

Superstore Sales Analysis

Sales Performance and Geographic Trends	Sales Insights: Top 10 Products, States, Regions	Category & Sub-Category Sales Analysis	Sales Potential with Forecasting	Sales Analysis: Shipping Preferences by Segment	Sales Insight: Assessing the Impact of Discounts	Sales Monitoring for Profit Enhancement
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Analysis

The tables and graphs depict sales performance and geographic trends, showcasing the highest sales and profit region, variations in product quantity, and shipping time.

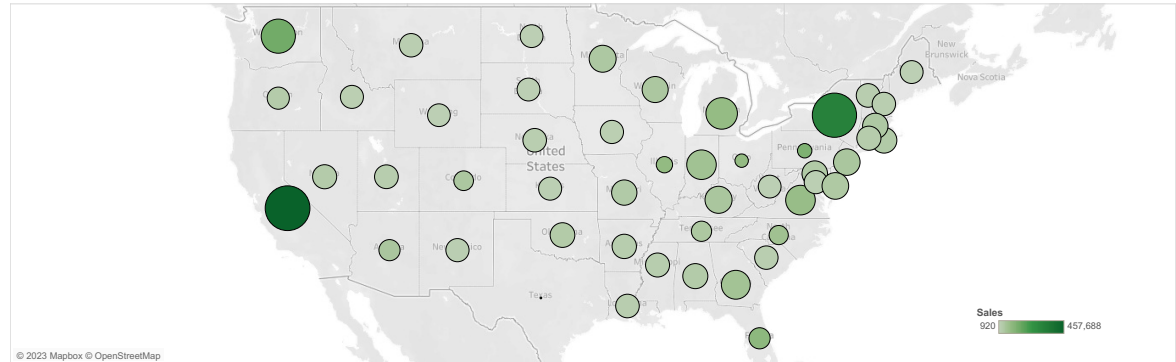
Year  
All

Region  
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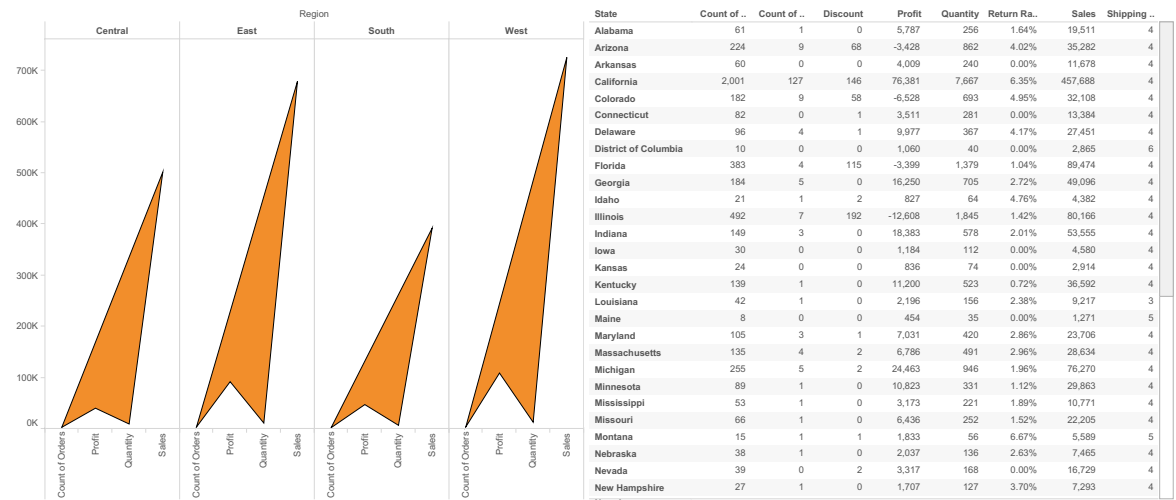
Analyzing Sales Performance and Geographic Trends

- Highest Sales and Profits by Region
- Variation in Product Quantity among Regions and States
- Sales Performance Differences within Same Region
- Average Shipping Time and its Impact on Sales
- Identifying Growth Potential based on Sales and Shipping

State Wise Analysis of Total Sales, Profit, Quantity and Orders



Region Wise Analysis of Total Sales, Profit, Quantity and Orders



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The main focus of this dashboard is to analyze the sales performance of the top 10 best-selling products.

