

Superstore Sales Analysis

Overview:

Global Superstore data contains data about sales and product details along with customer demographics and shipping information of customers all over the globe. My goal is to analyze the the data and answer few of the questions below to find out how to increase sales and profit. For this analysis, we will be using the data from 2011 - 2015 years.

Goals:

Improve Revenue and Profit

Focus points:

1. How is performance of Superstore Sales and Profit over the years and what is the most profitable segment?
2. Which Country and States generate more sales?
3. What is our biggest market in terms of Sales and Profit and Year over Year return over the years?
4. What are the shopping characteristics of the Customer and what is the average money spent on each order (AOV)?

Navigation:

- Sales
- Sales Demographics
- Market
- Product
- Customer Characteristics
- Insights & Recommendations



How is our Sales Doing?

Total Profit

\$1.47M

Total Sales

\$12.64M

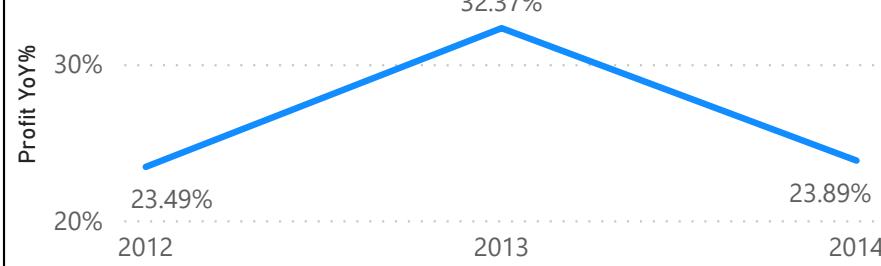
Quantity Sold

178K

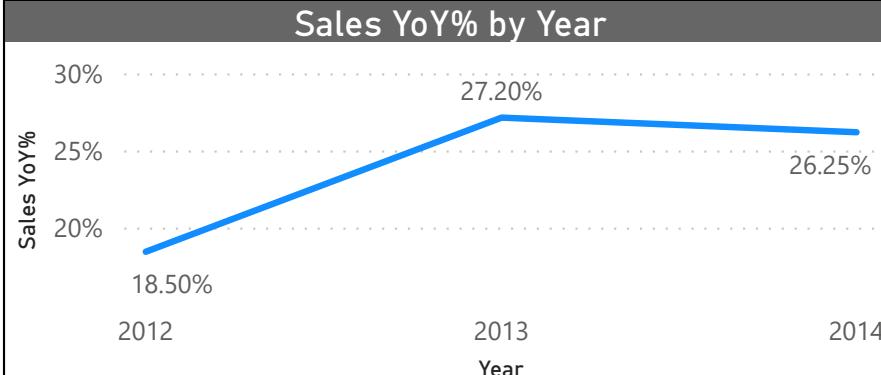
