

# Superstore Sales Analysis – Insights Report

## Project Overview

The main purpose of this Superstore Sales Analysis project is to identify which products are most popular and how sales patterns have changed over a four-year period. This analysis provides business insights for improving superstore sales performance, highlighting top-selling products and key trends.

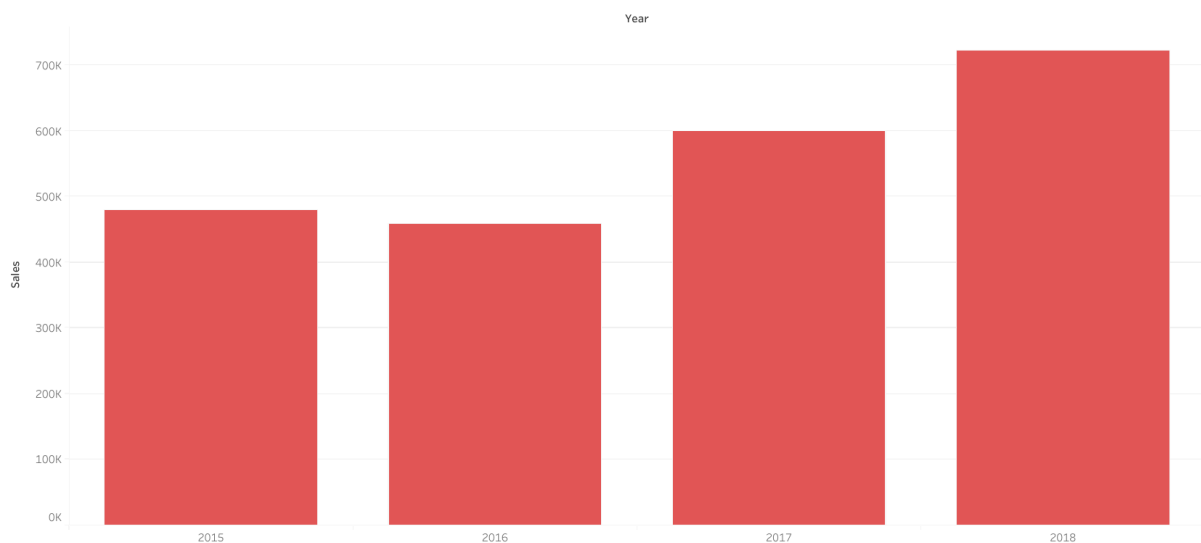
### Tools Used:

Excel, Tableau, GitHub

## Yearly Sales Trend

- Sales displayed a steady upward trend from 2015 to 2018, starting at approximately 430K in 2015 and peaking above 650K in 2018.
- This consistent growth reflects strengthened business performance year after year.

Yearly SuperStore Sales



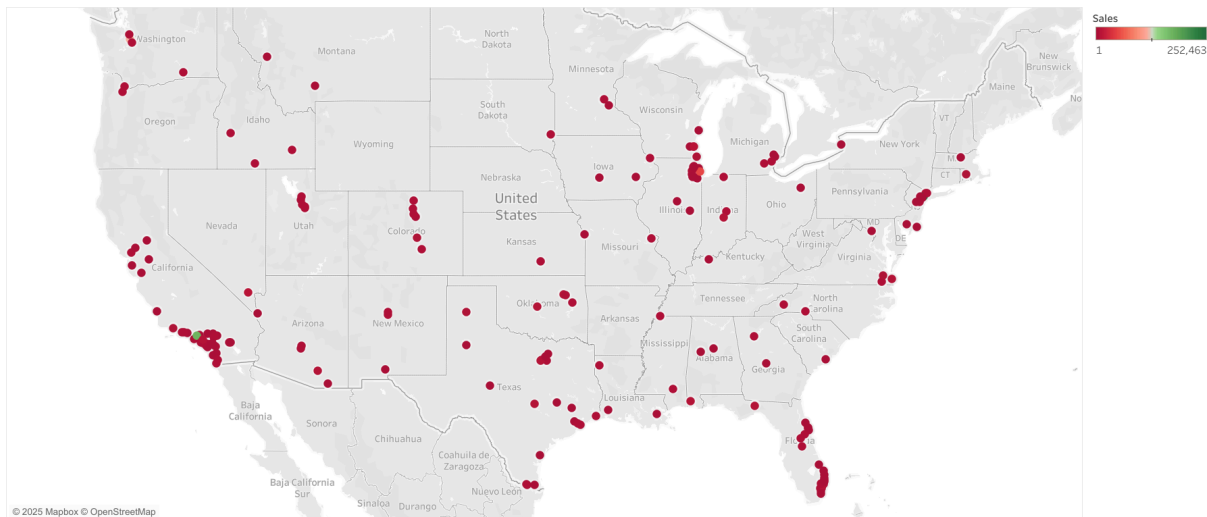
## Top Products by Sales

- The three most frequently sold products were:
  - Canon Color ImageCLASS MF8580Cdw Wireless Laser All-In-One Printer, Copier, Scanner
  - Cisco TelePresence System EX90 Videoconferencing Unit
  - Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind
- Combined, these products contributed a total sales value of 111,692 over the four-year period.

## Regional & Geographic Insights

- Highest Sales: West region  
Lowest Sales: South region
- Within the West region, states like Washington saw higher sales, while California showed lower sales than expected. States such as Colorado, Oregon, and Montana also registered lower sales, while Nevada and California achieved peak figures.

Country Wise Data



## Data Quality Handling

- The dataset had missing postal codes for a few states in the East region. These rows were removed since they represented a small proportion; this cleanup helped ensure more accurate analysis.

## Recommendations

- Regional managers should track and stock top-selling product categories for their specific markets:
  - For example, the West region should prioritize furniture, while the South region should focus on technology products and office supplies.
  - The Central region should emphasize furniture assortments as well.
- Keeping inventory aligned with regional demand patterns will help maximize profits and minimize lost sales due to stockouts.