Superstore Sales Analysis

Analyzing Sales Performance and Geographic Trends
1. Highest Sales and Profits by Region
2. Variation in Product Quantity among Regions and States
3. Sales Performance Differences within Same Region
4. Average Shipping Time and its Impact on Sales
5. Identifying Growth Potential based on Sales and Shipping
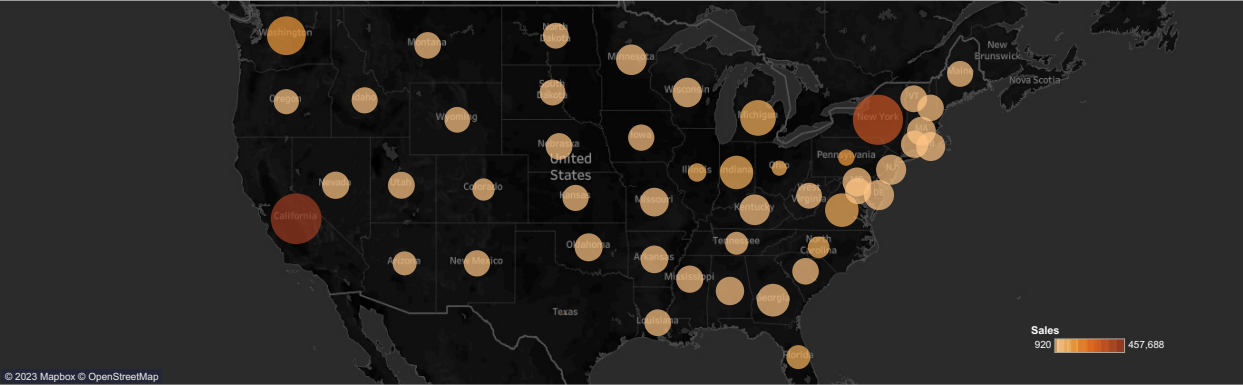
Analysis

Region
All

Year
All

Quarter
All

Month
All

The tables and graphs depict sales performance and geographic trends, showcasing the highest sales and profit region, variations in product quantity, and shipping time, for example California has maximum sales overall time period.

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

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Sales
920 — 457,688

Region Vise Analysis of Total Sales, Profit, Quantity and Orders
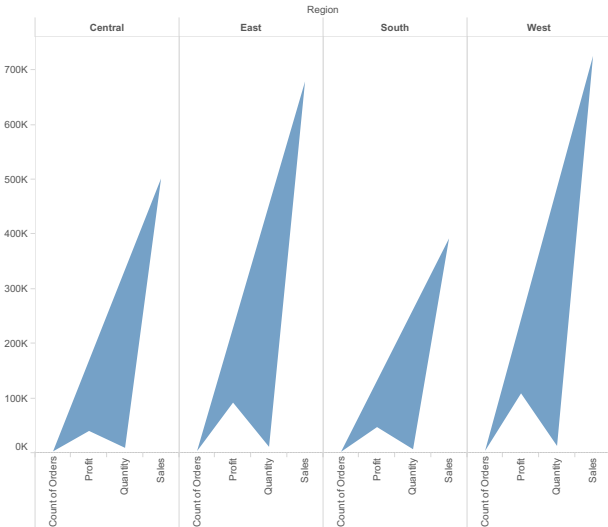
Sales Performance Overview

