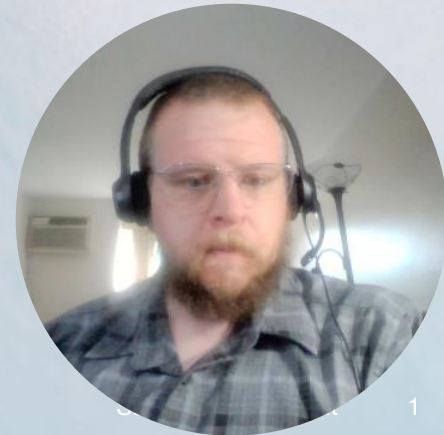


Superstore Performance

Statistical Analysis of Key Performance
Indicators from 2011 to 2014





About Me

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Overview



What are the KPIs?

- What are the business Objectives?



Methodology

- What methods were used to analyze the data and draw conclusions?



What Does the Data Say?

- Sales by Region
- Sales by State
- Sales by Category
- Profit by Category
- Profit over Time



Conclusions

- What are the Key findings of the data, and do they meet the business objectives?



KPI Questions

Which regions/states have the highest average sales?

How does Profit track over time

What Categories and subcategories perform best?

What recommendations can be made to improve performance?



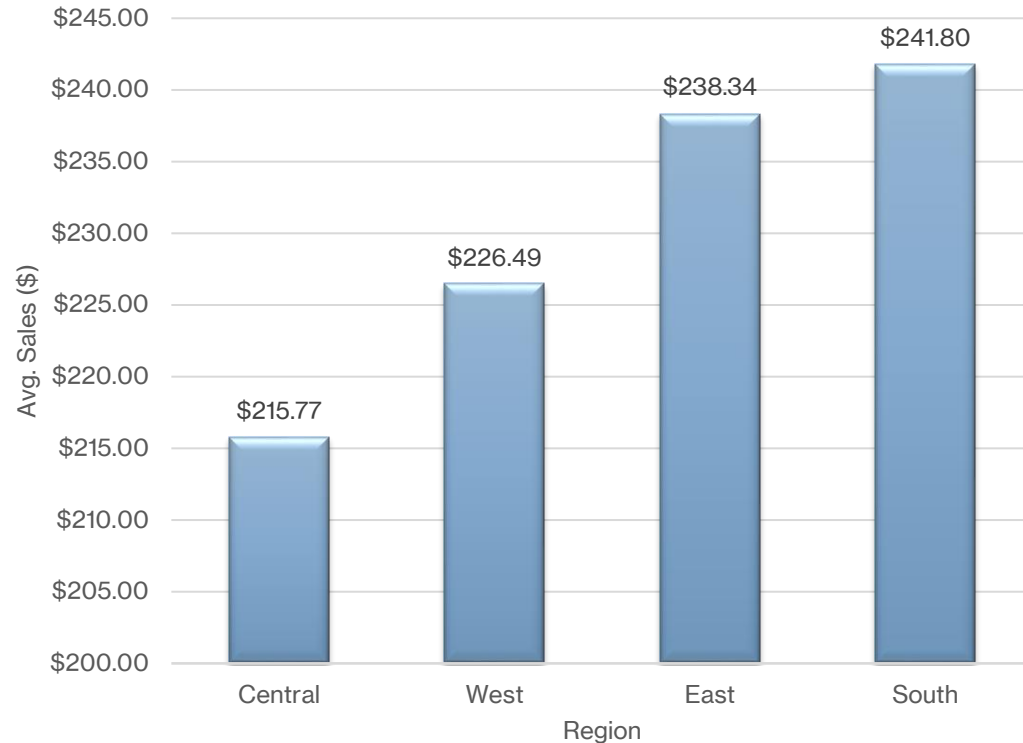
Methodology

- Copied, cleaned and sorted raw Superstore data
- Used AVERAGEIF () Function to calculate regional averages, converted results to currency and created a bar chart
- Created a Pivot table and chart to calculate total regional sales
- Created a Pivot table to calculate average sales by state
- created a pivot table to calculate profit by segment and category
- Created Pivot table to calculate profit by year then added columns for category and created line chart.



