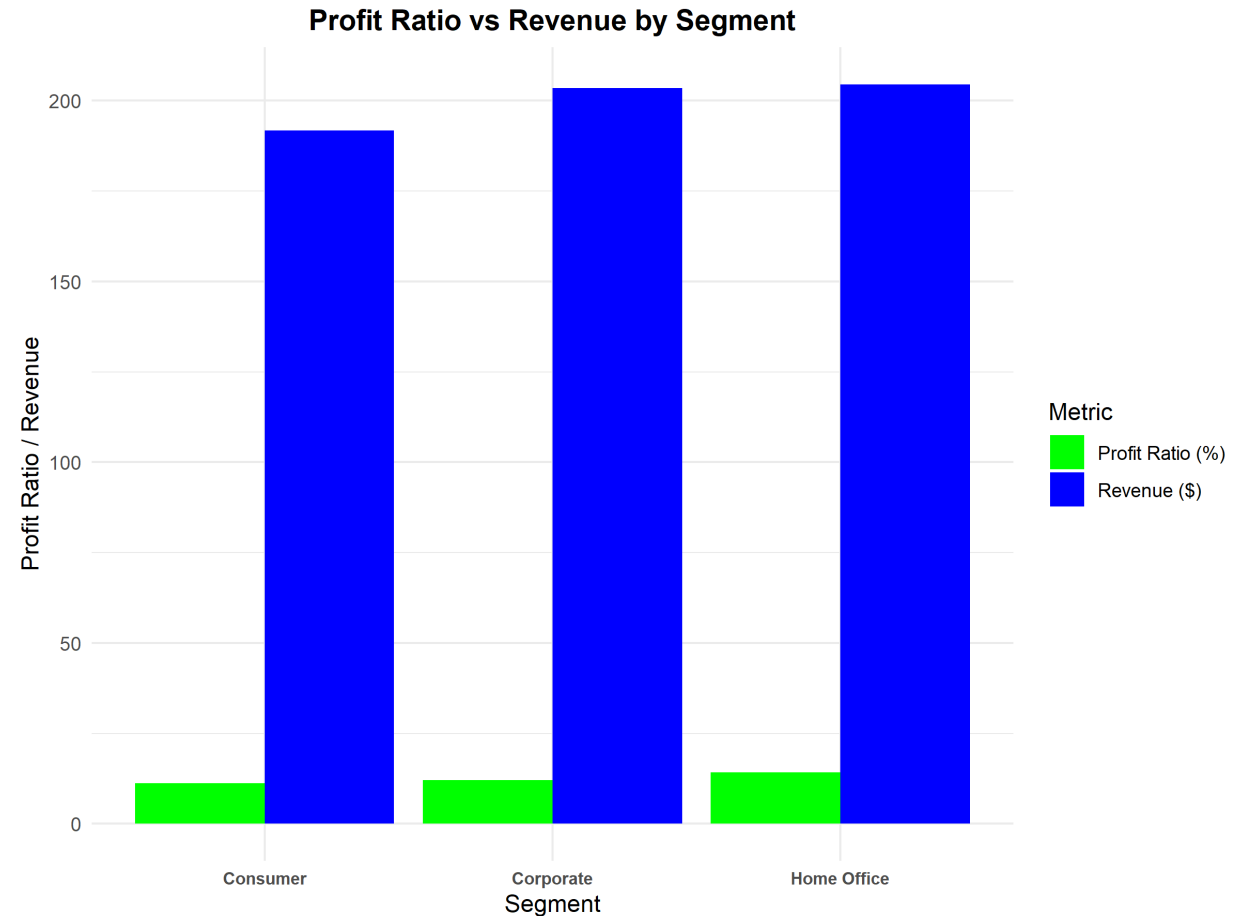
Data Summary

- **Data source:** Superstore Sample Dataset from [Kaggle](#)
- **Size:** ~ 10,000+ rows , 20+ columns
- **Prepared in R :** Using [readr](#) , [janitor](#) , [dplyr](#) , and [ggplot2](#) libraries
- **Columns used :** [Revenue](#) , [Profit & Profit Ratio](#) , [Segments](#) and [Ship Mode](#)
- Data was **cleaned** before importing into [Tableau](#) for visualization

