

GLOBAL SUPER STORE PORTAL

Analysis

INTRODUCTION

"I have an **global super store dataset** containing online order details from **January 1, 2011, to December 31, 2014**. The dataset encompasses:

- **Order details:** Order ID, date, and status
- **Shipping details:** Destination, shipping method
- **Product details:** Product ID, name, category, and price
- **Customer details:** Customer ID, name, location, and contact information
- **Profit:** Revenue and profit margin for each order

Analyzing this dataset can provide valuable insights into:

- **Sales trends:** Seasonal fluctuations and overall growth
- **Best-selling products:** Top-performing products, categories
- **Customer behavior:** Purchase frequency, average order value, and customer loyalty
- **Product performance:** Profitability, sales velocity, and product lifecycle analysis

By exploring this dataset, we can gain a deeper understanding of **customer behavior, sales patterns, and product performance**, ultimately informing data-driven business decisions."

KIPs INSIGHT

TOTAL ORDER

Total_order
24958

```
SELECT COUNT(DISTINCT(Order_ID)) AS Total_order  
FROM global_superstore2;
```

TOTAL SALES

Total_sales
12617751

```
SELECT ROUND(SUM(SALES),0) AS Total_profit  
FROM global_superstore2;
```

TOTAL PROFIT

Total_profit
3301970

```
SELECT ROUND(SUM(Profit),0) AS Total_profit  
FROM global_superstore2;
```

TOTAL SALE QTY

Total_sale_qty
177188

```
SELECT round(SUM(Quantity),0) AS Total_sale_qty  
FROM global_superstore2;
```



SALES TREND YEAR OVER YEAR

INSIGHTS:

- **Consistent Sales Growth:** The super store's sales have consistently increased by 20% year over year, indicating a strong upward trend.
- **Future Sales Projections:** Based on this trend, we can expect a 20% increase in sales next year, providing a valuable forecast for future growth.
- **Shift to E-commerce:** The data suggests a steady shift in consumer behavior, with more people turning to e-commerce platforms year after year, presenting opportunities for further growth and expansion.

```
SELECT  YEAR(Order_Date) AS O_year,
        ROUND(SUM(sales), 0) AS Total_sales,
        ROUND((SUM(sales) - LAG(SUM(sales))
        OVER (ORDER BY YEAR(Order_Date))) * 100.0 /
        LAG(SUM(sales)) OVER (ORDER BY YEAR(Order_Date)), 2
        ) AS Percentage_Increase

FROM global_superstore2
GROUP BY YEAR(Order_Date)
ORDER BY O_year;
```

