

SUPERSTORE REPORT

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DATASET DESCRIPTION

The dataset used in this Power BI report is based on a retail company – Superstore – which sells products across various regions in the United States. The data captures sales, profit, order, and shipment dates over a span of four years (2018–2021), providing deep insights into the company's performance across time, region, and product categories.





DATASET COLUMNS

Order ID
Order Date
Ship Date
Ship Mode
Customer ID
Customer Name
Segment
Country/Region
City
State

Postal Code
Region
Product ID
Category
Sub-Category
Product Name
Sales
Quantity
Discount
Profit





TASK GOALS

- Choose right chart for the data.
- Avoid clutter and overuse of colors.
- Highlight key takeaways.
- Add context to each chart .
- Focus on business insights, not just visuals.
- Create summary slide/storyboard

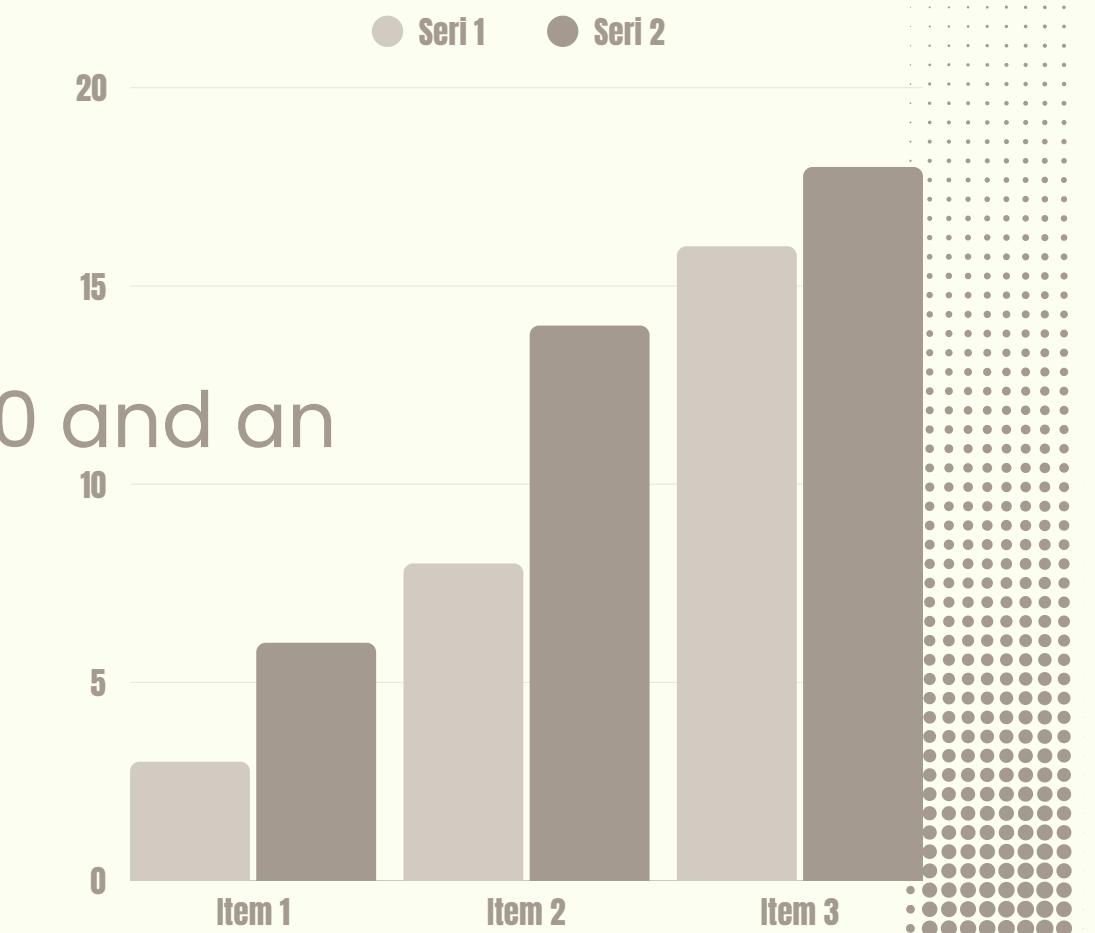




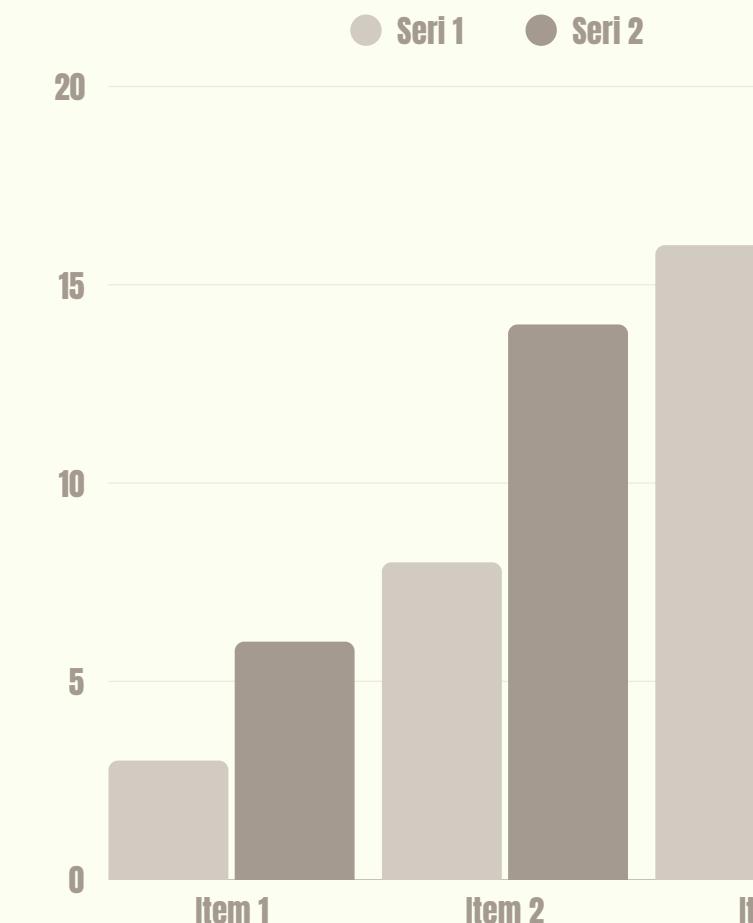
INSIGHTS 1

1. Overall Sales & Profit Performance

- Total Sales: \$2.26 million
- Total Profit: \$279K
- Total Orders: 9,785
- This suggests an average order value of about \$230 and an average profit.