Slicer Order Date

Order Date

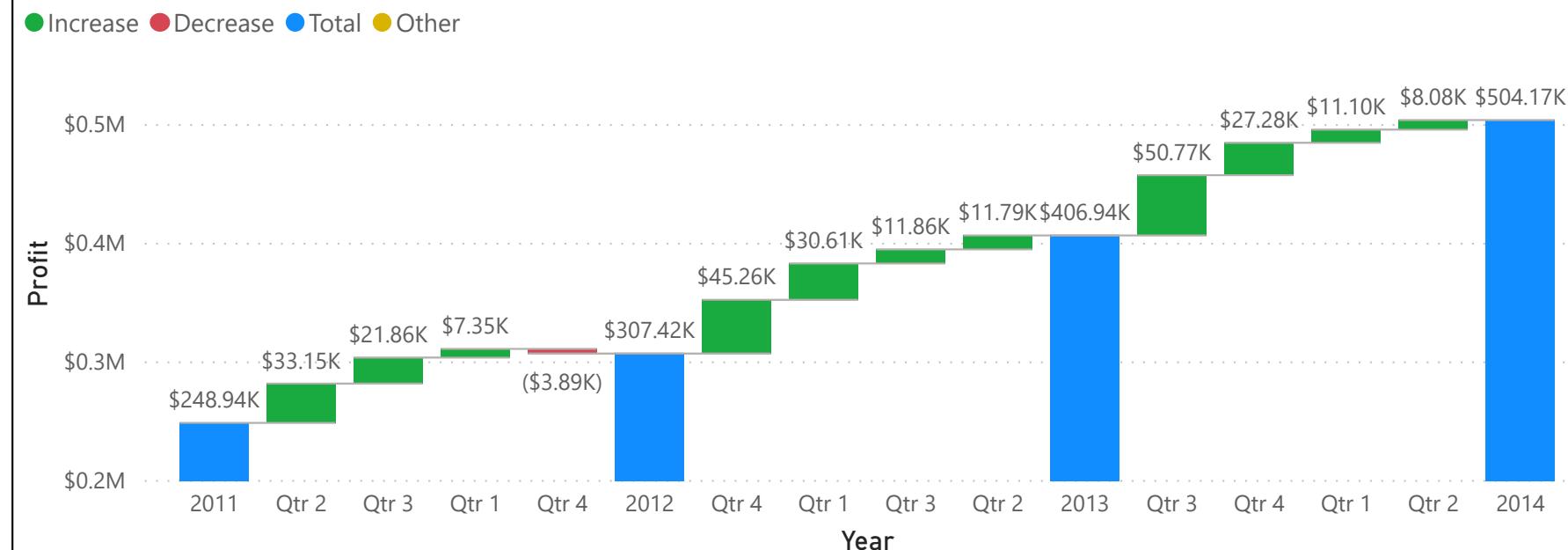
Profit YoY% by Year



Sales YoY% by Year

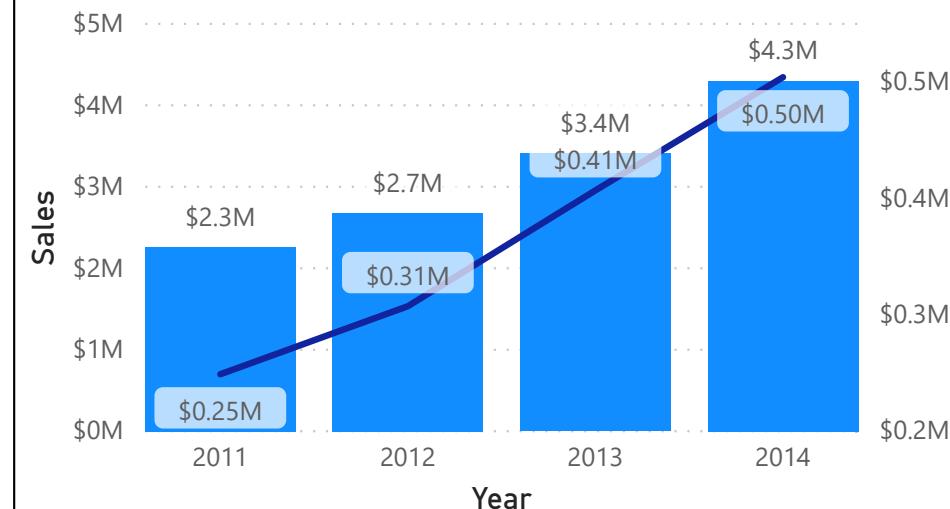


Waterfall chart

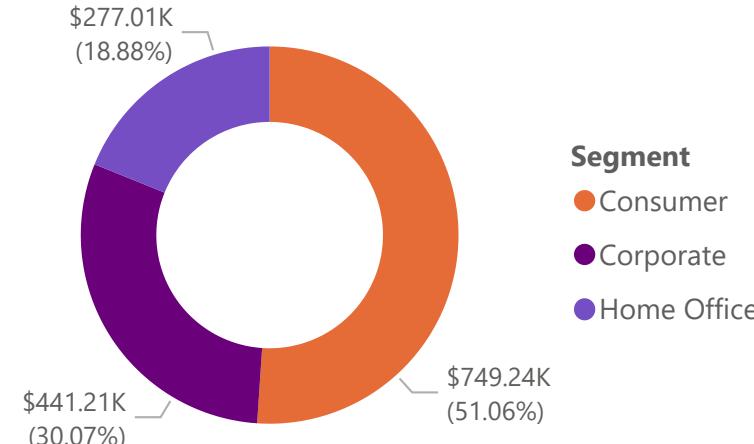


Sales and Profit by Year

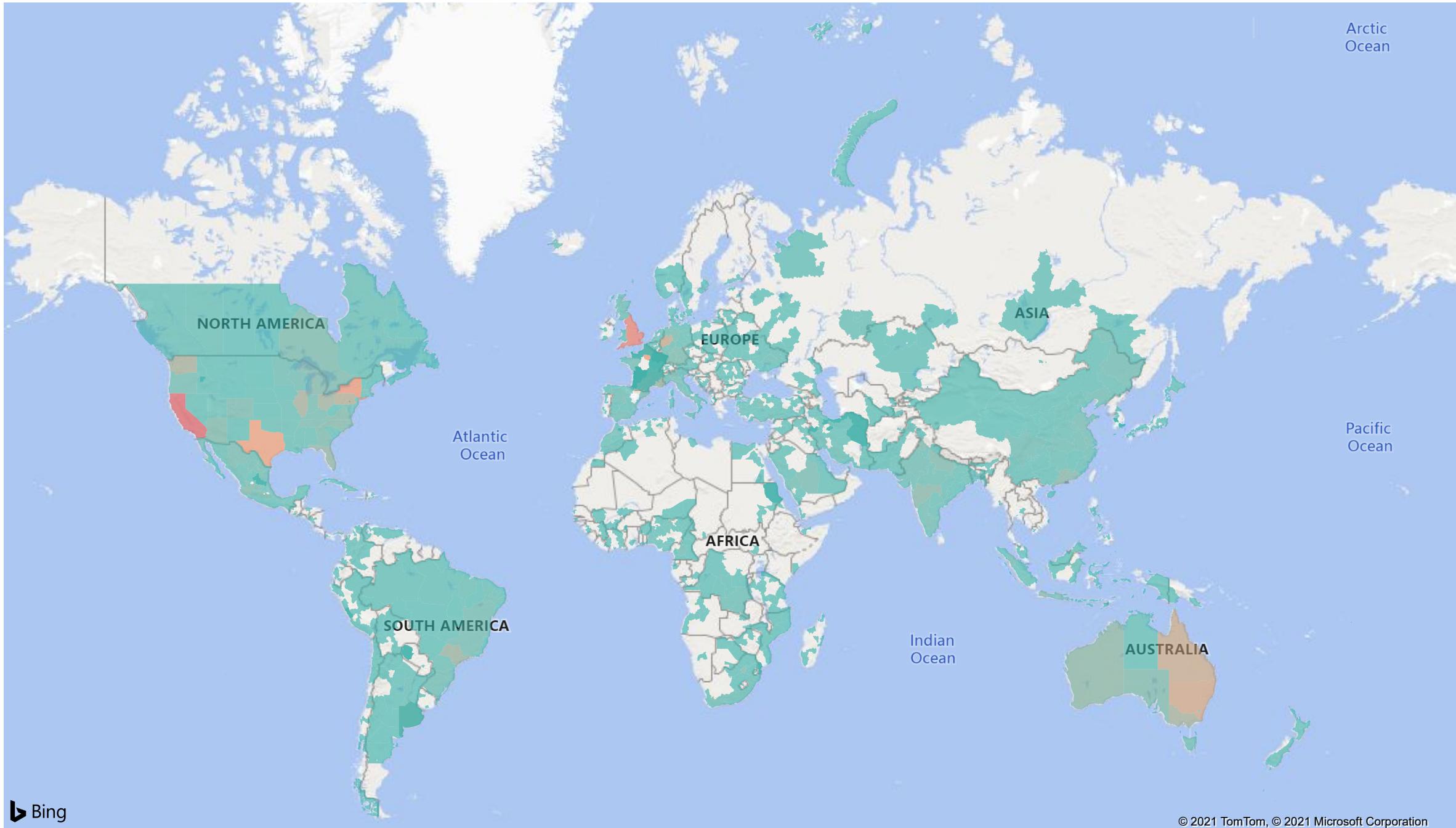
