ANALYSIS REPORT ON

SUPER STORE SALES

FOR THE YEAR 2019-2021

📞 **+91 9064532137**

@ anishmazumdar26@gmail.com

in www.linkedin.com/in/
anish-mazumdar-0a74aa25a

ANALYSED BY

Anish Mazumdar
Data Analysist

INTRODUCTION

The Super Store Sales Dashboard project aims to provide comprehensive insights into the sales performance of a retail company, known as the Super Store. Leveraging Power BI technology, the dashboard aggregates and visualizes various sales metrics and KPIs to enable stakeholders to make informed decisions. The dashboard encompasses data related to sales revenue, product categories, customer segments, geographic regions, and time periods. Through interactive visualizations and intuitive user interface design, the dashboard facilitates the exploration of sales trends, identifies opportunities for revenue growth, and highlights areas for operational improvement. Ultimately, the Super Store Sales Dashboard serves as a valuable tool for enhancing business performance and driving strategic decision-making within the organization.

PROBLEM STATEMENT

Data Inconsistency:
The challenge of inconsistencies within the data from various sources, like there is Errors in Return column, and few of the columns are totally empty. These incomplete or inaccurate data can contribute to inconsistencies in analysis, leading to inaccuracies in sales analysis and reporting.

User Interface Design Challenges:
Designing an intuitive and user-friendly interface that accommodates the diverse needs and preferences of stakeholders while ensuring easy navigation and interpretation of sales insights. It is very much essential to Design the intuitive visualizations that effectively communicate key insights without cluttering the interface.

COLUMN AND MEASURES USED IN DASHBOARD

Profit Percentage:
The Profit Percentage is a measure that represents the percentage of profit earned from each sale relative to the revenue. It is calculated by dividing the profit by the revenue and multiplying by 100 to express it as a percentage.

Delivery Days:
The delivery days column measures the sum of days between the order date. It is calculated by using DATEDIFF function in this with order date and ship date.

Average Delivery Days:
The Average Delivery Days measures the average number of days it takes for orders to be delivered to customers after they are placed. It provides insights into the efficiency of the delivery process and customer satisfaction with shipping times. To calculate Average Delivery Days, you would sum the delivery times for all orders and divide by the total number of orders.

Year:
In the context of the Super Store Sales Dashboard, "year" refers to the time period in which sales transactions occurred. It is commonly used as a dimension to analyze sales performance over different years, track year-over-year growth or decline trends, and identify seasonality patterns

Analysis

This Sales of the super store is done in United States which is mainly divided into three categories: Furniture, Office Supplies and Technology. In this the total sales we get is $1.6M and Profit of $175.3K with 22000 of product sold. In which 14000 of Office Supplies were sold which gives $643.7k of Sales and $74.8K of Profit. Around 4631 of Furniture has also been sold which give $451.5k of sales and $10k of profit. And 4061 of Technology has been sold for $470.6K with a profit of $90.5K.

In this Phones sold most of $200000, after that Chairs and Binders were sold of $180000 and $170000 respectively.

In this we also found that 3d system cube printer, canon image class 2200 advance copier and Hewlettpackardlaserjet3310 copier are the most selling product with a sales value of $14000.

In customer analysis we observed that Caroline Jumper customer in term of sale with a purchase of $116000. After that Karen Furgason and Seth Vemon are the 2nd and 3rd best Customer with the purchase of $109000 and $108000 respectively.

In our analysis we also find that California is the best state for selling of the product with $340000. After that there are New York and Texas with $190000 and $120000 of sales respectively.

Here the Payment mode is divided three groups named as: COD, Online, Cards. Where COD customers are more and having are sales of $6674000. Online Payments customers are just behind with the sales of $5540000. At last sales by card are there with the sales of $3444000.

After Payment mode we also have ship mode which is divided into four groups: Same day, First Class, Second Class and Standard Class. The selling in Standard class is high because of the low shipping charges, after the Second Class of ship mode is used. Almost the same with the Second class, the first class is also preferable, and at last there is the Same day ship mode option which was taken by a very less people, mostly because of the high shipping charges.

On the basis of segment, the sales of the super store were mostly seen in consumer with $753.0k of sales along with corporate and home supplies with $509.7k and $303.1k of sales respectively In region wise, we analyzed that in west Zone the sales are the most with $0.5M, after that East Zones comes the Second with a sale of $0.45M, after that Central zone comes with $0.34M and in the end there come south zone with $0.25M of sales.

Conclusion

In product Category segment we clearly saw that Office Supplies sold the most, after that Furniture and Technology comes. But Technology gains the higher number of profits beside having the lowest than the others.

Top 5 Cities that's makes the highest number of Profits are: New York, Los Angeles, Seattle, Detroit, San Francisco.

As the company receives the greatest number of Order from the City named New York, It makes the highly Profitable city.

Most of the sales are done in the west Zone of United Kingdom. As the shipping charges of Standard class was the lowest, consumer prefer the most for the delivery.

Cash on delivery is the preferable option by the customer for purchasing the product.