Profit Ratio vs Revenue by Segment

INSIGHTS :

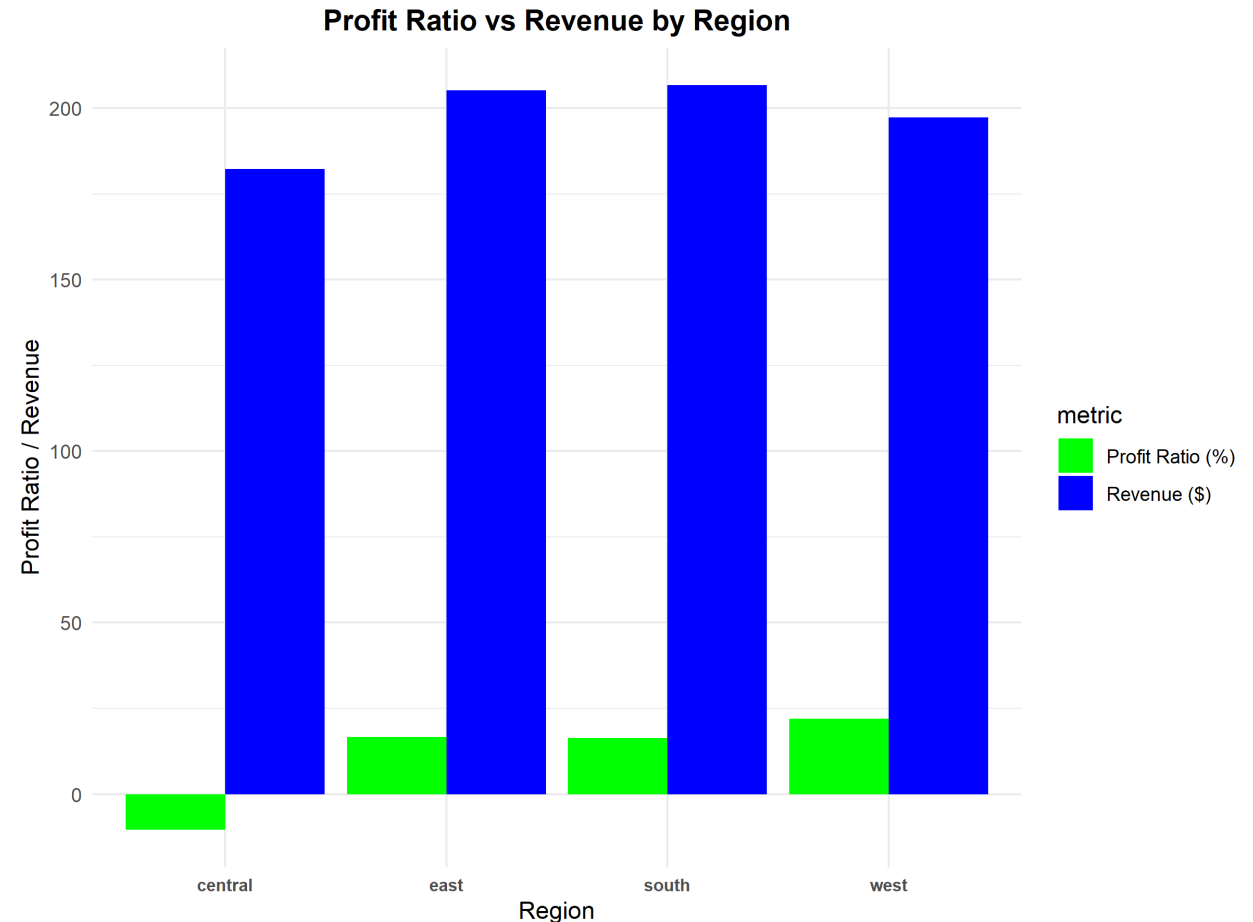
Home Office delivers the **highest revenue** and **profit ratio**, while **Consumers** shows **weaker Revenue**.



