Retail Superstore Sales Analysis

The sales from a retail Superstore for a period of four years were analyzed using Power BI. It is pertinent for businesses to conduct this analysis to understand how business is faring and also plan on how to forge new strategies that will help the business grow. The data was extracted, transformed into dimensions and fact tables in Power query, and loaded into Power BI. A model was developed and DAX expressions were used to create measures and tables to enable a thorough analysis. Date and Sales Supervisors were used as filters to help see how the business fared over a period of time and the contributions of the sales supervisors.

Key Insights:

1. More sales were recorded towards the end of the year in each of the four years.
2. Technology brought in most of the sales and profits in the product category.
3. Customers from the consumer segment brought in about half the total profit.
4. About two-thirds of the sales made were gotten organically which is almost times two what the entire 13 sales Reps made.
5. Standard class was the most preferred shipping mode as more than half of the sales were shipped through this mode.
6. The top 5 states by sales and profits are California, New York, Washington, Michigan, and Virginia. They generated a significant number of sales and profits.
7. The top 5 profitable customers were identified of which four of them made purchases organically.

Recommendations:

1. Since the highest sales were made towards the end of the year, more products should be supplied to the store during this period.
2. Products in the technology category are the most demanded products, hence more supplies should be made to this category. Although furniture brought in the least profit (2.49%) despite having more sales than office supplies, the selling price of the products in this category should be reviewed.
3. The number of sales Reps and Supervisors should be reduced and the funds saved from this should be directed towards making more advertisements, and providing rebates for loyal and profitable customers as this has more potential of bringing more sales than what the sales Reps are bringing.
4. More so, customers from the consumer segment brought in more than 50% of profits made, therefore most of the advertisements should be consumer-focused.
5. Efforts should be put into ensuring that more states compete in terms of sales and profits with the top five states by channeling resources towards advertisement and customers satisfactions in the next top 5 states.

Using this data set downloaded from #kaggle, I have been able to develop a model and dashboards showing how the Superstore fared in business over a 4-year period (2014-2017). Insights were drawn from this analysis and recommendations were provided to ensure the Superstore experience growth in their business. You can add your own insight and recommendations in the comment section. Thank you.