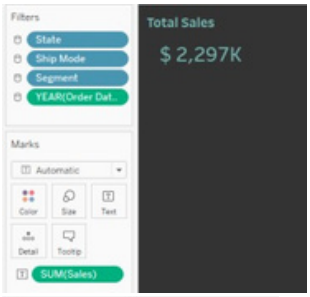
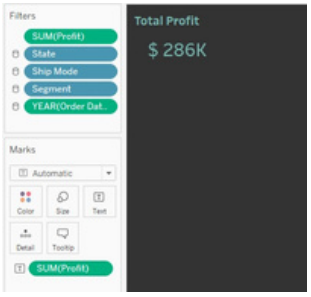
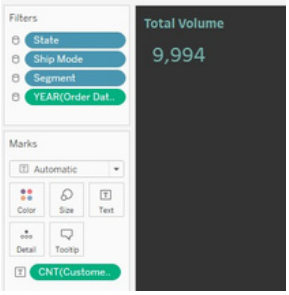
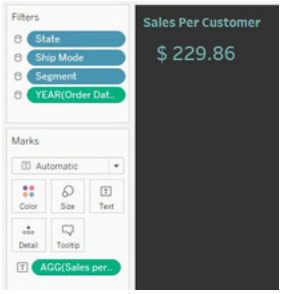
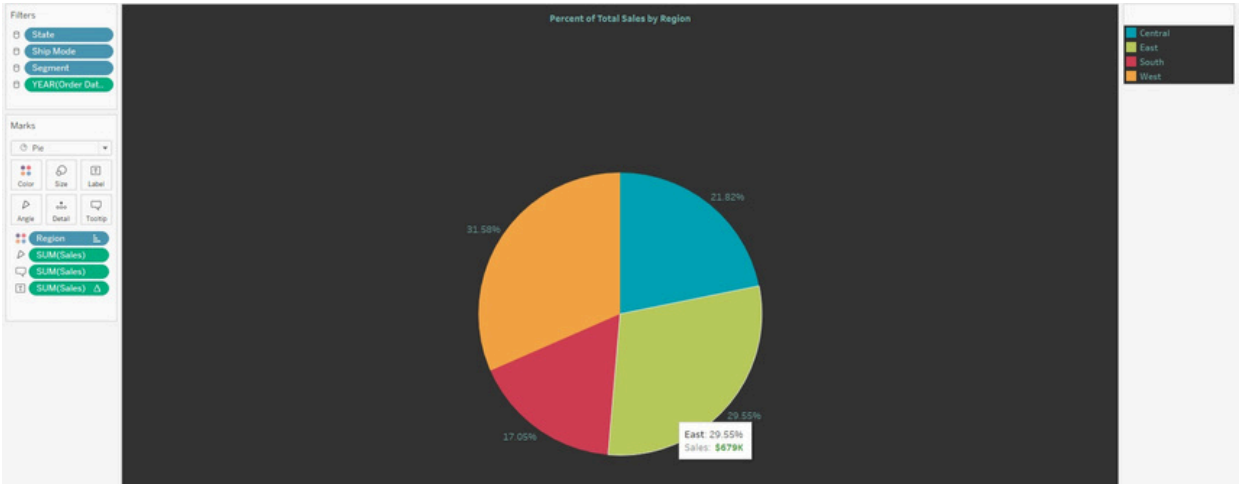
Superstore Sales Performance - Capstone Project