INSIGHTS 2

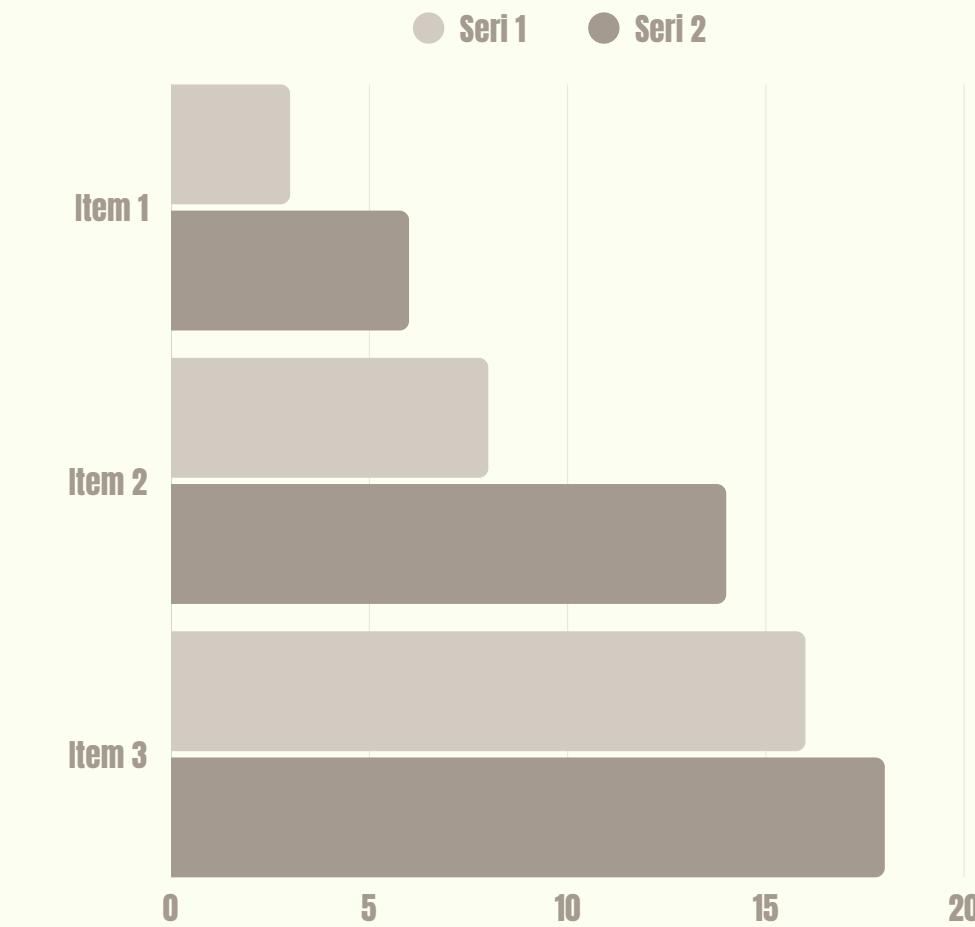


2. Region-wise Analysis
- Sales & Profit by Region:
- ✓ West leads in both Sales and Profit.
 - ! Central has relatively low profit compared to its sales volume, indicating lower margins or higher costs.

INSIGHTS 3

⌚ 3. Delivery Insights

- Average Delivery Days: 4 days
- Fastest Delivery: 0 days (same-day shipping)
- Slowest Delivery: 7 days
- This indicates a decent delivery performance, but there's room to optimize those longer deliveries.