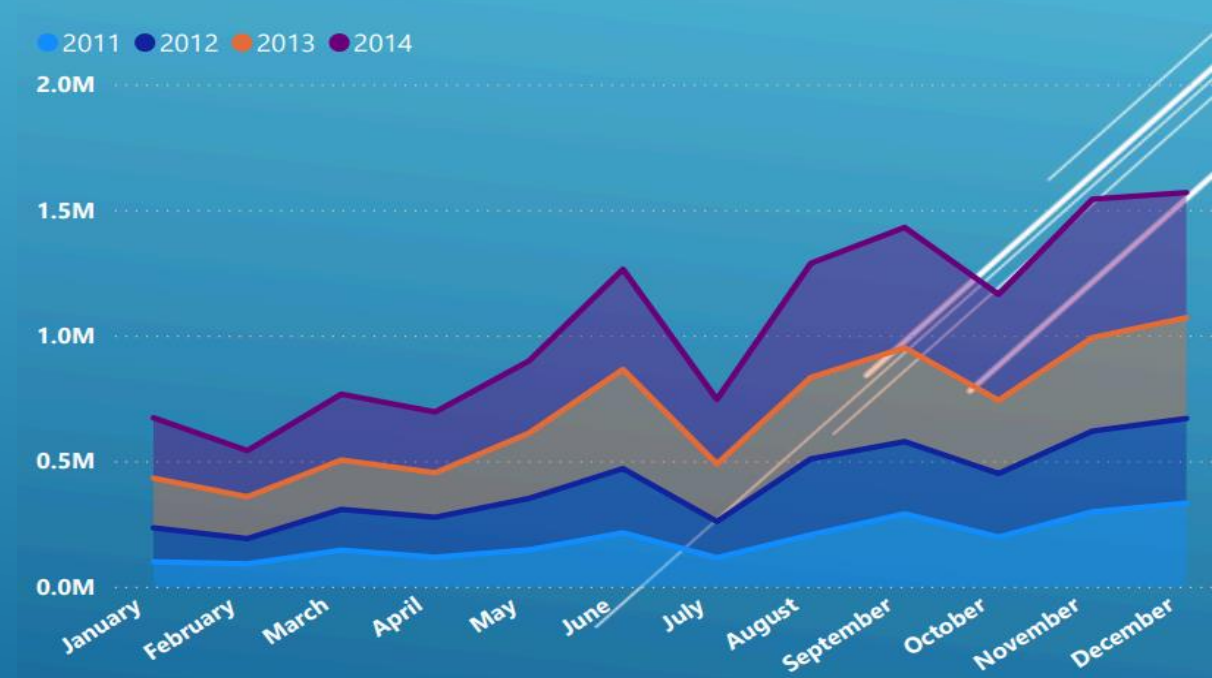
O_year	Total_sales	Percentage_Increase
2011	2256967	NULL
2012	2671332	18.36
2013	3397806	27.2
2014	4291645	26.31

YEAR OVER YEAR MONTH SALES

INSIGHTS:

- **Stable Sales Period:** January to April sales remain stable, indicating a consistent customer base during this time.
- **Peak Sales Months:** June, September, and November show significant sales increases, presenting opportunities to capitalize on these peak periods.
- **Targeted Improvement:** Focusing on the three peak months (June, September, and November) can lead to substantial sales growth.
- **Strategic Recommendations:** - Offer targeted promotions and discounts during peak months to attract customers.
- - Analyze customer behavior and preferences to inform tailored offerings and improve sales conversion rates.

```
SELECT YEAR(Order_Date) AS O_YEAR ,MONTHNAME(Order_Date) AS  
MONTH, ROUND(SUM(sales),0) AS Total_Sales  
FROM global_superstore2  
WHERE YEAR(Order_Date) = 2011  
GROUP BY MONTH,MONTH(Order_Date), O_YEAR  
ORDER BY MONTH(Order_Date) ASC;
```



COUNTRY WISE SALES

INSIGHTS

- The Global Super Store has a strong international presence, with sales in 147 countries.
- The top 10 countries account for a significant portion of total sales, indicating a concentrated customer base.
- 1. United States
- 2. Australia
- 3. France
- 4. China
- 5. Germany
- 6. Mexico
- 7. India
- 8. United Kingdom
- 9. Indonesia
- 10. Brazil

```
SELECT COUNT(DISTINCT(Country)) AS COUNTRY_COUNT  
FROM global_superstore2;
```

COUNTRY_COUNT
147

```
SELECT Country ,ROUND(SUM(sales),0) AS Total_sales  
FROM global_superstore2  
GROUP BY Country  
ORDER BY Total_sales DESC  
LIMIT 10;
```

Country	Total_sales
United States	2272450
Australia	925236
France	858931
China	700562
Germany	628840
Mexico	622591
India	589650
United Kingdom	528576
Indonesia	404887
Brazil	361106

PRODUCT PERFORMANCE

INSIGHTS

- Identify top-selling products in each category to focus marketing efforts.
- Analyze customer preferences and purchasing habits to inform product development.
- Consider bundling or discounting related products to increase sales.

