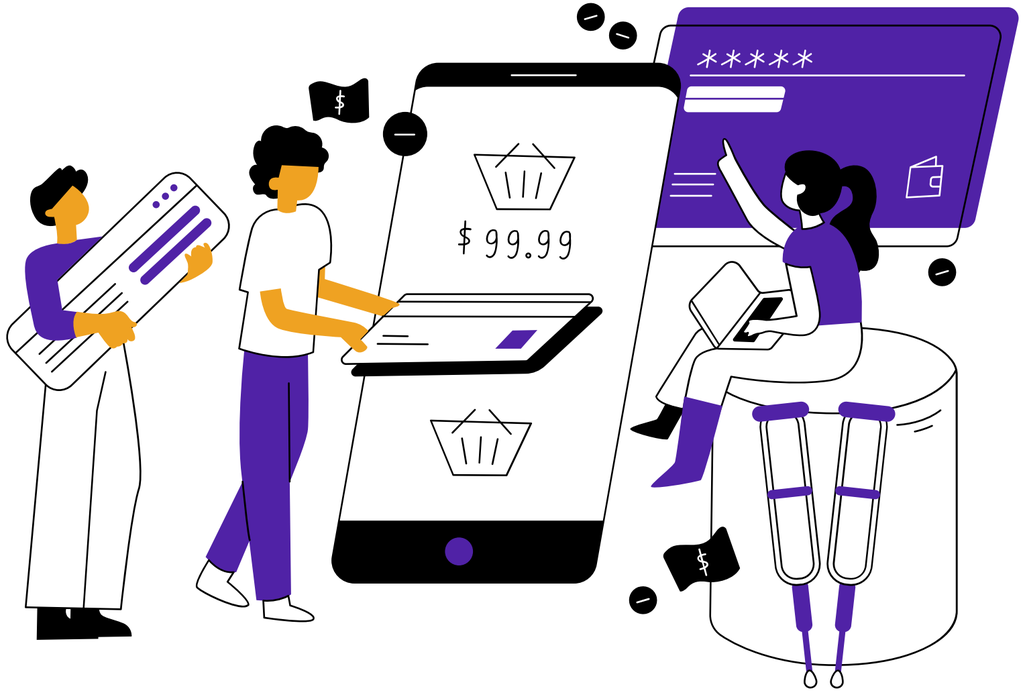
Store Sales Performance Data Analysis



CREATED BY - AVIRUP MITRA

Contents

- Overview/Task
- Approach
- Dashboards
- Key Insights

Overview/Task

We have Store data with information regarding Products, Orders, Customers, and Overall Sales Metrics. Our task is to analyze the data and gain insights about how the store has performed over the past 4 years to help the store make the business plan accordingly for upcoming years.

We have divided the analysis into 3 parts.

- Order Trend Analysis
- Product Performance
- Customer Segmentation

Approach

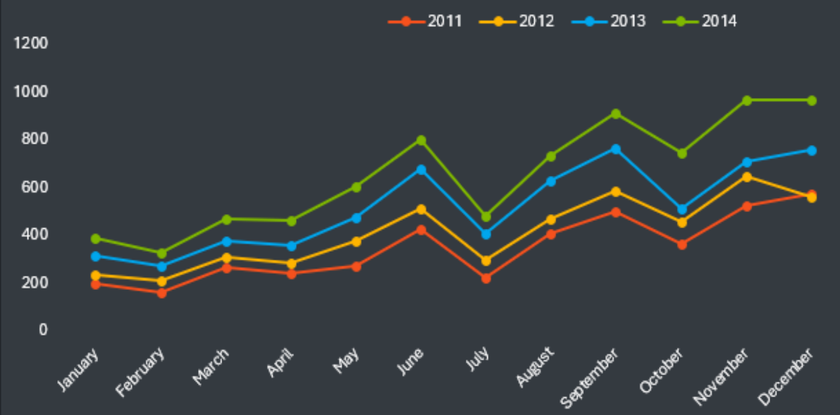
- We have divided the data into 3 dimension tables and 1 fact table.
- Did transformation in power query.
- Load the data in Power Pivot to create a data model (star schema).
- Used pivot tables and pivot charts to create dashboards
- Used GETPIVOTDATA to build overall analysis.