Key Points:

1. **Sales Performance and Trends:** The dashboard examines key metrics, such as sales revenue, for the top 10 best-selling products, providing insights into regional preferences and trends.
2. **Yearly Sales Analysis:** Year-over-year sales trends for the top products are analyzed. For example, in 2014 and 2015, the 'Cisco TelePresence System EX90 Videoconferencing Unit' was the top-selling product, but it was surpassed by the 'Canon imageCLASS 2200 Advanced Copier' in 2016 and 2017.
3. **Comparative Analysis:** A comparative analysis is conducted across states and regions. For instance, the 'Canon imageCLASS 2200 Advanced Copier' is the top product in all regions except the south, where the 'Cisco TelePresence System EX90 Videoconferencing Unit' holds the top spot.

By leveraging these insights, optimizing strategies, and identifying growth opportunities, businesses can make data-driven decisions to drive profitability and success with a focus on the top-selling products.

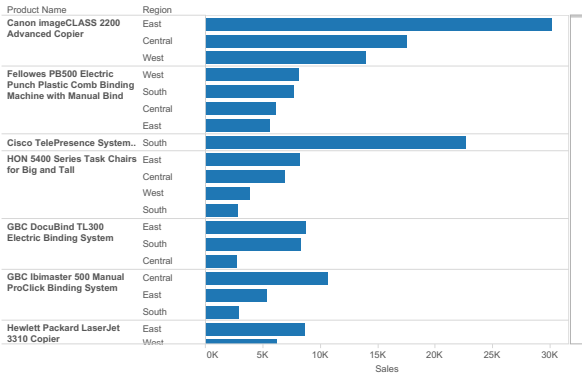
Year

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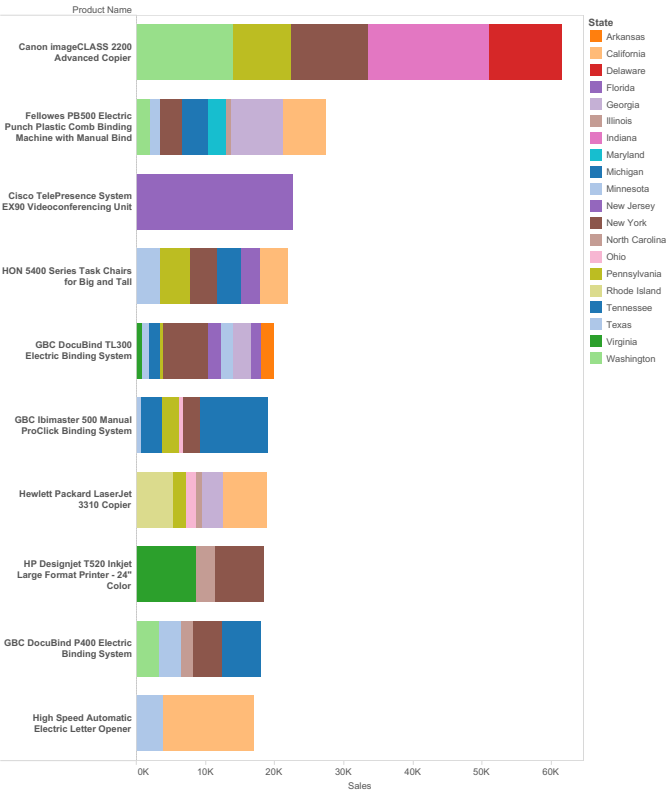
Region

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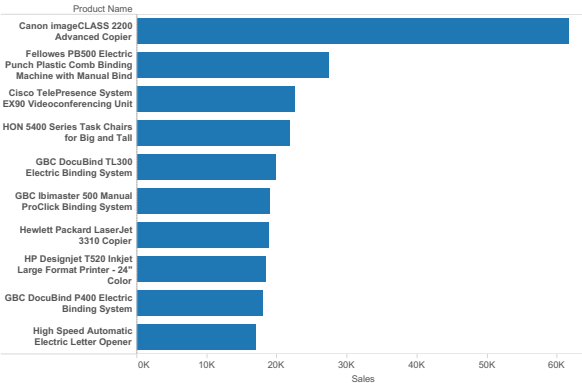
Sales Trends of Top 10 Products Over the Years



Top 10 Best-Selling Products by State/Region



Comparative Analysis of Top 10 Products



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Graph Workflow

Category Analysis: Visualize sales figures, customize visuals, and calculate sales contributions or average sales per category.

