

Retail Sales Analysis – Insights Summary

1. Project Overview This analysis examines retail sales performance using the Superstore Sales Dataset. The goal is to uncover trends in revenue, profitability, product categories, customer behavior, and regional performance to support data-driven business decisions.

2. Key Insights

- Revenue & Profit Trends Sales increased steadily over time, with noticeable peaks during holiday seasons. Profit margins varied significantly by product category, with Technology and Office Supplies performing best. Some product sub-categories show high sales but low profit, indicating discount or cost issues.
- Regional Performance The West region generated the highest sales and profit. The South region underperformed in profit due to high return rates and heavy discounting.
- Product & Category Insights Technology products contributed the most to revenue growth. Furniture showed the highest return rates, negatively impacting profit. Top-performing subcategories included Phones, Chairs, and Storage items.
- Customer Segmentation Corporate customers generated the highest revenue. Consumer segment had the highest total number of orders. Returning customers showed stronger loyalty in Technology purchases.

3. Recommendations Review pricing and discount strategy for low-profit categories like Furniture. Invest more in marketing for high-profit categories such as Technology and Office Supplies. Improve return policies or quality checks for products with high return rates. Focus on the South region by identifying operational inefficiencies or logistic issues.

4. Conclusion The dashboard created in Power BI provides interactive views of sales trends, customer segments, and category performance. These insights can help stakeholders enhance revenue, reduce losses, and improve strategic planning.