City	Count of O..	Count of R..	Discount	Profit	Quantity	Return Rate	Sales	Shipping T..
Aberdeen	1	0	0	7	3	0.00%	26	3
Abilene	1	0	1	-4	2	0.00%	1	2
Akron	21	0	8	-187	65	0.00%	2,730	4
Albuquerque	14	1	1	634	65	7.14%	2,220	5
Alexandria	16	0	0	319	84	0.00%	5,520	5
Allen	4	0	2	-40	13	0.00%	290	3
Allentown	7	0	2	-226	20	0.00%	853	4
Altoona	2	0	1	-1	9	0.00%	20	1
Amarillo	10	1	3	-388	32	10.00%	3,773	3
Anaheim	27	1	2	1,234	112	3.70%	7,987	2
Andover	4	0	0	124	13	0.00%	436	3
Ann Arbor	5	0	0	229	23	0.00%	889	3
Antioch	1	0	0	9	3	0.00%	19	1
Apopka	7	0	3	54	31	0.00%	905	2
Apple Valley	9	1	1	293	32	11.11%	2,053	3
Appleton	2	0	0	555	12	0.00%	1,671	4
Arlington	60	0	11	4,170	259	0.00%	20,215	4
Arlington Heights	1	0	0	1	6	0.00%	14	4
Arvada	4	0	1	60	10	0.00%	503	2
Asheville	7	0	2	78	28	0.00%	1,475	4
Athens	8	0	0	479	30	0.00%	1,721	4
Atlanta	39	1	0	6,994	156	2.56%	17,198	4
Atlantic City	1	0	0	12	2	0.00%	23	4
Auburn	24	0	0	735	80	0.00%	3,155	4
Aurora	68	1	24	-2,692	258	1.47%	11,656	4
Austin	39	1	13	-20	131	2.56%	6,058	4
Avondale	6	0	1	76	30	0.00%	947	5
Bakersfield	16	1	2	188	47	6.25%	1,377	4

Shipping Time
All

Superstore Sales Analysis

The main focus of this dashboard is to analyze the sales performance of the top 10 products performance

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 Segment, Category and Subcategory 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 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.
4. Negative Profit Analysis: Despite being one of the top 10 best-selling products, 'Cisco TelePresence System EX90 Videoconferencing Unit' exhibits negative profitability.

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.
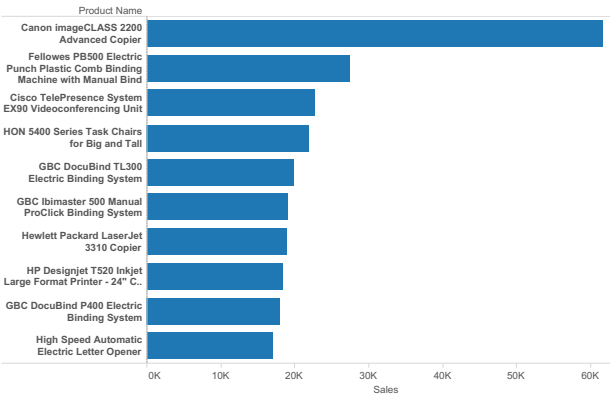
Year
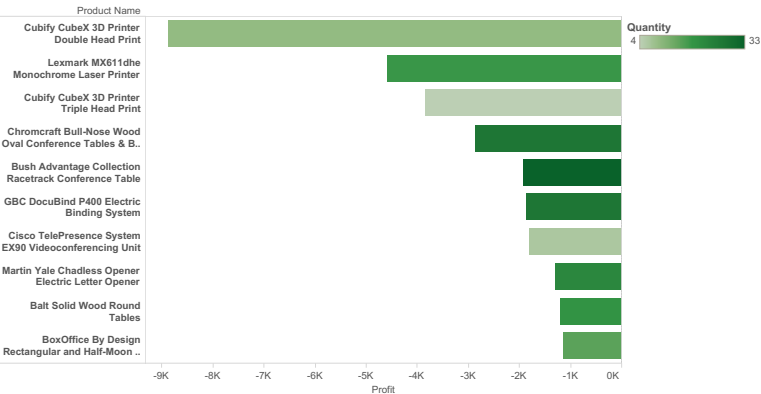All

Quarter
All

Month
All

Region
All

Category
All

Top 10 Best Selling Products

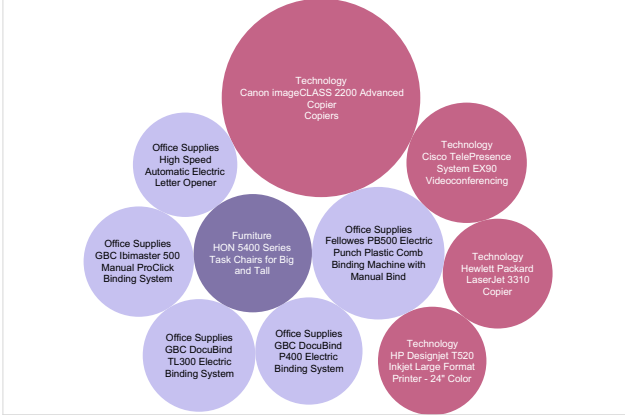## Top 10 Underperforming Products: Negative Profit Analysis