Profit Ratio vs Revenue by Region

INSIGHTS :

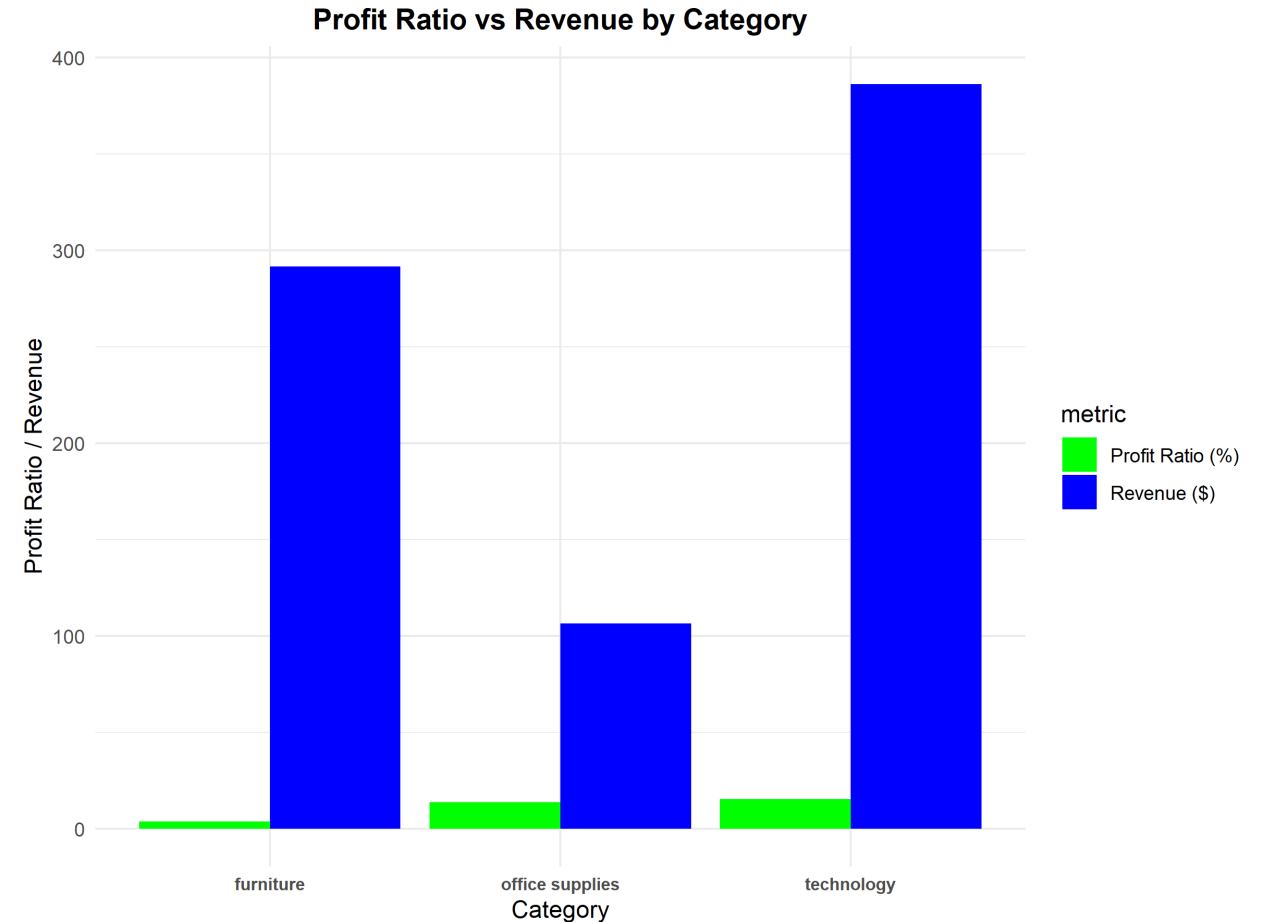
The **South Region** leads in both **Revenue** and **profitability**, whereas the **Central Region** lags behind with **lower margins** especially **negative profit ratio**



Profit Ratio vs Revenue by Category

INSIGHTS :