RECOMMENDATIONS:-

- Develop targeted marketing campaigns for top-selling products.
- Expand product offerings in high-demand categories.
- Offer loyalty programs or rewards for frequent customers.- Improve product visibility through strategic placement on the website or in-store.

```
SELECT Category,Product_Name, ROUND(SUM(sales),0)
AS Total_sales
FROM global_superstore2
WHERE Category = "Technology"
GROUP BY Category,Product_Name
ORDER BY Total_sales DESC
LIMIT 10;
```

TECHNOLOGY

Product_Name	Total_sales
Apple Smart Phone, Full Size	86936
Cisco Smart Phone, Full Size	76442
Motorola Smart Phone, Full Size	73156
Nokia Smart Phone, Full Size	71905
Canon imageCLASS 2200 Advanced Copier	61600
Samsung Smart Phone, Cordless	48653
Nokia Smart Phone, with Caller ID	47878
Samsung Smart Phone, VoIP	45406
Cisco Smart Phone, with Caller ID	43128
Cisco Smart Phone, Cordless	41022

OFFICE SUPPLIES

Product_Name	Total_sales
Eldon File Cart, Single Width	34388
Hoover Stove, White	32843
Hoover Stove, Red	31664
Rogers File Cart, Single Width	29466
Smead Lockers, Industrial	28992
Hamilton Beach Stove, Silver	28657
Rogers Lockers, Blue	28215
Fellowes PB500 Electric Punch Plastic Comb Bind...	27453
Smead File Cart, Single Width	25397
Smead Lockers, Blue	24776

FURNITURE

Product_Name	Total_sales
Hon Executive Leather Armchair, Adjustable	58193
Office Star Executive Leather Armchair, Adjust...	50662
Harbour Creations Executive Leather Armchair, ...	50122
SAFCO Executive Leather Armchair, Black	41924
Novimex Executive Leather Armchair, Adjustable	40585
Sauder Classic Bookcase, Traditional	39108
Novimex Executive Leather Armchair, Red	38815
Harbour Creations Executive Leather Armchair, ...	32231
Office Star Executive Leather Armchair, Black	29422
Hon Executive Leather Armchair, Black	29245

CUSTOMER ANALYSIS

INSIGHTS:

- These customers are consistently placing orders, indicating loyalty and frequent need for products.

RECOMMENDATION:

- Offer loyalty programs or rewards to these customers to encourage continued loyalty.
- Analyze their order history to identify favorite products and offer personalized recommendations.
- Consider assigning a dedicated customer service representative to ensure their needs are met and to build strong relationships.

```
WITH RankedOrders AS (  
  SELECT YEAR(Order_Date) AS Year, MONTHNAME(Order_Date) AS Month, MONTH(Order_Date) AS M, Customer_ID, COUNT(Order_ID) AS Order_Count,  
  ROW_NUMBER() OVER (PARTITION BY YEAR(Order_Date), MONTH(Order_Date) ORDER BY  
  COUNT(Order_ID) DESC) AS Rank_a
```

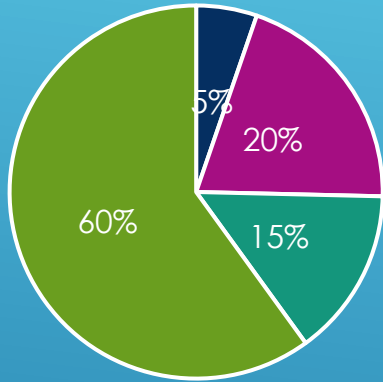
```
FROM global_superstore2
```

```
GROUP BY YEAR(Order_Date),MONTH(Order_Date),MONTHNAME(Order_Date), Customer_ID)
```

```
SELECT *  
FROM RankedOrders  
WHERE Rank_a <= 10 AND Year = 2011 AND M = 1  
ORDER BY Year, M, Rank_a;
```

