Superstore Sales Analysis Project

DataSet: https://www.kaggle.com/datasets/vivek468/superstore-dataset-final/data

List of tables:

1. Order_details (Fact table)
2. Customer_details (Dimension table)
3. Product_details (Dimension table)

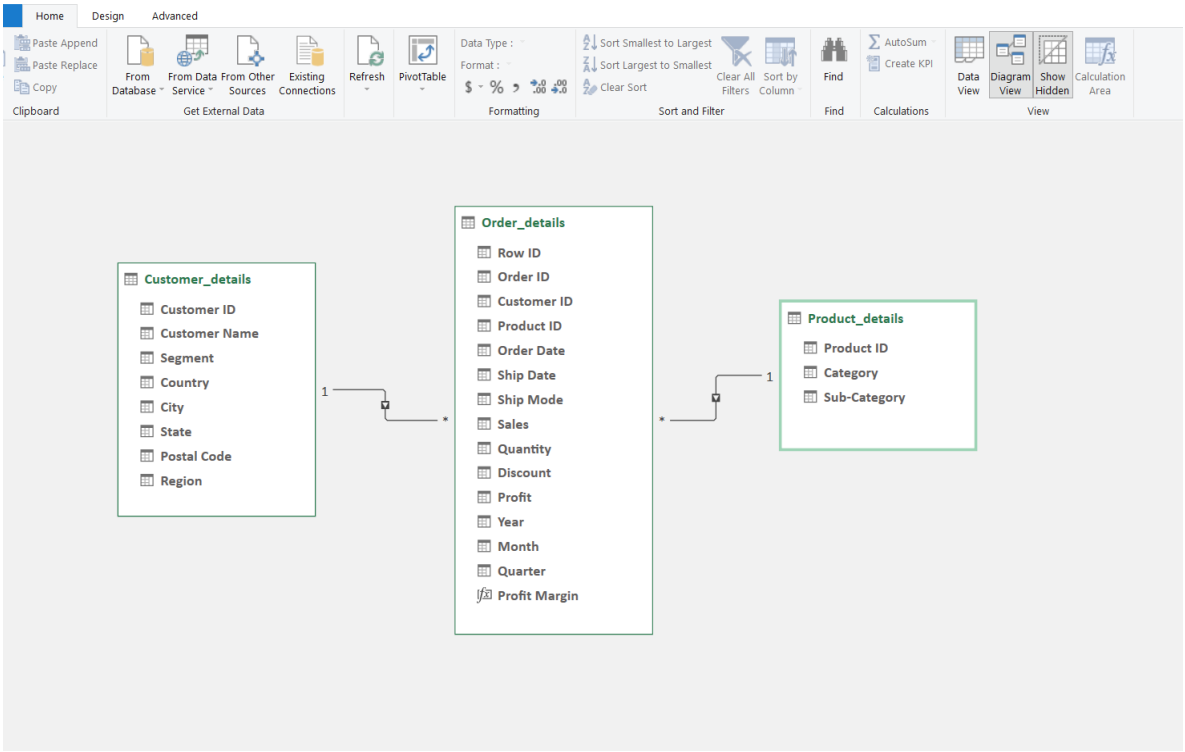
Some important steps done:

A. Data cleaning

i. Checking any null/blanks, duplicate, wrong formatting etc.

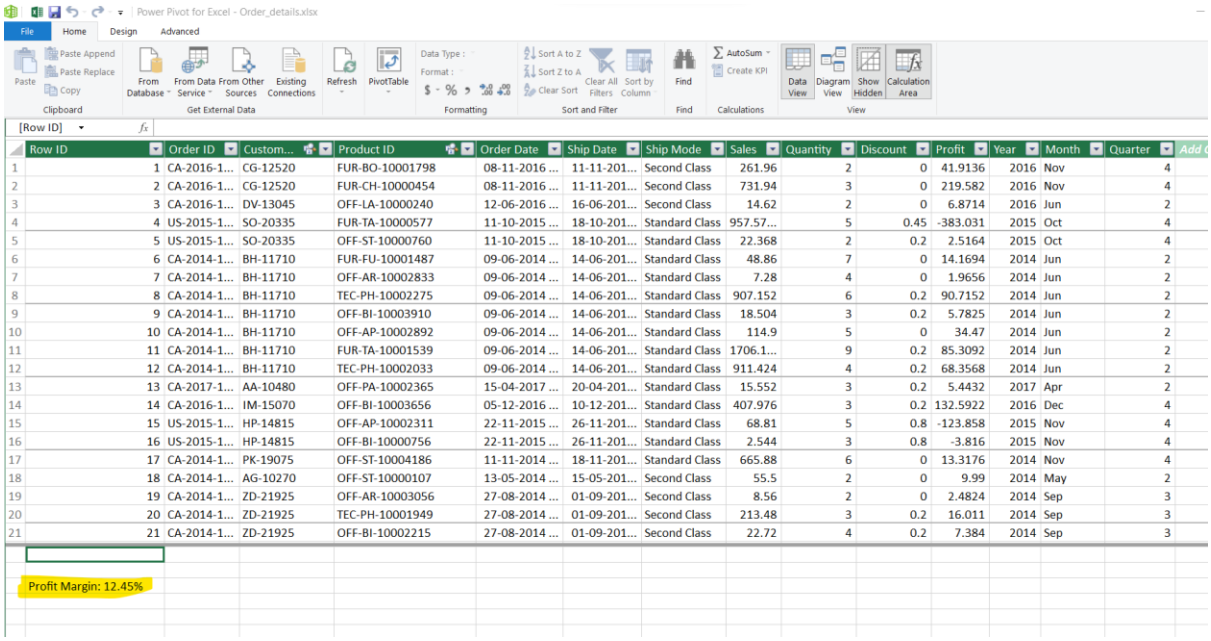
i. Corrected the format of date using "Text to column"(mm/dd/yyyy to dd/mm/yyyy)