Sales Profit



Profit by Segment

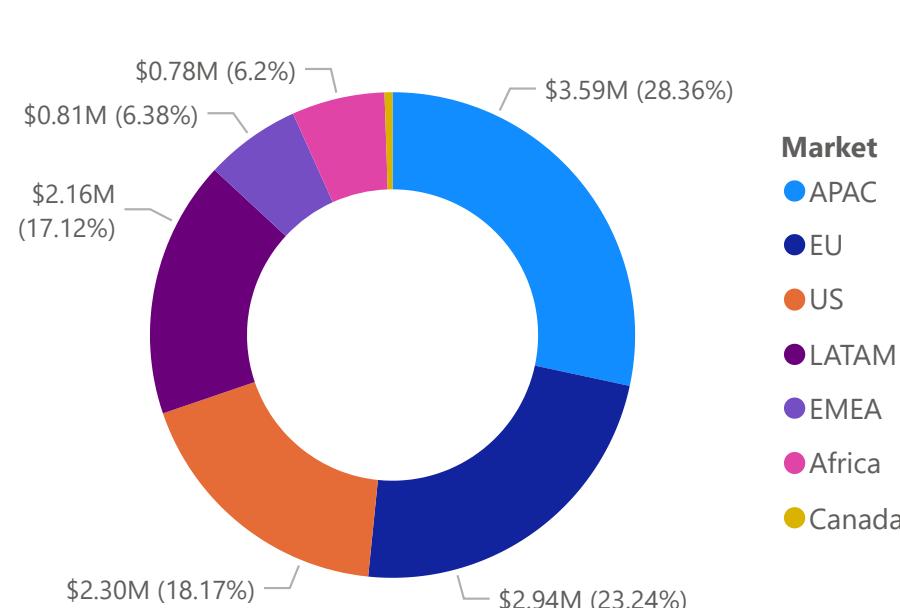


Sales by Market, Country & State

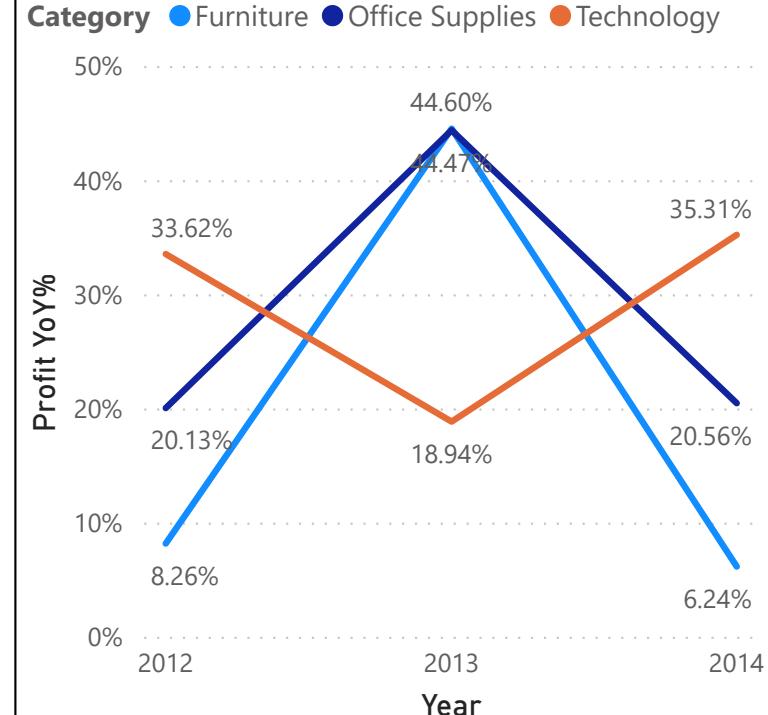


Sales & Profit by Market

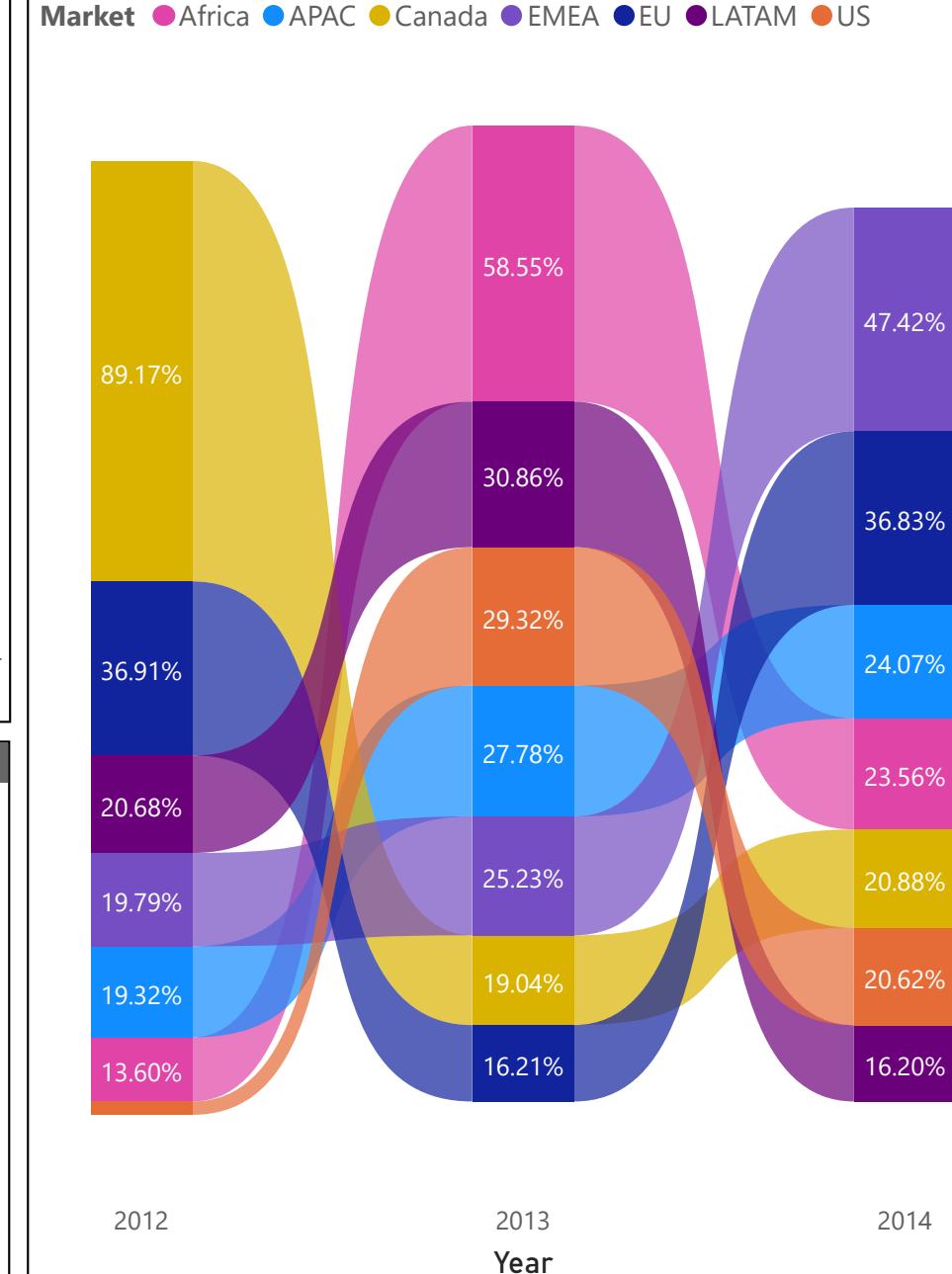
Sales by Market



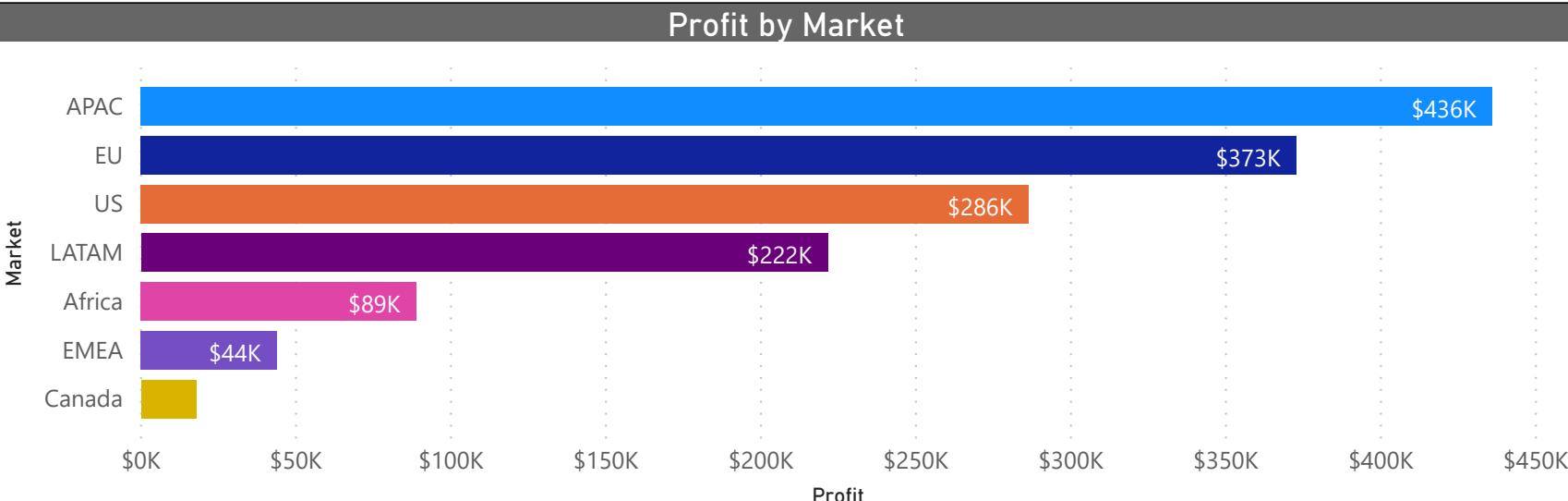
