

OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

DESCRIPTION

The objective can be broken down into the following detailed components:

1. Dashboard Creation: Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. Data Analysis: Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. Sales Forecasting: Leverage historic data and apply time series generate sales forecasts for next 15 days .
4. Actionable Insights and Recommendations: End goal is to insights and actionable information that can drive strategic decision support the supermarket's goals for growth, efficiency, satisfaction.

Super Store Sales Dashboard

Central

East

South

West

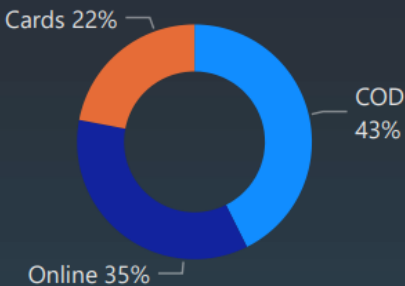
Sales
1.6M

Sales
22K

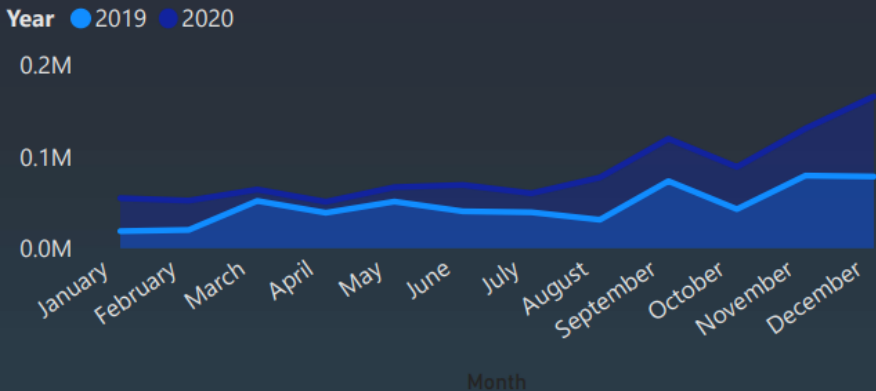
Sales
175K

Sales
4

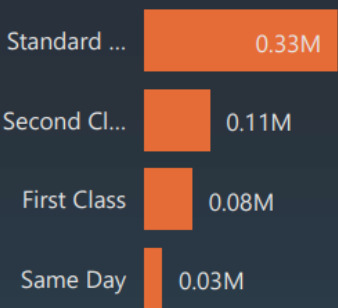
Sum of Sales by Payment Mode



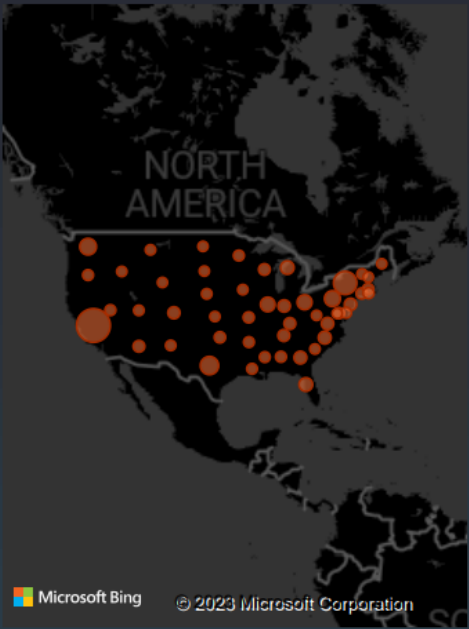
Monthly Sales by YOY



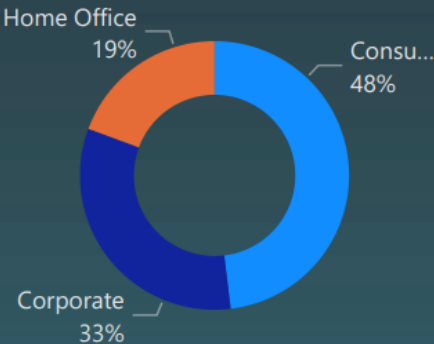
Sales by Ship Mode



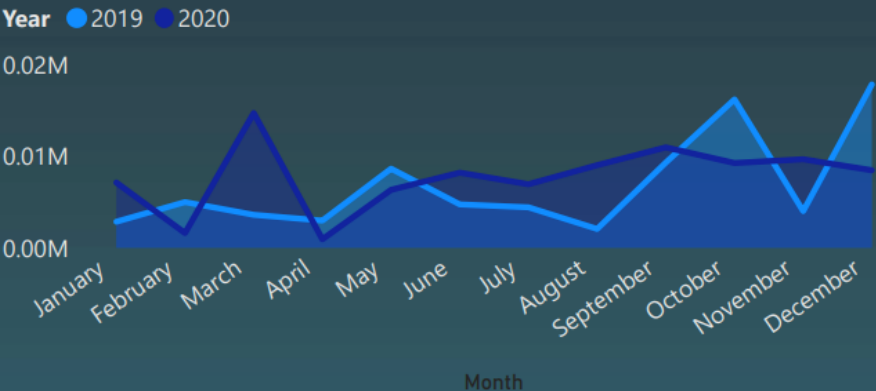
Sum of Sales and Sum of Profit by State



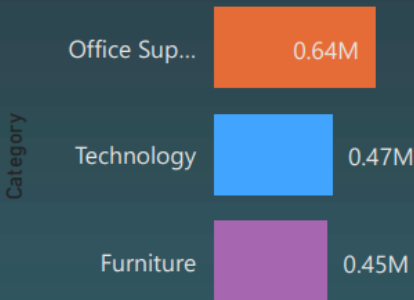
Sum of Sales by Segment



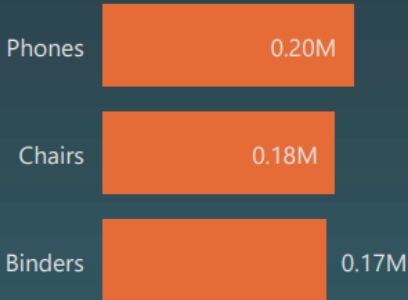
