

# Business Sales Analysis Report

**Project:** Superstore Sales Dashboard

**Tool Used:** Microsoft Power BI

**Duration:** 2011–2014

**Analyst:** Debadrito Saha

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## Project Objective

To analyze historical sales performance across different regions, states, and product categories, and identify patterns that can help optimize profitability and business strategy for the upcoming years.

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## Dataset Overview

The dataset contains sales transactions from a retail superstore, including the following key fields:

- **Order Details:** Order ID, Order Date, Quantity, and Sales Value
  - **Customer and Region Data:** State, City, and Regional segmentation
  - **Product Data:** Category and Sub-Category details
  - **Profit and AOV (Average Order Value)**
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## Dashboard Insights

### 1. Overall Performance

- **Total Sales:** \$2.3 Million
- **Total Quantity Sold:** 38K units
- **Total Profit:** \$286.4K
- **Average Order Value (AOV):** \$609K

These metrics indicate a healthy sales volume, with room to improve profit margins.

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### 2. Regional and State Performance

- **Top Performing Region:** West (31.58%) of total sales
- **Lowest Performing Region:** South (17.05%)
- **Top State:** Washington, with sales exceeding \$100K
- **Other Strong States:** Virginia and Wisconsin

 Regional and state-level variations highlight opportunities to expand in the East and South regions through localized marketing.

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### 3. City-Level Sales Insights

- **Top Cities:**
  - *New York City* leads in overall sales
  - Followed by *Los Angeles* and *Seattle*
- *San Francisco* and *Philadelphia* show moderate performance

💡 *Urban markets are driving the bulk of revenue, suggesting strong brand penetration in metropolitan areas.*

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### 4. Product Sub-Category Performance

- **Phones (37.25%)** generated the highest sales among all categories.
- **Storage (25.27%)** and **Tables (23.36%)** follow closely.
- **Paper (8.86%)** recorded the lowest sales share.

💡 *Focus on high-margin categories like Phones and Storage, while promoting low-performing items through discounts or bundling.*

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### 5. Monthly Sales & Profit Trends

- **Sales:**
  - Noticeable growth from *September* to *December*, peaking in *December*.
- **Profit:**
  - Follows a similar pattern — strong profitability in Q4.
  - Indicates strong *holiday season impact* on sales and profit margins.

💻 *A clear seasonal trend — the year-end period is the most profitable window.*

### ▣ Conclusion:

The Power BI dashboard provides a clear, data-driven view of Superstore's sales and profitability. Key takeaways highlight the importance of regional marketing, category-specific focus, and seasonality-based business planning.

By leveraging these insights, the business can optimize resources, boost underperforming regions, and sustain consistent year-over-year growth.