

SuperStore Sales Weekly Report

This comprehensive SuperStore sales dashboard provides real-time insights into key performance metrics, revenue trends, and operational efficiency. It enables stakeholders to monitor and analyze sales performance, profitability, and customer engagement effectively. The report leverages data processing steps including importing data to SQL database and DAX queries in Power BI for customer segmentation and sales & profit calculation.

 by Ashutosh kadam



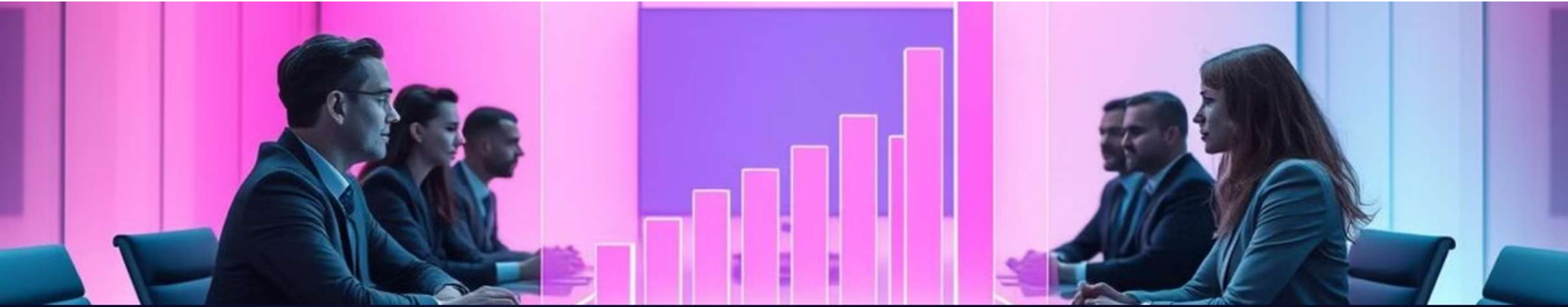
Customer Segmentation & Sales Calculation

Customer Segmentation

Customer segmentation is based on age and income. Age groups are categorized into ranges such as 20-30, 30-40, and 60+, while income groups are classified as Low, Medium, and High based on income thresholds.

Sales & Profit Calculation

Total Sales is calculated by summing all sales values. Total Profit is calculated by summing all profit values. Profit Margin is derived by dividing Total Profit by Total Sales and multiplying by 100.



Week 53 Project Insights

WoW Change

Sales increased by 24.5% compared to the previous week. Total profit increased by 18.2% week over week.

YTD Overview

Total Revenue: ₹1.56M. Total Profit: ₹175K. Overall Profit Margin: 11.19%.

Category Performance

Top-Selling Product Category: Technology (₹90.4K in profit).
Lowest Performing Category: Furniture (₹10K in profit).



Top Products & Customer Trends



Top Products

Apple MacBook Pro,
Canon ImageCLASS
Printer, Office Star
Ergonomic Chair.



