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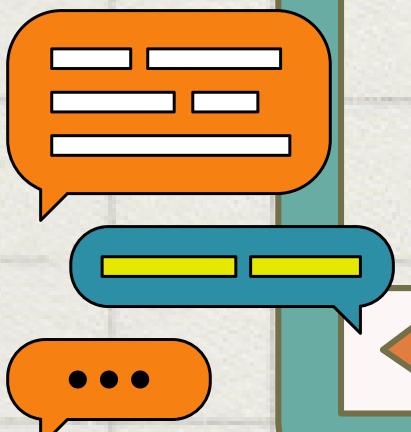
DATA
PRIVACY



SUPER STORE ANALYSIS



BY BALA KRISHNAN



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PROJECT OVERVIEW

The Super Store Analysis project aims to optimize sales, inventory management, and customer experience for a retail superstore through data-driven insights. By analyzing sales trends, inventory turnover, and customer behavior, the project seeks to identify opportunities for growth and efficiency improvements. Using advanced analytics and predictive modeling, it aims to forecast future performance and provide actionable recommendations to drive business success and enhance operational effectiveness.





The primary goals of the Super Store Analysis project are to optimize sales and inventory management while enhancing the customer experience. By leveraging data-driven insights, the project aims to streamline operations, improve efficiency, and forecast future performance to drive strategic decision-making and sustainable growth for the retail superstore.

PROCESS



1.

Data Collection and Preparation

Collect data from sales transactions, inventory records, and customer interactions. Preprocess the data by cleansing it of inconsistencies, missing values, and outliers to prepare a clean dataset for analysis.

2.

Exploratory Data Analysis (EDA)

Perform exploratory analysis and visualization to uncover insights and trends, gaining a comprehensive understanding of sales performance, inventory levels, and customer behavior through charts, graphs, and dashboards.

3.

Data visualization

Developed various KPI and charts to analyze the business problems and apply slicers for dynamic dashboard

4.

Interpretation and Reporting

Interpret the findings from the analysis and generate actionable recommendations. Present the results in a clear, concise manner through reports, presentations, and visualizations, facilitating informed decision-making and driving strategic initiatives for the retail superstore.



