



Superstore Performance Analysis Dashboard

A Power BI-Driven Exploration of Sales, Customers, and Product Insights

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- Objective of the Dashboard
- Pages Covered:
 1. Homepage & Navigation
 2. Sales & Profit Overview
 3. Customer Insights & Behavior
 4. Product Performance
- Key Takeaways
- Summary

HOMEPAGE



DASHBOARD HOMEPAGE

Content:

- **Purpose:** Serve as the entry point to various analyses
- **Features:**
 - Title: *"Superstore Performance Analysis"*
 - Navigation buttons: Seamless access to individual dashboard pages
 - Filters/Slicers available on all pages:
 - Order Date
 - Segment
 - Category
 - Region
 - Ship Mode
- **Key Value:** User-friendly layout for intuitive exploration



Superstore Performance Analysis

Homepage

Sales_Overview

Customer_Insights

Product_Insights

DASHBOARD 1



SALES AND PROFIT OVERVIEW

◆ KPI Cards:

- **Total Customers:** Indicates the breadth of customer reach.
- **Total Sales & Total Profit:** Show overall revenue generation and profitability.
- **Total Orders:** Reflects sales activity and engagement.
- **Profit Margin:** Helps assess efficiency in converting sales to profit.

◆ Visuals Descriptions :

1. Monthly Sales & Profit Trend (Line Chart)

- Clear seasonality or spikes in specific months (e.g., year-end or Q2 peaks).
- Profits may not rise proportionally with sales—highlighting possible cost or discount issues.

2. Sales by Region and Segment (Bar Chart)

- Certain **regions** (e.g., West, East) consistently drive higher sales.
- **Corporate** or **Consumer** segments dominate sales but may differ in profitability.

3. Profit by Sub-Category (Bar Chart)

- Some sub-categories (e.g., **Chairs, Tables**) show high revenue but low or negative profit.
- Others like **Binders** or **Phones** may provide steady profit despite modest sales.

4. Sales vs. Profit vs. Quantity (Scatter Chart)

- Helps identify products or categories with high sales but low profit (e.g., high quantity sold but poor margin).
- Categories clustered in low-profit regions should be investigated.



