SUPERSTORE ORDERS

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 components:

- Dashboard Creation: Identify KPIs, design an intuitive dashboard with interactive visuals and filters.

- Data Analysis: Provide insights on sales strategy effectiveness using charts and visuals.

- Sales Forecasting: Use historical data and time series to forecast sales for the next 15 days.

- Actionable Insights: Support strategic decisions for growth, efficiency, and customer satisfaction.

STEPS

1. Prepare CSV file

2. Create tables in SQL

3. Import CSV file into SQL

DAX QUERIES

- Returned Sales = CALCULATE(SUM(Orders[Sales]), TREATAS(VALUES(Returns[Order_ID]), Orders[Order_ID]))
- Return Rate % = DIVIDE(DISTINCTCOUNT(Returns[Order_ID]), DISTINCTCOUNT(Orders[Order_ID]), 0)
- Returned Orders (By Product) = CALCULATE(DISTINCTCOUNT(Returns[Order_ID]), TREATAS(VALUES(Orders[Order_ID]), Returns[Order_ID]))
- Returned Sales = CALCULATE(SUM(Orders[Sales]), TREATAS(VALUES('returns'[order_id]),'Orders'[Order_ID]))

PROJECT INSIGHTS

1. Total sales reached 2M with 286K profit, showing steady growth from 2018–2021. 2021 was the strongest year, reflecting successful scaling and improved efficiency.

2. Technology leads revenue (0.84M) but has higher return rates, impacting profitability.

3. A 6% return rate still caused losses of 180.5K, affecting net revenue.

4. Most returns are due to wrong item deliveries, highlighting process issues.

5. The 15-day sales forecast shows a short-term decline after a recent peak, indicating possible seasonal effects.