Superstore Sales Performance Report

Overview

- **Dataset:** Superstore.csv

- **Tool Used:** Power BI

- **Objective:** Identify key sales and profit drivers across regions, categories, and products.

Key Visuals & Insights

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1. **Sales by Region**

Visual: Horizontal Bar Chart (Sum of Sales by Region)

Insight:

- West Region leads in total sales, followed by East, Central, and South.

- Regional performance shows West as the top contributor to overall business revenue.

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2. **Profit vs Discount**

Visual: Scatter Plot (Sum of Profit vs Sum of Discount)

Insight:

- Higher discounts don't always correspond to higher profits.

- Overall, there's a concentration around moderate discounts and profit levels indicating room for pricing strategy optimization.

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3. **Top Products by Sales**

Visual: Horizontal Bar Chart (Sum of Sales by Product Name)

Insight:

- Product B leads in sales followed by Product A, C, and D.

- Top 4 products together contribute significantly to total sales volume.

- Focusing on these products can maximize growth potential.

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4. **Sales Trend Over Years**

Visual: Line Chart (Sum of Sales by Year)

Insight:

- Sales peaked in 2023 and slightly declined in 2024 and 2025.

- Indicates a need for investigating the recent downward trend in sales and identifying external or internal causes.

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5. Sales by Category

Visual: Pie Chart (Sum of Sales by Category)

Insight:

- Technology (35.19%) is the top-selling category, followed closely by Furniture (33.78%) and Office Supplies (31.02%).

- All categories have a fairly balanced share but Technology slightly leads.

- Technology category remains a stable revenue driver.

Key Takeaways

- West region continues to drive the highest sales.

- Product B is the best-performing product.

- Technology is the leading product category.

- There's a slight declining trend in overall yearly sales (2024-2025).

- Discount strategies may need review to ensure profit optimization.

Recommendations

- Conduct detailed analysis into why sales declined post-2023.

- Focus marketing efforts on top products (Product A, B, C).

- Optimize discounting for higher profit margins.

- Explore opportunities to strengthen performance in South & Central regions.

Conclusion

Data storytelling helps uncover actionable business insights by combining visualizations with clear narratives. The analysis provides a foundation for informed decision-making to drive future growth.