Sales and Profit Overview



Order Date

1/3/2014

12/30/2017

793

Total_Customers

5009

Total_Orders

2.30M

Total_Sales

286.40K

Total_Profit

0.12

Profit_Margin

Segment: All

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category: All

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

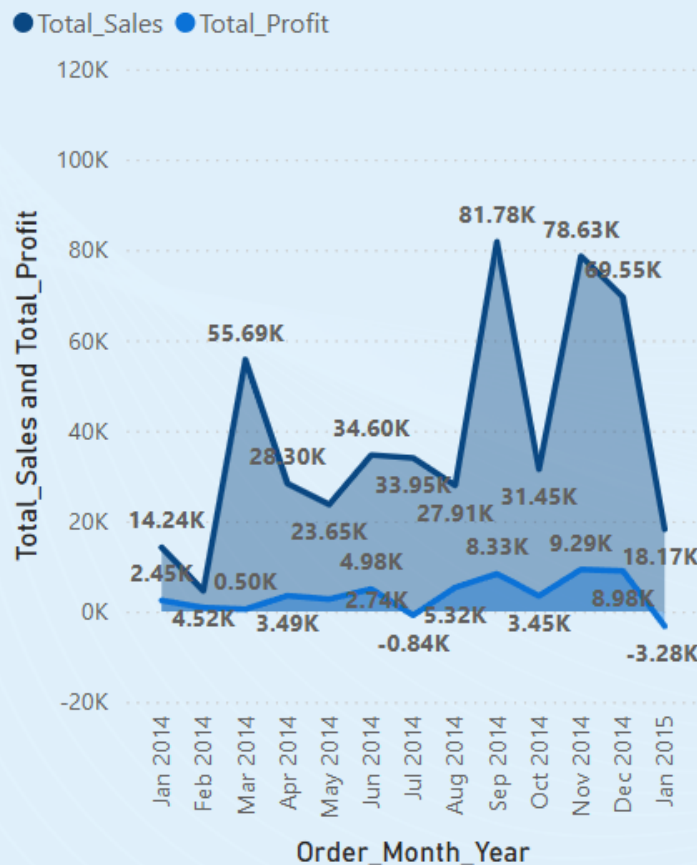
Region

All

Ship Mode

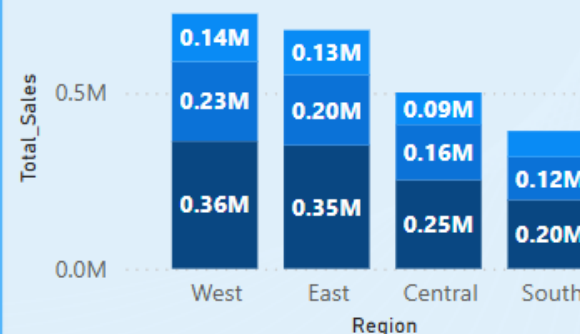
All

Total_Sales and Total_Profit by Order_Month_Year

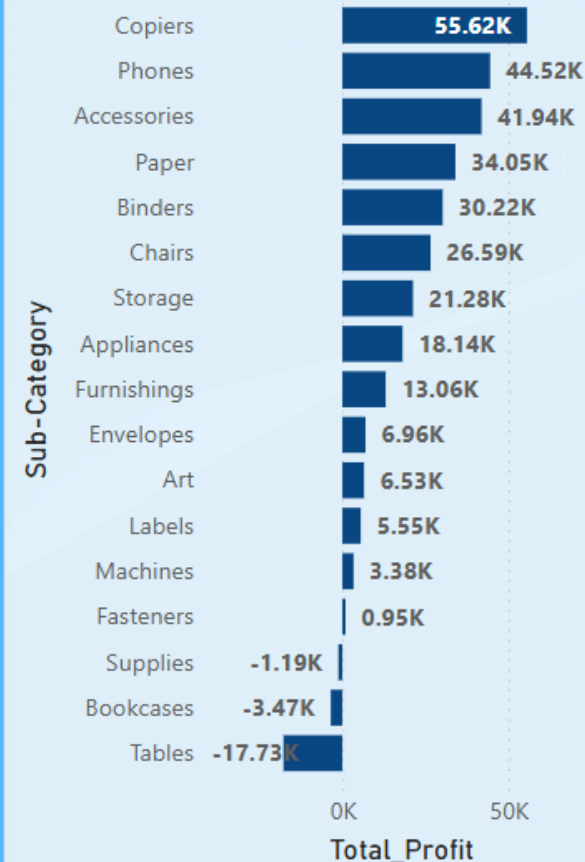


Total_Sales by Region and Segment

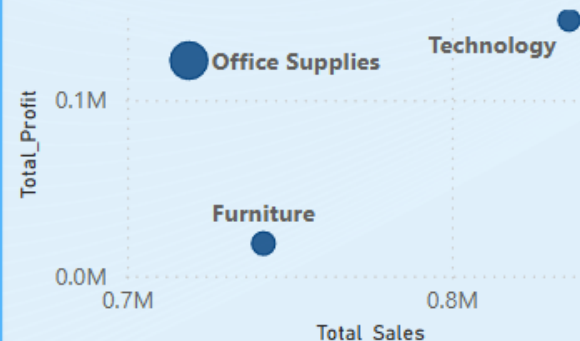
Segment ● Consumer ● Corporate ● Home Office



Total_Profit and Total_Sales by Sub-Category



Total_Sales, Total_Profit and Sum of Quantity by Category





SALES AND PROFIT OVERVIEW

◆ Business Insights:

- Sales are highest in [e.g., September, November–December], but profit margins dip afterward slightly—possibly due to discounting or higher shipping costs.
- The West region and Consumer segment contribute most to revenue. Also, Consumer segment yields better profit margins.
- A few product sub-categories are dragging down profit despite strong sales—indicating high costs or discounting.
- High sales and quantity don't always lead to profitability—certain products may need price optimization or cost reduction.

