Superstore Sales Analysis

Region
All

Year
All

Quarter
All

Month
All

Sales performance and geographic trends analysis reveals insights for growth and resource allocation.

Key Points:

1: Highest Sales and Profits by Region: California, located in the West region, leads in both sales and profits, while New York, in the East region, ranks second in terms of highest sales and profits.
2: Sales Performance Differences within Same Region: Within the central region, Houston had the highest sales, while Detroit recorded the highest profit. This indicates variations in sales performance within the same region, emphasizing the importance of targeted strategies for maximizing profitability.

The tables and graphs depict sales performance and geographic trends, showcasing the highest sales and profit region, variations in product quantity, and shipping time.
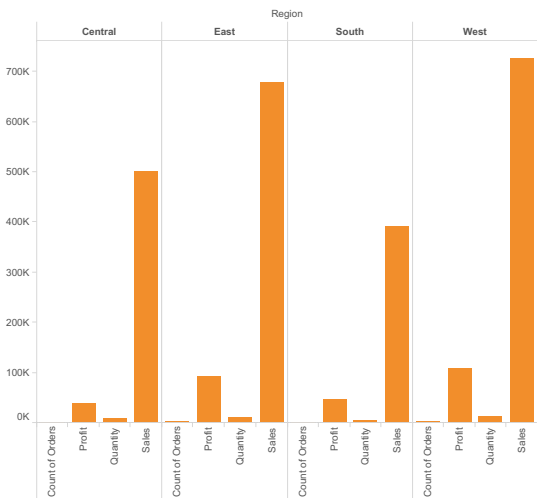
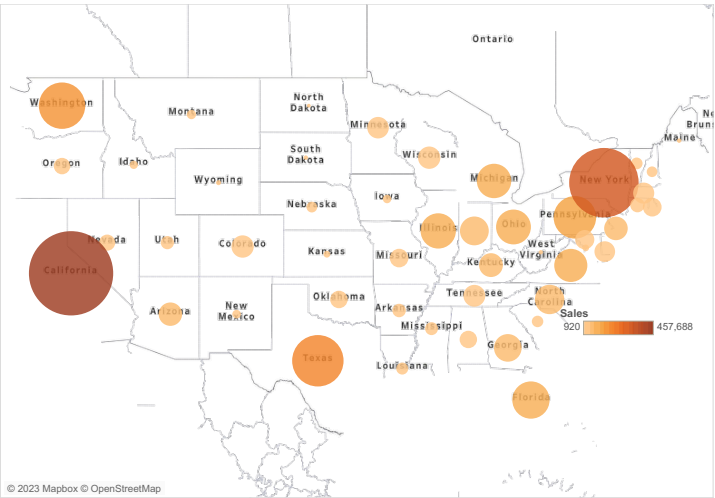## Region Vise Analysis of Total Sales, Profit, Quantity and Orders

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

© 2023 Mapbox © OpenStreetMap

Sales Performance Overview

Shipping Time
All

City	Sales	Profit	Discount Rate	Quantity	Count of Orders	Shipping Time	Return Rate
New York City	256,368	62,037	0.02%	3,417	915	4 Days	1.20%
Los Angeles	175,851	30,441	0.03%	2,879	747	4 Days	6.69%
Seattle	119,541	29,156	0.02%	1,590	428	4 Days	5.84%
San Francisco	112,669	17,507	0.03%	1,935	510	4 Days	4.71%
Philadelphia	109,077	-13,838	0.16%	1,981	537	4 Days	0.74%
Houston	64,505	-10,154	0.22%	1,466	377	4 Days	1.06%
Chicago	48,540	-6,655	0.25%	1,132	314	4 Days	1.27%
San Diego	47,521	6,377	0.03%	670	170	4 Days	5.29%
Jacksonville	44,713	-2,324	0.08%	429	125	4 Days	0.80%
Springfield	43,054	6,201	0.05%	649	163	4 Days	1.84%
Detroit	42,447	13,182	0.00%	441	115	4 Days	0.87%
Columbus	38,706	5,897	0.10%	836	222	4 Days	3.15%
Newark	28,576	5,794	0.03%	362	95	4 Days	3.16%
Columbia	25,283	5,606	0.02%	316	81	4 Days	2.47%
Lafayette	25,036	10,018	0.00%	104	31	4 Days	6.45%
Jackson	24,964	7,582	0.01%	318	82	5 Days	4.88%
San Antonio	21,844	-7,299	0.10%	247	59	4 Days	1.69%
Burlington	21,668	-3,623	0.02%	105	25	4 Days	0.00%
Arlington	20,215	4,170	0.05%	259	60	4 Days	0.00%
Dallas	20,132	-2,847	0.28%	555	157	4 Days	1.91%

Superstore Sales Analysis

Year
All

Quarter
All

Month
All

Region
All

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

Key Points:

1: 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.