Order Trend Analysis Dashboard

Orders Analysis

Placed	Completed	Returned	Med. Items/Order	AOV	Avg. Processing Days	CAGR	Avg. Shipping Cost	Most Expensive Order
24376	23233	1143	5	$481	4	23.58%	$26	$23,661

Monthly Orders(Completed) Trend

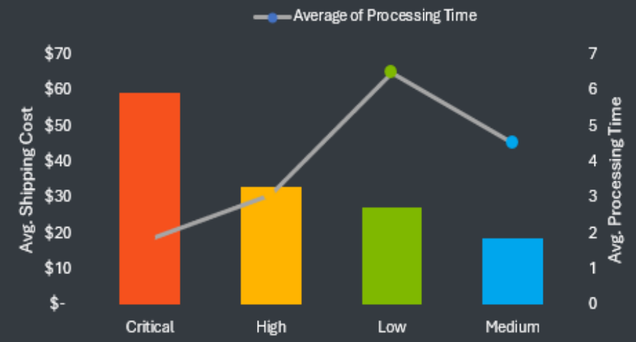


Continent wise Completed Orders vs Total Orders and Return %

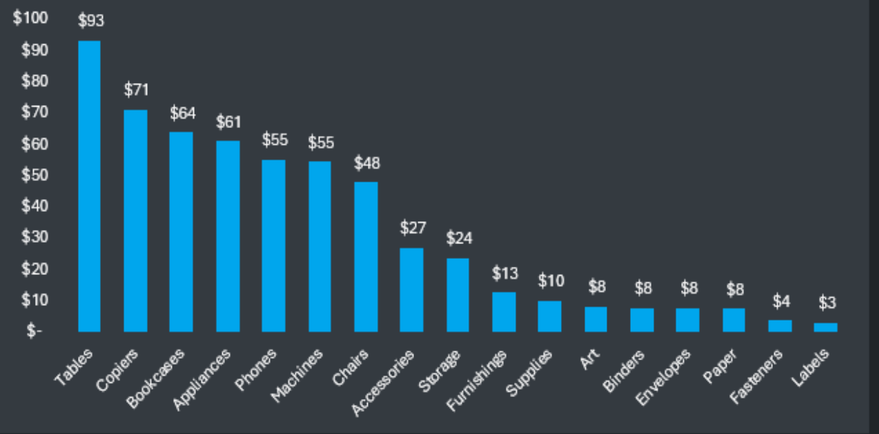
Year

2011 | 2012 | 2013 | 2014

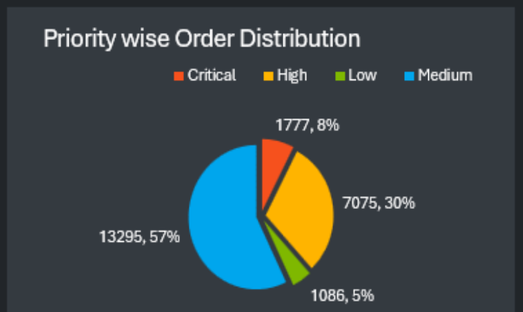
Order Priority wise Processing Time vs Cost