SUPER STORE SALES DASHBOARD



Ratings

All

Payment

All

Gender

All



Total sales

135.36K



Total Orders

413



Total Profit

128.91K



Quantity sold

2.35K



Tax collected

6.45K



Average Rating

7.02



Months

Apr

Aug

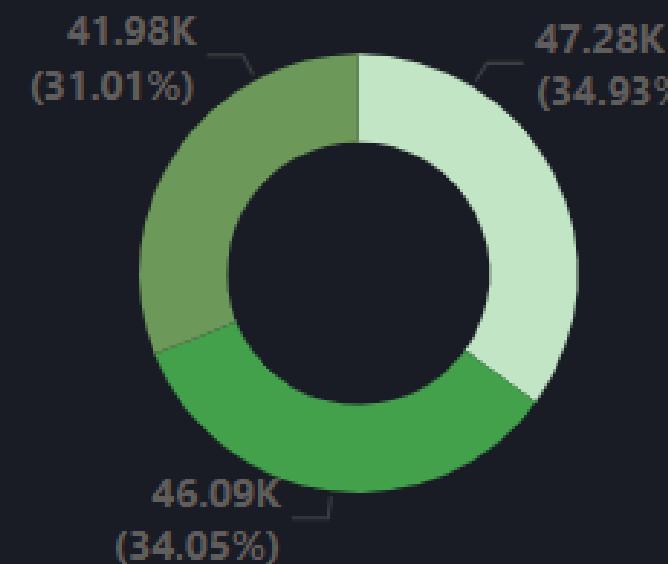
Dec

Feb

Jan



Branch Wise Sales



- Branch
- C
- B
- A

City by Sales and Profit

● Sum of Sales ● Sum of Total

92.32K

47K

45K

Naypyitaw

89.99K

46K

44K

Mandalay

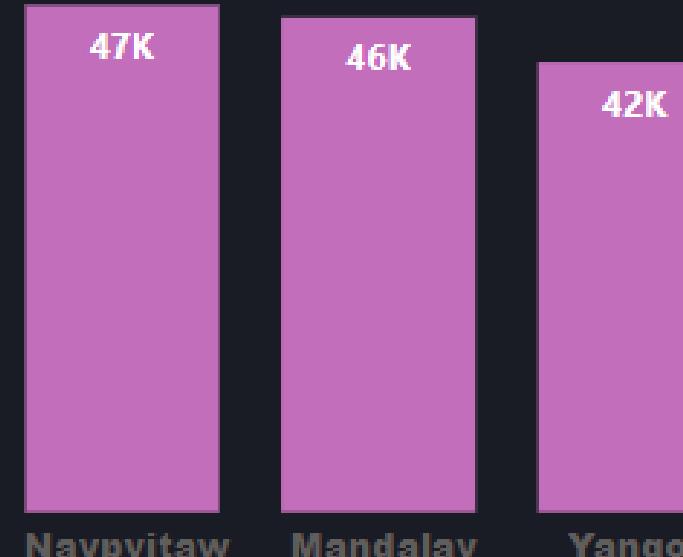
81.95K

42K

40K

Yangon

Sales by City



Invoice ID	Product line	City	Branch	Gender	Payment	Customer
102-77-2261	Health and beauty	Naypyitaw	C	Male	Credit card	Member
105-31-1824	Sports and travel	Yangon	A	Male	Credit card	Member
109-28-2512	Fashion accessories	Mandalay	B	Female	Ewallet	Member
114-35-5271	Electronic accessories	Mandalay	B	Female	Cash	Normal
120-06-4233	Electronic accessories	Naypyitaw	C	Male	Cash	Normal
124-31-1458	Electronic accessories	Yangon	A	Female	Cash	Member
126-54-1082	Home and lifestyle	Yangon	A	Female	Credit card	Member
127-47-6963	Health and beauty	Yangon	A	Male	Credit card	Normal
129-29-8530	Sports and travel	Yangon	A	Male	Ewallet	Member
130-67-4723	Food and beverages	Yangon	A	Male	Ewallet	Member
130-98-8941	Fashion accessories	Naypyitaw	C	Male	Cash	Normal
132-23-6451	Health and beauty	Yangon	A	Male	Cash	Member
Total						

SUPER STORE SALES DASHBOARD



Ratings

All

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Total sales

135.36K

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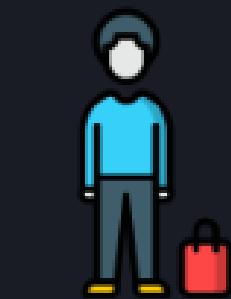
Quantity sold

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Tax collected

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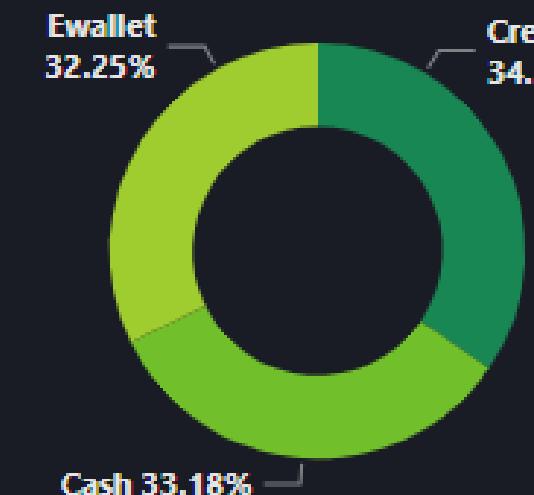
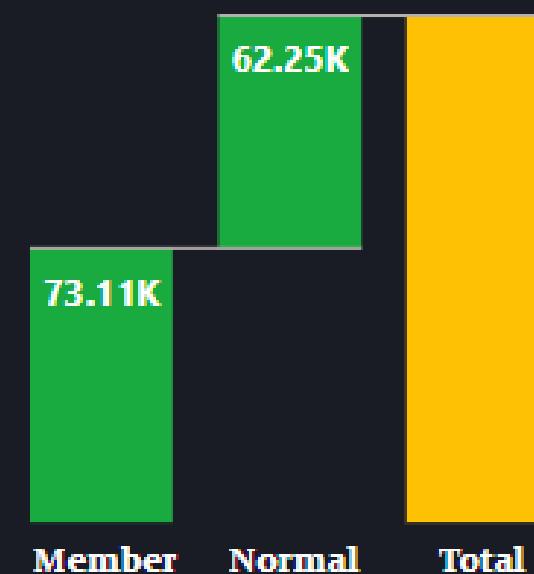
Average Rating