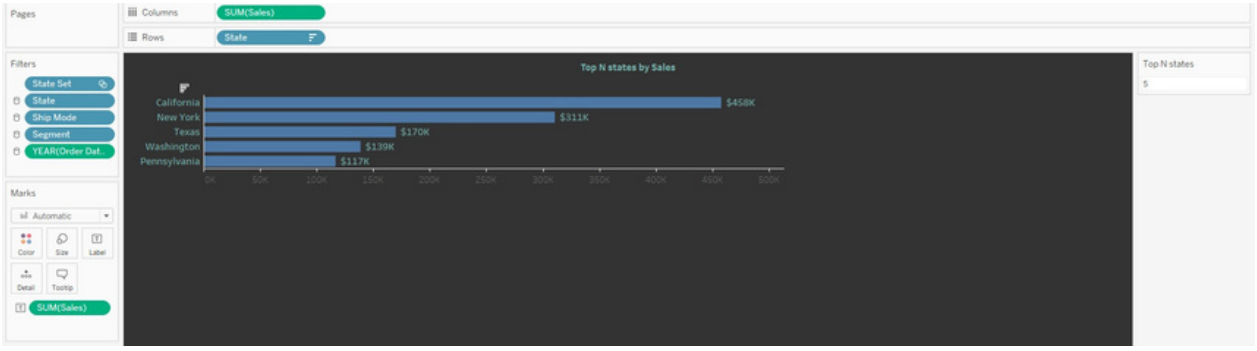


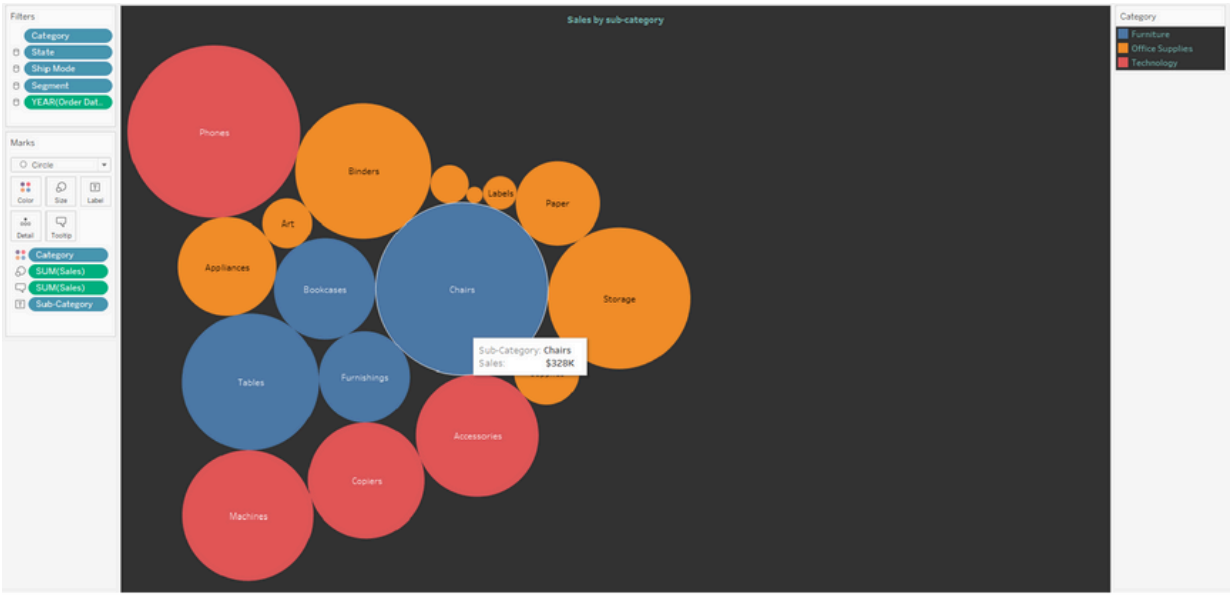


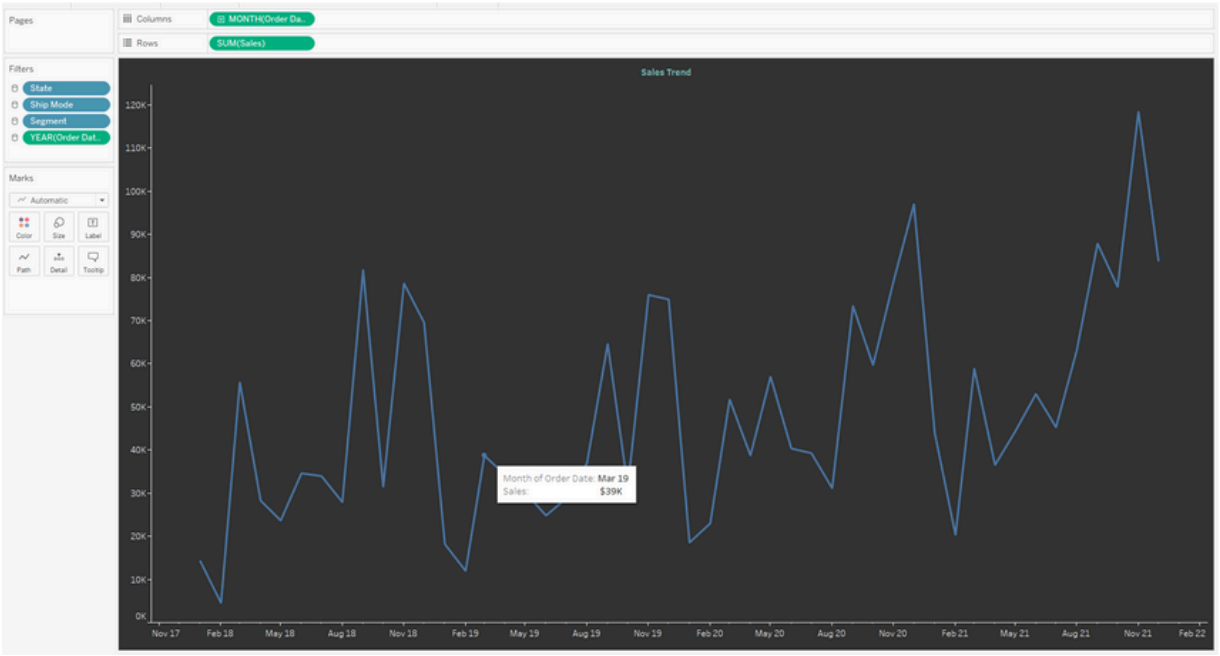




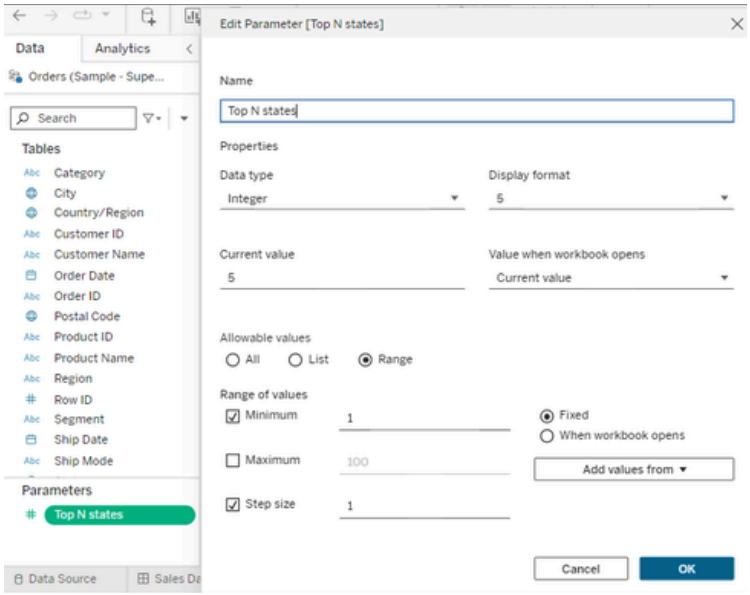


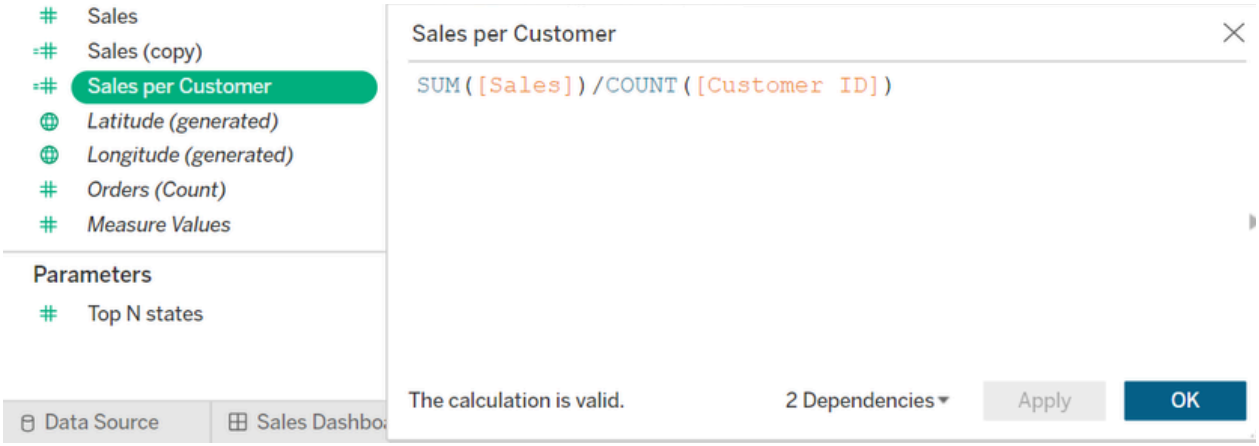



Filters
Category
State
Ship Mode
Segment
YEAR(Order Dat..
Marks
Circle
Color
Size
Label
Detail
Tooltip
Category
SUM(Sales)
SUM(Sales)
Sub-Category
Sales by sub-category
Phones
Binders
Labels
Paper
Art
Appliances
Bookcases
Chairs
Storage
Tables
Furnishings
Accessories
Copiers
Machines
Sub-Category: Chairs
Sales: $328K
Category
Furniture
Office Supplies
Technology