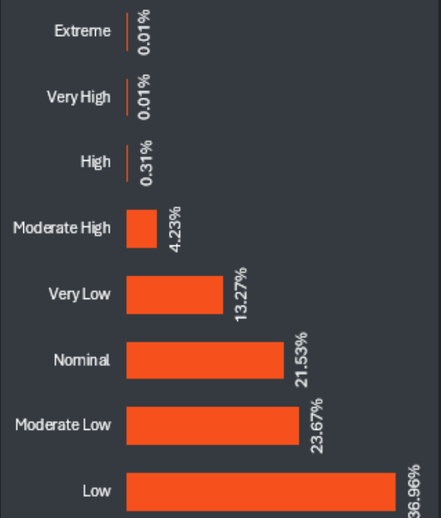
Product Sub-category wise Shipping Cost



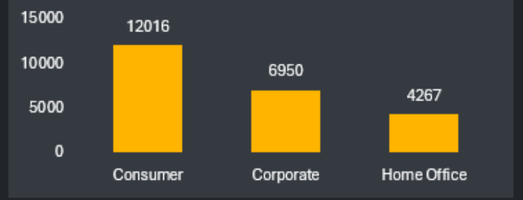
Priority wise Order Distribution



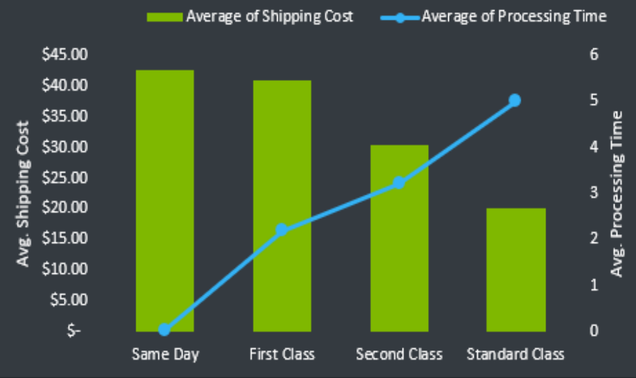
Order Value wise Distribution



Customer Segment wise completed orders



Ship mode wise Shipping Cost vs Processing Time



Product Performance Dashboard

Customer Segmentation Dashboard

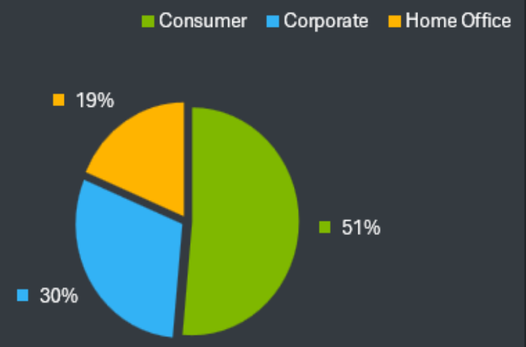
Customers Segmentation Overview

Total Customers
1588

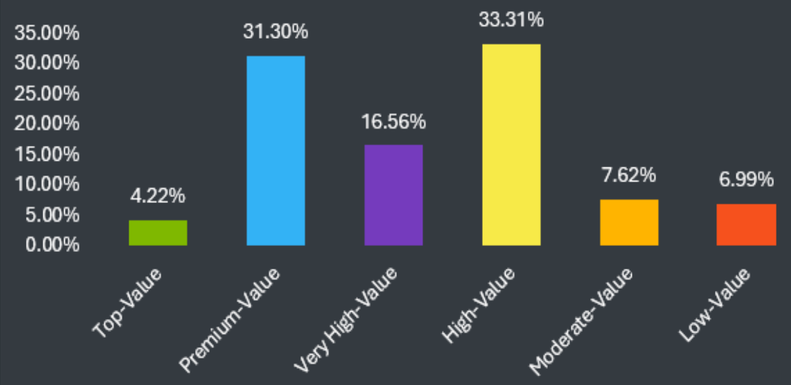
Segment
Consumer | Corporate | Home Office