DASHBOARD 2



CUSTOMER INSIGHTS AND BEHAVIOR

◆ KPI Cards:

- **Total Customers:** Indicates the breadth of customer reach.
- **Average Order Value:** Reflects the typical transaction size — important for understanding purchasing behavior.
- **Average Sales per Customer:** Helps assess customer contribution toward revenue.

◆ Visuals Descriptions :

1. Total Sales by State (Bar Chart)

- Identifies states contributing the most to revenue.
- Highlights regional disparities in customer engagement.

2. Map: Total Customers, Total Sales & Profit by State and Region

- Combines customer count, sales, and profit in a geographic context.
- Makes it easy to spot underperforming or high-potential regions.

- **Average Profit per Customer:** Indicates the profitability of each customer on average.
- **Average Discount per Customer:** Reveals reliance on discounts and potential margin erosion.
- **Customer Repeat Rate:** Measures loyalty and customer retention — critical for sustainable growth.

3. Top 10 Customers by Total Profit (Bar Chart)

- Highlights the most valuable individual customers.
- Helps in targeted relationship management.

4. Average Order Value by Region (Donut Chart)

- Compares typical order size across regions.
- Useful for tailoring regional promotions or pricing strategies.

5. Repeat Customers by Region (Donut Chart)

- Visualizes loyalty distribution by geography.
- Useful for understanding where customer retention strategies are succeeding.



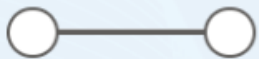
Customer Insights & Behavior



Order Date

1/3/2014

12/30/2017



Segment: All

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category: All

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Region

All

Ship Mode

All

793

Total_Customers

2.90K

Avg_Sales_per_Customer

361.16

Avg_Profit_per_Customer

458.61

Avg_Order_Value

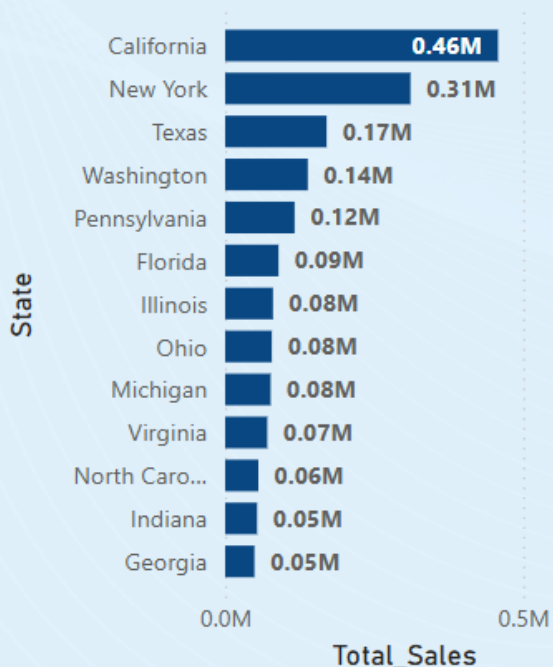
0.16

Avg_Discount_per_Cus...