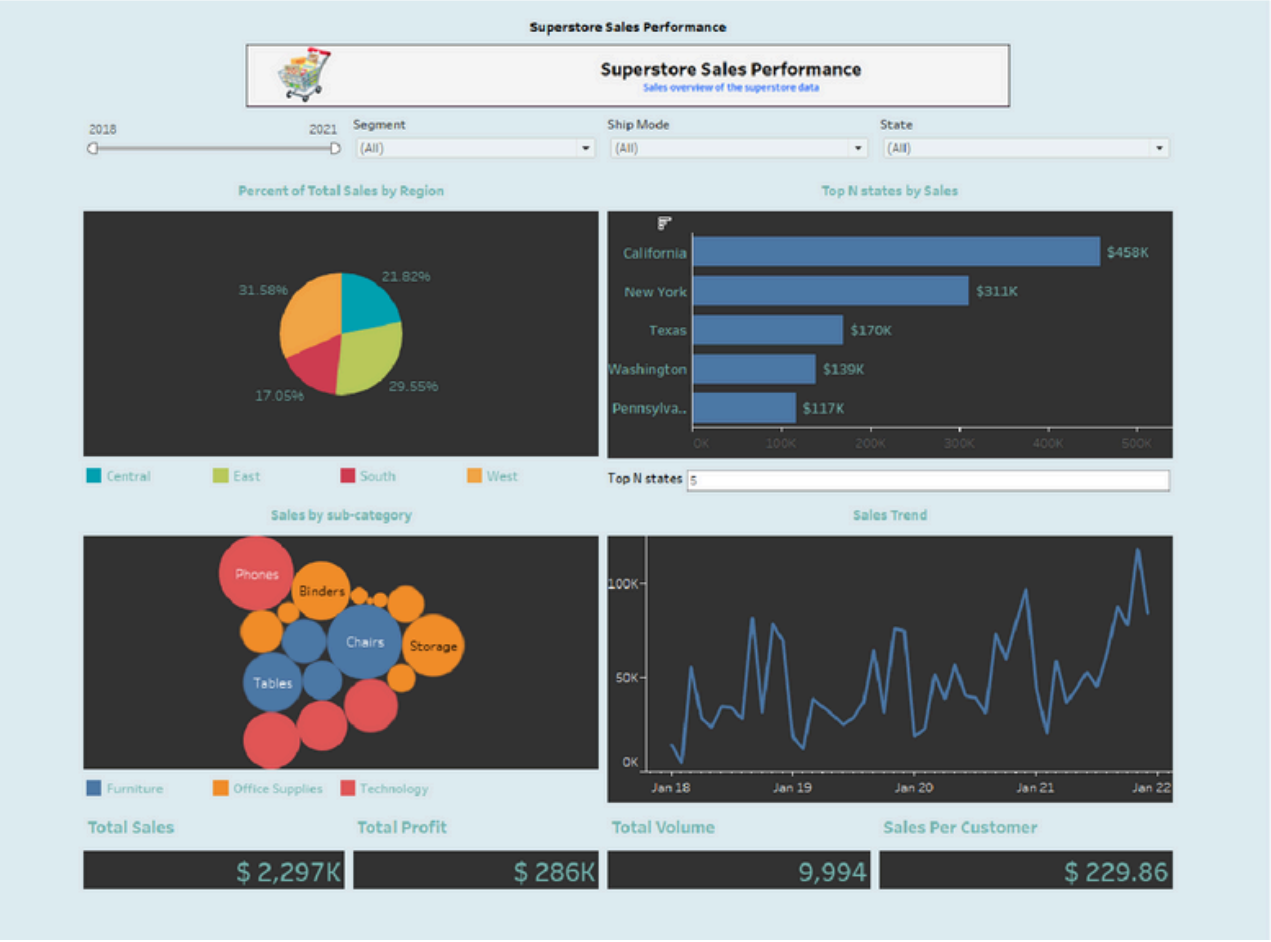

Pages
Columns
MONTH(Order Da..
Rows
SUM(Sales)
Filters
State
Ship Mode
Segment
YEAR(Order Dat..
Marks
Automatic
Color
Size
Label
Path
Detail
Tooltip
Sales Trend
120K
110K
100K
90K
80K
70K
60K
50K
40K
30K
20K
10K
0K
Nov 17
Feb 18
May 18
Aug 18
Nov 18
Feb 19
May 19
Aug 19
Nov 19
Feb 20
May 20
