

Supermarket Sales Report

Central

East

South

West

Total count of customer Id

793

Total no. of orders

9800

Total no. of sales

2.26M

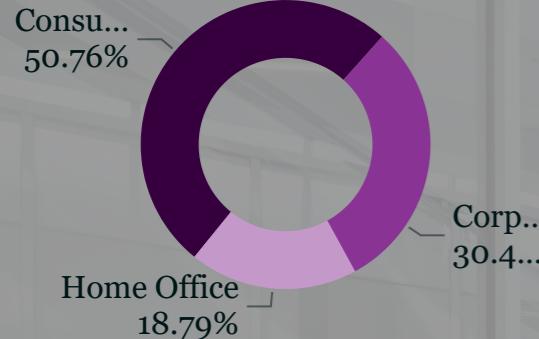
Total no. of product Id

1861

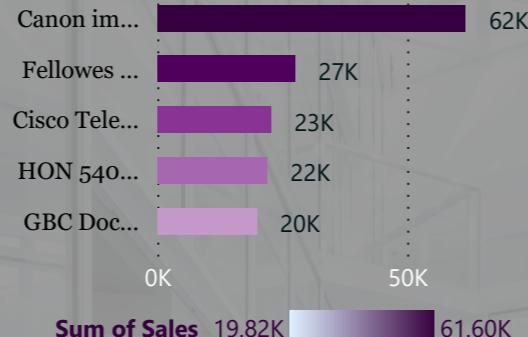
Total growth %

46.9%

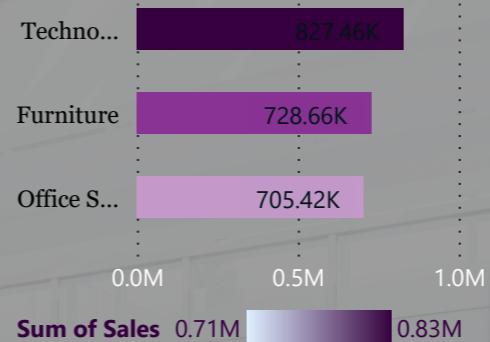
Sales by Segment



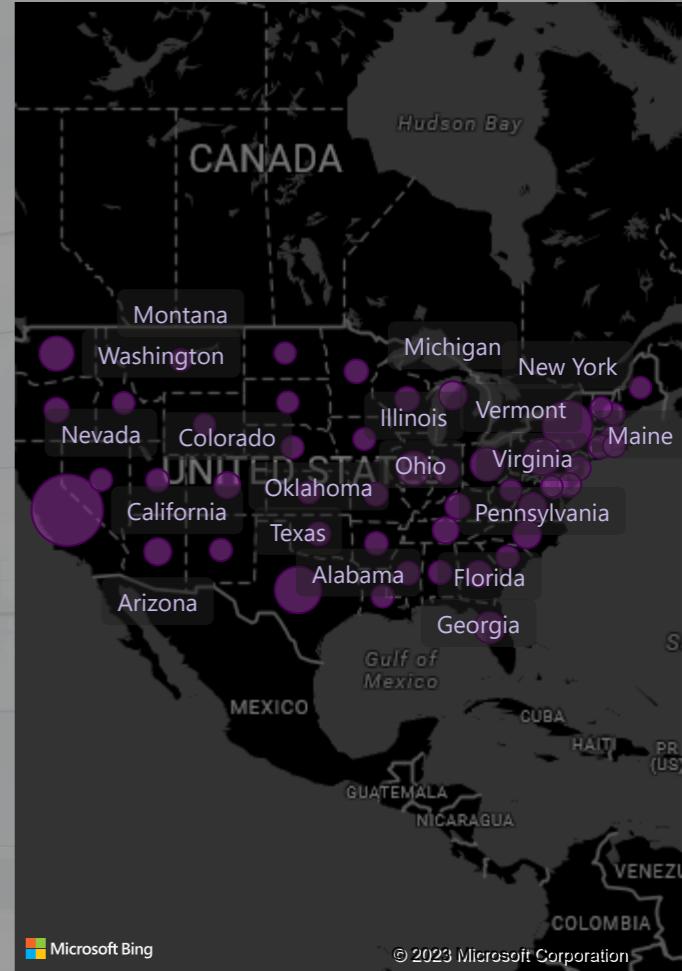
Sales by Product Name



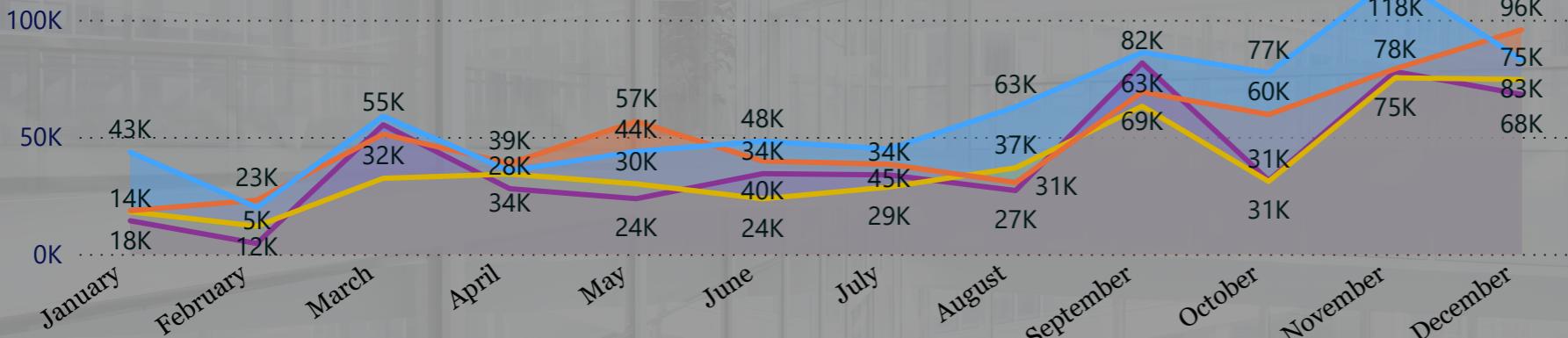
Sales by Category



Orders by State

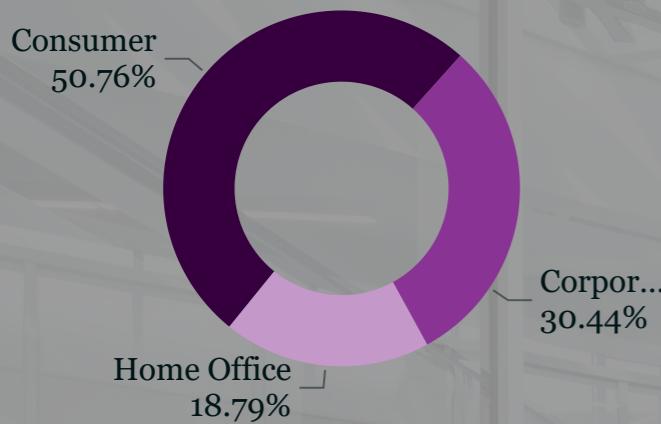


Sales by Month and Year

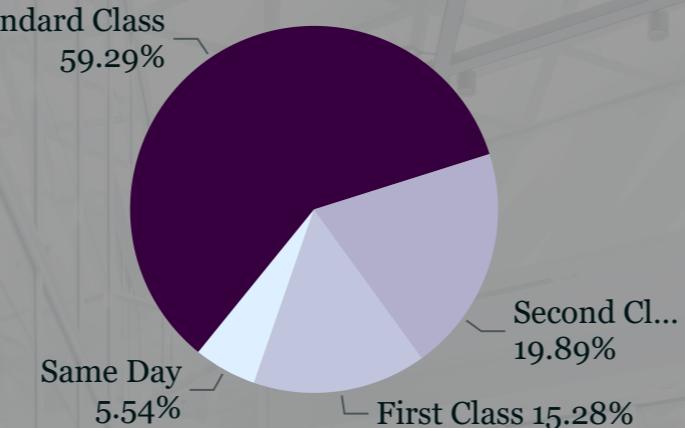


Sales Report On Customer Analysis

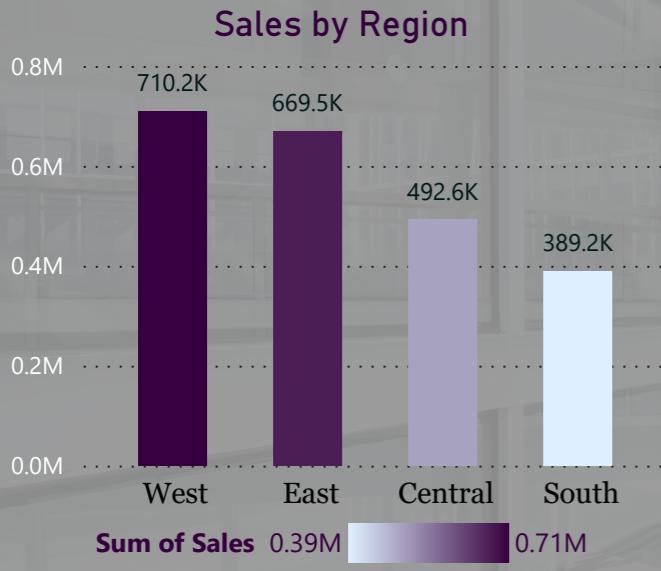
Sales by Segment



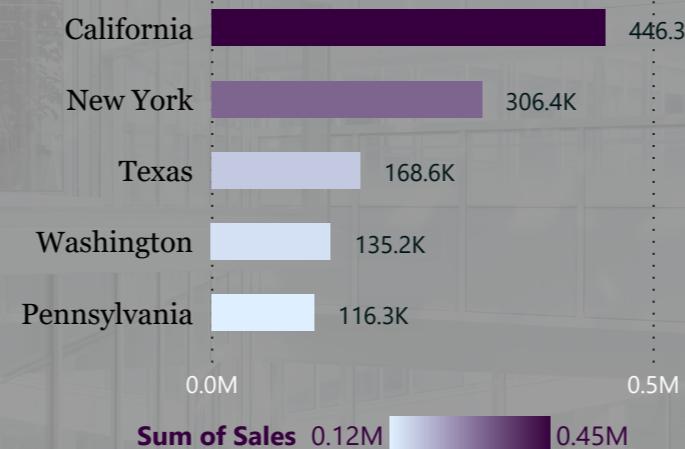
Sales by Ship Mode



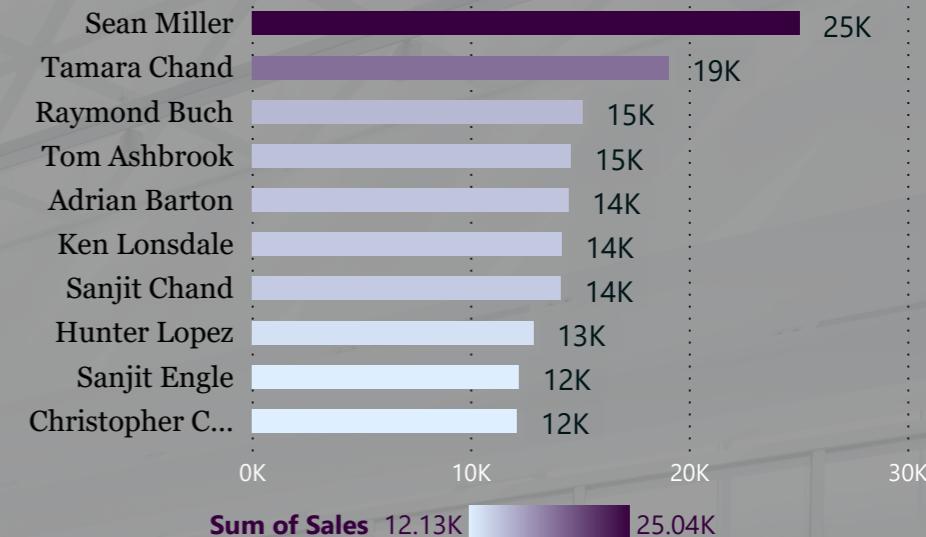