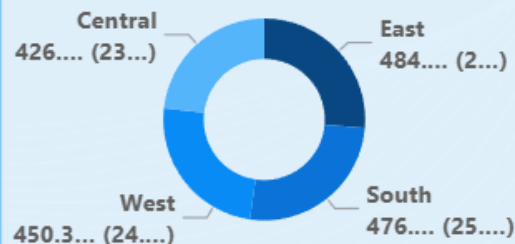
98.49

Customer_Repeat_Rate

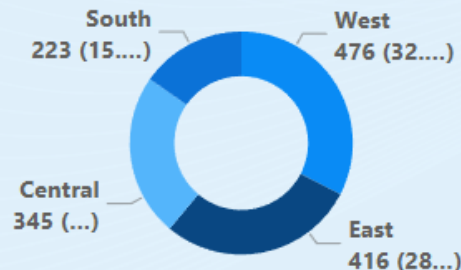
Total_Sales by State



Avg_Order_Value by Region

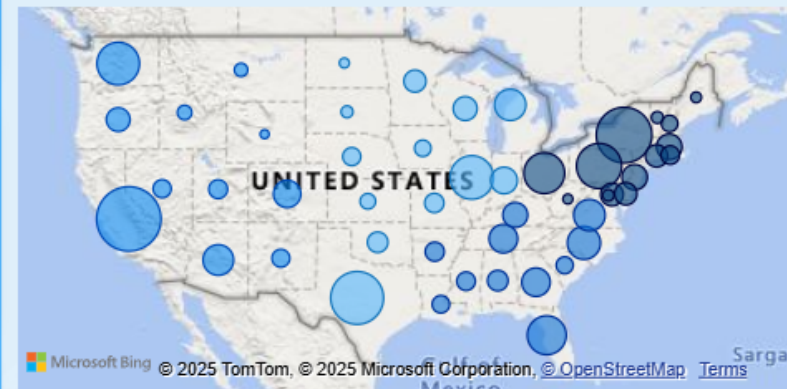


Repeat_Customers by Region

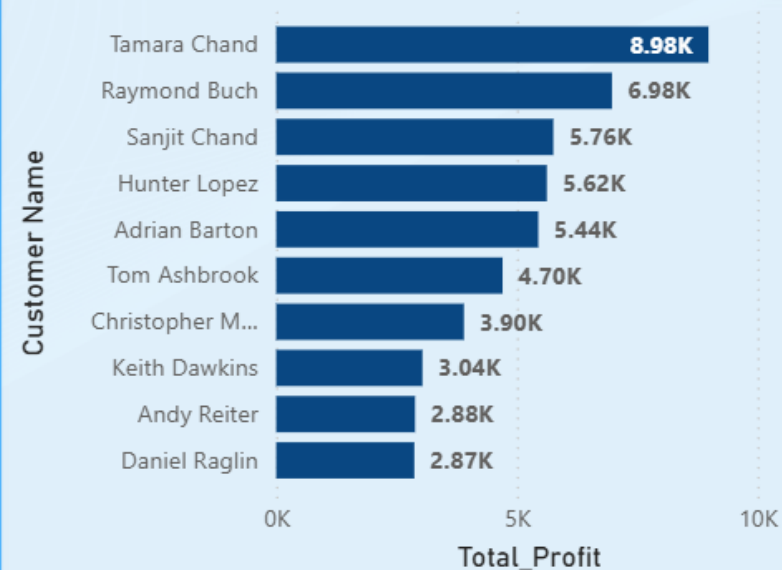


Total_Customers, Total_Sales and Total_Profit by State and Region

Region ● Central ● East ● South ● West



Top 10 Customers by Total_Profit





CUSTOMER INSIGHTS AND BEHAVIOR

◆ Business Insights:

- States like **California and New York** are top-performing in terms of sales. Marketing efforts here are yielding strong returns.
- While **Eastern states** show high customer density, **Western regions** have better profitability, suggesting a more loyal or higher-value customer base.
- A small number of customers contribute a disproportionately large share of profit — these could be candidates for loyalty programs or premium offerings.
- **East and South regions** show higher average order values, suggesting potential for bundling or upselling strategies.
- **West and East regions** have higher repeat rates — this indicates strong brand engagement and satisfaction in these areas.

DASHBOARD 3



PRODUCT PERFORMANCE AND INSIGHTS

◆ KPI Cards:

- **Total Customers:** Number of unique customers purchasing products — helps measure reach and engagement per product line.
- **Total Quantity:** Total units sold — indicates product movement and popularity.

◆ Visuals Descriptions :

1. Category vs Sub-Category Matrix Table (with Customers, Orders, Sales, Profit)

- Offers a multi-metric breakdown at both category and sub-category levels.

2. Top 10 Products by Total Sales (Bar Chart)

- Pinpoints the highest revenue-generating individual products.

- **Average Order Value:** Average transaction amount — helps gauge typical sales per order.
- **Average Profit per Product:** Evaluates product profitability, identifying high-margin vs. low-margin items.
- **Average Discount:** Assesses average markdown given — useful for understanding pricing strategy and its impact on margins.

3. Total Profit by Category (Donut Chart)

- Provides a quick view of which product categories contribute most to profit.

