SALES PERFORMANCE ANALYSIS REPORT

On: *Superstore sales dataset*

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Tools used: *Python*

1. Introduction summary

This report analyzes superstore sales data to identify revenue trends and business growth opportunities. The goal of this analysis is to understand which products, categories and regions generate the most sales, and to provide actionable recommendations to improve performance.

2. Business objectives

The main business questions addressed in this project include

- Products that generated the most revenue
- How sales and profit change over time
- Which categories perform best
- Which regions contribute the most profit
- Where the business should focus to grow faster

3. Data cleaning and preparation

The following steps were used to clean and prepare the dataset

- Removed duplicate rows
- Converted order date and ship date to datetime format
- Checked for missing values
- Created new columns: year, month-year, profit margin

This ensured the dataset was clean and ready for analysis.
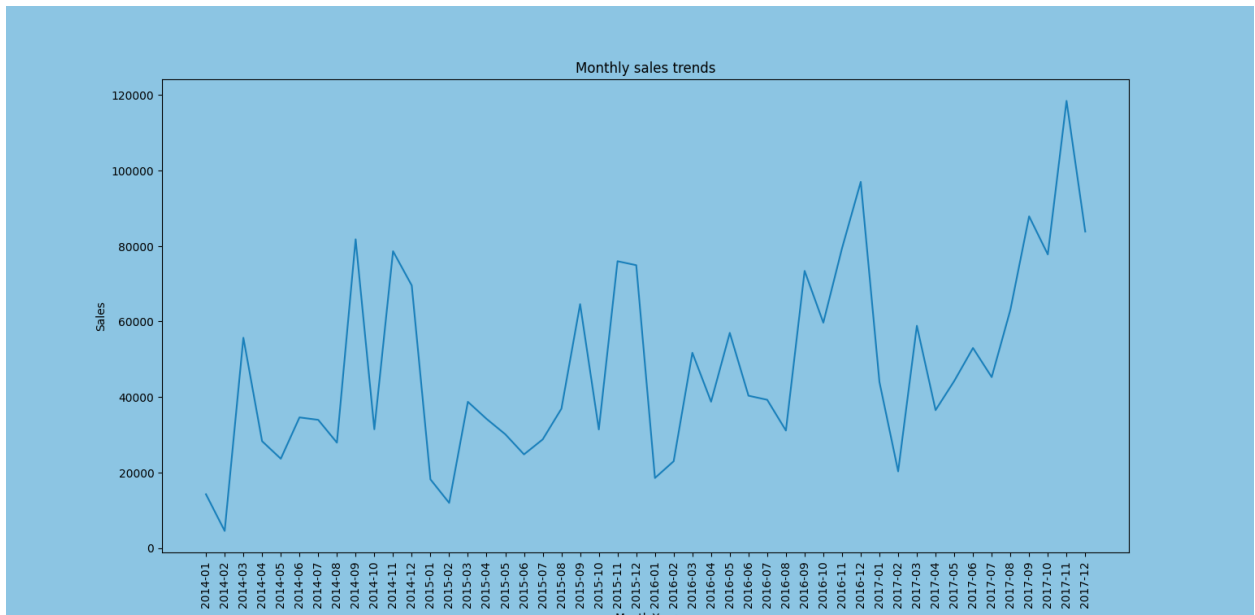
4. Key performance Indicators(KPIs)

The following KPIs were calculated:

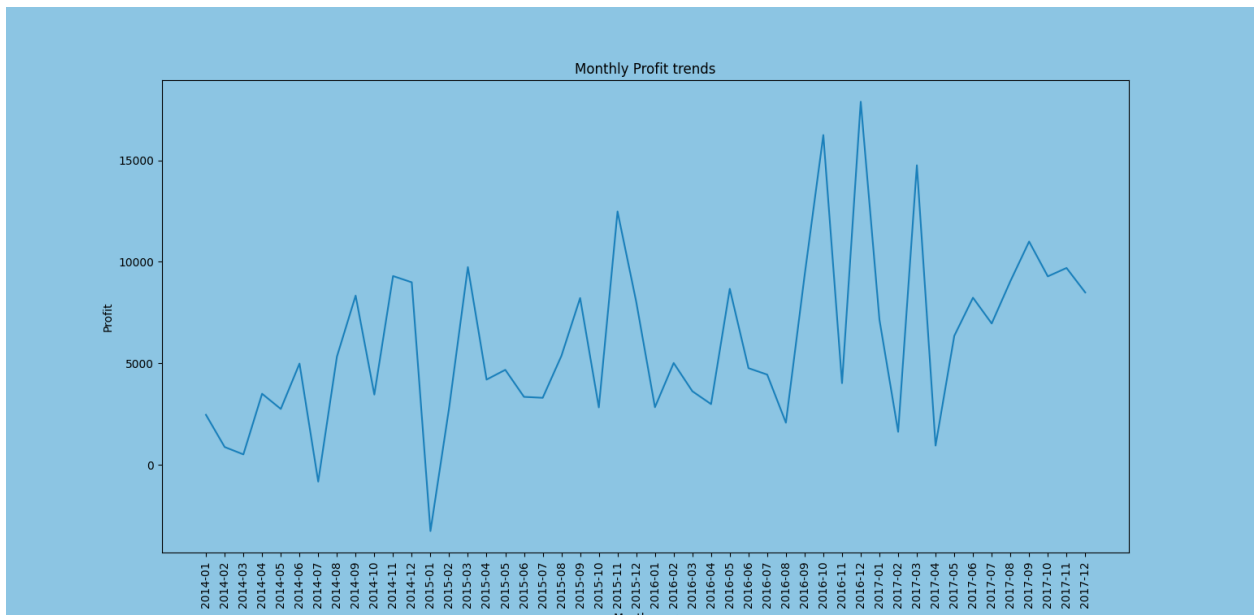| KPI	Value
Total sales	R 2297200.8603000003
Total profit	R 286397.0217
Profit margin	12.467217240315604%
Total orders	5009
Average order value	R 458.61466566180883

5. Analysis

Revenue trends over time:
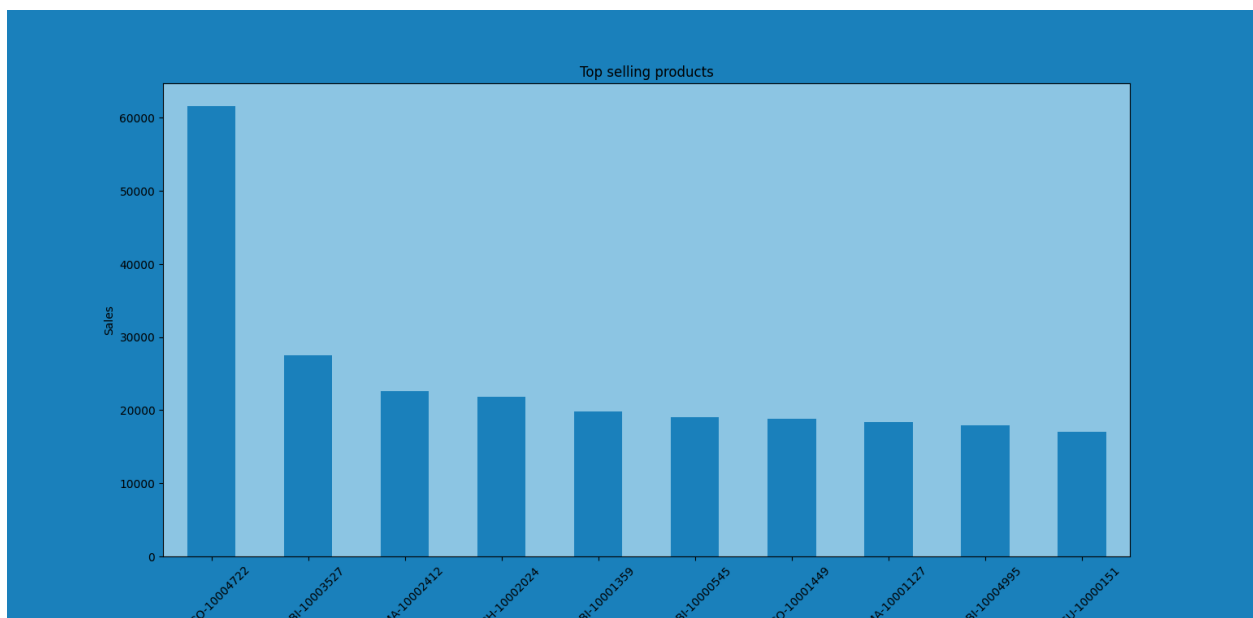
- Monthly sales trend