Top 10 Products by Category/Subcategory

Top 10 Best-Selling Products by Segment

Superstore Sales Analysis

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

Key Points:

1: Identify profitable categories and sub-categories for resource allocation, for example in 'Category' 'Technology' contribute maximum sales and also maximum sales percentage

2: Make data-driven decisions for marketing and product development based on sales insights. For example, leverage the insight that 'Copiers' contribute the highest sales within the 'Subcategory' to drive strategic initiatives.

In summary, analyzing category and sub-category performance enables data-driven decisions, optimizing marketing and product development strategies for maximum profitability and sustained business growth.
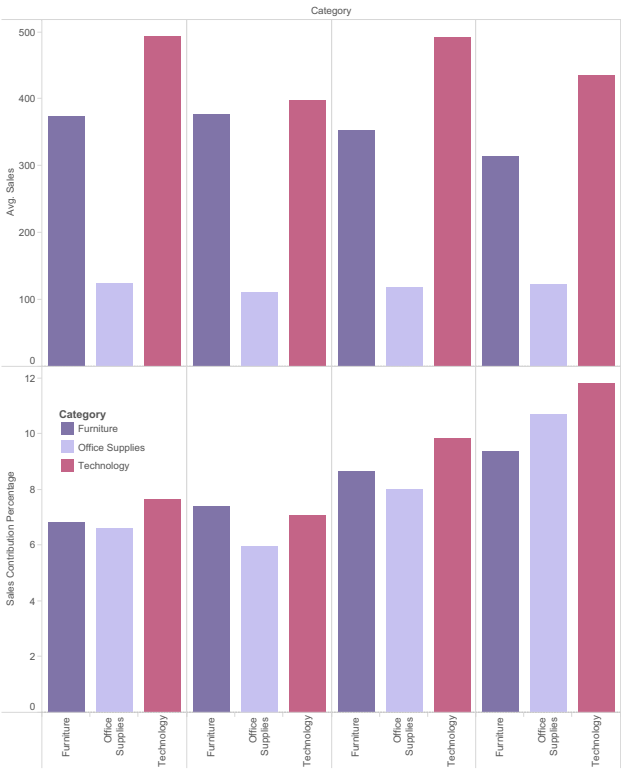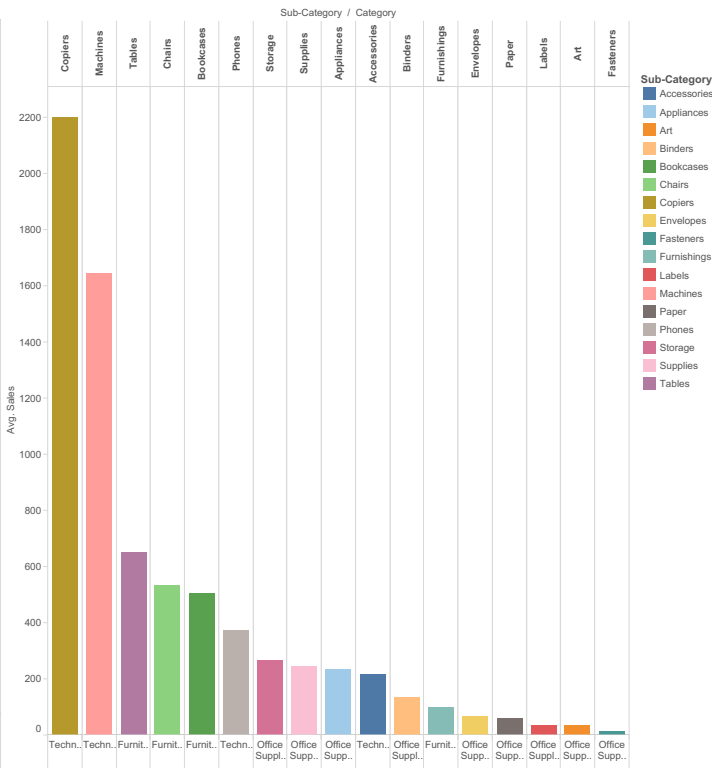
Year
All