7.02 

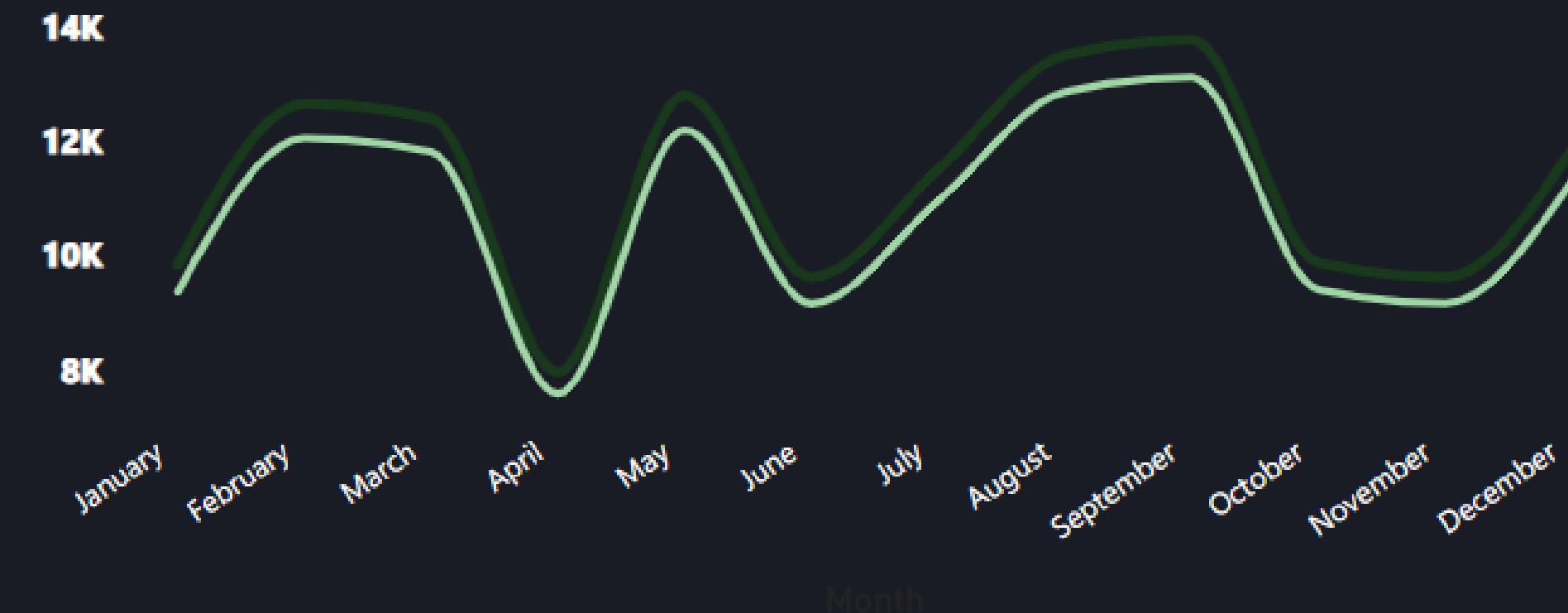
Payment	Sum of Total	Sum of Sales
Credit card	21,140.51	20,133.82
Ewallet	20,334.26	19,365.96
Cash	19,187.30	18,273.62
Total	60,662.07	57,773.40



Payment	Sum of Total	Sum of Sales
Cash	25,725.05	24,500.05
Credit card	25,653.54	24,431.94
Ewallet	23,314.60	22,204.38
Total	74,693.19	71,136.37