4. Total Sales by Segment and Category (Clustered Column Chart)

- Compares sales performance across different customer segments and product categories.



Product Performance & Insights



Order Date

1/3/2014

12/30/2017



Segment: All

☐ Consumer

☐ Corporate

☐ Home Office

Category: All

☐ Furniture

☐ Office Supplies

☐ Technology

Region

All

Ship Mode

All

793

Total_Customers

37.87K

Total_Quantity

458.61

Avg_Order_Value

153.81

Avg_Profit_per_Product

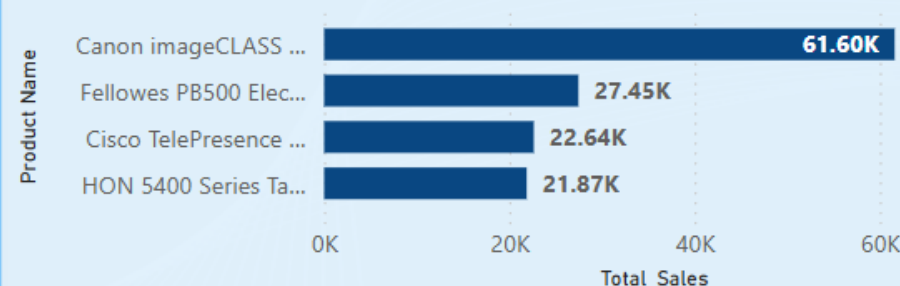
0.16

Avg_Discount

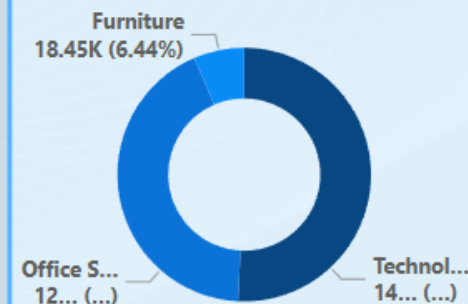
Category vs Sub-Category Analysis

Category	Total_Customers	Total_Orders	Total_Sales	Total_Profit
Furniture	707	1764	741,999.80	18,451.27
Bookcases	195	224	114,880.00	-3,472.56
Chairs	407	576	328,449.10	26,590.17
Furnishings	528	877	91,705.16	13,059.14
Tables	261	307	206,965.53	-17,725.48
Office Supplies	788	3742	719,047.03	122,490.80
Appliances	356	451	107,532.16	18,138.01
Art	494	731	27,118.79	6,527.79
Binders	650	1316	203,412.73	30,221.76
Envelopes	206	249	16,476.40	6,964.18
Fasteners	191	215	3,024.28	949.52
Labels	281	346	12,486.31	5,546.25
Paper	611	1191	78,479.21	34,053.57
Storage	514	777	223,843.61	21,278.83
Supplies	160	187	46,673.54	-1,189.10
Technology	687	1544	836,154.03	145,454.95
Accessories	474	718	167,380.32	41,936.64
Copiers	64	68	149,528.03	55,617.82
Machines	99	112	189,238.63	3,384.76
Phones	511	814	330,007.05	44,515.73
Total	793	5009	2,297,200.86	286,397.02

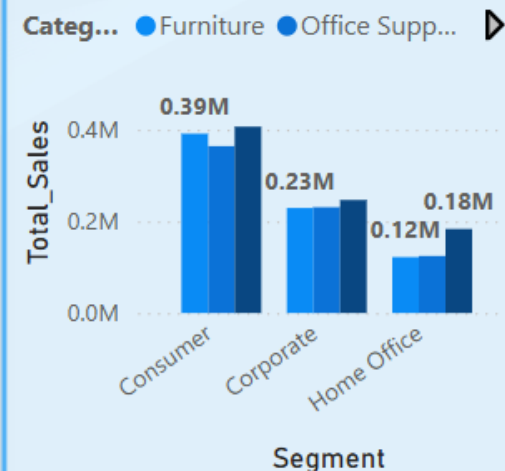
Top 10 Products by Total_Sales



Total_Profit by Category



Total_Sales by Segment and Category





PRODUCT PERFORMANCE AND INSIGHTS

◆ Business Insights:

