Retail Store Data Analysis Report

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Excel for Data Analysis

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INTRODUCTION

This project is a data analysis of a sample superstore to understand how it works and performs. By studying sales, returns, and customer behavior, we aim to find useful insights that can help the business grow. Using charts and statistics, we explore trends and patterns that support better decisions and smart strategies for the future.

INFORMATION ABOUT DATA SET

- ❖ Order ID – This column contains the ID of the product.
- ❖ Order Date – This column contains the date on which the order is placed.
- ❖ Ship Date – This column contains the date on which the order is shipped from the warehouse.
- ❖ Ship Mode – This column contains the mode of shipment. We have 4 modes of shipment: First Class, Second Class, Same Day, and Standard Class.
- ❖ Customer Name – This column contains the names of all customers.
- ❖ Segment – This column contains segments that show the type of customer like Corporate, Home Office, or Consumer.
- ❖ City – This column contains the name of the city where the order was placed.
- ❖ State – This column contains the name of the state.
- ❖ Region – This column contains the region where the transaction happened.
- ❖ Market – This column contains sales areas or zones, like Asia Pacific, Europe, Latam, etc.
- ❖ Product ID – This column contains a unique code given to each product.
- ❖ Category – This column contains types of products, like Furniture, Office Supplies, and Technology.
- ❖ Sub-Category – This column contains more specific types under each category, like Chair, Appliances, Machines, Bookcases, etc.
- ❖ Product Name – This column contains the names of the products.
- ❖ Sales – This column contains the total amount earned from selling the product.
- ❖ Quantity – This column contains the number of units sold.
- ❖ Discount – This column contains the amount of price reduced during the sale.
- ❖ Profit – This column shows how much money was gained after subtracting the cost from the sale.
- ❖ Shipping Cost – This column contains the cost of product delivery to the customer.
- ❖ Order Priority – This column shows the urgency level of the order, e.g., High, Medium, Low, or Critical.
- ❖ Return Status – This column shows whether the product was returned or not (Yes/No).
- ❖ Person – This column contains the name of the salesperson who handled the order.

DATA PREPRATION

We have 3 tables orders, return, and people. All connected using VLOOKUP.

DATA CLEANING

- Converted all Data into Table Format.
- Delete all duplicates values from table.
- Converted all columns with their matching data type e.g. Order date is converted to date format.
- Apply filter on each column.
- Apply Conditional Formatting on sales, profit, discount, Quantity and Shipping cost column.
- Person column had Null values so changed to TBD (To be decided).
- Remove Row ID not required.
- Remove pin code – no data

QUICK INSIGHTS (Using Conditional Formatting, Filter, custom filters, sorts.)

- Total sales of Product is **$28,14,148.15**
- Total sales of product Quantity is **2000**
- Total discount given to customer is **18686%**
- Total making profit is **$4,69,407.17**
- Total shipping cost is **$4,10,252.77**
- The product *Novimex Executive Leather Armchair, Black* has highest shipping cost.
- The product *Staples* has lowest shipping cost.
- Heighest sale has come from product *GBC Ibimaster 500 Manual ProClick Binding System* which has 0% Discount and highest profit.

DETAILED INSIGHTS

Row Labels	Sum of Sales	Sum of Quantity	Sum of Shipping Cost	Sum of Discount	Sum of Profit
Furniture	37.15%	33.51%	36.88%	38.64%	29.60%
Office Supplies	19.70%	25.29%	19.08%	31.92%	20.62%
Technology	43.16%	41.20%	44.05%	29.44%	49.78%
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

CATEGORIES WISE COST COMPARION
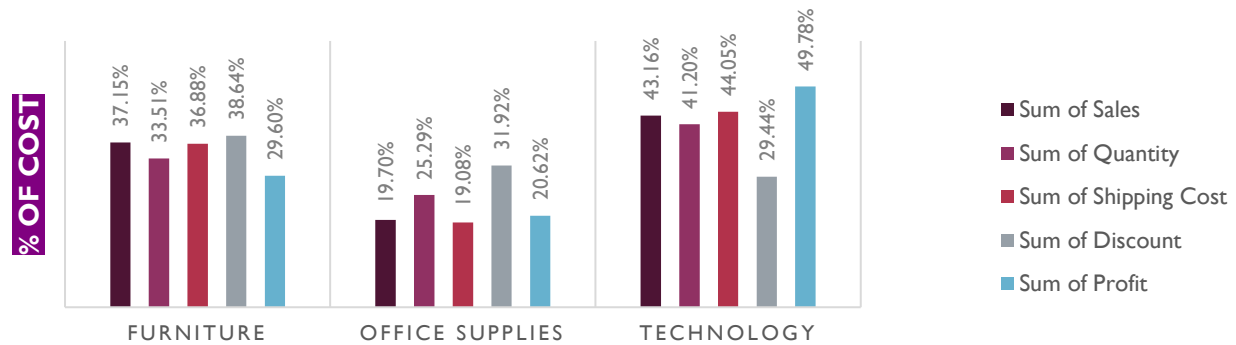
- From here we can say that Technologies products contribute to almost 50% of our business.
- That means we are depending too much on Technology.
- Furniture contributes around 30% of our business.
- Office Supplies contribute only 20% to the business.

ACTION STEPS

- Reduce discount on technology products.
- As business is heavily relied on technology product it is recommended to look for diversification opportunities to have minimum impact of recession on business.
- Try to increase Furniture and Office Supplies sales.
- Check profit for each categories every month.
- Think about new categories to grow business safely.