INSIGHTS 4

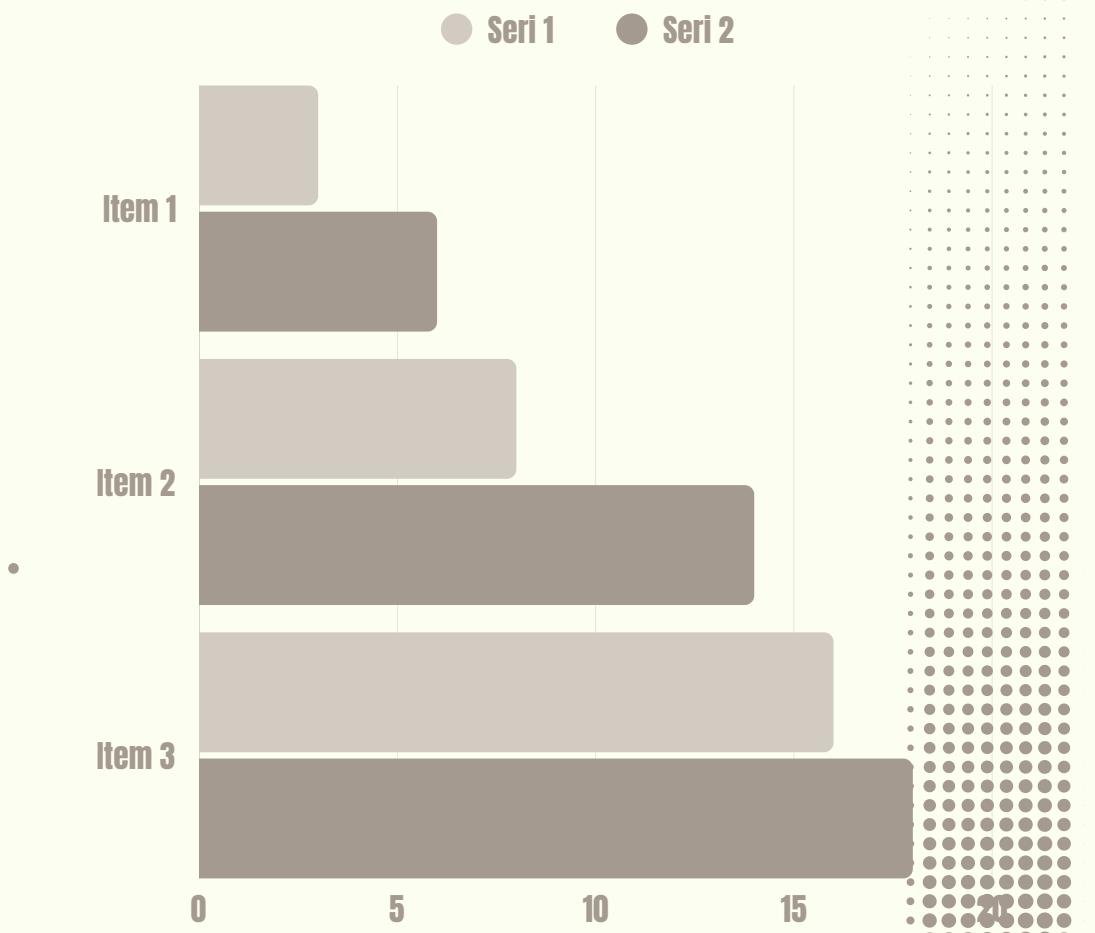
4. Trend Analysis

Profit Over Time:

- Spikes in Jan 2020 (18K) and Jan 2021 (15K) suggest seasonal demand or promotions.
- Some dips, like Jan 2019 (-3K) and Jan 2021 (1K), could indicate poor performance periods.

Sales Over Time:

- Peak sales in Jan 2022 (~118K).