Sub-Category Performance Analysis: Compare sales figures within categories, calculate average sales per sub-category, for example Copiers have highest average sales

Benefits

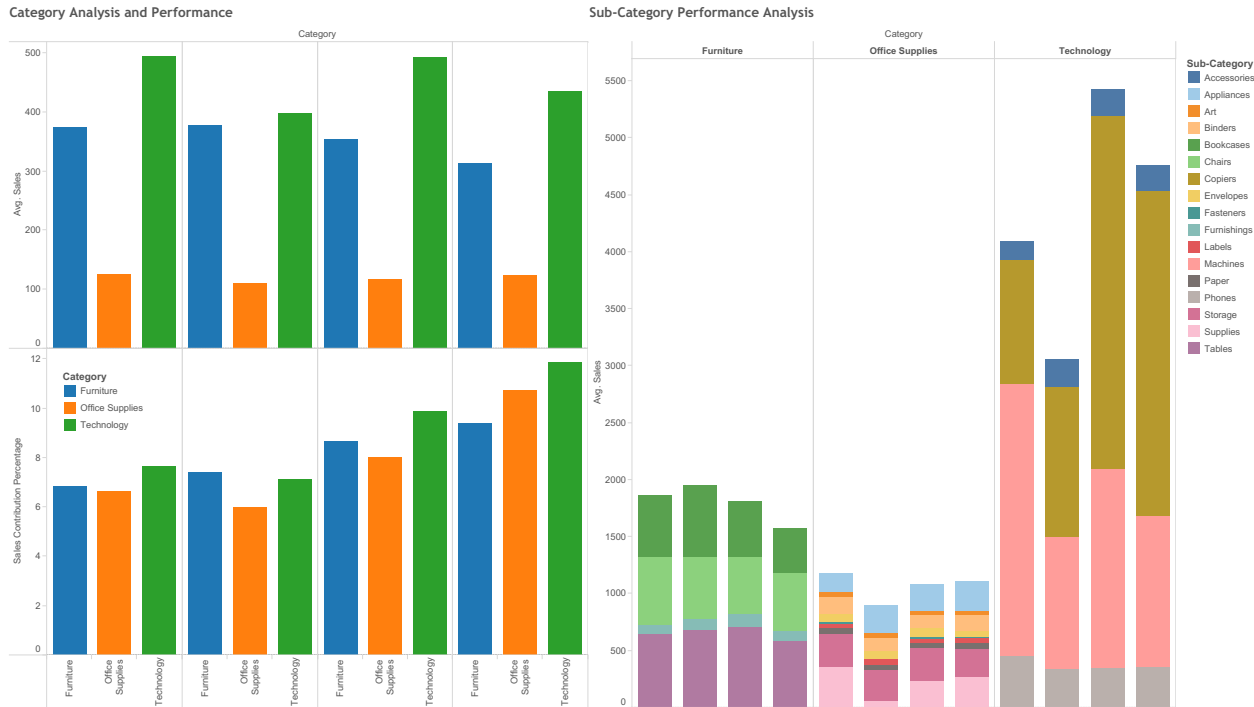
This workflow provides a comprehensive analysis of category and sub-category performance, enabling businesses to optimize strategies and maximize profitability.

- Identify profitable categories and sub-categories for resource allocation, for example in Category Technology contribute maximum sales and also maximus sales orecentage
- Make data-driven decisions for marketing and product development based on sales insights.

Year  
All

State  
All

Region  
All



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Shows monthly and yearly sales trends, provides forecasts, and identifies profitable Region or State for maximizing profitability.

Overall Sales Trend Analysis with Profit Forecast showcases sales and profit trends, enabling informed decision-making for revenue optimization and future projections for example here we can see the forecast for 2018 sales to be expected higher than 2017.

It also reveals that West Region has highest sales and profit overall in the history of this data.