2: 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.

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 best and least selling products.
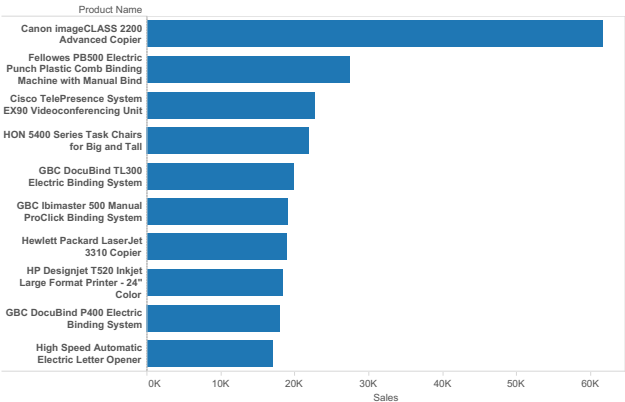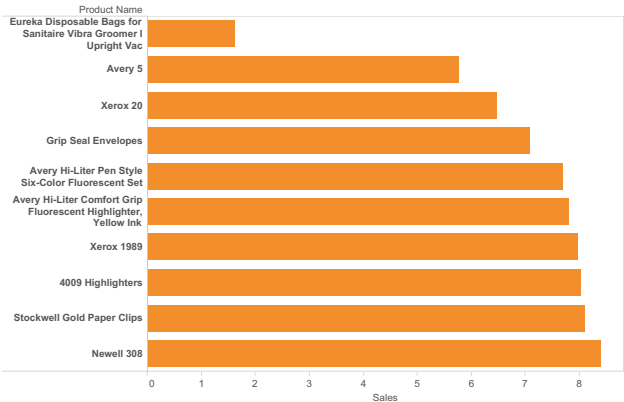
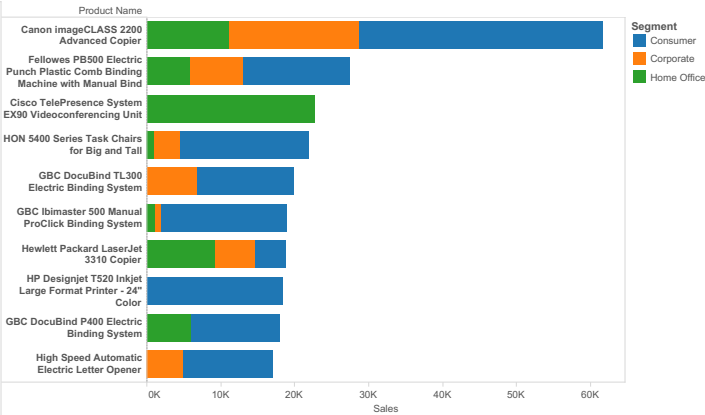## Top 10 Best Selling Products