- Regular spikes in Jan and July hint at seasonal trends or campaigns.





INSIGHTS 5

❖ 5. Category & Sub-Category Performance

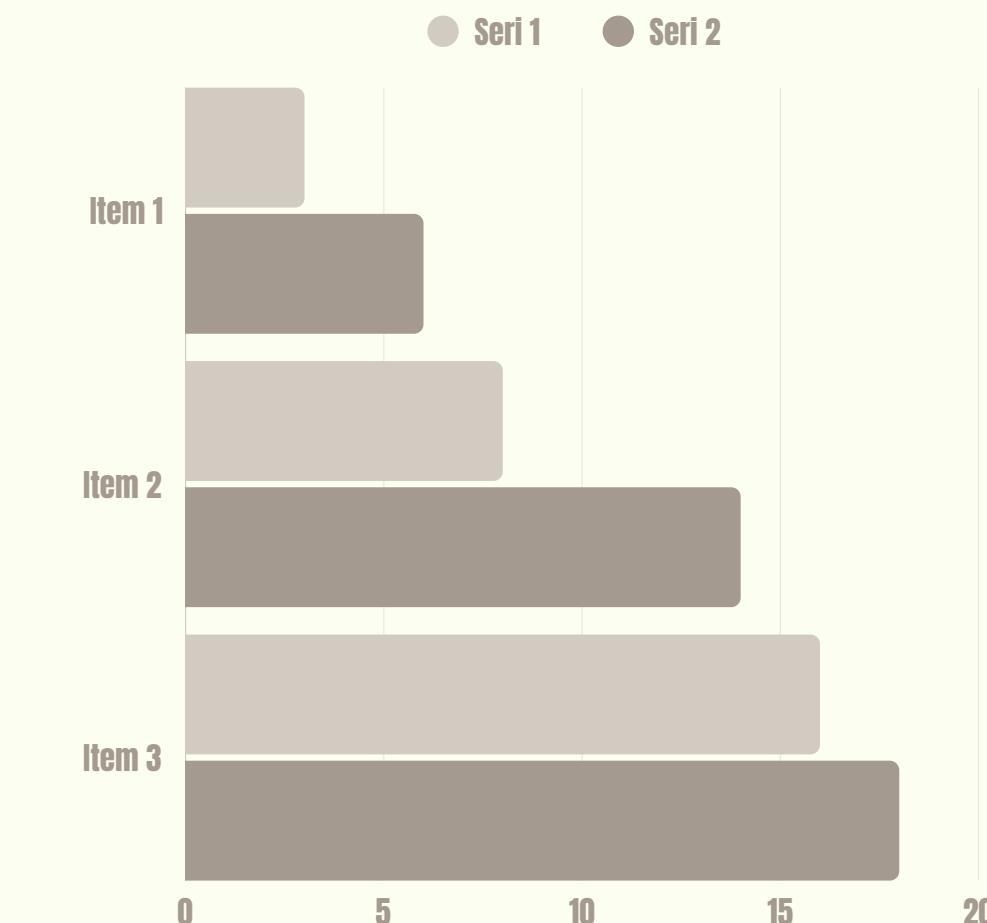
Top Profit Generators:

- Technology leads the profit game (e.g., Copiers, iPhones).
- Office Supplies like Paper and Binders also contribute.