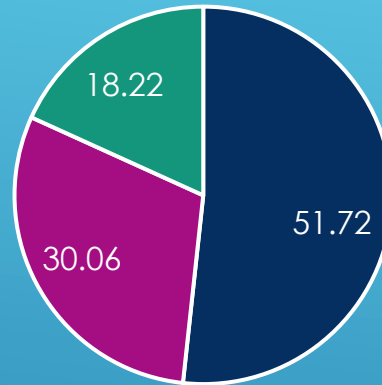
Year	Month	M	Customer_ID	Order_Count	Rank_a
2011	January	1	HL-15040	12	1
2011	January	1	ER-3855	10	2
2011	January	1	ME-17320	7	3
2011	January	1	XP-21865	7	4
2011	January	1	AS-10240	7	5
2011	January	1	TS-21610	6	6
2011	January	1	JF-5355	6	7
2011	January	1	SD-20485	6	8
2011	January	1	DP-3165	6	9
2011	January	1	SC-10440	6	10

SHIP MODE



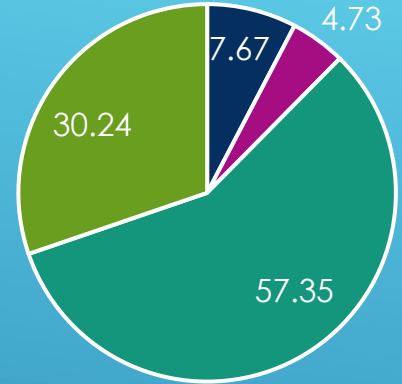
■ Same day
■ Second class
■ First class
■ Standard class

SEGMENT



■ Consumer
■ Corporate
■ Home Office

ORDER PRIORITY



■ Critical
■ Low
■ Medium
■ High

```

SELECT Order_priority,
       ROUND((COUNT(Order_priority) * 100.0 / (SELECT COUNT(*) FROM global_superstore2)),2) AS Percentage
FROM global_superstore2
GROUP BY Order_priority;
    
```