Monthly Profit by YOY



Sales

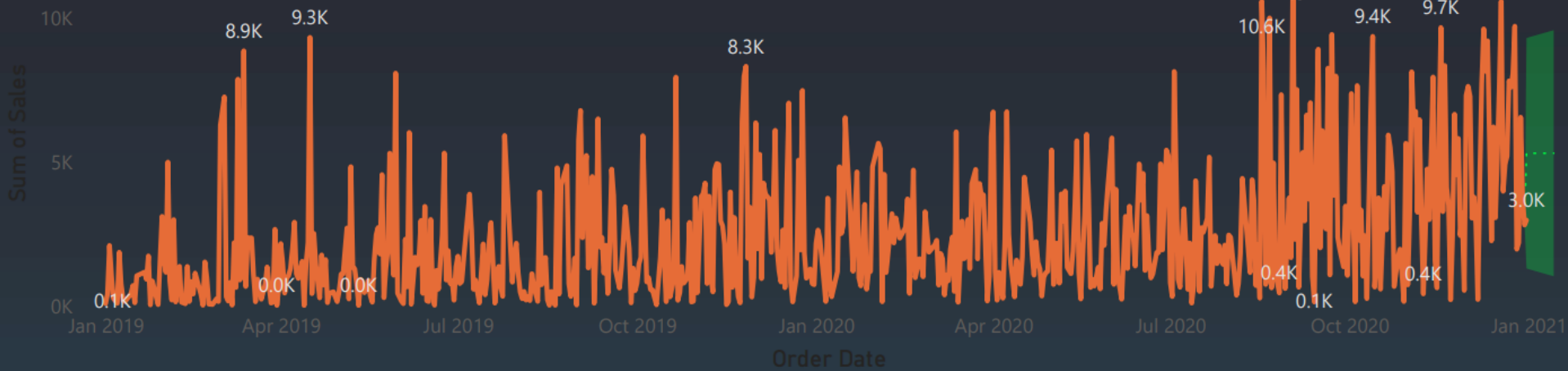


Sales by Sub-Category



Superstore Sales Forecast- 15 Days Forecast

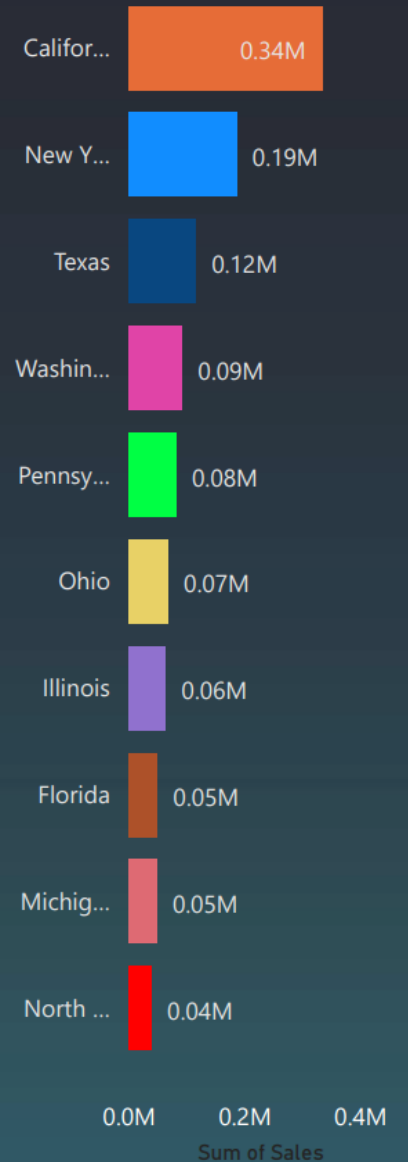
Sum of Sales by Order Date



Sum of Sales by Order Date



Sum of Sales by State



Insight Report:

Monthly Sales:

1. October had the highest monthly sales overall.
2. December in the year 2019-20 had the highest monthly sales.

Monthly Profit:

- December in the year 2019 had the highest monthly profit.
- March had the highest monthly profit in the year 2020.

Lowest Profit:

1. The lowest profit was observed in mid-April of the year 2020.
2. The lowest profit occurred in October of the year 2019.

Total Sales and Profit:

1. The total sales amounted to 1.6 million.
2. The total profit earned was 175,000.

Sales by Category:

1. Office supplies had the highest sales, amounting to 0.64 million.
2. Among subcategories, phones had the highest sales, amounting to 0.20 million.

Payment Method:

1. The majority of sales were made through cash-on-delivery (COD).

Sales by State:

1. California had the highest sales compared to other states