SUPERSTORE SALES ANALYSIS

This report presents Superstore's Sales Analysis over four periods (years). It is focused on the performance of products in all years, locations and other further analysis which can be used to make informed decisions by management.

Disclaimer: This data was taken from the internet and I do not own it personally. It was just used to to show my skills in Microsoft Power BI for Data Analysis and Visualization.
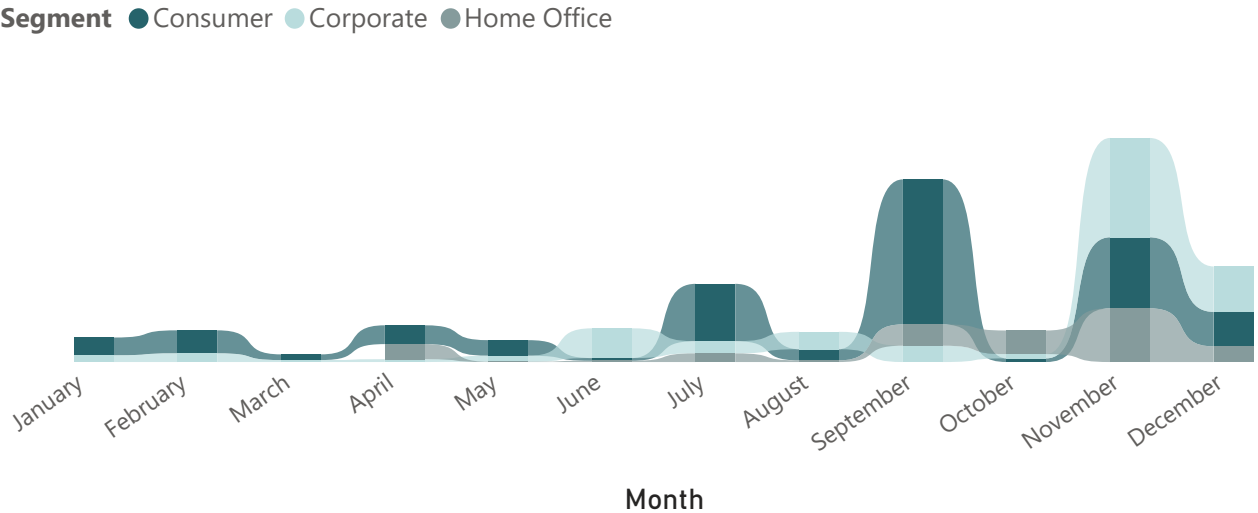
Sales and Transactions Report by Period

Year

2015

Region

East

Category

Furniture

Total sales over the period amounts to $53,817.43 and Total number of transactions is 101

Sales Trend by Month and Segment

Segment ● Consumer ● Corporate ● Home Office

Month

Average of Sales by Day Name

Average of Sales 329.83 | 454.71 | 579.59

Day Name

Sales Trend by Month

Month

Count of Order ID by Day Name
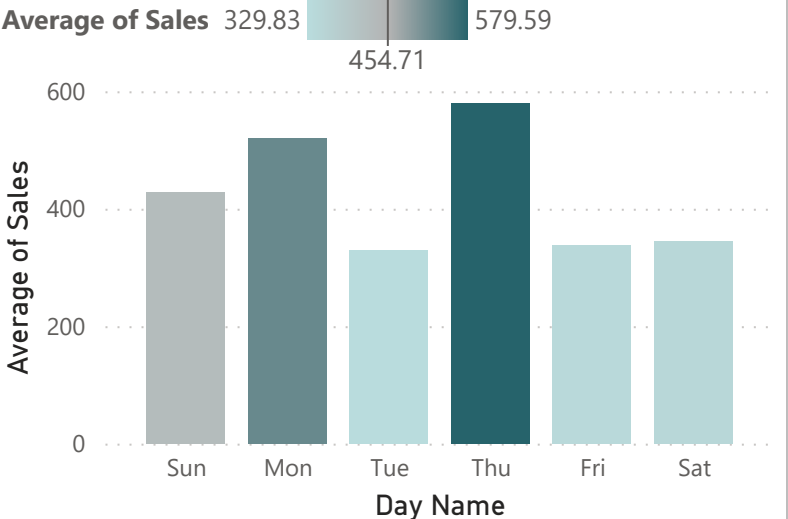
Average of Sales 329.83 | 454.71 | 579.59