Aug 20
Nov 20
Feb 21
May 21
Aug 21
Nov 21
Feb 22
Month of Order Date: Mar 19
Sales: $39K

Parameters and Calculated Fields:





Dashboard:



Analysis:

- West Region has the highest percentage of total sales (31.58%), followed by East Region (29.55%)

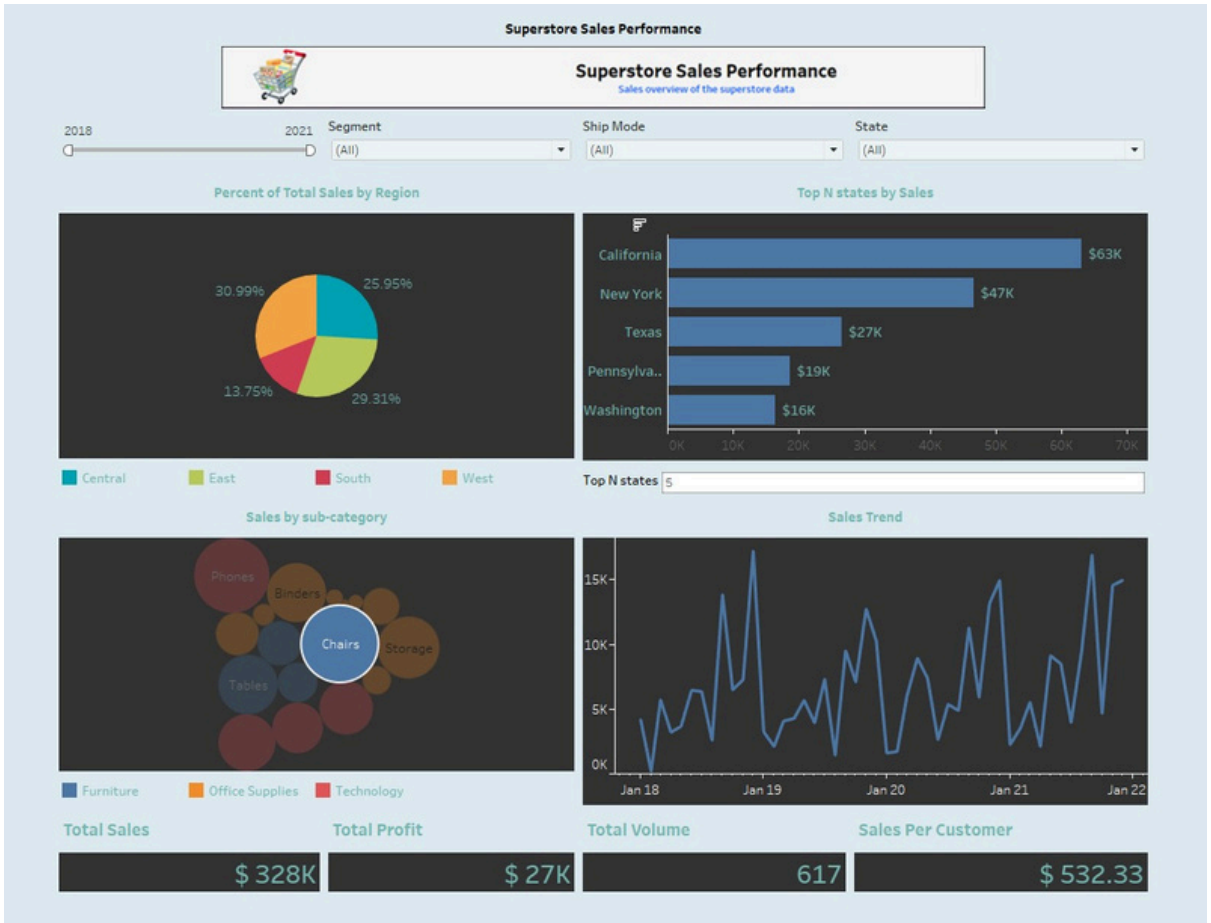
- Highest Sales: California ($458k)