Top 10 Least Selling Products

Top 10 Best Selling Products and Their Category and Subcategory

Top 10 Best Selling Products and Their 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.
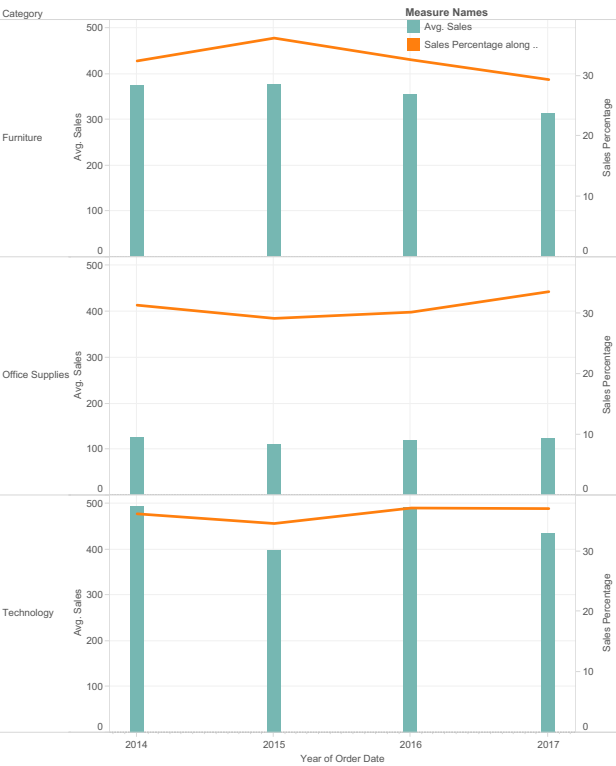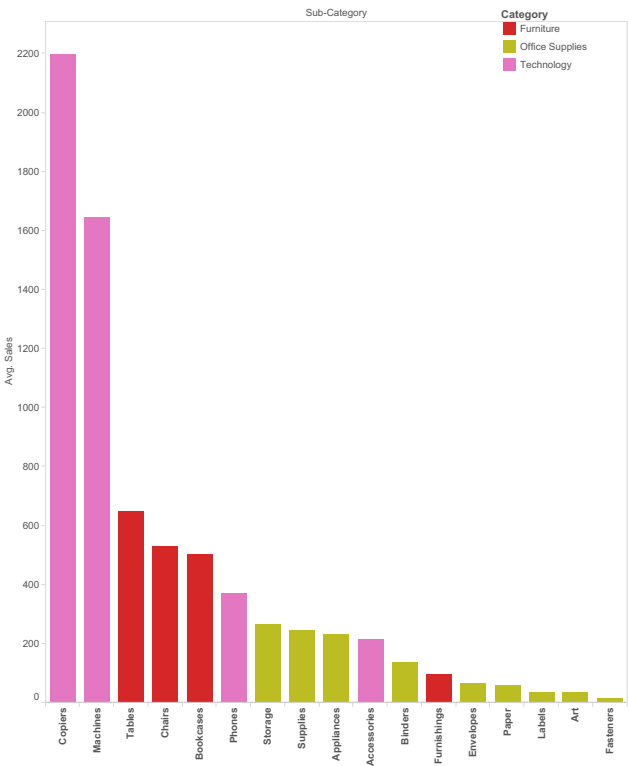
Year
All

Region
All

State
All

Category Analysis and Performance

Sub-Category Performance Analysis

Superstore Sales Analysis

Region
All

State
All

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.
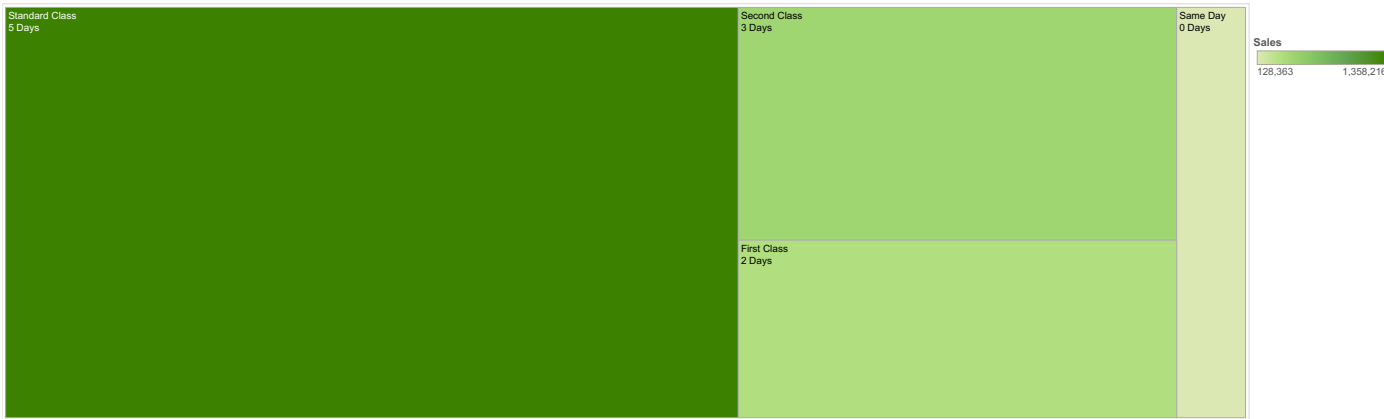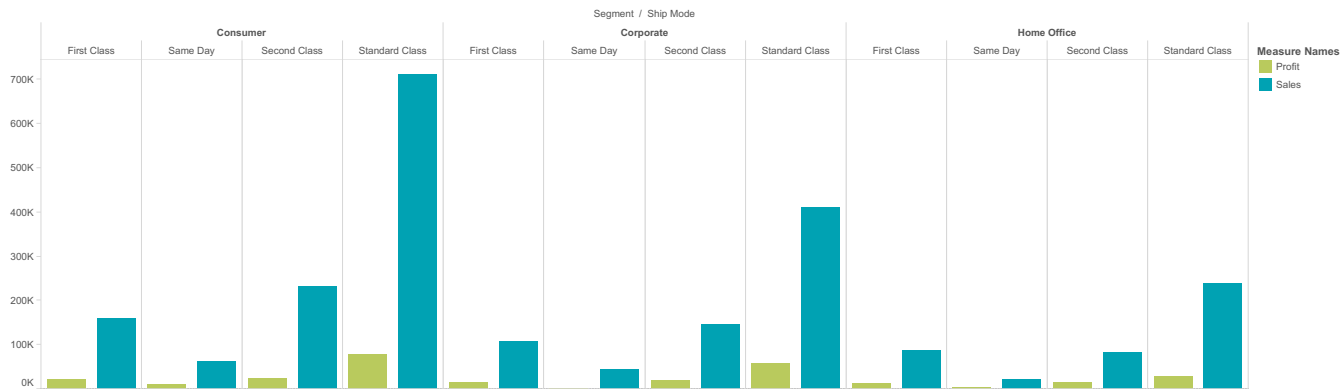
Sales by Shipping time and Shipment Mode

