

# SUPERSTORE SALES ANALYSIS

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## OVERVIEW

### Dataset

The dataset encompasses crucial attributes including Order ID, Order Date, Ship Date, Ship Mode, Customer ID, Customer Name, Segment, Country, City, State, Region, Product ID, Category, Sub-Category, Product Name, Sales, Quantity, Profit, Returns, and Payment Mode.

### Objective

The primary objective of this analysis is to uncover trends, create interactive PowerBI dashboard, and provide accurate sales forecasting.

### Tools Utilized

- PowerBI
- Excel

## PROJECT DETAILS

### Data Cleaning and Preparation

The dataset underwent a thorough cleaning process to enhance its quality and reliability for analysis. The following steps were taken:

- Removed Null Values: Any rows with missing values were identified and removed to ensure completeness of the dataset.
- Eliminated Blank Columns: Columns devoid of meaningful information were detected and subsequently removed for improved clarity.
- Resolved Data Type Errors: Any discrepancies in data types were rectified to maintain consistency and accuracy.
- Addressed Other Errors: Identified and rectified any additional anomalies or errors that could potentially impact the analysis.

The meticulous data cleaning process laid the foundation for a robust and reliable analysis.

## Analysis Techniques

Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate sales forecasting, and interactive dashboard creation, driving business success.

## Insights and Findings

1. In the span of two years (2019 and 2020), the analysis revealed the following:
  - a. Total Sales: \$1.6 million
  - b. Total Orders: 22,000
  - c. Total Profit: \$175,000
  - d. Average Shipping Days: 4 days
2. Payment Method Preferences:

Cash on delivery is the most preferred payment method, followed by online payments, and then card payments. Implementing card offers could potentially enhance card payment adoption.
3. Regional Sales Distribution:

The West region dominated with the highest sales, accounting for 33% of total sales.
4. Segment-wise Sales:

The majority of sales were made to the Consumer segment.
5. Monthly Sales Performance:

December 2020 recorded the highest sales, followed by November 2020 and September 2020. However, in terms of profitability, the top months were December 2020, October 2020, and March 2020.
6. Category-wise Sales:

Office supplies led in sales with a total of \$0.64 million, followed by technology and furniture.
7. Sub-category Sales:

Phones emerged as the highest-selling sub-category, accounting for \$0.20 million in sales. This was followed by chairs, binders, and storage.
8. Preferred Shipping Mode:

The majority of customers (58%) opted for Standard class shipping. This mode also generated the highest sales revenue at \$0.91 million. The order of preference for shipping modes is: Standard class, Second class, First class, and Same day.

## DASHBOARD SCREENSHOTS

For a visual representation of the sales analysis, you can explore the Superstore Sales Dashboard through these screenshots. They provide a glimpse into the key insights and visuals generated from the analysis.