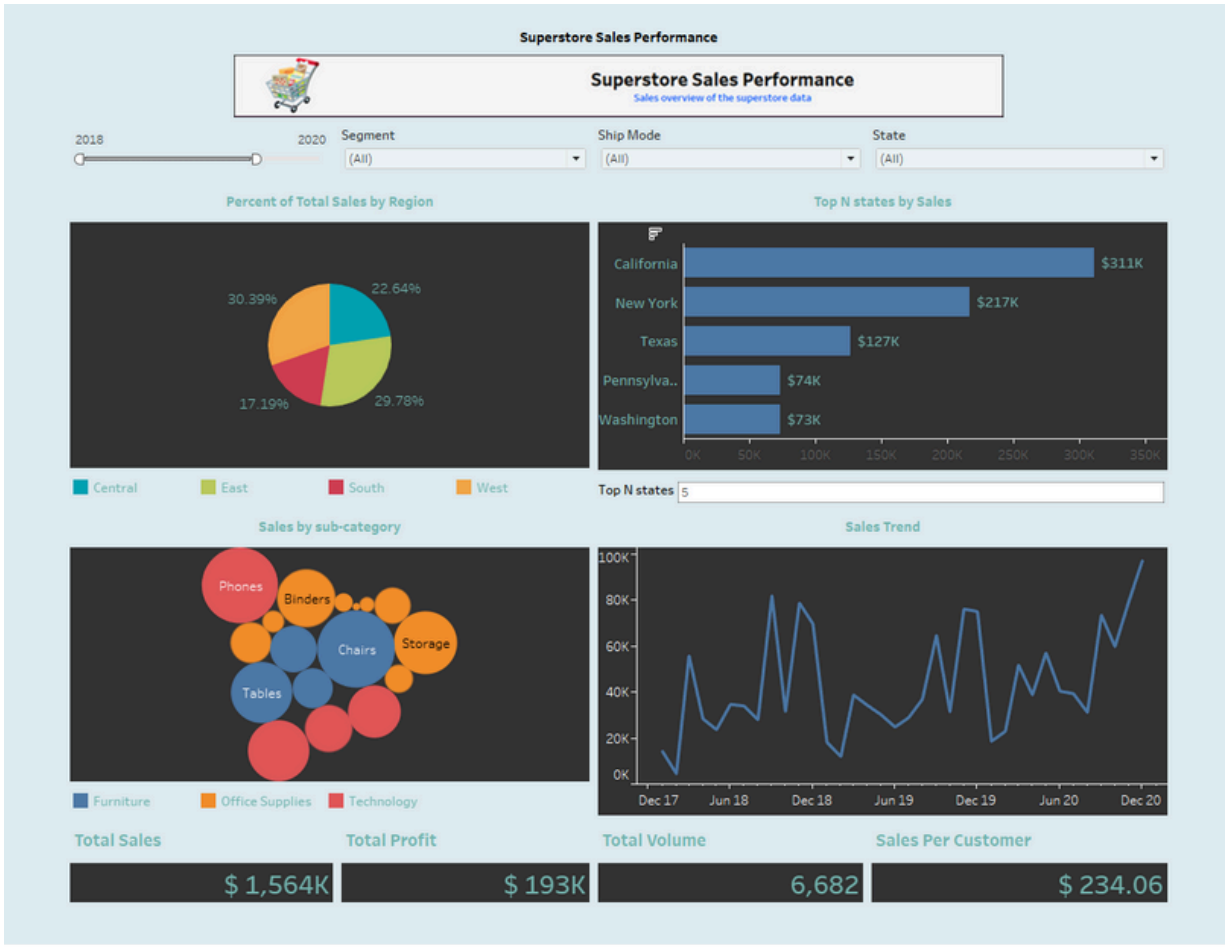
- In the Technology sub-category, Phones have been sold the most.
- In the Furniture sub-category, Chairs have been sold the most, followed by Tables.
- In the Office Suppliers sub-category, Storage have been sold the most, followed by Binders.

- In January 2018, we earned $5k only which the lowest Sales so far.
- In November 2021, we earned $118k which the highest Sales so far.