State
All

Region
All

Category Analysis and Performance

Category

Sub-Category Performance Analysis

Sub-Category / Category

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Category
- Furniture
- Office Supplies
- Technology

Superstore Sales Analysis

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

Key Points:

1: Analysis of customer preferences for shipping options reveals that the highest sales and profit occur with standard shipping.
2: 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.
3: 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.
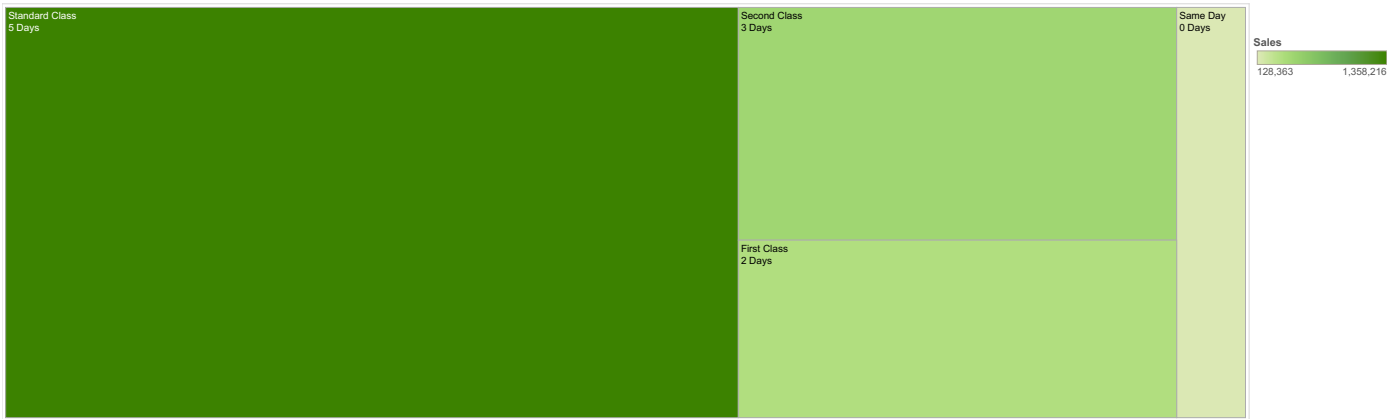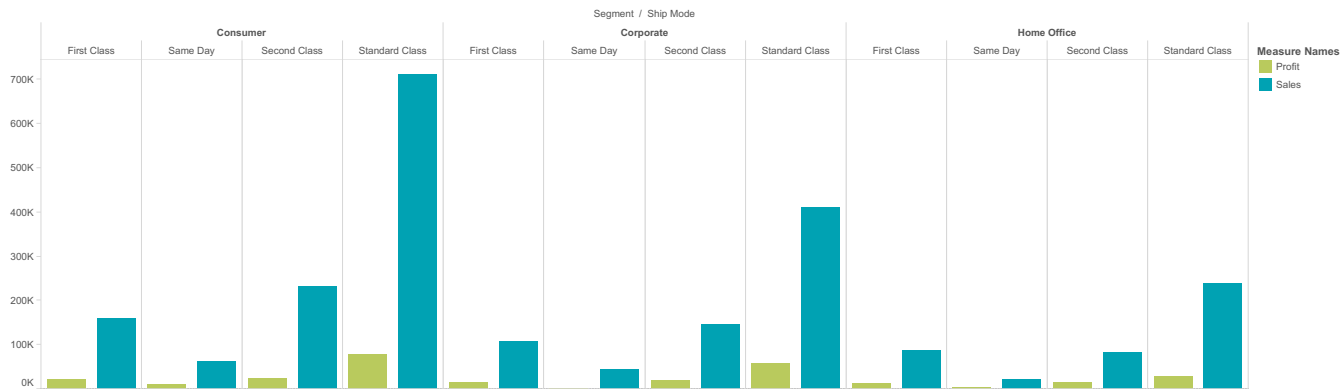
Region
All

State
All

Sales by Shipping time and Shipment Mode

Sales & Profit by Segment, Shipping

Superstore Sales Analysis

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

Key Points:

1: 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.