Sales increase significantly in the last quarter, which means demand is seasonal and marketing efforts during Q4 can increase revenue.
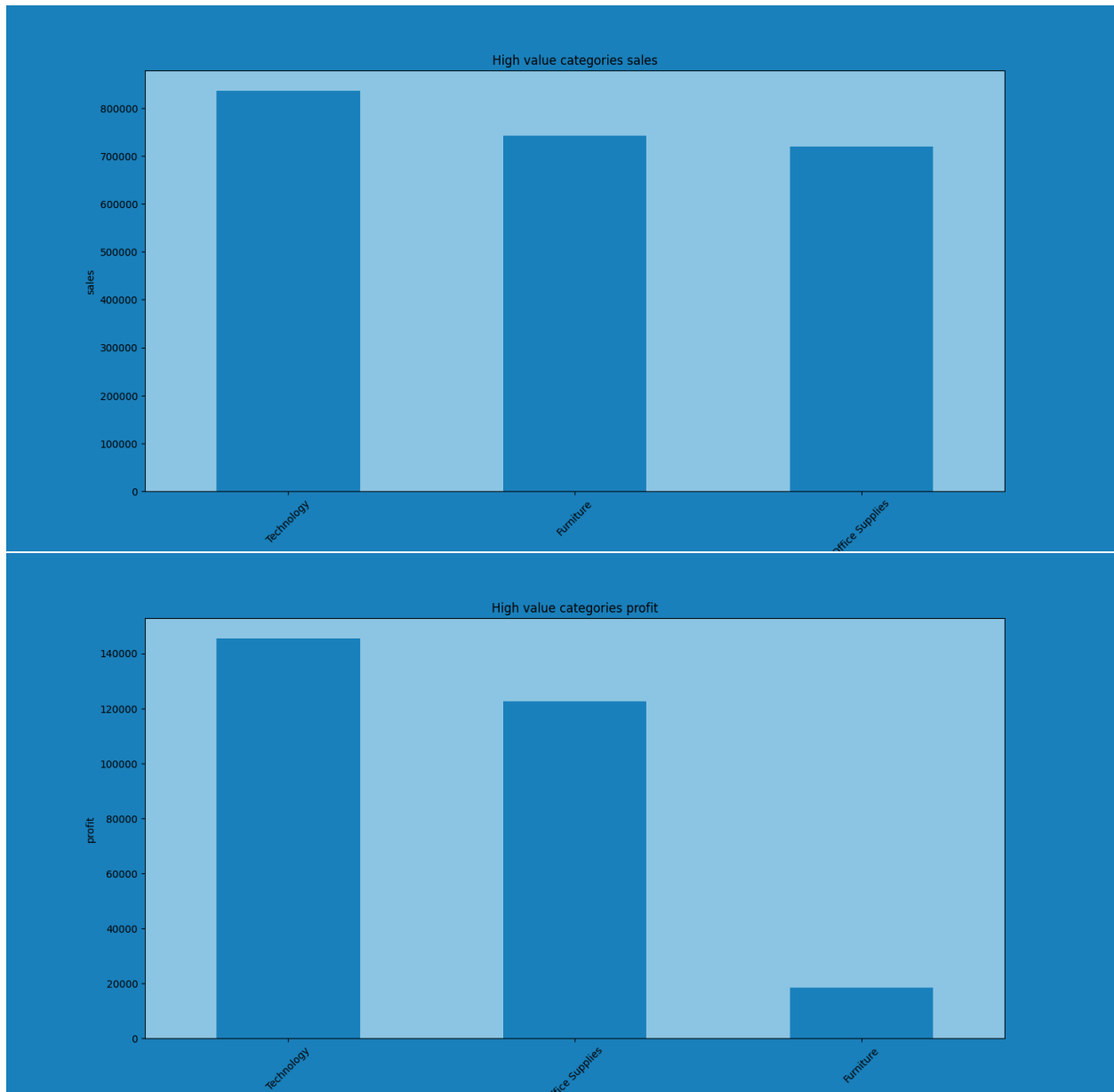
- Monthly profit trend