B. Data modelling: Created relationships between tables using Power Pivot



C. Analyse the data to answer business questions

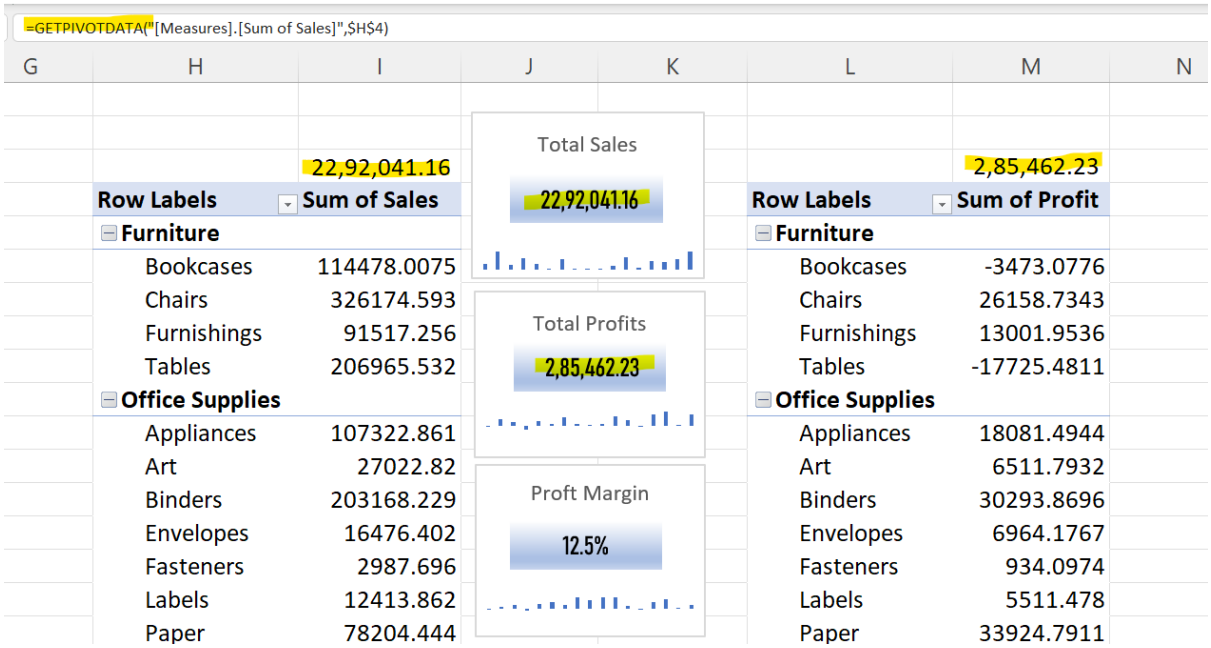
i. Profit margin – By creating a measure in power query.