Standard Class — 5 Days
Second Class — 3 Days
First Class — 2 Days
Same Day — 0 Days

Sales
128,363 — 1,358,216

Sales & Profit by Segment, Shipping

Segment / Ship Mode

Consumer · Corporate · Home Office

First Class · Same Day · Second Class · Standard Class

Measure Names
Profit
Sales

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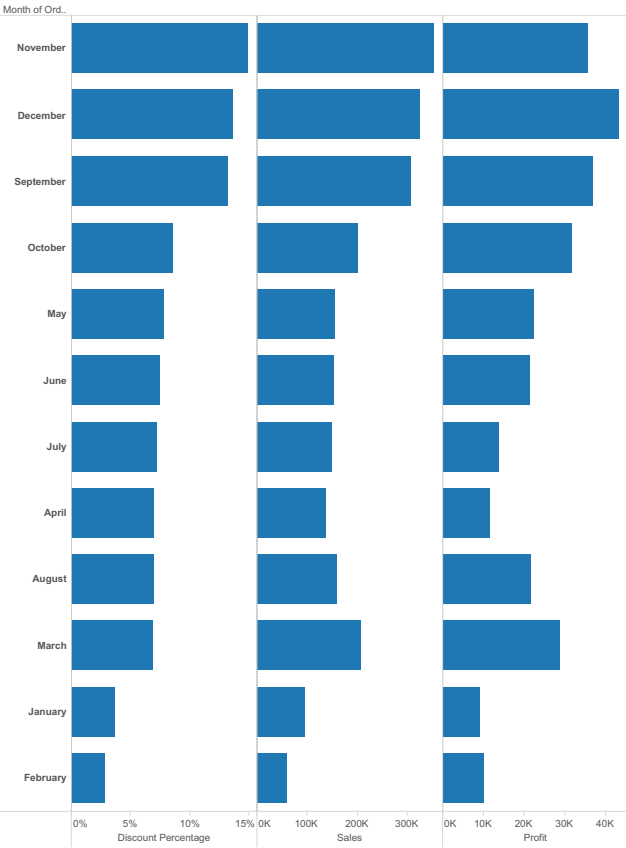
Continuous monitoring and analysis are recommended to ensure the effectiveness of discount initiatives.
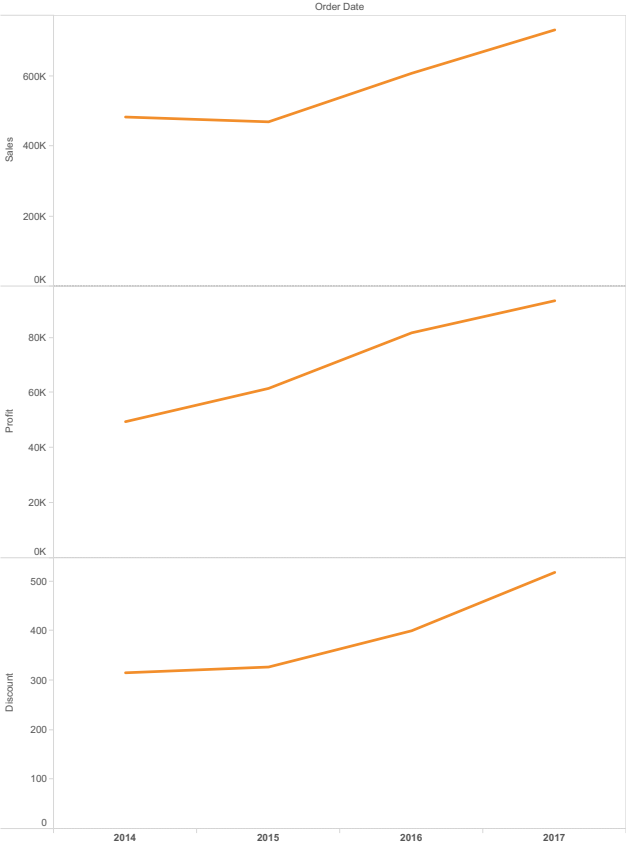
Region
All