Top Sales Generators:

- Phones, Chairs, and Storage are leading the revenue.
- Again, Technology dominates both sales and profit.

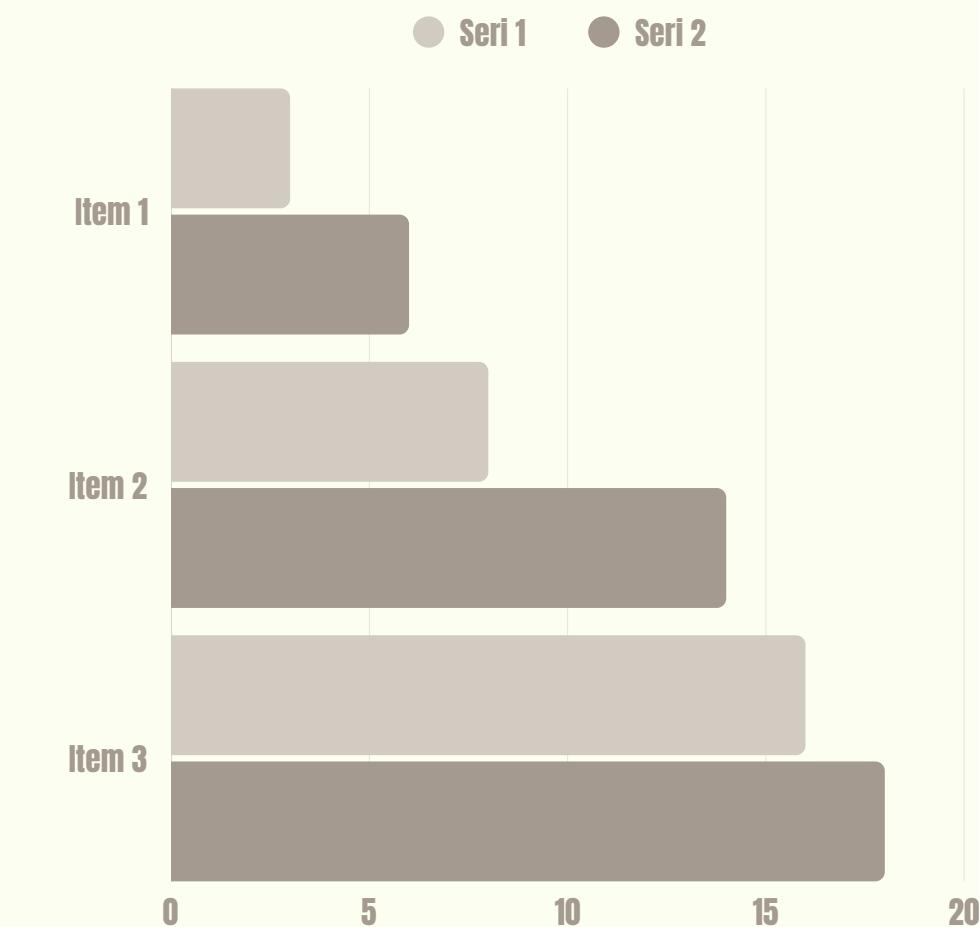
✓ Focus on promoting Tech Products even more, as they bring high value.



INSIGHTS 6

6. Regional Category Breakdown

- West has the highest sales in all categories, especially Furniture and Technology.
- South lags in all categories – consider investigating why (customer base, logistics, product availability).





ACTIONABLE INSIGHTS

- Optimize Central region: Good sales but poor profit — analyze discounts, shipping costs, or product mix.
- Capitalize on West region: High performance — ideal for new launches or targeted campaigns.
- Push High-Margin Products: Promote profitable sub-categories like Copiers, Phones, and Accessories.
- Investigate South region: Low performance — maybe needs more marketing or better logistics.
- Leverage Jan & July spikes: Plan marketing pushes or offers during these high-demand months.



THANK YOU