GLOBAL SUPER STORE

SALES ANALYSIS 2011 TO 2014

sale report

Product report

TOTAL SALES

\$12.57M

TOTAL PROFIT

\$1.46M

TOTAL ORDER

\$24.70K

TOTAL SALE QTY

\$174.87K

AVG SALES

\$251.97

Category

All

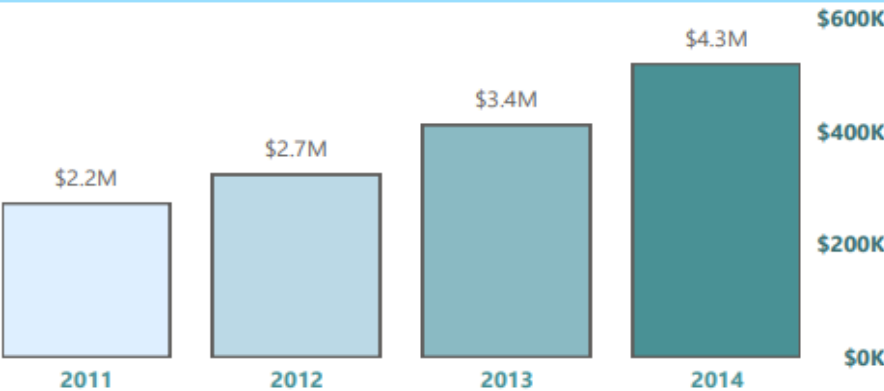
State

All

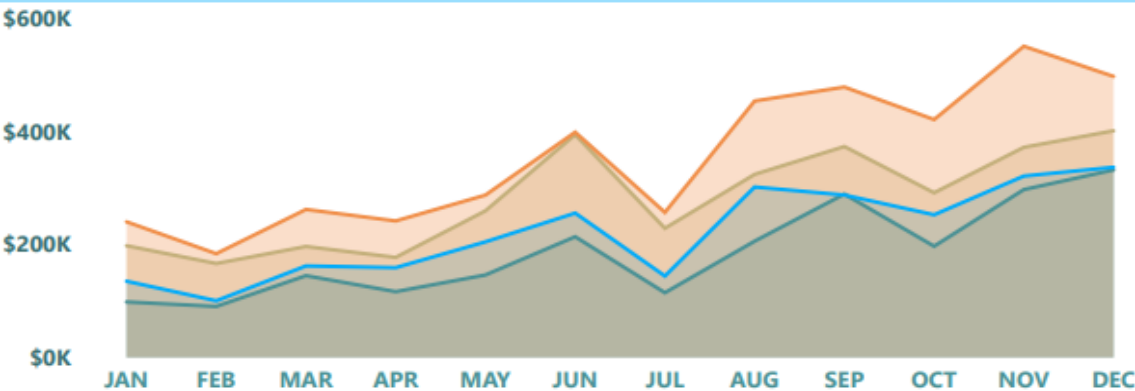
City

All

YEAR OVER YEAR TOTAL SALES



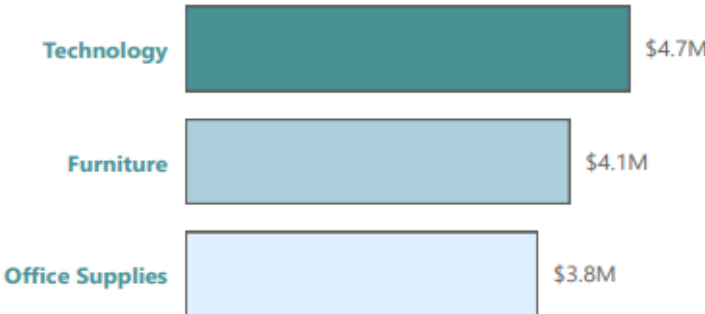
MONTH OVER MONTH SALES



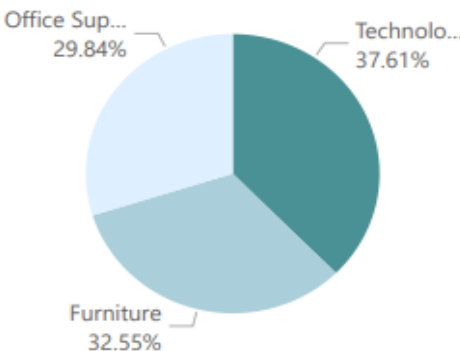
INSIGHTS

- Across all 4 year, Total sales ranged from **2.2M** to **4.2M**.
- 2014 accounted for **34.02%** of Total sales.
- NOV in year 2014 made up **4.39%** of Total sales.
- Technology accounted for **37.61%** of Total sales.

