

Global Superstore Sales Analysis

Company Name: Global Superstore



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Executive Summary

This project analyzes the Global Superstore dataset to understand sales, profit, and customer behavior across different regions and product categories.

A fully interactive **Excel Dashboard** was designed to help business leaders track KPIs such as Sales, Profit, Orders, Delivery Days, and Discounts.

The dashboard solves key business challenges by visualizing trends, identifying high-performing areas, and highlighting loss-making segments.

Key Findings:

- The **West** region generates the highest revenue.
- **Technology** is the most profitable category, while **Furniture** often incurs losses.
- Heavy **discounting** leads to negative profit in several orders.
- Customer segment **Consumer** contributes the most sales.
- Sales peak during the **Q4 holiday season**.

Conclusion:

The dashboard enables the Global Superstore management to make informed decisions regarding pricing, marketing strategy, and inventory planning.

Business Problem & Objective

The company faces major challenges due to lack of centralized analysis:

Business Problems

- Inconsistent sales across states and regions
- High discounts reducing profit margins
- Limited visibility into category performance
- No clear understanding of top-performing products
- Customer segmentation data not used for strategy
- No month-wise trend tracking for forecasting

Objective

To build a dynamic **Excel Sales Dashboard** that provides:

- Real-time KPI visibility
- Regional and category performance analysis
- Trend analysis for demand forecasting
- Customer segmentation insights
- Profitability tracking to reduce losses

Dataset Overview

Source: **Kaggle** — **Global Superstore Dataset**

Main Columns Used

- Order Date, Ship Date
- Segment, Country, Region, State
- Category, Sub-Category
- Sales, Quantity, Discount, Profit

Data Characteristics

- 10,000+ orders
- 3 product categories
- 4 customer segments
- 4 U.S. regions
- 20+ states

Data Cleaning & Preparation

Performed using **Excel only (No Power Query)**:

1. Removed blank rows
2. Verified date format (MM/DD/YYYY)
3. Checked numeric columns: Sales, Profit, Discount
4. Created helper columns:
 - **Year** → =YEAR([@Order Date])
 - **Month** → =TEXT([@Order Date], "MMMM")
5. Converted data into Excel Table

6. Built PivotTables:
 - Sales by Month
 - Sales by Region
 - Sales by Category
 - Top 10 Products
 - Customer Segment Split
7. Added KPIs using PivotTable aggregations

Dashboard Insights (Solution Overview)

1. Regional Performance

- **West** region leads in total Sales.
- **South** and **East** regions show moderate performance.
- **Central** is lowest and needs attention.

2. Category & Sub-Category Insights

- **Technology** generates the highest profit.
- **Furniture** (especially Tables & Bookcases) shows negative profit in several states.
- **Office Supplies** performs consistently well.

3. Monthly Sales Trend

- Sales peak in **November & December**.
- Lowest sales occur during **February–March**.
- A strong seasonal pattern suggests holiday-driven demand.

4. Customer Segment Performance

- **Consumer** segment contributes the highest sales share.
- **Corporate** performs well but with lower profit.
- **Home Office** segment is the smallest.

5. Top 10 Product Performance

- A small number of products generate a large share of revenue.
- High-discount orders show **negative profit**, harming margins.

Recommendations

✓ Reduce Losses

- Review pricing strategies for poorly performing Furniture items.
- Reduce or eliminate high discounts on loss-making categories.

✓ Improve Regional Strategy

- Increase marketing and promotions in **Central** region.
- Stock high-demand items in **West** for faster fulfillment.

✓ **Customer-Focused Strategy**

- Offer loyalty benefits to **Consumer** segment.
- Target Corporate & Home Office customers with email campaigns.

✓ **Product Inventory Optimization**

- Increase inventory for top-selling Technology products.
- Reduce slow-moving Furniture stock.