2: 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.
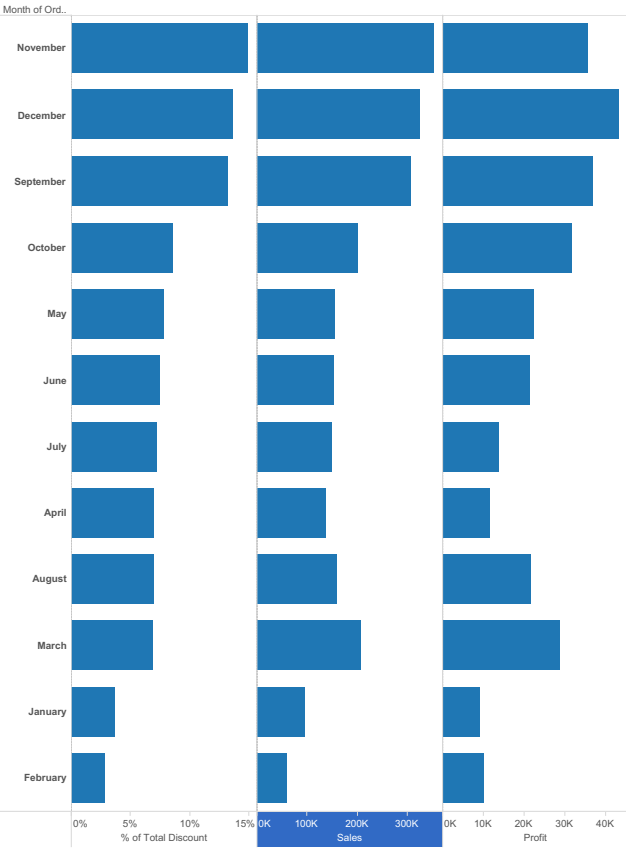
Continuous monitoring and analysis are recommended to ensure the effectiveness of discount initiatives.
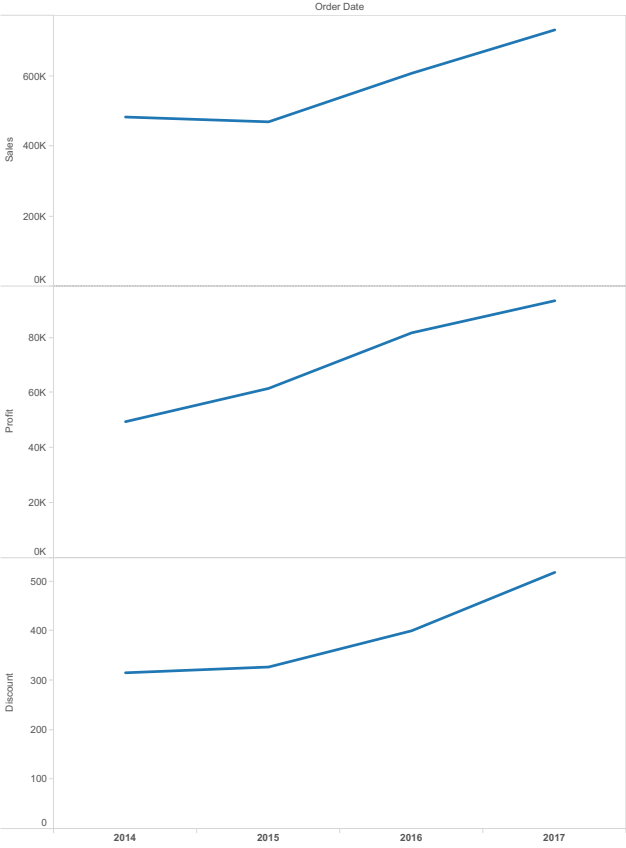
Region
All

State
All

Year
All

Sales and Discount Analysis by Month

Sales-Discount-Profit Analysis by Year

Superstore Sales Analysis

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

Key Ponits:

1: 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.