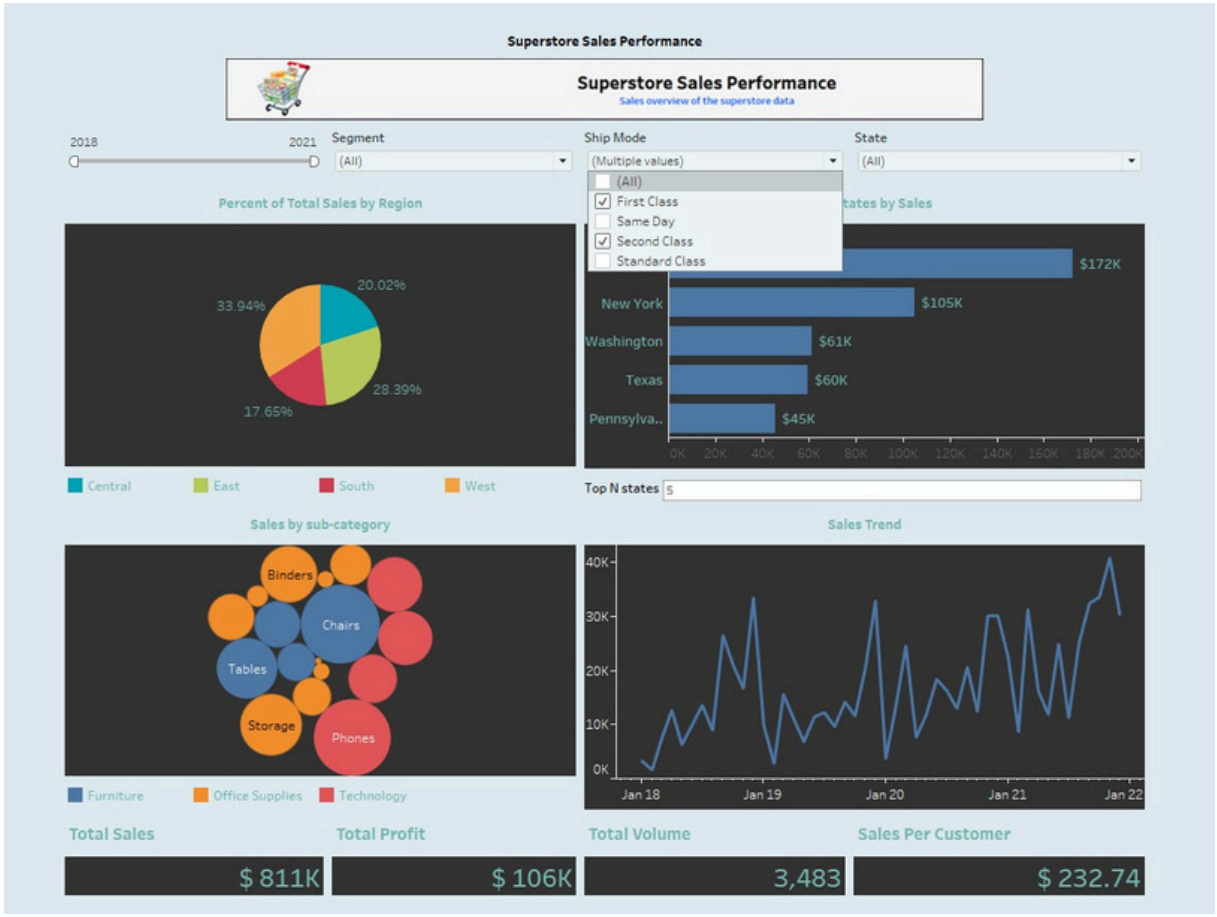
- We can also notice that from December 2020 to February 2021, the sales amount fell drastically ($97k --> $20k), but later it started growing.