Profit YoY% by Year and Category



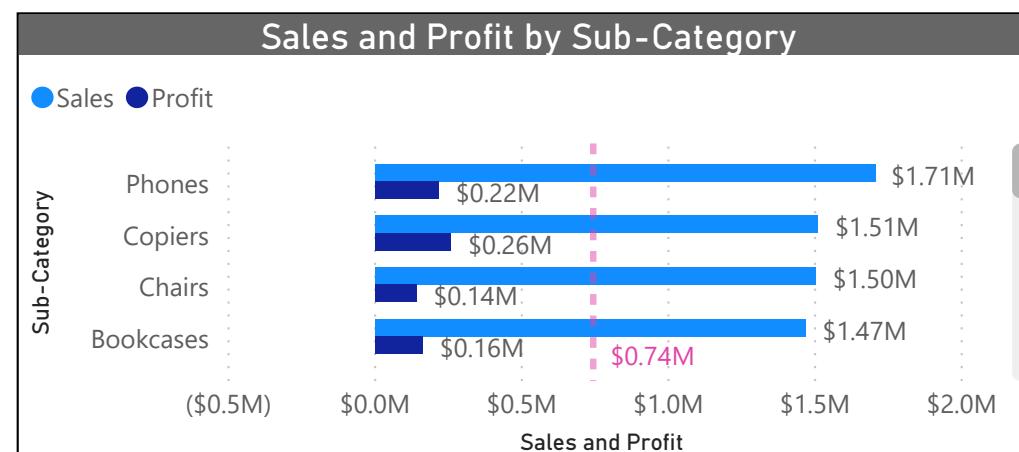
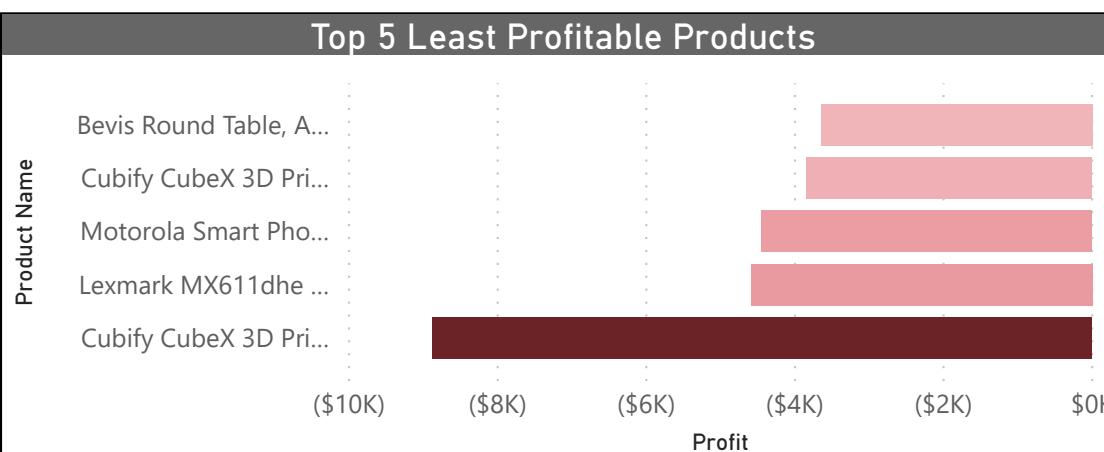
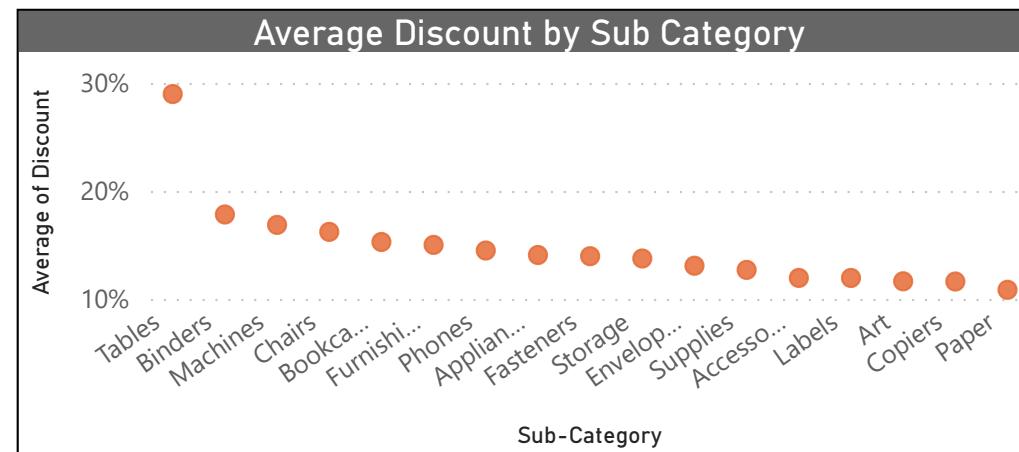
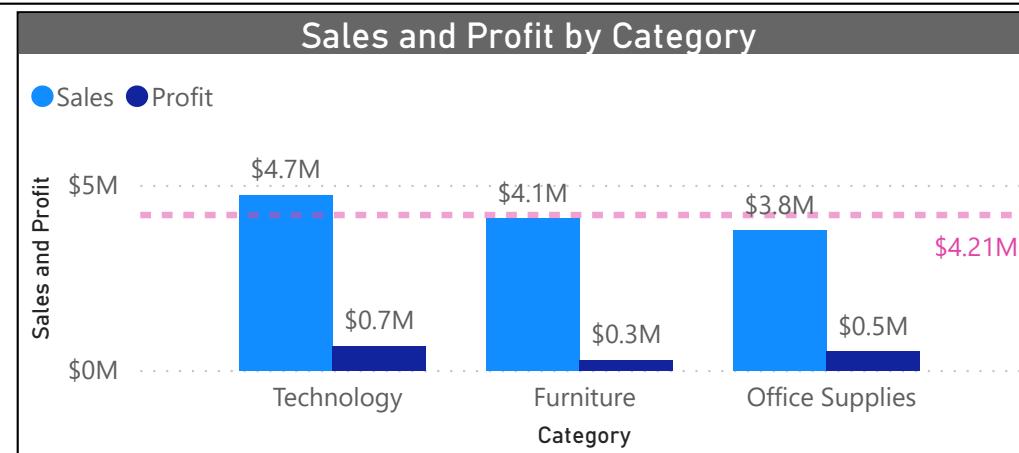
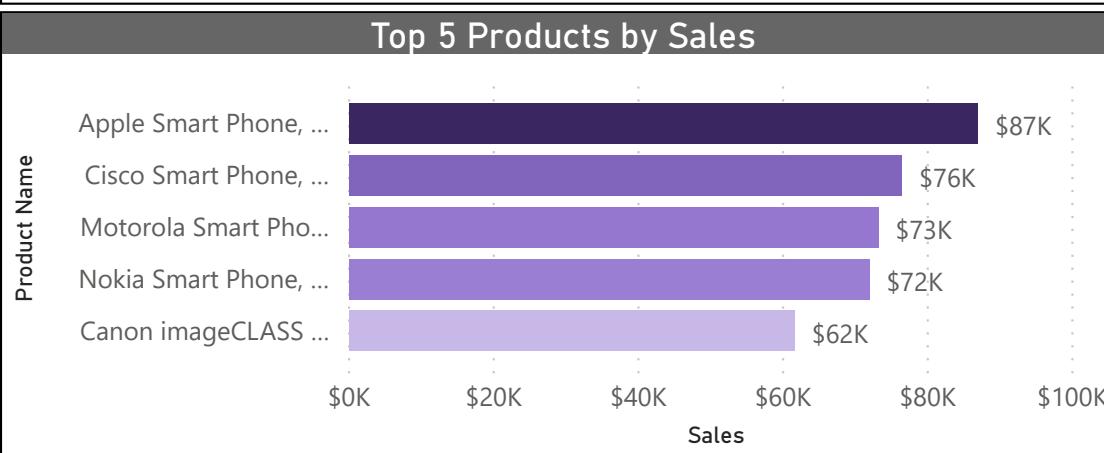
Sales YoY% by Year



