Retail Sales Analysis Project Summary

Objective

To analyze the Superstore retail dataset to understand overall sales performance, regional and category-wise sales and profits, customer contribution, and monthly sales trends, helping to provide actionable insights for business growth.

Dataset

Used the Superstore dataset from Kaggle, which contains detailed transaction data including sales, profits, discounts, customer info, regions, and product categories.

Tools Used

SQL for data extraction, aggregation, and calculation of key metrics. Power BI for visualizing the data and creating interactive dashboards.

Business Questions Explored

- What are the total sales, profits, and discounts?

- Who are the top 10 customers by sales?

- How do sales and profits vary by region?

- What are the monthly sales trends?

- How do sales and profits compare across product categories?

Analysis Overview

- Calculated sum totals of sales, profits, and discounts to understand overall business performance.

- Identified the top 10 customers contributing the most revenue.

- Analyzed sales and profit distribution across different regions to find high-performing areas.

- Explored monthly sales trends to identify seasonality.

- Compared sales and profits by product categories to find best and worst performers.

Key Findings

- Total sales and profits indicate a healthy business with consistent revenue streams.

- The top 10 customers significantly contribute to overall sales, highlighting the importance of customer retention.

- The East and West regions lead in sales and profit, while the Central region lags behind.

- Sales show clear monthly patterns, peaking during certain months, indicating seasonal demand.

- Technology and Furniture categories outperform Office Supplies in profitability.

Business Recommendations

- Focus marketing and sales efforts on the East and West regions to maximize returns.

- Strengthen relationships with top customers to ensure continued revenue.

- Invest more in high-profit product categories like Technology and Furniture to increase overall profit margins.