Day Name

Sales and Transactions Report by Location

Total sales over the period amounts to $53,817.43 and Total number of transactions is 101

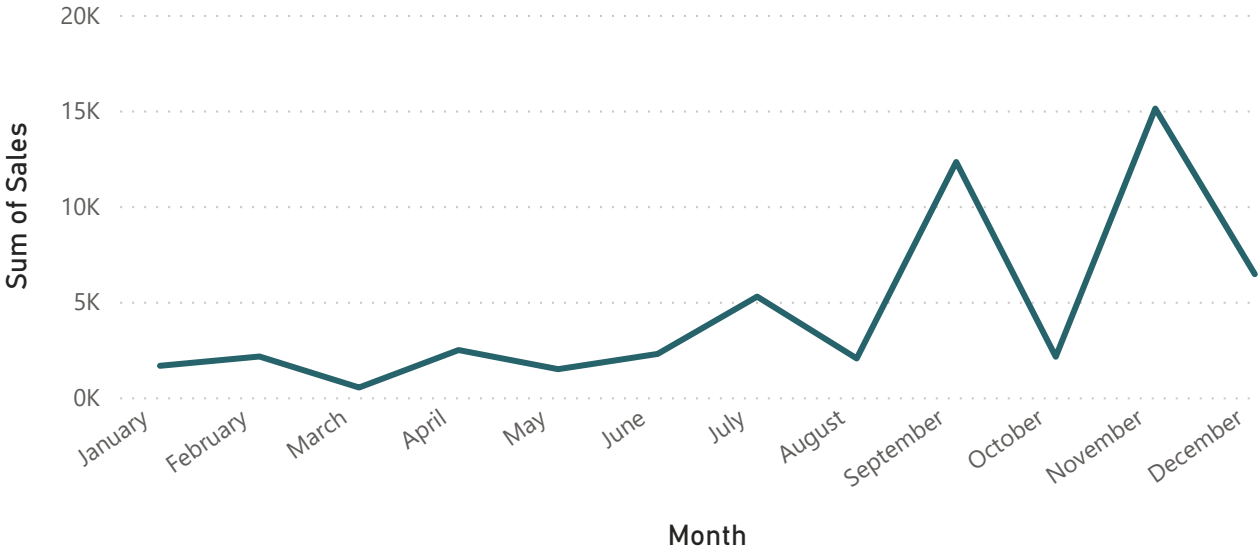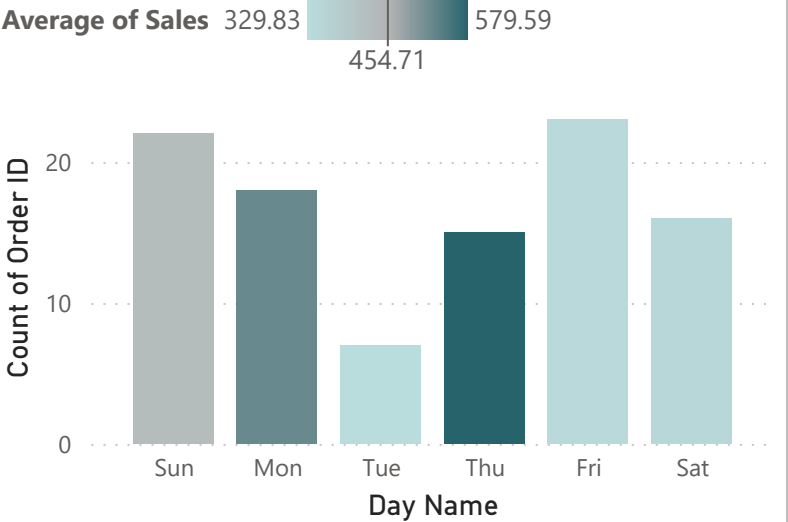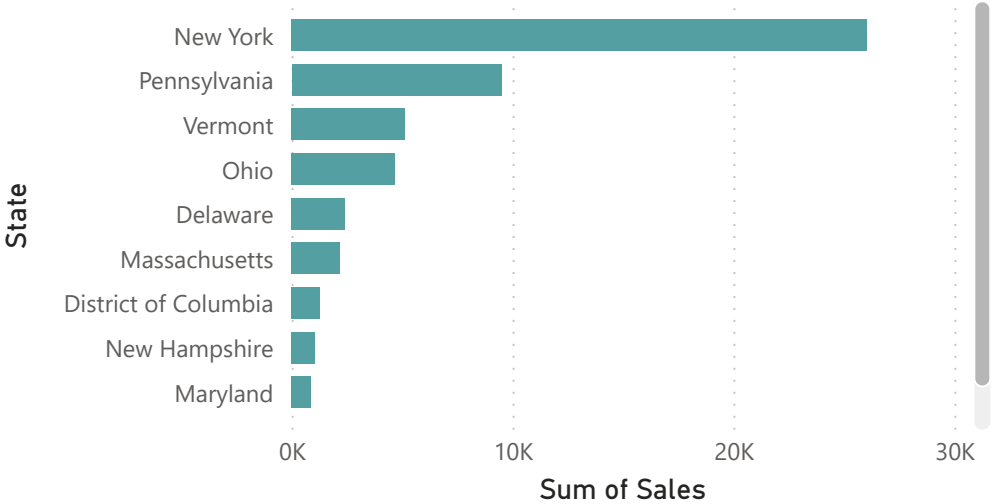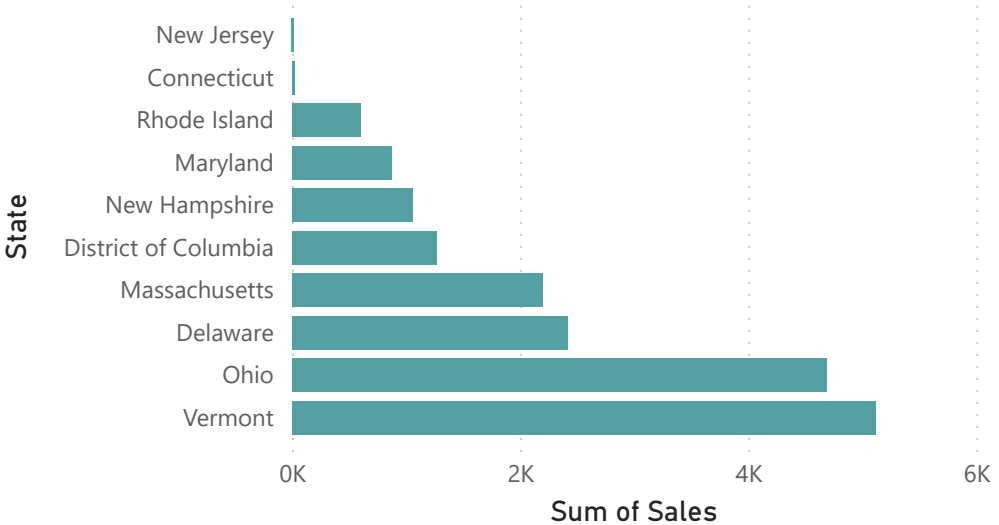### Top 10 States by Sum of Sales

Percentages of Top 10 States Shipment mode

State	First Class	Same Day	Second Class	Standard Class
Delaware	20.00%			80.00%
District of Columbia				100.00%
Maryland				100.00%
Massachusetts		14.29%	14.29%	71.43%
New Hampshire			100.00%	
New York	11.11%	11.11%	24.44%	53.33%
Ohio	20.00%	6.67%	26.67%	46.67%

