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# POWER BI

# PRACTICAL

# TOPIC : REPORT ON SALES AND PROFIT ANALYSIS

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**Summary Report**

Report on Sales and Profit Analysis

1. Executive Summary

The analysis provides insights into sales, profits, and key business metrics based on regional, sub-category, and category data. The primary focus is to identify patterns, trends, and opportunities to improve profitability and customer satisfaction. The data visualization highlights key areas of performance such as:

- Sales and profit distribution across regions.

- Performance of product sub-categories.

- Impact of shipping modes on sales volume.

Key findings indicate a significant sales contribution from the West region, with notable profit disparities across regions and sub-categories. The report concludes with actionable recommendations to enhance operational efficiency and maximize profitability.

2. Key Insights by Region

* Sales Distribution

\*\*West\*\*: Dominates in total sales, contributing the highest revenue among all regions.

\*\*East\*\*: Second in total sales, closely following the West region.

\*\*Central\*\*: Moderate sales volume, but lower profitability.

\*\*South\*\*: Least sales and profit among all regions.

* Profit Distribution

The \*\*South\*\* region exhibits higher profitability relative to its sales volume, suggesting better margin management.

The \*\*Central\*\* region has lower profitability despite reasonable sales.

3. Sales Analysis by Sub-Category

* Sub-Category Performance

\*\*Chairs\*\*: The largest contributor to total sales, accounting for 43% of the category’s sales.

\*\*Tables\*\*: Second-largest contributor, with a significant share of sales volume.

\*\*Bookcases\*\* and \*\*Furnishings\*\*: Lower sales, highlighting potential for improvement or strategic focus.

* Sales Proportions

Chairs contribute nearly 90.77K in sales, representing the most lucrative sub-category.

Tables generate 53.27K, followed by Bookcases at 35.46K.

Furnishings account for the smallest share at 31.08K.

4. Profit Analysis by Sub-Category

\*\*Chairs\*\* and \*\*Tables\*\*: Together, account for 51.47% of profits, showcasing their importance in driving overall profitability.

\*\*Bookcases\*\* and \*\*Furnishings\*\*: Marginal contributors to profit despite substantial sales, requiring attention to cost structures or pricing strategies.

The profit margins for \*\*Chairs\*\* (5.87K) and \*\*Furnishings\*\* (5.54K) reflect balanced performance.

5. Comparison of Sales and Profits

Sales volume does not directly correlate with profit margins across all sub-categories and regions.

The Central region demonstrates high sales but poor profitability, requiring cost or pricing adjustments.

Products with lower sales, such as Bookcases, have scope for optimization to improve profitability.

6. Customer Segment Insights

* Segments

\*\*Consumer\*\*: Highest sales contributions.

\*\*Corporate\*\* and \*\*Home Office\*\*: Relatively lower contributions but with steady growth potential.

* Recommendations

Focus marketing efforts on high-value consumer segments.

Offer tailored promotions for corporate and home office segments to boost sales.

7. Category Analysis

* Categories

\*\*Furniture\*\*: The leading category by both sales and profit contributions.

\*\*Office Supplies and Technology\*\*: Require deeper analysis to identify underperforming areas or opportunities for growth.

8. Shipping Mode Trends

* Shipping Mode Distribution

\*\*Standard Class\*\*: Accounts for the majority of shipping, contributing 56.68% of the overall distribution.

\*\*First Class and Second Class\*\*: Represent smaller but consistent shares.

\*\*Same Day\*\*: Least utilized but offers potential for premium pricing strategies.

9. Recommendations

1. Optimize profitability in the Central region by evaluating costs and pricing.

2. Expand product offerings in underperforming sub-categories like Bookcases and Furnishings.

3. Focus on high-margin shipping options, such as Same Day, to enhance service offerings.

4. Strengthen marketing in high-sales regions like the West and East to sustain growth.

5. Provide tailored promotions for Corporate and Home Office segments.

10. Conclusion

This analysis highlights critical areas for improving profitability and operational efficiency. By focusing on high-performing regions and sub-categories, addressing underperforming areas, and leveraging shipping options, the business can achieve sustainable growth and profitability.