Row ID	Order ID	Custom...	Product ID	Order Date	Ship Date	Ship Mode	Sales	Quantity	Discount	Profit	Year	Month	Quarter
1	CA-2016-1...	CG-12520	FUR-BO-10001798	08-11-2016 ...	11-11-201...	Second Class	261.96	2	0	41.9136	2016	Nov	4
2	CA-2016-1...	CG-12520	FUR-CH-10000454	08-11-2016 ...	11-11-201...	Second Class	731.94	3	0	219.582	2016	Nov	4
3	CA-2016-1...	DV-13045	OFF-LA-10000240	12-06-2016 ...	16-06-201...	Second Class	14.62	2	0	6.8714	2016	Jun	2
4	US-2015-1...	SO-20335	FUR-TA-10000577	11-10-2015 ...	18-10-201...	Standard Class	957.57...	5	0.45	-383.031	2015	Oct	4
5	US-2015-1...	SO-20335	OFF-ST-10000760	11-10-2015 ...	18-10-201...	Standard Class	22.368	2	0.2	2.5164	2015	Oct	4
6	CA-2014-1...	BH-11710	FUR-FU-10001487	09-06-2014 ...	14-06-201...	Standard Class	48.86	7	0	14.1694	2014	Jun	2
7	CA-2014-1...	BH-11710	OFF-AR-10002833	09-06-2014 ...	14-06-201...	Standard Class	7.28	4	0	1.9656	2014	Jun	2
8	CA-2014-1...	BH-11710	TEC-PH-10002275	09-06-2014 ...	14-06-201...	Standard Class	907.152	6	0.2	90.7152	2014	Jun	2
9	CA-2014-1...	BH-11710	OFF-BI-10003910	09-06-2014 ...	14-06-201...	Standard Class	18.504	3	0.2	5.7825	2014	Jun	2
10	CA-2014-1...	BH-11710	OFF-AP-10002892	09-06-2014 ...	14-06-201...	Standard Class	114.9	5	0	34.47	2014	Jun	2
11	CA-2014-1...	BH-11710	FUR-TA-10001539	09-06-2014 ...	14-06-201...	Standard Class	1706.1...	9	0.2	85.3092	2014	Jun	2
12	CA-2014-1...	BH-11710	TEC-PH-10002033	09-06-2014 ...	14-06-201...	Standard Class	911.424	4	0.2	68.3568	2014	Jun	2
13	CA-2017-1...	AA-10480	OFF-PA-10002365	15-04-2017 ...	20-04-201...	Standard Class	15.552	3	0.2	5.4432	2017	Apr	2
14	CA-2016-1...	IM-15070	OFF-BI-10003656	05-12-2016 ...	10-12-201...	Standard Class	407.976	3	0.2	132.5922	2016	Dec	4
15	US-2015-1...	HP-14815	OFF-AP-10002311	22-11-2015 ...	26-11-201...	Standard Class	68.81	5	0.8	-123.858	2015	Nov	4
16	US-2015-1...	HP-14815	OFF-BI-10000756	22-11-2015 ...	26-11-201...	Standard Class	2.544	3	0.8	-3.816	2015	Nov	4
17	CA-2014-1...	PK-19075	OFF-ST-10004186	11-11-2014 ...	18-11-201...	Standard Class	665.88	6	0	13.3176	2014	Nov	4
18	CA-2014-1...	AG-10270	OFF-ST-10000107	13-05-2014 ...	15-05-201...	Second Class	55.5	2	0	9.99	2014	May	2
19	CA-2014-1...	ZD-21925	OFF-AR-10003056	27-08-2014 ...	01-09-201...	Second Class	8.56	2	0	2.4824	2014	Sep	3
20	CA-2014-1...	ZD-21925	TEC-PH-10001949	27-08-2014 ...	01-09-201...	Second Class	213.48	3	0.2	16.011	2014	Sep	3
21	CA-2014-1...	ZD-21925	OFF-BI-10002215	27-08-2014 ...	01-09-201...	Second Class	22.72	4	0.2	7.384	2014	Sep	3

Profit Margin: 12.45%

D. GETPIVOTDATA function is used to extract data from pivot table to show data in cards format.



	22,92,041.16
Row Labels	Sum of Sales
Furniture	
Bookcases	114478.0075
Chairs	326174.593
Furnishings	91517.256
Tables	206965.532
Office Supplies	
Appliances	107322.861
Art	27022.82
Binders	203168.229
Envelopes	16476.402
Fasteners	2987.696
Labels	12413.862
Paper	78204.444

	2,85,462.23
Row Labels	Sum of Profit
Furniture	
Bookcases	-3473.0776
Chairs	26158.7343
Furnishings	13001.9536
Tables	-17725.4811
Office Supplies	
Appliances	18081.4944
Art	6511.7932
Binders	30293.8696
Envelopes	6964.1767
Fasteners	934.0974
Labels	5511.478
Paper	33924.7911