Superstore Sales Performance
Superstore Sales Performance
Sales overview of the superstore data
2018
2021
Segment
(All)
Ship Mode
(All)
State
(All)
Percent of Total Sales by Region
31.58%
21.82%
29.55%
17.05%
Central
East
South
West
Top N states by Sales
New York
$311K
Pennsylva..
$117K
0K
50K
100K
150K
200K
250K
300K
350K
Top N states
5
Sales by sub-category
Storage
Chairs
Phones
Furniture
Office Supplies
Technology
Sales Trend
40K
30K
20K
10K
0K
Jan 18
Jan 19
Jan 20
Jan 21
Jan 22
Total Sales
$ 679K
Total Profit
$ 92K
Total Volume
2,848
Sales Per Customer
$ 238.34


Superstore Sales Performance
Superstore Sales Performance
Sales overview of the superstore data
2018
2021
Segment
(All)
Ship Mode
(All)
State
(All)
Percent of Total Sales by Region
30.99%
25.95%
13.75%
29.31%
Central
East
South
West
Top N states by Sales
California
$63K
New York
$47K
Texas
$27K
Pennsylva..
$19K
Washington
$16K
0K
10K
20K
30K
40K
50K
60K
70K
Top N states
5
Sales by sub-category
Phones
Binders
Chairs
Storage
Tables
Furniture
Office Supplies
Technology
Sales Trend
15K
10K
5K
0K
Jan 18
Jan 19
Jan 20
Jan 21
Jan 22
Total Sales
$ 328K
Total Profit
$ 27K
Total Volume
617
Sales Per Customer
$ 532.33


Superstore Sales Performance
Superstore Sales Performance
Sales overview of the superstore data
2018
2020
Segment
(All)
Ship Mode
(All)
State
(All)
Percent of Total Sales by Region
30.39%
22.64%
17.19%
29.78%
Central
East
South
West
Top N states by Sales
California
$311K
New York
$217K
Texas
$127K
Pennsylva..
$74K
Washington
$73K
0K
50K
100K
150K
200K
250K
300K
350K
Top N states
5
Sales by sub-category
Phones
Binders
Chairs
Storage
Tables
Furniture
Office Supplies
Technology
Sales Trend
100K
80K
60K
40K
20K
0K
Dec 17
Jun 18
Dec 18
Jun 19
Dec 19
Jun 20
Dec 20
Total Sales
$ 1,564K
Total Profit
$ 193K
Total Volume
6,682
Sales Per Customer
$ 234.06

Superstore Sales Performance
Superstore Sales Performance
Sales overview of the superstore data
2018
2021
Segment
(Multiple values)
(All)
Consumer
Corporate
Home Office
Ship Mode
(All)
State
(All)
Percent of Total Sa
31.92%
21.94%
17.27%
28.87%
Central
East
South
West
Top N states by Sales
California
$228K
New York
$136K
Texas
$74K
Washington
$65K
Pennsylva..
$50K
0K
50K
100K
150K
200K
250K
Top N states
5
Sales by sub-category
Phones
Chairs
Storage
Tables
Furniture
Office Supplies
Technology
Sales Trend
60K
40K
20K
0K
Jan 18
Jan 19
Jan 20
Jan 21
Jan 22
Total Sales
$ 1,136K
Total Profit
$ 152K
Total Volume
4,803
Sales Per Customer
$ 236.48


Superstore Sales Performance
Superstore Sales Performance
Sales overview of the superstore data
2018
2021
Segment
(All)
Ship Mode
(Multiple values)
(All)
First Class
Same Day
Second Class
Standard Class
State
(All)
Percent of Total Sales by Region
20.02%
33.94%
28.39%
17.65%
Central
East
South
West
$172K
New York
$105K
Washington
$61K
Texas
$60K
Pennsylva..
$45K
Top N states
5
Sales by sub-category
Binders
Chairs
Tables
Storage
Phones
Furniture
Office Supplies
Technology
Sales Trend
40K
30K
20K
10K
0K
Jan 18
Jan 19
Jan 20
Jan 21
Jan 22
Total Sales
$ 811K
Total Profit
$ 106K
Total Volume
3,483
Sales Per Customer
$ 232.74

Superstore Sales Performance
Superstore Sales Performance
Sales overview of the superstore data
2018
2021
Segment
(All)
Ship Mode
(All)
State
(Multiple values)
Enter search text
(All)
Alabama
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
District of Columbia
Florida
Georgia
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
Percent of Total Sales by Region
14.66%
27.45%
21.45%
36.44%
Central
East
South
West
New York
Texas
Washington
Pennsylva..
Top N states
5
Sales by sub-category
Phones
Binders
Chairs
Storage
Tables
Furniture
Office Supplies
Technology
100K
80K
60K
40K
20K
0K
Jan 18
Jan 19
Total Sales
$ 1,826K
Total Profit
$ 207K
Total Volume
7,911
Sales Per Customer
$ 230.83