Profit by Market



Best & Worst Products by Country, Market, Year & Sub - Category



Country

Market

Year

 2011
 2012
 2013
 2014

Quarter

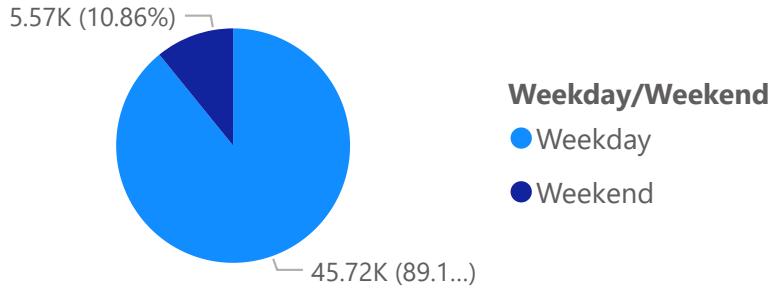
 Qtr 1
 Qtr 2
 Qtr 3
 Qtr 4

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels

Customer Characteristics & AOV

Order Counts by Weekday/Weekend



Average Order Value (AOV)

\$246.49

Average Quantities per Order

3

Average Shipping Days

3.97

Avg Discount and Order Count by Day of Week

Day of Week	Avg Discount %	Order Count
Friday	13.94%	9348
Tuesday	14.42%	9307
Monday	14.81%	9177
Wednesday	14.51%	9017
Thursday	14.04%	8871
Saturday	14.11%	4580
Sunday	12.56%	990

Standard Class

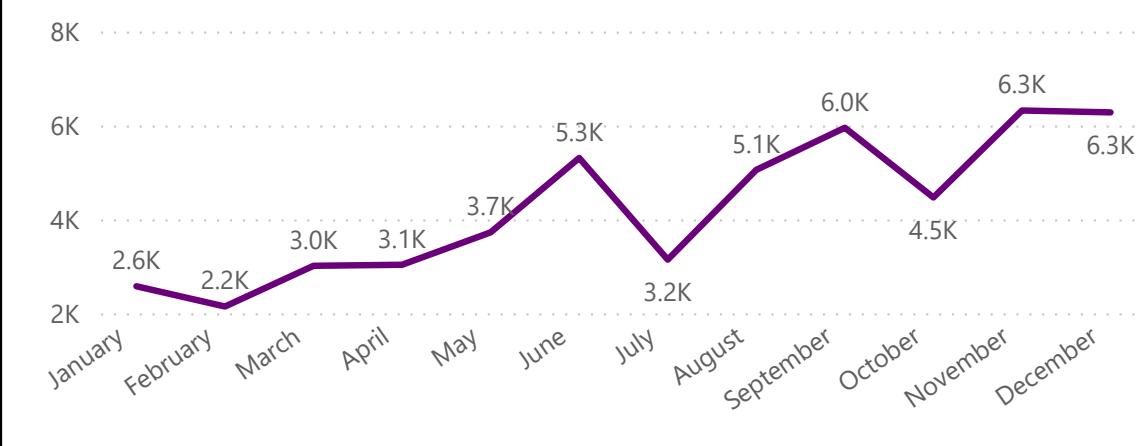
Preferred Shipping Mode

Second Class

First Class

Same Day

Order Counts by Month



Avg Order Value (AOV) by Sub-Category



Key Insights & Recommendations

Insights:

1. There is a considerable dip in Profit Year over Year - (YoY) % which went down by 8% approximately while Sales Year over Year - (YoY) % has also decreased from the last year.
2. Technology sector enjoyed 17% more profit from last year whereas Office supplies and Furniture had massive dip in profit%.
3. Tables as a sub category is not doing well being the only category to endure a loss overall while Phones and Copiers were the best selling products. Tables are being offered at almost 30% discounted price while copiers is one of the products to have the least discount offered.
4. Customers shopped more on the weekdays compared to weekends and on average spent 246\$ and bought 3 items per order. They also placed more orders in the second half of the year (June - December).

Recommendations:

1. Give lesser discounts to tables to increase the profit margin.
2. Market and promote the best selling products in the region or the country with cross promotional offers to increase AOV and Sales. Eg - Mobiles could be coupled with accessories
3. Improve the Canadian and African markets by performing market research to study the customer population better. We can also consider removing the worst performing products in the region.
4. Offer more discounts on Weekends and send targeted ads to increase user engagement and sales in weekends.