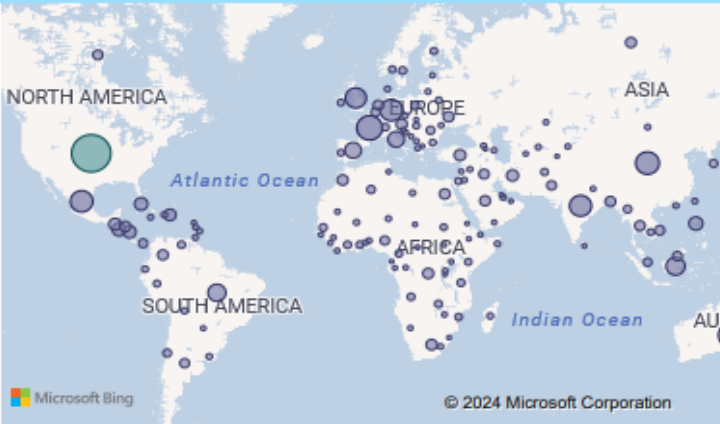
CATEGORY WISE TOTAL SALES



CATEGORY SALES IN %



COUNTRY WISE TOTAL SALES



PRODUCT & CUSTOMER ANALYSIS

sale report

Product report

year

All

Category

All

State

All

City

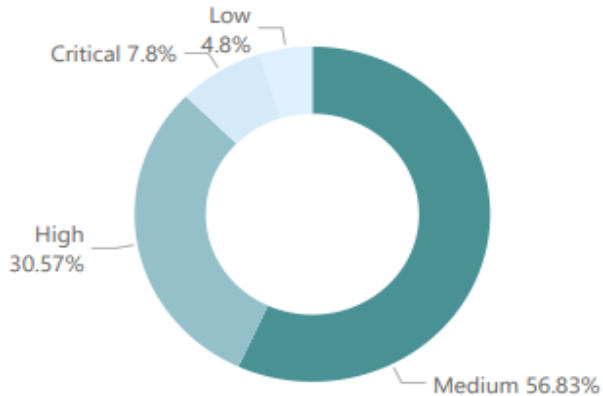
All

INSIGHTS

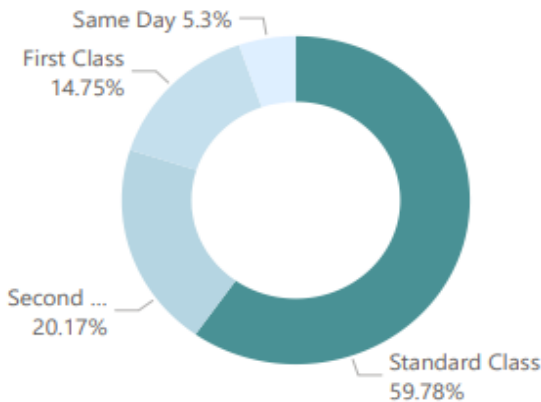
- Across Top 10 Product, Sum of Sales ranged from 47,877.79 to 86,935.78.
- Across lowest 10 Product, Sum of Sales ranged from 3,040.80 to 5244.
- Apple Smart Phone, Full Size accounted for 13.91% of Sum of Sales.

BEST TOP 10 SALLING PRODUCT			LOWEST 10 SALLING PRODUCT		
Apple Smart Phon...		86.94K	Hoover R...		\$5.77
Cisco Smart Phon...		76.44K	Avery 5		\$5.76
Motorola Smart P...		73.16K	SANFOR...		\$5.68
Nokia Smart Phon...		71.90K	Avery 502		\$5.04
Canon imageCLAS...		61.60K	Newell 308		\$5.04
Hon Executive Lea...		57.53K	Acco Eco...		\$4.18
Office Star Executi...		50.66K	Avery Hi...		\$3.90
Harbour Creations...		50.12K	Stockwell...		\$3.68
Samsung Smart P...		48.65K	Avery Hi...		\$3.38
Nokia Smart Phon...		47.88K	Maxell 4...		\$2.97

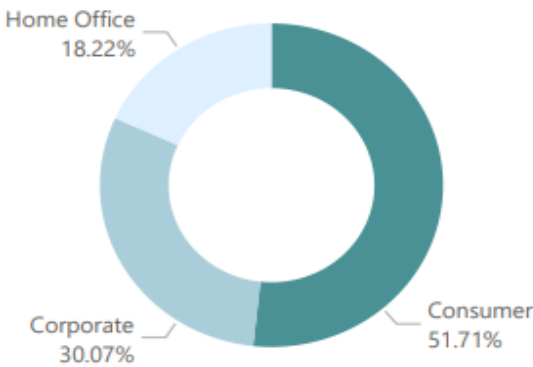
ORDER PRIORITY IN %



SHIP MODE IN %



CUSTOMER SEGMENT IN %




TOP 10 REGULAR CUSTOMER

Customer ID	Count of Order	Total order sum
BE-11335	94	27,158.02
PO-18850	93	25,165.19
JG-15805	90	22,015.39
SW-20755	89	23,321.58
EM-13960	83	25,217.32
CK-12205	82	13,603.44
MP-17965	82	17,224.21
BW-11110	81	30,613.62
MY-18295	81	25,546.84
AF-10870	79	26,481.11
ZC-21910	79	28,458.78

SUMMAERY

Our top-selling categories are Technology, Furniture, and Office Supplies, with peak sales in June, September, and November. Top 10 customer are our most frequent customers. We see consistent growth and opportunities for personalized marketing, loyalty programs, and product expansion. By understanding customer behavior and preferences, we can drive sales and improve customer satisfaction. This insights will help inform business decisions and drive growth.

Three white lines of varying lengths and slopes are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

THANK YOU

