

SUPER STORE SALES ANALYSIS WITH DETAILS REPORT

Using POWER BI

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Details Report

2017

2018

2019

2020

Central

East

South

West

Total Orders

38K

Total Sales

2.30M

YOY %

46.88%

Total Profit

286.40K

Days To Ship

4

Product Name

Net sales

Total cost

Gross Profit margin %

Avery 5

5.76

2.94

8.51%



Xerox 20

6.48

3.37

7.41%



Avery Hi-Liter Pen Style Six-Color
Fluorescent Set

7.70

4.54

5.32%



Stockwell Gold Paper Clips

8.10

4.69

5.19%



Avery Hi-Liter Comfort Grip
Fluorescent Highlighter, Yellow Ink

7.80

4.76

5.00%



Grip Seal Envelopes

7.07

4.69

4.77%



Xerox 1969

11.56

5.90

4.24%



Xerox 1989

7.97

5.28

4.24%



4009 Highlighters

8.04

5.31

4.23%



Avery 482

11.56

6.13

4.07%



Avery 484

9.22

5.88

3.93%



Xerox 1984

12.96

6.61

3.78%



Maxell 4.7GB DVD+R 5/Pack

11.68

7.08

3.37%



Color-Coded Legal Exhibit Labels

14.73

7.51

3.33%



OIC Thumb-Tacks

13.00

7.85

3.04%



Xerox 1922

11.95

7.62

3.03%



Maxell 4.7GB DVD+R 5/Pack

11.68

7.08

3.37%



Total

22,97,200.86

20,10,803.84

0.00%

Year

Quarter

Month

Day

Sales

3 days rolling avg

2017

Qtr 1

January

1

16.45

2017

Qtr 1

January

2

152.25

2017

Qtr 1

January

3

16.45

108.01

2017

Qtr 1

January

4

288.06

1,571.57

2017

Qtr 1

January

5

19.54

1,504.60

2017

Qtr 1

January

6

4,407.10

2,247.13

2017

Qtr 1

January

7

87.16

63.85

2017

Qtr 1

January

8

47.69

2017

Qtr 1

January

9

40.54

35.10

2017

Qtr 1

January

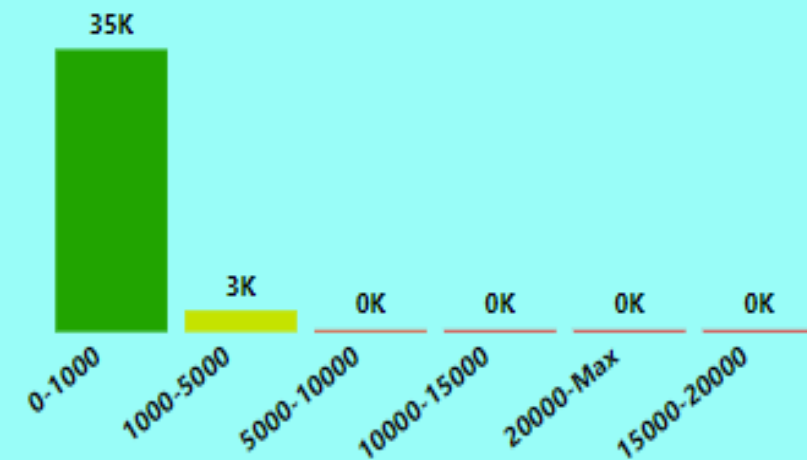
10

54.83

32.39

Sum of Quantity by Sales bucket

Sum of Sales 0.02M 0.66M 1.31M



PURPOSE OF THIS PROJECT

The super store sales analysis project using power bi is needed to gain valuable insights into the performance and trends of the store's sales data. By analyzing the data, the project aims to provide a comprehensive understanding of the store's sales, profitability, and efficiency. It allows the store management and stakeholders to make data-driven decisions, optimize operations, identify growth opportunities, and address potential challenges.

PROCESS

- 1) Data extraction – Gathering data from Kaggle.
- 2) Data exploration – Looking for patterns / trends, missing and duplicate & errors.
- 3) Data cleaning – Removing blanks, duplicate, errors, changing data formatting.
- 4) Data understanding – Data modeling and relationship building.
- 5) Data processing – Creating new measures and Dax EX for better analysis.
- 6) Data visualization – Interactive dashboard with KPI, slicer (Filter), trends.

TOPIC COVERED

- 1) Financial performance:** monitor and evaluate the store's financial performance by analyzing total sales and total profit, enabling stakeholders to assess the overall health of the business.
- 2) Growth analysis:** calculate year-over-year sales percentage to understand the growth trajectory of the store over time. This helps identify trends, opportunities, and areas that need improvement.
- 3) Shipment efficiency:** analyze the number of days to ship to ensure orders are processed promptly and customers are satisfied with their shopping experience.
- 4) Sales volume:** assess the total quantity of orders to understand sales volume patterns and predict demand for inventory planning.
- 5) Sales by region:** analyze sales data based on different regions to identify regional variations, customer preferences, and tailor marketing strategies to specific geographical areas.
- 6) Sales and profit by month:** identify seasonal trends in sales and profitability to optimize inventory management, marketing campaigns, and resource allocation.
- 7) Category and top 5 subcategory sales:** understand the performance of different product categories and identify the top-performing subcategories. This information can influence inventory decisions and marketing focus.
- 8) Sales by segment and ship modes:** analyzing sales based on customer segments and shipping modes helps in understanding customer preferences and optimizing logistics.
- 9) Profit and sales by state (map visual):** presenting profit and sales data on map visual helps identify high-performing states and potential areas for expansion or improvement.
- 10) Detailed product-wise report:** provide granular insights into individual product performance, including net sales, total cost, and gross profit margin %. the inclusion of a 3-day rolling average and sales bucket column provides a deeper understanding of sales patterns.
- 11) Interactivity through slicers:** the slicers for year and region enable interactive data exploration, allowing users to filter and focus on specific time periods and regions to gain personalized insights.