E. Since, we can't get Map chart directly from pivot table.

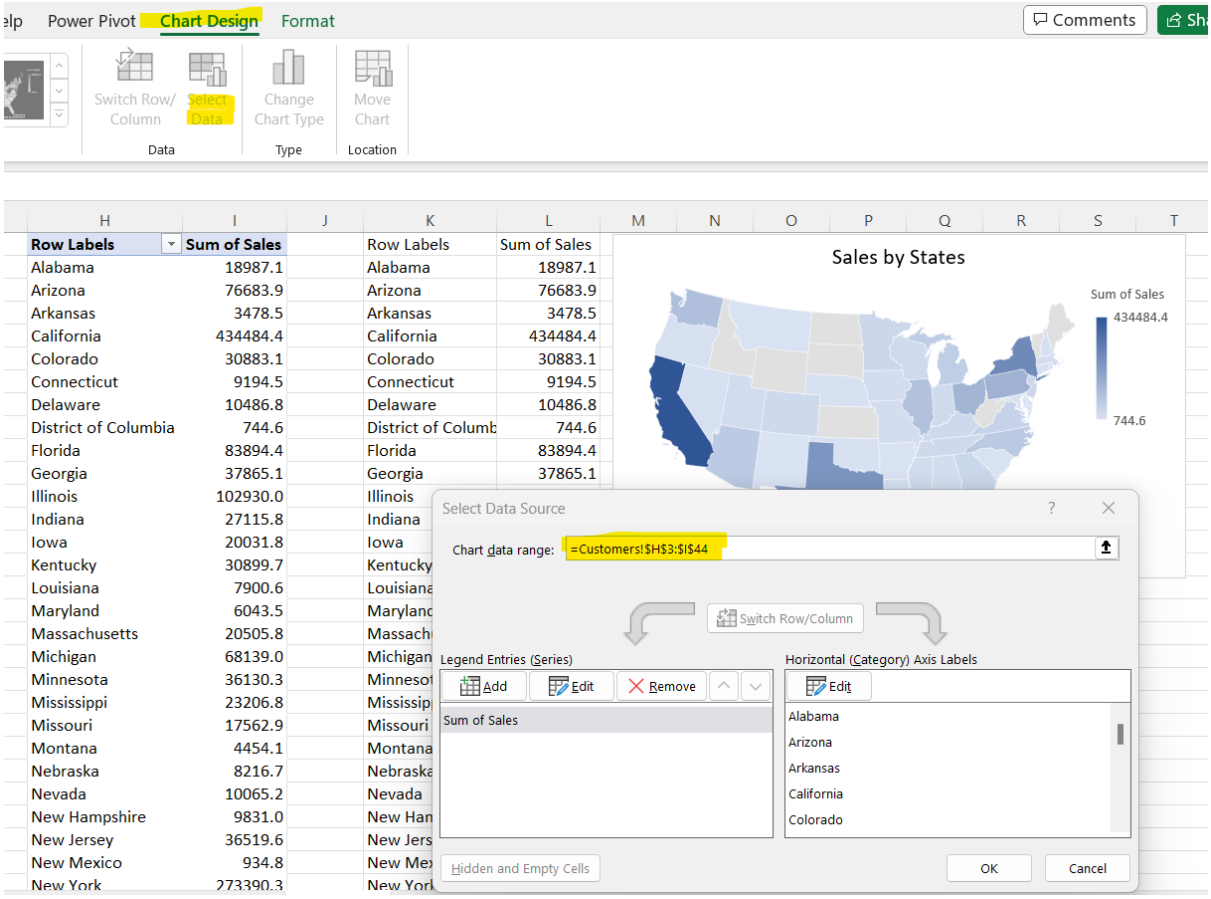
i. We first need to copy only data from pivot table.

ii. Then using this data, we will create map chart.

iii. Now to make map chart dynamic, we will go to chart design and Select Data.

iv. Then, select pivot table as data range.

v. Clicking ok, will connect our map chart to pivot table.



Row Labels	Sum of Sales
Alabama	18987.1
Arizona	76683.9
Arkansas	3478.5
California	434484.4
Colorado	30883.1
Connecticut	9194.5
Delaware	10486.8
District of Columbia	744.6
Florida	83894.4
Georgia	37865.1
Illinois	102930.0
Indiana	27115.8
Iowa	20031.8
Kentucky	30899.7
Louisiana	7900.6
Maryland	6043.5
Massachusetts	20505.8
Michigan	68139.0
Minnesota	36130.3
Mississippi	23206.8
Missouri	17562.9
Montana	4454.1
Nebraska	8216.7
Nevada	10065.2
New Hampshire	9831.0
New Jersey	36519.6
New Mexico	934.8
New York	273390.3

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Louisiana	
Marylanc	
Massach	
Michigan	
Minnesot	
Mississip	
Missouri	
Montana	
Nebraska	
Nevada	
New Han	
New Jers	
New Mex	
New Yorl	