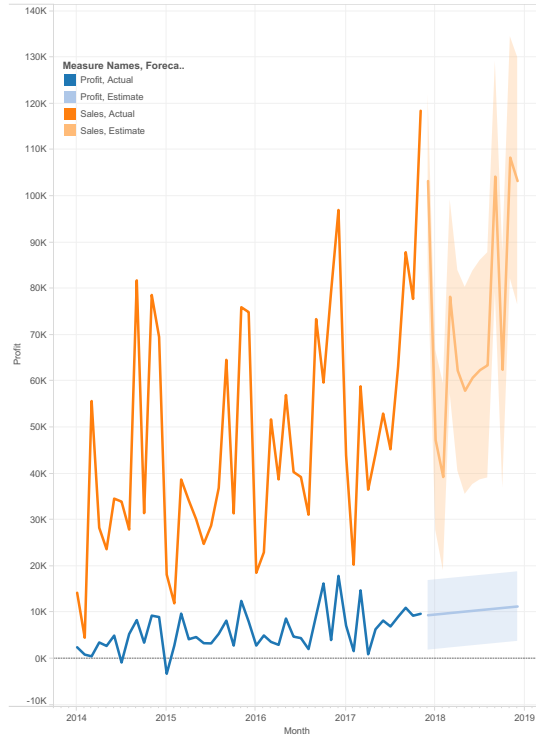
These analyses help optimize revenue and decision-making by identifying top-performing area's and providing insights for future projections.

Region  
All

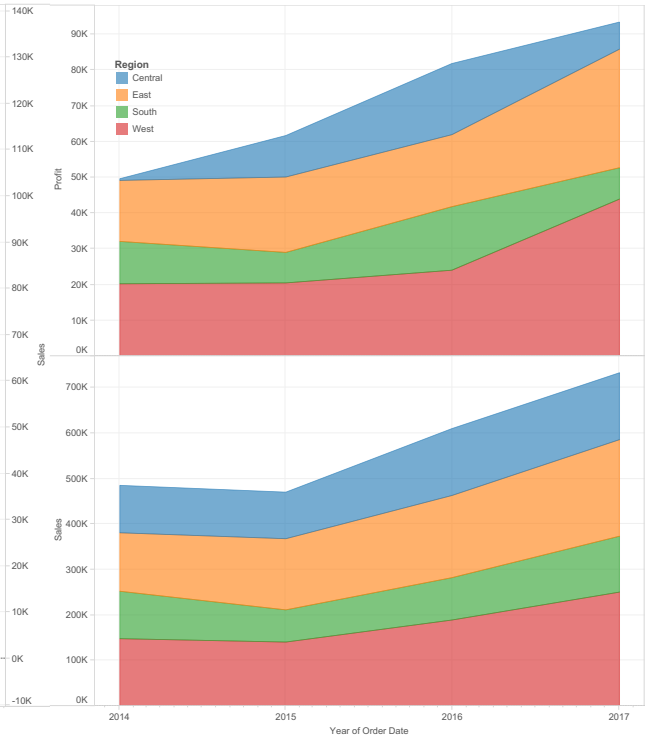
Year  
All

State  
All

Projected Sales and Profit Forecast



Geographic Sales Trend Analysis



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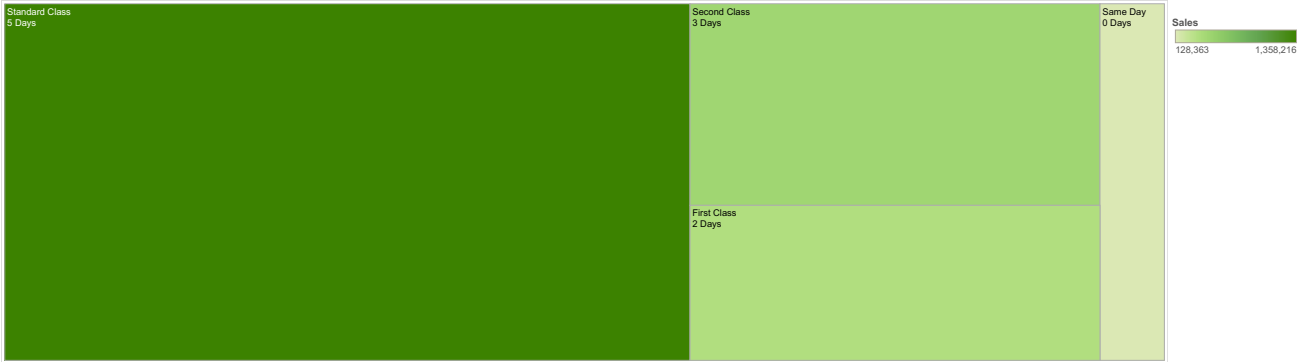
This analysis highlights sales and profit trends based on segment, shipping mode, and shipping time.