Regional Sales

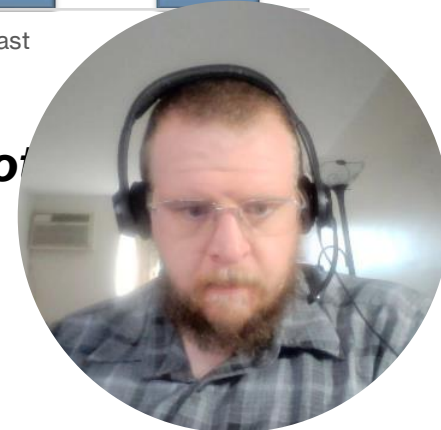
AVERAGE REGIONAL SALES



TOTAL REGIONAL SALES

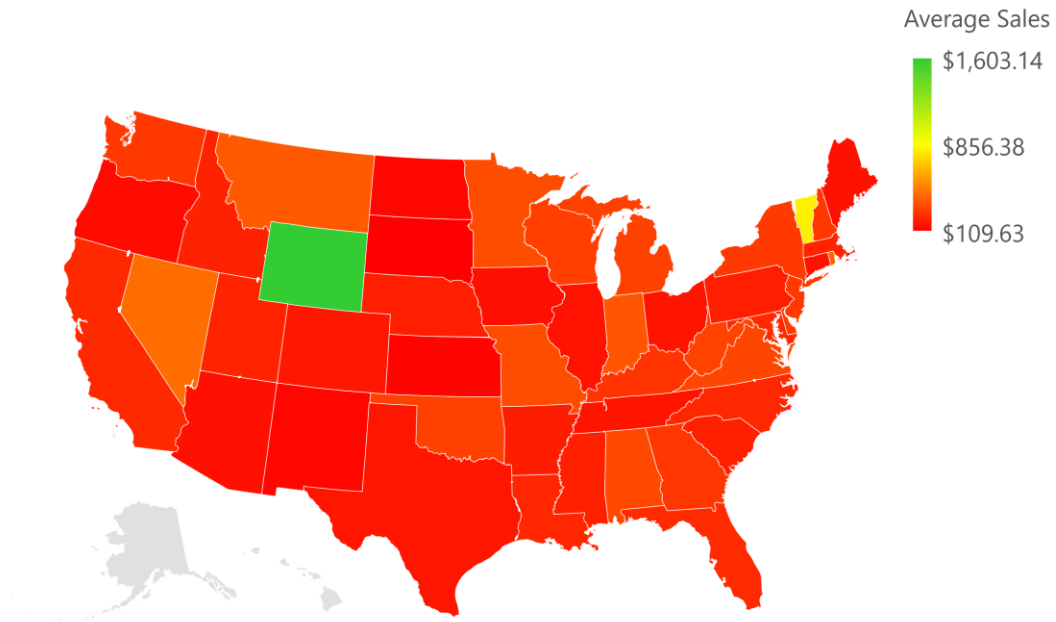


Key Takeaway: The South had the ***highest average*** sales while having the ***lowest total*** sales.



