SuperStore Sales Weekly Report

Project Objective

To develop a **comprehensive SuperStore sales dashboard** that provides **real-time insights** into key performance metrics, revenue trends, and operational efficiency. This report enables stakeholders to monitor and analyze sales performance, profitability, and customer engagement effectively.

Data Processing Steps

Import Data to SQL Database

1. **Prepare CSV File**
2. **Create tables in SQL**
3. **Import CSV file into SQL for querying**

DAX Queries Used in Power BI

Customer Segmentation

```
AgeGroup = SWITCH(
TRUE(),
'SuperStore'[Customer Age] < 30, "20-30",
'SuperStore'[Customer Age] >= 30 && 'SuperStore'[Customer Age] < 40, "30-40",
'SuperStore'[Customer Age] >= 40 && 'SuperStore'[Customer Age] < 50, "40-50",
'SuperStore'[Customer Age] >= 50 && 'SuperStore'[Customer Age] < 60, "50-60",
'SuperStore'[Customer Age] >= 60, "60+",
"unknown"
)
IncomeGroup = SWITCH(
TRUE(),
'SuperStore'[Customer Income] < 35000, "Low",
'SuperStore'[Customer Income] >= 35000 && 'SuperStore'[Customer Income] <70000, "Medium",
'SuperStore'[Customer Income] >= 70000, "High",
"unknown"
)
```

Sales & Profit Calculation

```
Total Sales = SUM(SuperStore[Sales])

Total Profit = SUM(SuperStore[Profit])

Profit Margin = DIVIDE([Total Profit], [Total Sales]) * 100
```

Weekly Sales Comparison

```
Current_Week_Sales = CALCULATE( SUM(SuperStore[Sales]), FILTER(

ALL(SuperStore),

SuperStore[Order Week] = MAX(SuperStore[Order Week])))

Previous_Week_Sales = CALCULATE( SUM(SuperStore[Sales]), FILTER(

ALL(SuperStore),

SuperStore[Order Week] = MAX(SuperStore[Order Week]) - 1))
```

Project Insights - Week 53 (Dec 31st)

Week-over-Week (WoW) Change:

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

Year-to-Date (YTD) Overview:

- **Total Revenue:** ₹1.56M
- **Total Profit:** ₹175K
- **Overall Profit Margin:** 11.19%
- **Top-Selling Product Category: Technology (₹90.4K in profit)**
- **Lowest Performing Category: Furniture (₹10K in profit)**
- **Highest Sales Cities: New York, Los Angeles, San Francisco**
- **Top 3 Most Profitable Products:**
    1. Apple MacBook Pro
    2. Canon ImageCLASS Printer
    3. Office Star Ergonomic Chair
- **Return Rate in Office Supplies: Highest among all categories**

Customer Behavior Trends:

- **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.**

Actionable Recommendations

1. Improve Profitability in Low-Performing Categories

✅ **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 in Office Supplies

✅ **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 with Targeted Marketing

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

4. Enhance Technology Sales through Upselling

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

5. Improve Shipping Efficiency to Reduce Delays

✅ **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**
- **Expand revenue by upselling high-margin technology products**

This report provides a **comprehensive data-backed strategy** to improve **sales performance, profitability, and operational efficiency**.

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