State  
All

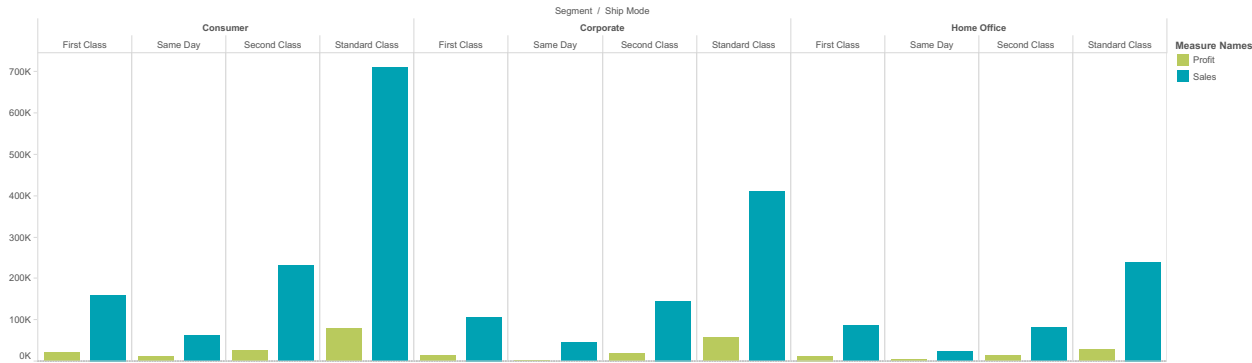
Key Points:

- Analysis of customer preferences for shipping options reveals that the highest sales and profit occur with standard shipping.
  - Identify segments with high sales and profit contributions for example Consumer segment leads in sales and profit contributions, followed by the Corporate and Home Office segments.
  - Understanding these insights allows for targeted marketing strategies and optimized logistics operations.
- Regularly monitoring these metrics enables proactive decision-making to drive sustained growth and success.

Sales by Shipping time and Shipment Mode



Sales & Profit by Segment, Shipping



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Charts analyze discounts' impact on sales and profit. Insights inform discount optimization for improved sales and profitability. Continuous monitoring recommended.

Key Points:

**Insights from Sales and Discount Analysis:** Despite November having the highest discounts, sales and profit are not at their peak. This suggests that customers may not respond strongly to discounts during this month. Further investigation is needed to understand customer behavior and optimize discount strategies for improved sales and profitability during November.

**Sales-Discount-Profit Analysis:** Higher discounts correspond to increased sales and profit over the years, indicating their positive impact on business performance. Continued monitoring and optimization are advised.

Continuous monitoring and analysis are recommended to ensure the effectiveness of discount initiatives.