Sales by Region



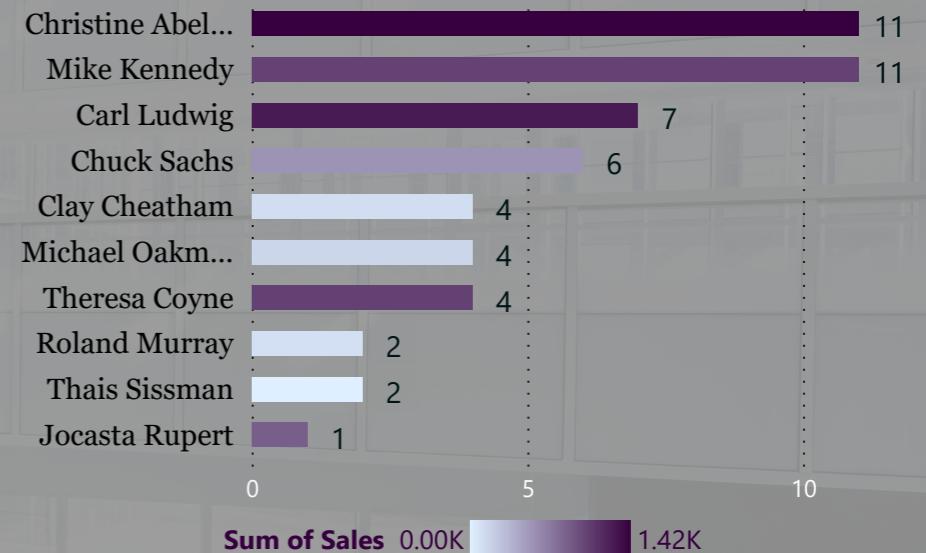
Top 10 State with Highest Sales



Top 10 Valuable Customers



Top 10 Active Buyers



Report View Conclusions :

1. Superstore has total sales 2.26M for 4 years from 2015 to 2018.
2. Technology category has highest sales which is 827.46k followed by furniture and office supplies.
3. Highest sales in November 2018 and lowest in February 2016.
4. Valuable customer who has spent highest amount Sean has spent highest than other 9.
5. In customer demographic there are top 10 Active buyers which continued bought products Christine and Mike has highest orders which is 11.
6. Canon image copier has highest sales in 2018.
7. Consumer segment is at top for selling products.
8. California is State which has highest sales which is west region followed by east .

Recommendations:

1. By looking report we can say that capitalize on November sales by running targeted campaigns and offering discounts during this period.
2. We have to focus on the consumer segment and cater to their specific needs and preferences.
3. Target to enhance the Canon Image Copier, the highest-selling product in 2018.
4. By above dashboard report expanding the sales efforts in California, the state with the highest sales in the West region.
5. Focusing on Prioritize valuable customers like Sean and implement personalized strategies to retain and upsell to them.
6. Also Enhance the Technology category by expanding product offerings and providing excellent customer service.
7. Nurture and reward active buyers like Christine and Mike, while engaging other active customers.