Sales by ProfitSales by Customer TypeSales over Month

● Sum of Total ● Sum of Sales

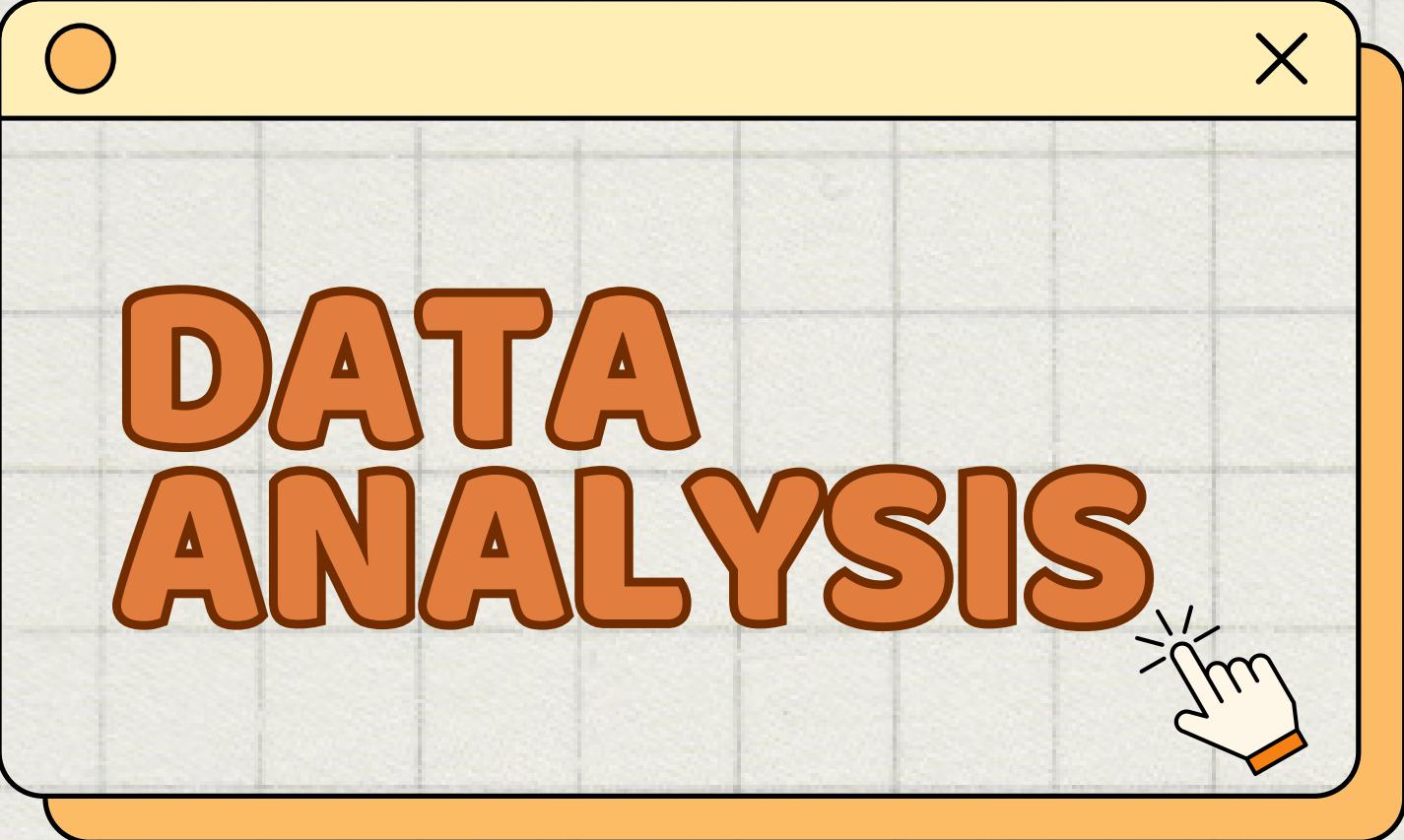
Weekdays Vs Weekend Sales

97.01K

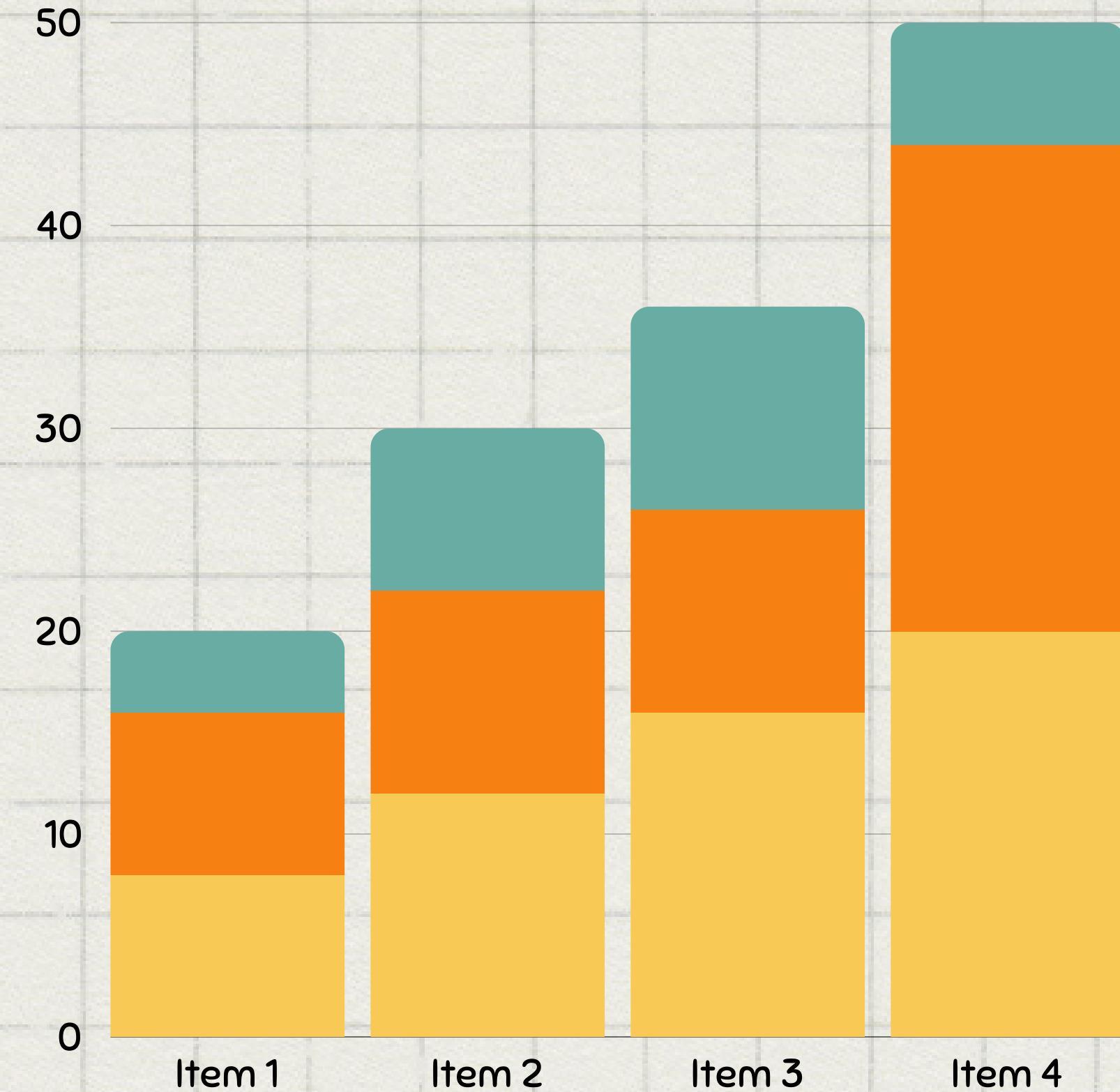
38.34K

Weekday

Weekend



To address the decline in sales observed in April and improve engagement with male customers, targeted marketing campaigns can be initiated along with expanding product offerings tailored to their preferences.



CONCLUSION

In conclusion, targeted marketing efforts and product diversification strategies aimed at male customers can bolster sales performance and enhance customer engagement. Analyzing April sales trends provides valuable insights for refining strategies and implementing promotional initiatives, ultimately fostering sustained growth and improving overall business outcomes.

THANK YOU!