Bottom 10 States by Sum of Sales

Sales Distribution by City
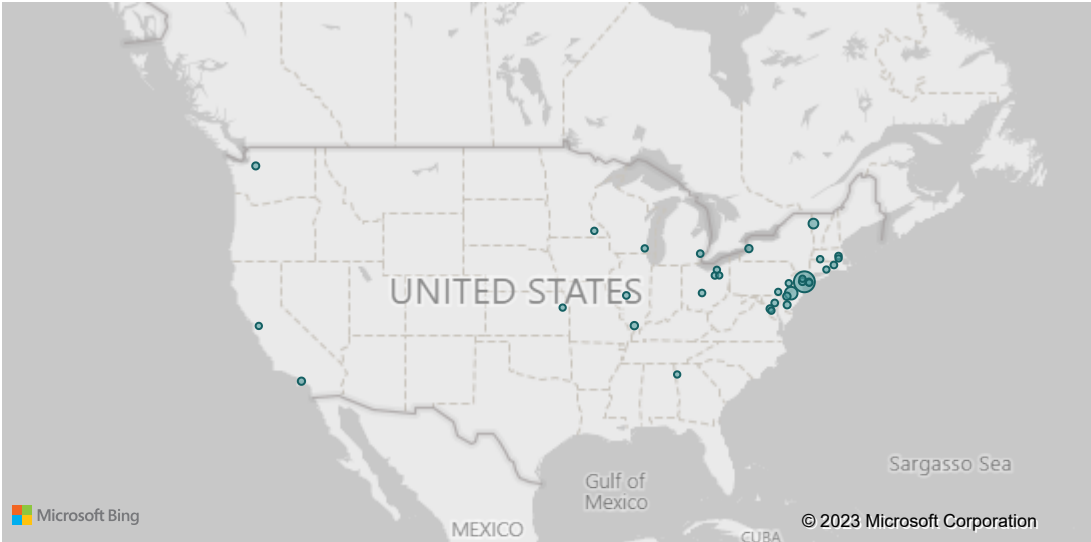
Microsoft Bing
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SALES AND TRANSACTIONS REPORT BY PERIOD

Total sales over the period amounts to $2,297,200.86 and Total number of transactions is 5009