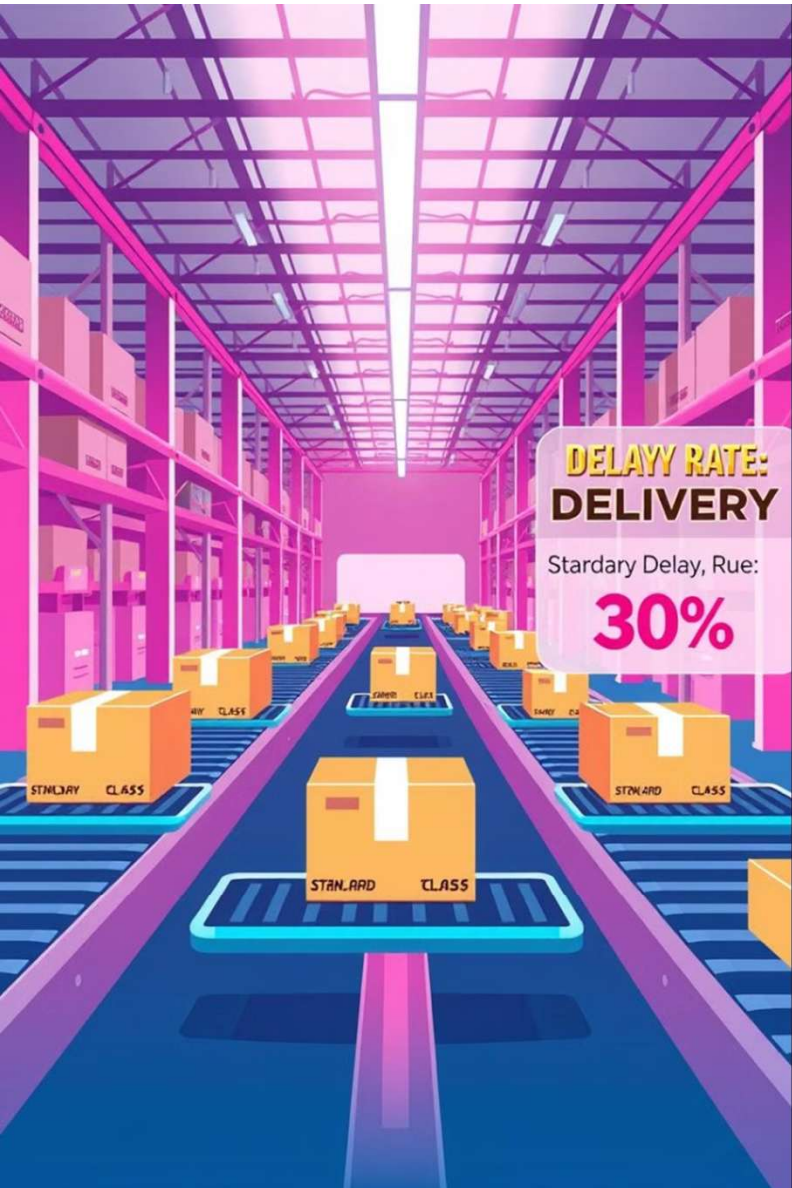
Return Rate

Highest in Office
Supplies.



Customer Behavior

Customers aged 30-40
contribute the highest
sales. High-income
customers (>₹70K)
generate 60% of
revenue. 56.63% of
customers are repeat
buyers.



Operational Performance Metrics



Standard Class Shipping

Accounts for 60% of all deliveries but has a higher delay rate.



Faster Delivery Options

(Same Day, Second Class) result in higher customer satisfaction.



Your sales are off the record



Reduce Returns

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Actionable Recommendations

1

Improve Profitability

Increase pricing on high-demand Furniture products. Negotiate better supplier costs to improve margins. Bundle complementary items to increase basket size.

2

Reduce Return Rates

Analyze return reasons to improve product descriptions & packaging. Enhance order verification before shipment to reduce errors. Review return policies to minimize unnecessary returns.

3

Optimize High-Sales Regions

Invest in local promotions in top-performing cities (NY, LA, SF). Introduce region-based discounts to boost customer retention.

Enhance Sales & Shipping Efficiency

Enhance Technology Sales

Offer bundle deals (Laptops + Accessories) to increase order value. Leverage email & WhatsApp marketing for tech upgrades.

Improve Shipping Efficiency

Optimize logistics partnerships for better shipping times. Offer discounts for faster shipping options to improve satisfaction.

Conclusion

By implementing these data-driven strategies, the SuperStore can increase overall profitability by optimizing pricing & marketing, reduce revenue loss by minimizing product returns, enhance customer experience through better shipping and faster deliveries, and expand revenue by upselling high-margin technology products. This report provides a comprehensive data-backed strategy to improve sales performance, profitability, and operational efficiency.

Author: Ashutosh Kadam

LinkedIn: www.linkedin.com/in/ashutosh-kadam-4562151b6

Github: <https://github.com/Ashu-5599>