- Sub-categories like **Chairs** and **Phones** stand out for high sales and order volume, while some like **Tables** may show strong sales but low or negative profit—suggesting high discounting or return rates. **Low-customer, low-profit** sub-categories may need reconsideration in terms of inventory and marketing.
- A few top products dominate the revenue contribution — consider bundling, prioritizing inventory, or upselling these top-performers.
- **Technology** or **Office Supplies** often yield higher profit margins compared to **Furniture**, which might require cost control or price adjustments.
- **Consumer segment** may drive most of the **Technology** and **Furniture** sales, while **Corporate clients** lean toward **Technology** — useful for segment-specific product marketing strategies.

KEY TAKEAWAYS



KEY TAKEAWAYS

Sales and Profit overview:

1. Optimize Pricing & Discounts:

- Address low-margin sub-categories with price or cost revisions.
- Limit discounting where it heavily impacts profit margins.

2. Focus on High-Value Regions & Segments:

- Scale efforts in profitable regions and customer segments.
- Consider tailored marketing to Corporate/Consumer segments based on profit data.

3. Reassess Product Mix:

- Promote high-margin products with scalable demand.
- Phase out or revise strategy for low-profit, high-volume sub-categories.

4. Strategic Inventory & Operations Planning:

- Use monthly trends to forecast demand.
- Align marketing and supply chain to seasonal highs.



KEY TAKEAWAYS

Customer Insights and Behavior:

1. Segment Customers Geographically:

- Focus retention and upselling in high AOV and high repeat-rate regions.
- Develop strategies for underperforming areas (e.g., Midwest) with low profit and customer density.

2. Reward High-Value Customers:

- Create VIP or loyalty programs for the top 10 customers driving profit.
- Maintain personalized communication and exclusive deals.

3. Evaluate Discounting Practices:

- High discounts in low-profit areas should be reassessed.
- Focus on value-based pricing instead of margin-damaging discounts.

4. Enhance Customer Retention:

- Improve onboarding, support, and follow-ups in low repeat-rate regions.
- Monitor Customer Lifetime Value (CLV) over time.



KEY TAKEAWAYS

Product Performance and Insights:

1. Focus on High-Value Sub-Categories:

- Products like **Chairs, Phones, and Binders** perform well; continue to promote and stock adequately.
- Consider upsell/cross-sell campaigns around top products.

2. Manage Underperforming Lines:

- Sub-categories with high sales but poor profit (e.g., **Tables**) should be reviewed for production cost, pricing, and discounting strategies.

3. Segmented Product Strategy:

- Align product promotions with customer segments:
 - **Consumers** respond better to Furniture and Office Supplies.
 - **Corporate/Office** clients favor Technology — capitalize on this with tailored campaigns.

4. Profit vs Discount Monitoring:

- Sub-categories with high discount levels but low profit contribution should be investigated. Optimize discounting strategies to protect margins.

5. Inventory Prioritization:

- Ensure top 10 products by sales are consistently in stock and promoted—these are likely driving repeat business and brand loyalty.

SUMMARY



SUMMARY / STORYBOARD

📌 1. Sales & Profit Overview - Key Insights

- Sales peaked in November - December; Profitability varies by category.
- Sub-categories like Chairs generate high sales but may have lower margins.
- West region drives highest sales; Central region has lower profit margins.

📦 3. Product Performance - Observations

- Furniture category underperforms in profit despite high sales.
- High sales concentration among a few products — explore cross-sell options.
- Identify low-performing sub-categories and evaluate for discontinuation.

👥 2. Customer Insights - Key Takeaways

- Top 10 customers contribute a significant share of profit.
- Certain regions show high repeat purchase behavior — target for loyalty programs.
- Average discounting does not always translate to profit — optimize discount strategy.

📍 4. Strategic Recommendations

- Focus marketing efforts in regions with high sales but lower profit margins.
- Implement a loyalty strategy for repeat customers in high-performing regions.
- Revisit discounting policies on products with negative profit margins.
- Prioritize inventory and stock based on top-performing products.

THANK YOU