

# Analysis Report

The Super Store Analytics Dashboard provides a comprehensive overview of the store's performance, focusing on key metrics such as profit, sales, and returned orders. Below are the insights derived from the dashboard to answer the following questions

1. Metrics - **Sales, Profit, % of Returned Orders. Show % change vs. PY.**
2. Compare Sales performance versus previous year over time?
3. Determine the most profitable product and the product with the most loss?
4. Find out the place where most of the profit is happening?
5. Sales by Segment?

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## 1. Key Performance Indicators (KPIs)

- **Profit:**
  - **Current Year (CY):** \$286.40K
  - **Previous Year (PY):** \$192.96K
  - **Year-over-Year (YoY) Growth: 48.42%**
    - The store has seen a significant increase in profit compared to the previous year, indicating strong financial performance.
- **Total Sales:**
  - **CY:** \$2.30M
  - **PY:** \$1.56M
  - **YoY Growth: 46.88%**
    - Sales have grown by nearly 47% compared to the previous year, reflecting increased revenue generation.
- **% Returned Orders:**
  - **CY:** 5.91%
  - **PY:** 8.91%
  - **YoY Change: -3.00%**
    - The percentage of returned orders has decreased by 3%, indicating improved customer satisfaction or better product quality.

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## 2. Sales Trends Over Time

- **Sales vs. Previous Year Over Time:**
  - The line graph shows the total sales for the current year (CY) and the previous year (PY) from **January 2020 to July 2023**.
  - **Key Observations:**
    - Sales have consistently been higher in CY compared to PY, with a noticeable upward trend.

- The gap between CY and PY sales has widened over time, especially in **2022 and 2023**, suggesting accelerated growth.
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### 3. Sales by Segment

- **Total Sales by Segment:**
    - **Consumer: 50.56%**
    - **Corporate: 30.74%**
    - **Home Office: 18.70%**
      - The **Consumer** segment dominates sales, contributing more than half of the total revenue.
      - The **Corporate** segment is the second-largest contributor, while the **Home Office** segment has the smallest share.
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### 4. Profit by State

- The dashboard includes a map or chart showing profit by state.
    - **Key Observations:**
      - Some states are generating higher profits compared to others such as **New York and California**, indicating regional performance variations.
      - States with the highest profits should be analyzed further to understand the drivers of success.
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### 5. Profit by Product Category

- **Profit by Product Category:**
    - The bar chart shows profit for various product categories, including:
      - **Furniture:** (\$17.73K)
      - **Office Supplies:** \$18.95K
      - **Technology:** \$55.62K
    - **Key Observations:**
      - **Technology** products are the most profitable, contributing \$55.62K.
      - **Office Supplies** and **Furniture** have lower profits, with furniture even showing a loss of \$17.73K.
      - The store should focus on increasing profitability in the **Furniture** category or consider discontinuing underperforming products.
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## 6. Filters and Drill-Downs

- **Filters:**
    - **Region:** All (can be filtered by specific regions).
    - **Customer Name:** All (can be filtered by specific customers).
    - **Date Range:** 1/1/2020 to 12/1/2023.
      - These filters allow users to drill down into specific regions, customers, or time periods for more detailed analysis.
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## 7. Additional Insights

- **Product Performance:**
    - The dashboard includes a breakdown of sales by product categories such as **Bookcases, Chairs, Furnishings, Tables, Appliances, Art, Binders, Envelopes, Fasteners, Labels, Paper, Storage, Supplies, Accessories, Copiers, Machines, and Phones.**
    - **Key Observations:**
      - Some products (e.g., **Technology**) are driving higher sales and profits, while others (e.g., **Furniture**) are underperforming.
      - The store should focus on promoting high-performing products and addressing issues in underperforming categories.
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## Actionable Recommendations

1. **Focus on High-Profit Categories:**
  - Increase investment in **Technology** products, as they are the most profitable.
  - Analyze the **Furniture** category to identify reasons for the loss and take corrective actions.
2. **Leverage Regional Performance:**
  - Identify states with the highest profits and replicate successful strategies in underperforming regions.
3. **Reduce Returned Orders:**
  - Continue efforts to reduce returned orders, as the current YoY decrease of 3% is a positive trend.
4. **Segment-Specific Strategies:**
  - Develop targeted marketing campaigns for the **Consumer** segment, which contributes the most to sales.
  - Explore opportunities to grow the **Corporate** and **Home Office** segments.
5. **Monitor Sales Trends:**
  - Continue monitoring sales trends to ensure sustained growth, especially in the **Technology** and **Office Supplies** categories.