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 Points:

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.
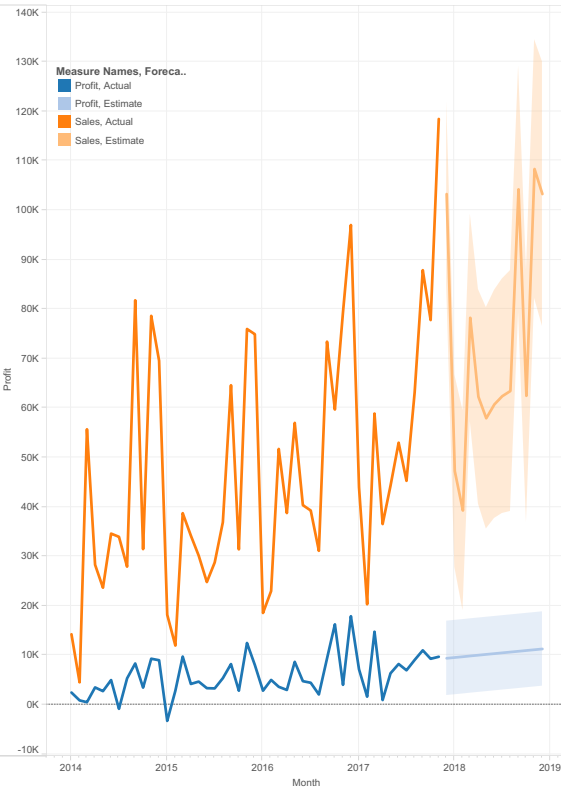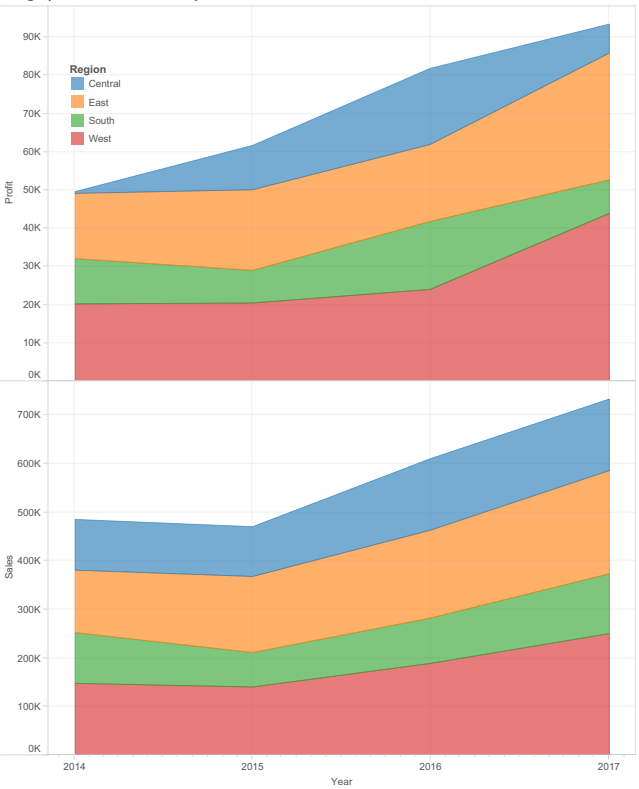
Region
All

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

Year	Sales	Profit	Discount Rate	Quantity	Count of Orders	Return Rate
2014	484,247	49,544	6.51%	7,581	1,993	2.66%
2015	470,533	61,619	6.95%	7,979	2,102	2.90%
2016	609,206	81,795	6.57%	9,837	2,587	2.98%
2017	733,215	93,439	7.07%	12,476	3,312	3.17%

Filters:

Year: All
Quarter: All
Month: All
Region: All
State: All
City: All

Category: All
Sub-Category: All