State

All

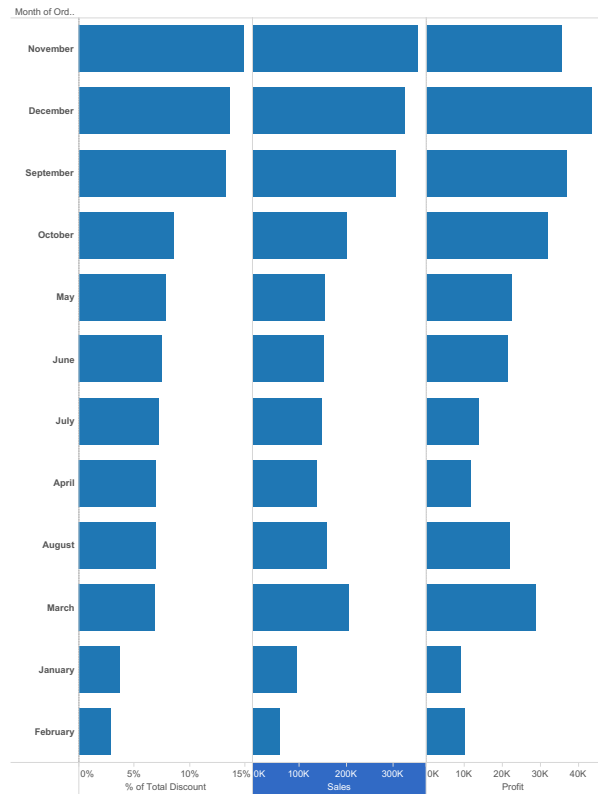
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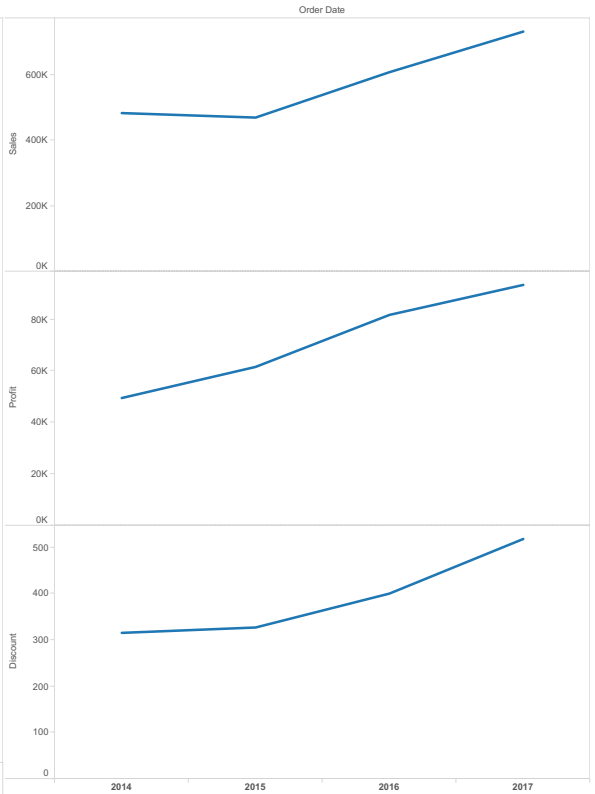
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Sales and Discount Analysis by Month



Sales-Discount-Profit Analysis by Year



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**Comparison of Sales Over the Years:** The goal of a company from a sales and profit perspective is to drive revenue growth, maximize profitability, and achieve sustainable financial success through effective sales strategies, customer satisfaction, and operational excellence.

Our future objective is to significantly increase sales and profit by leveraging the insights gained from this analysis. We will implement targeted strategies, optimize pricing and promotions, enhance the customer experience, and explore new market opportunities to achieve sustainable and substantial improvements in sales and profitability.

The provided chart offers a comprehensive overview of sales, profit, orders, and quantity across various dimensions such as category, subcategory, segment, region, city, year, quarter, and month.

Upon analyzing the chart, it is evident that sales, profit, orders, and quantity have consistently increased year over year, indicating positive business growth and customer demand for our products.

If consistent growth in sales, profit, orders, and quantity is not observed, it could signal potential challenges or missed opportunities. This may indicate that our strategies are not effectively capturing market demand or that our operations and resources are not optimally utilized.

In such scenarios, detailed analysis becomes crucial to identify the underlying causes and take corrective actions, including refining offerings, adjusting pricing, and improving marketing strategies.

Continual monitoring and analysis are imperative for sustained growth and profitability.

Complete Sales Analysis Summary	2014	2015	2016	2017	Year All	Sub-Category All
Count of Orders	1,993	2,102	2,587	3,312	Quarter All	Category All
Count of Returns	53	61	77	105	Month All	
Discount	315	327	400	518	Region All	
Profit	49,544	61,619	81,795	93,439	State All	
Quantity	7,581	7,979	9,837	12,476	City All	
Return Rate	2.66%	2.90%	2.98%	3.17%		
Sales	484,247	470,533	609,206	733,215		