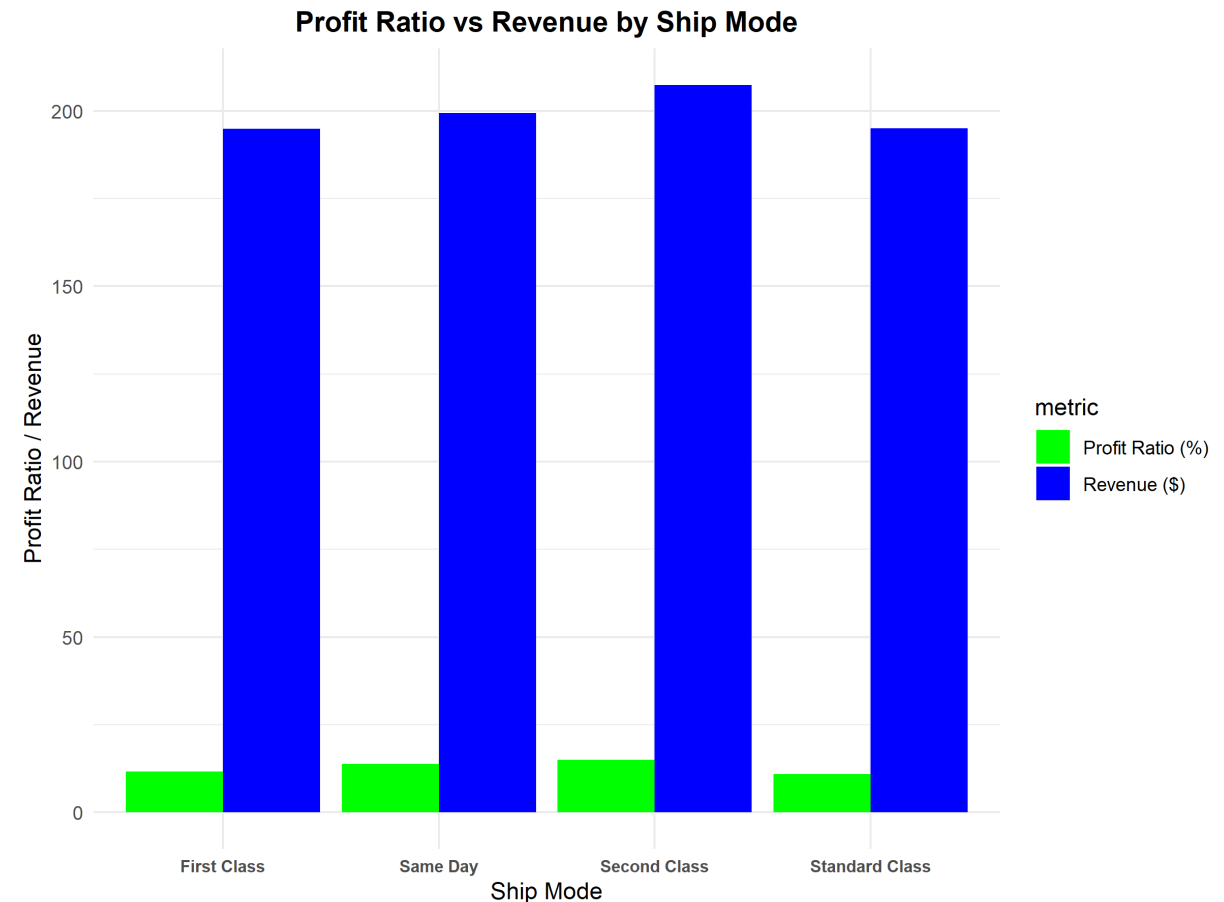
Technology and **Office Supplies** yield higher profit margins, while **Office Supplies** have least Revenue and **Furniture** holds very small Profit Ratio



Profit Ratio vs Revenue by Ship Mode

INSIGHTS :

Standard and **Same Day** shipping are **most cost-efficient**, while **Standard Class** and **First Class** raise costs and also with **good proportional gains**.



Recommendations

- **Prioritize Home Office Segment:** Enhance loyalty programs & promotions.
- **Improve Corporate Efficiency:** Optimize discounts, reduce shipping costs.
- **Focus on Profit Ratio Monitoring:** Track profitability alongside sales, not just revenue.
- Balanced focus on **efficiency + customer satisfaction** is key.



Thank you ..!