Expand for Sales Details

🔒 **Year**
2014

💡 **Ship Mode** ✕
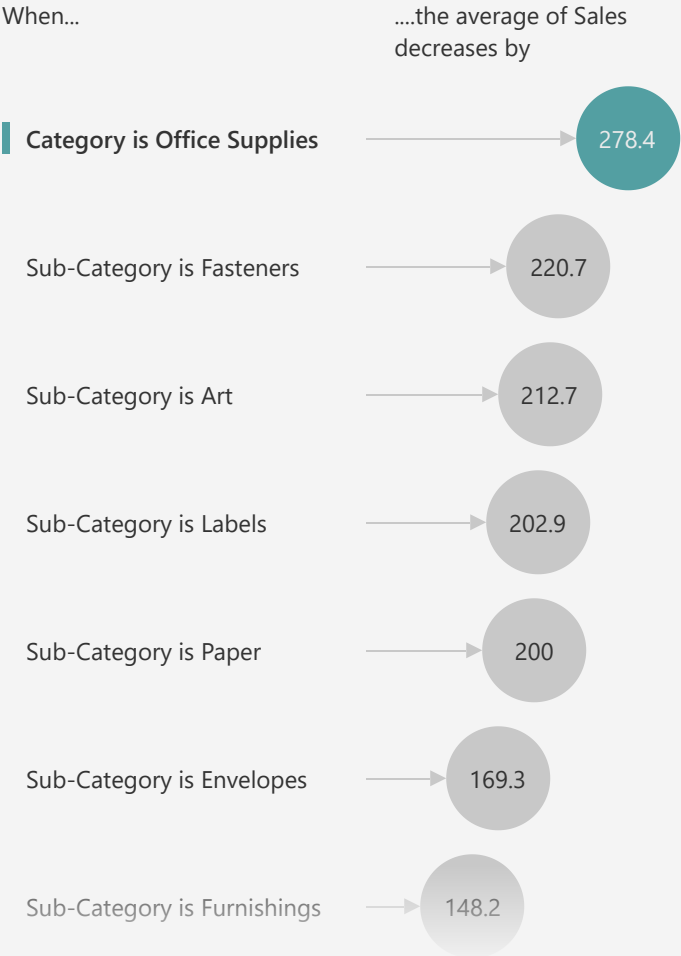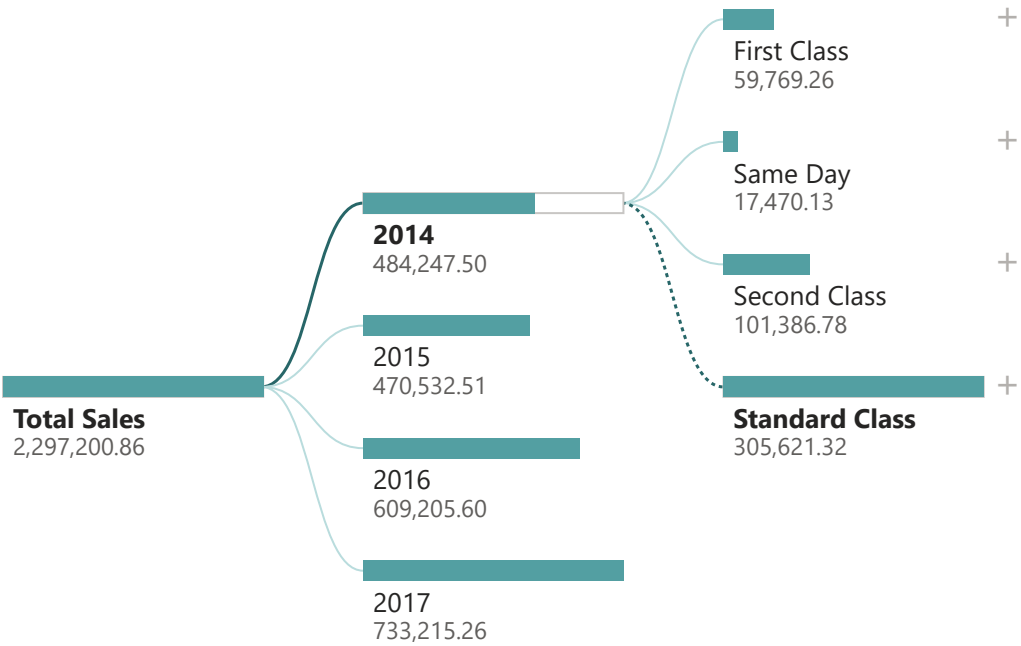
Key influencers   Top segments

👍 👎

What influences Sales to [Decrease ▾] ?

Total Sales
2,297,200.86

2014
484,247.50

2015
470,532.51

2016
609,205.60

2017
733,215.26

First Class
59,769.26   +

Same Day
17,470.13   +

Second Class
101,386.78   +

Standard Class
305,621.32   +

When...   ....the average of Sales decreases by

Category is Office Supplies   → 278.4

Sub-Category is Fasteners   → 220.7

Sub-Category is Art   → 212.7

Sub-Category is Labels   → 202.9

Sub-Category is Paper   → 200

Sub-Category is Envelopes   → 169.3

Sub-Category is Furnishings   → 148.2

← Sales is more likely to decrease when Category is Office Supplies than otherwise (on average).

Average (excluding selected): 397.72

400

Average of Sales

200

0

Office Supplies   Furniture   Technology

Category

☐ Only show values that are influencers