2: 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.
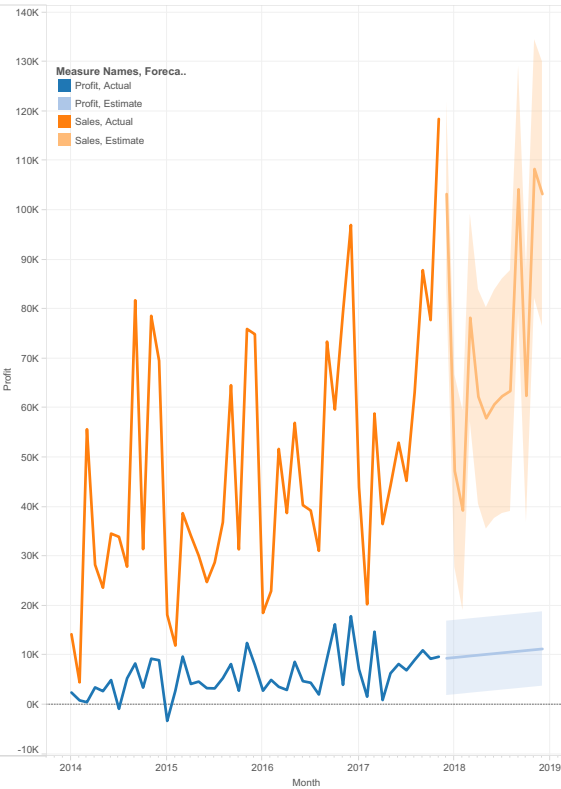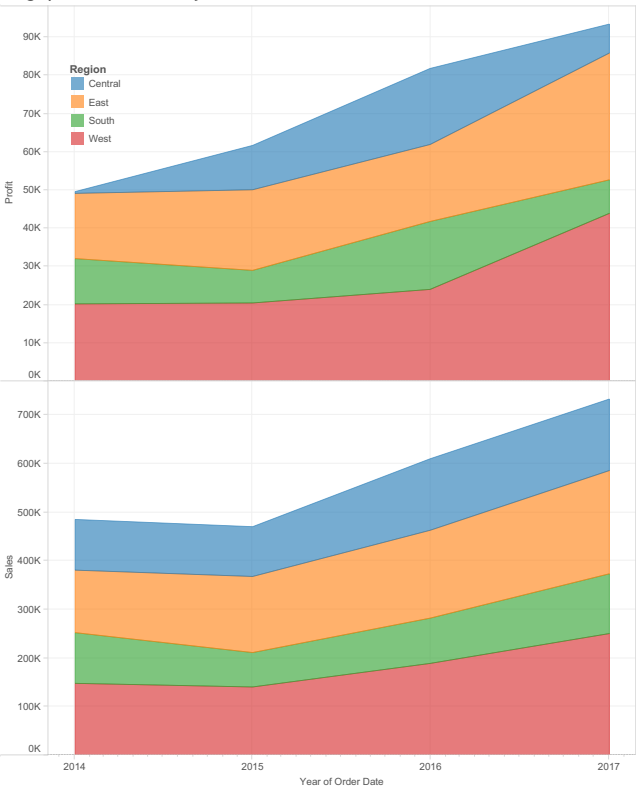
Region
All

State
All

Year
All

Projected Sales and Profit Forecast

Geographic Sales Trend Analysis

Superstore Sales Analysis

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
Count of Orders	1,993	2,102	2,587	3,312
Count of Returns	53	61	77	105
Discount	315	327	400	518
Profit	49,544	61,619	81,795	93,439
Quantity	7,581	7,979	9,837	12,476
Return Rate	2.66%	2.90%	2.98%	3.17%
Sales	484,247	470,533	609,206	733,215

Year
All

Quarter
All

Month
All

Region
All

State
All

City
All

Sub-Category
All

Category
All