Year
2011 | 2012 | 2013 | 2014

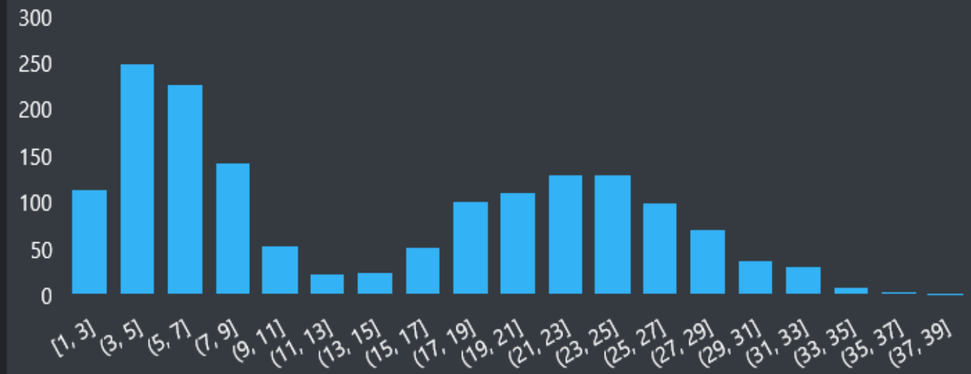
Customer Segment wise Distribution



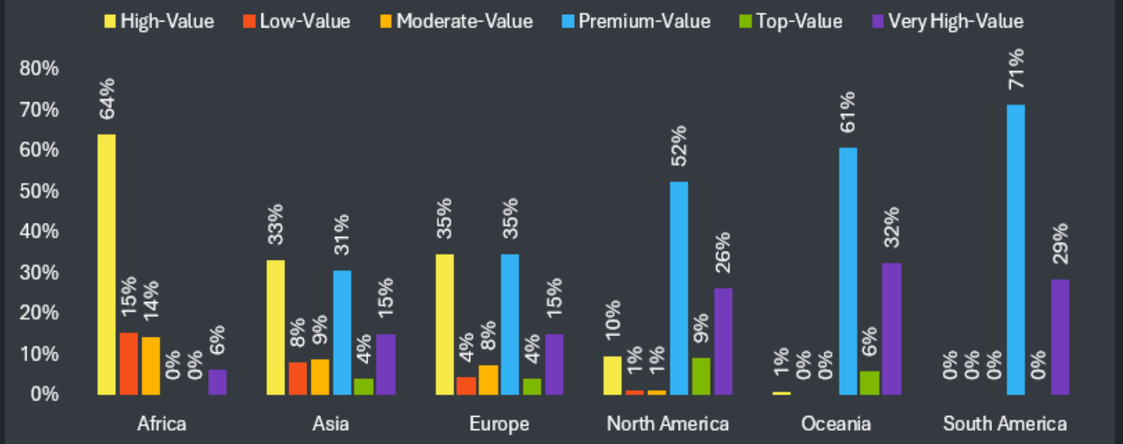
Customer Value wise Distribution



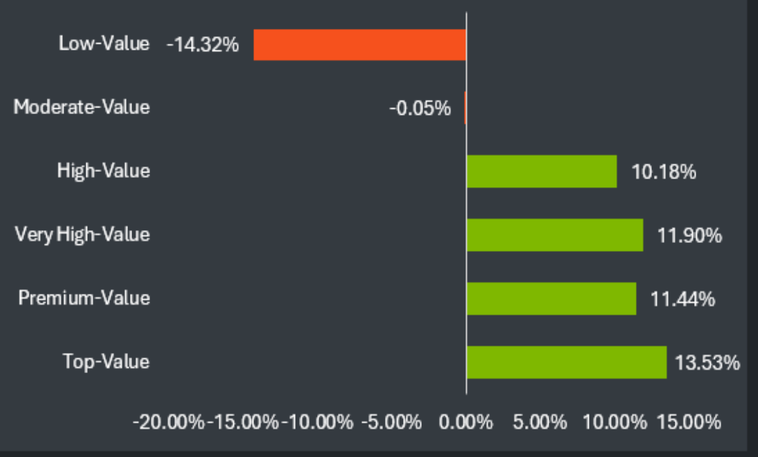
Order Placing Trend By Customers



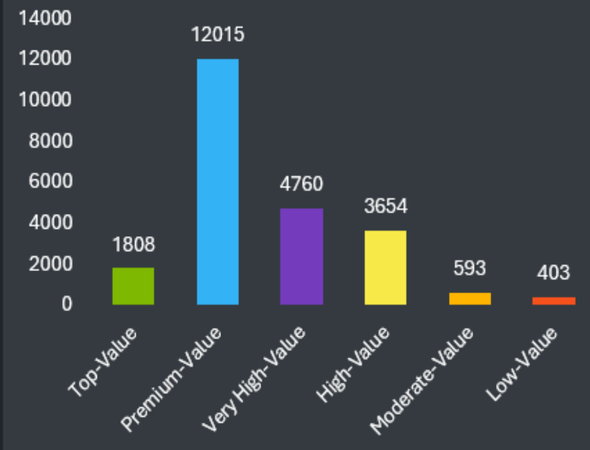
Continent wise Customer Value



Customer Value wise Profit %



Orders By Customer Value



Key Insights

- Net Sales : 11175586$ | Total Profit : 2106211$ | Total Loss : 822698$
- The lowest Transactions and sales happened between January to February and the highest in November to December.
- There are no returned orders from Africa and the Lowest number of transactions happened from South America also having a 4% return rate.
- Most of the orders are of medium and high priority.
- More than 80% of orders are valued within 2000$.
- The tables have the highest shipping cost, lowest quantity sold, highest return %, and also the loss-making product.
- The highest profit-generating products are Labels.
- 51% of customers are consumers.
- 33% of customers are highly valued and 31% are premium valued.
- Most of the customers have repeated orders for 3-7 times.
- Low-valued and Moderate-Valued customers are loss-making.
- Premium Valued Customers are mostly active.
- Out of 24376 orders, 23233 are completed and 1143 orders are returned.
- CAGR (Orders) is 23.58%, and CAGR (Sales) is 22.06%.
  We have a total of 1588 customers.

Thank You