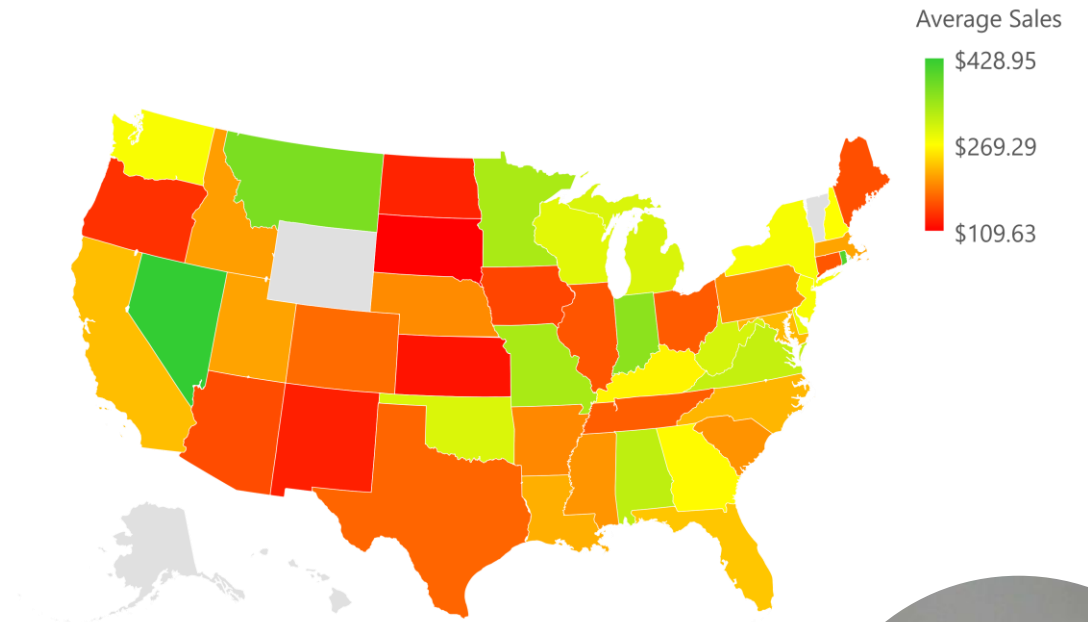
State By State Average

AVERAGE SALES BY STATE



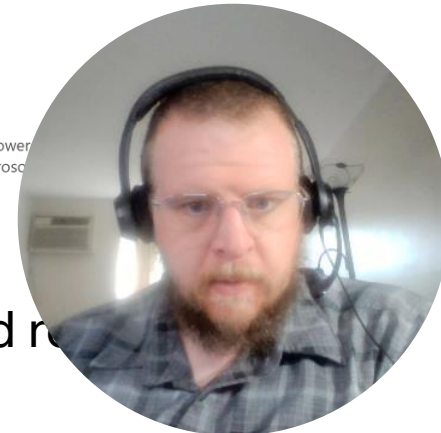
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AVERAGE SALES BY STATE (EXCL. VT & WY)

