Global Superstore Sales Analysis

Slide 1: Title Slide

Global Superstore Sales Performance Analysis
Data Analysis & Dashboard Insights
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Slide 2: Project Overview

Background
The Global Superstore dataset contains detailed information on sales, customers, products, shipping, and regions across global markets.

Purpose of Analysis
To evaluate sales performance, identify top and underperforming areas, and support data-driven business decisions.

Slide 3: Data Preparation & Modeling

Data Cleaning (Power Query)

Removed blank values and duplicates

Corrected data types

Removed unnecessary columns

Ensured accurate order and ship dates

Data Modeling

Created dimension tables: Location, Orders, Customers, Products, Calendar

Loaded tables into the Data Model

Created relationships using Power Pivot

Slide 4: Goals and Objectives

Goal
To analyze sales performance across products, customers, and markets to identify growth opportunities and performance gaps.

Objectives

Analyze sales trends across regions and products

Identify top and underperforming products, markets, and countries

Evaluate sales by customer segments and categories

Identify top revenue-generating customers

Slide 5: Key Performance Indicators (KPIs)

Total Sales: $12,642,905

Total Profit: $1,467,457

Total Quantity Sold: 178,312 units

Total Orders: 51,290

Total Customers: 51,290

Average Delivery Time: 4 days

Slide 6: Sales by Product Performance

Top Performing Products

Phones recorded the highest sales

Copiers followed closely

Underperforming Products

Paper recorded the lowest sales

Supplies followed

Slide 7: Market & Regional Performance

Top Performing Markets

APAC recorded the highest sales

EU followed

Underperforming Markets

EMEA recorded the lowest sales

Africa followed

Slide 8: Country Performance

Top Performing Country

United States recorded the highest sales

Underperforming Country

Tajikistan recorded the lowest sales

Slide 9: Customer Segment Analysis

Consumer segment generated the highest sales

Corporate segment followed

Home Office segment recorded the lowest sales

Slide 10: Category Performance

Technology category generated the highest sales

Furniture and Office Supplies followed

Slide 11: Top Customers by Revenue

Top Performing Customers

Tom Ashbrook (Highest revenue contributor)

Tamara Chand (Second highest)

Slide 12: Sales Trends Across Regions

Central region recorded the highest sales consistently across all years

Canada region recorded the lowest sales

Overall trend shows sales growth over time

Slide 13: Sales Trends Across Sub-Categories

Phones recorded the highest sales every year

Sales trend shows a steady year-over-year increase across products

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Slide 14: Dashboard Interactivity

Slicers Used

Region

Year

Ship Mode

Category

These slicers enable dynamic filtering and deeper insight exploration.

Slide 15: Key Insights Summary

Technology products and consumer segment drive the most revenue

APAC and Central regions are strong growth areas

Some markets and products require strategic improvement

Sales performance shows positive growth over time

Slide 16: Recommendations

Invest more in high-performing products such as Phones and Copiers

Strengthen marketing and operations in underperforming markets

Review pricing and discount strategy for low-selling products

Optimize shipping processes to further reduce delivery time

Slide 17: Conclusion

This analysis provides actionable insights into Global Superstore's sales performance, helping stakeholders make informed strategic and operational decisions.

Thank You