Superstore Sales Performance Analysis (USA)

# Project Overview

This project involved the end-to-end cleaning, transformation, and analysis of a US-based Superstore dataset, covering sales data from 2014 to 2017. The goal was to generate actionable insights for decision-makers by transforming raw transactional data into a clear, interactive dashboard using Microsoft Excel.

# Tools Used

- Microsoft Excel (Power Query, Formulas, Charts, PivotTables, and Slicers)

- Data Cleaning and Transformation Functions

- Visualization and Dashboard Design

# Data Preparation and Cleaning

- Duplicate Removal: Identified and removed 1 duplicate row to ensure data integrity.  
- Missing Values: Checked the entire dataset; no missing values were found.  
- Date Formatting: Converted Order Date and Ship Date columns to date format using the ISO standard.  
- Warehouse Extraction: Extracted warehouse name from Order ID using the LEFT function (California and Texas).  
- Customer Name Structuring: Used Text to Columns and CONCATENATE for name formatting.  
- State Formatting: Standardized the State column into Region/State format.  
- Manager Assignment: Populated the Manager column using VLOOKUP from a reference table.  
- Data Type Consistency: Formatted Sales and Profit columns as Accounting, Quantity as Integer, and Discount to 2 decimal places.  
- Table Structuring: Cleaned data was formatted as an Excel Table and named 'OrderTable'.

# Analysis and Insights

- Total Orders: 9,994  
- Total Customers: 793  
- Total Revenue: $2,297,201.07  
- Top Performing Warehouse: California (83% of total revenue)  
- Revenue Distribution: Revenue mapped across all US states  
- Top Managers and Customers: Based on sales  
- Year-on-Year Growth: Across Furniture, Office Supplies, and Technology  
- Top Subcategories: Phones, Chairs, and Storage  
- Shipping Trends: Analyzed by Ship Mode and Monthly Average Sales

# Key Visualizations

- Year-over-Year Growth line chart  
- Monthly Average Trend line chart  
- Region, Ship Mode and Year slicers  
- Revenue heat map across US states  
- Pie chart of revenue share by warehouse  
- Bar charts showing top managers, customers, and product subcategories

# Outcome

This interactive Excel dashboard empowers stakeholders to:  
- Track regional performance  
- Identify high-value customers and managers  
- Measure category growth trends  
- Improve strategic decisions on warehousing, logistics, and product focus

# Summary

This project demonstrates strong data preparation, analytical thinking, and dashboarding skills using Excel. It is a practical example of how business performance can be enhanced through clean data and effective visualization.  
  
If you're interested in collaborating on similar analytics projects or want to learn how to build this from scratch, feel free to connect or reach out.