Profit trends follow sales trends but not all months with high sales generate high profit. Some months show high sales but lower profit due to discounting or shipping cost. Revenue growth does not always equal profit growth, highlighting the importance of margin control
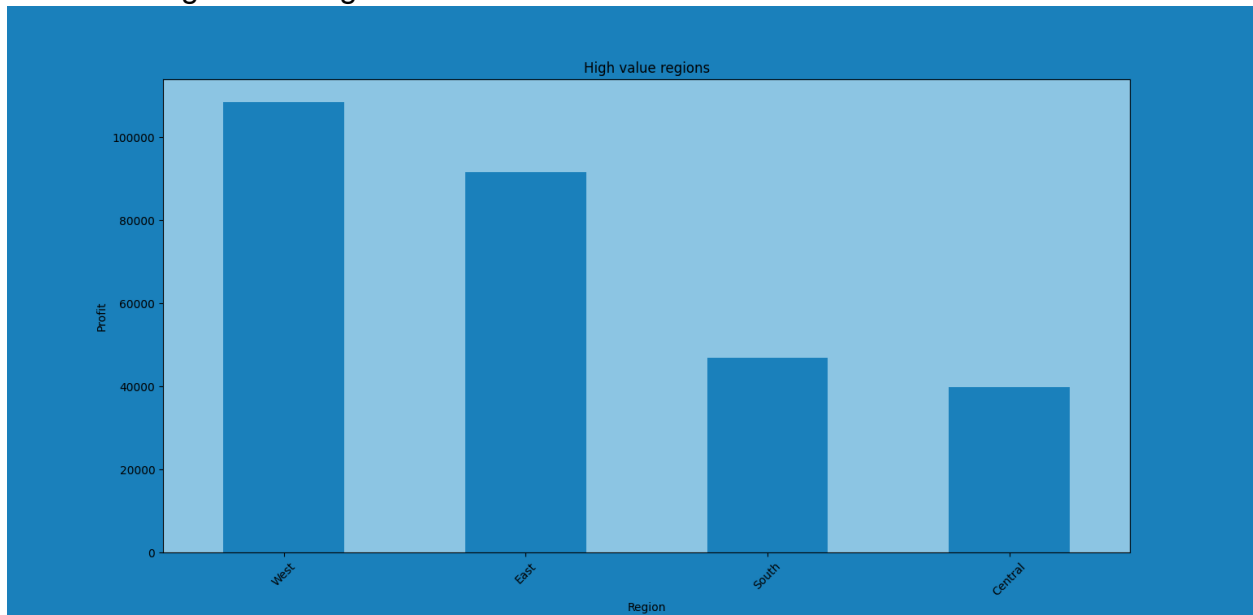
- Top-selling products

High-value categories and regions:

- High value categories

Technology generates the highest sales and profit, office supplies shows a stable profit margin, furniture bas a lower profit margin compared to sales. Furniture may require better pricing or shipping cost

- High value regions

The west region contributes the highest profit, central region shows weaker profitability, and east region has consistent performance. The business should prioritize expansion in profitable regions and investigate issues in lower performing regions.

6. **Business recommendations**
   - Increase marketing and inventory investment in categories like technology and office supplies products
   - High discounts reduce profit, the business should limit discounting on products with already low margins
   - Increase sales efforts and customer acquisition in the west and east region where profit performance is strongest
   - Sales peak in the last quarter therefore the company should prepare and increase stock levels before peak months, should run targeted holiday campaigns and improve delivery capacity

7. **Conclusion**

This project demonstrates how sales data can be used to support business decision making. The analysis highlights profitable categories and regions, identifies loss-making product areas and shows strong seasonal demand patterns. If the business implements the recommendations, it can increase profitability, reduce losses and scale faster by focusing on the best performing areas.