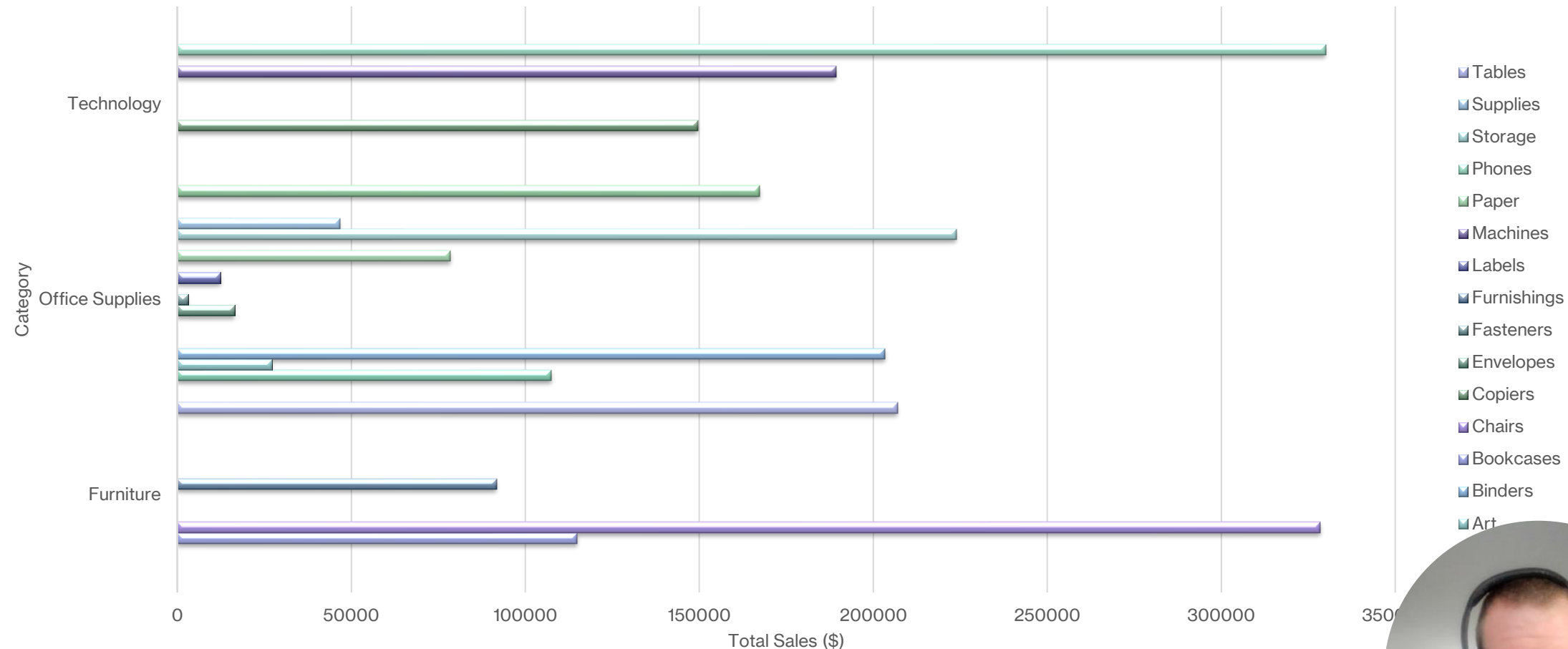


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Key Takeaway: When excluding Outliers VT and WY Sales Averages varied by state and not

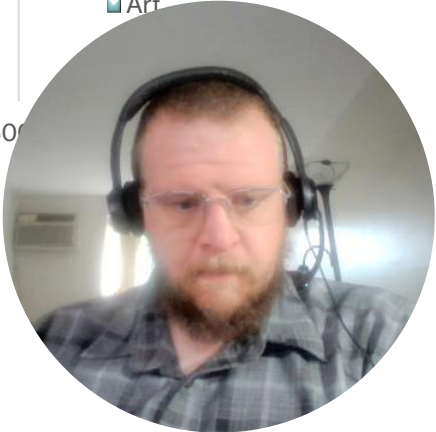


Sales by Category



Highest Sales: Phones (\$330,007.05)

Lowest Sales: Fasteners (\$3024.28)



Profit By Segment and Category



Best Performing Segment: Copiers (\$24,083.71 Profit)

Worst Performing Segment: Tables (\$9,728.04 Loss)



Profit 2011-2014



Key Takeaway: Profits were generally Highest during the 4th Quarter



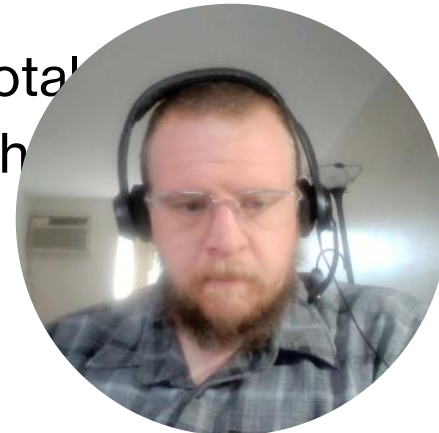
Conclusion

KEY FINDINGS

- Highest Regional Average is in the South, while Wyoming has the highest average sales, but is an outlier.
- Profit generally increased over time with spikes in the fourth quarter in all years except 2014
- The Consumer Technology subcategory has greatest profit margin.

SUGGESTIONS

- Focus on consumer technology subsegment since it has the highest profit margin.
- Conduct study to see why the tables segment is losing money and if it worth continuing
- Focus on the South to bring total regional sales closer to the other regions.



THANK YOU

