

Sample Superstore Sales & Profit Analysis Project

By
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Data analyst | Portfolio project



Project objectives



Analyze sales and profit performance across categories, sub-categories, ship modes, states, and cities.



Understand how discounts impact sales and profitability.



Create KPIs for quick performance monitoring.



Present insights in a professional, multi-page dashboard.

Data Preparation (Google Sheets + Tableau)

Google sheets steps	Tableau steps
<ul style="list-style-type: none">• Cleaned dataset for consistency and formatting.• Verified numeric fields (Sales, Profit, Quantity, Discount).• Created calculated fields:<ul style="list-style-type: none">• Profit Margin = Profit / Sales• Discount Range = grouped discounts into bands (0–10%, 10–20%, etc.)	<ul style="list-style-type: none">• Imported the cleaned dataset from google sheets• Validated calculations and aggregations.• Built KPI tiles and interactive dashboards.

Dashboard 1 : Sales & Profit overview

Total Sales

\$2,297,201

Total profit

\$286,398

Quantity Sold

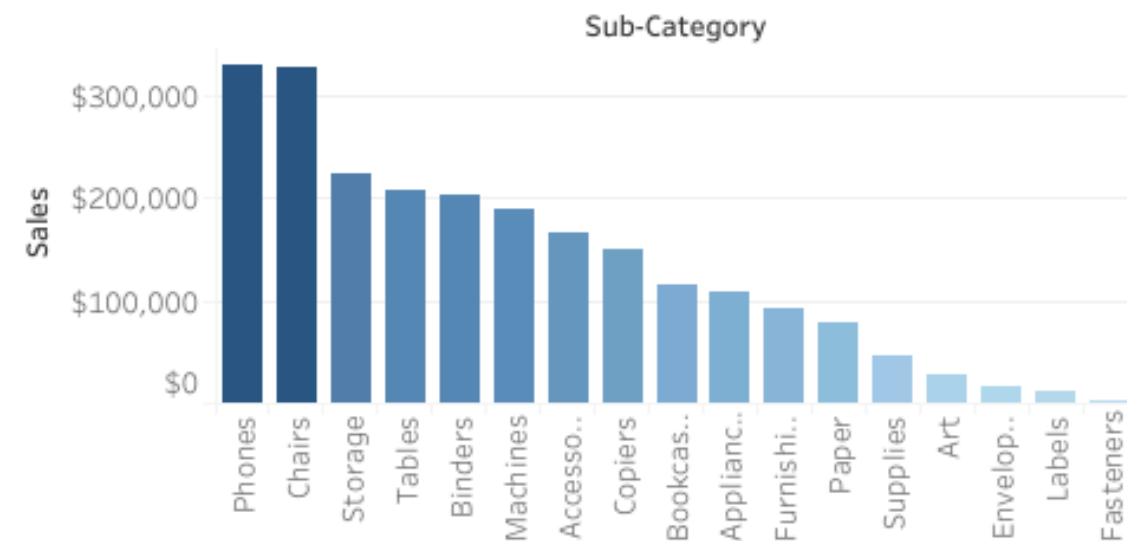
37,873

Avg. Discount

15.6%

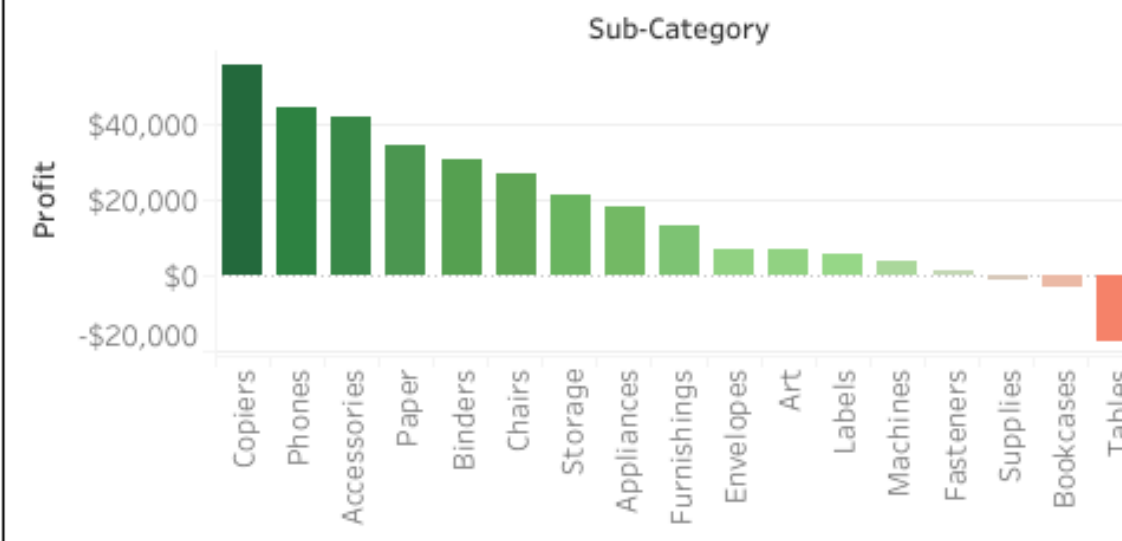
Top selling product sub-categories

The sales of all product sub-categories visualized from top seller to least seller

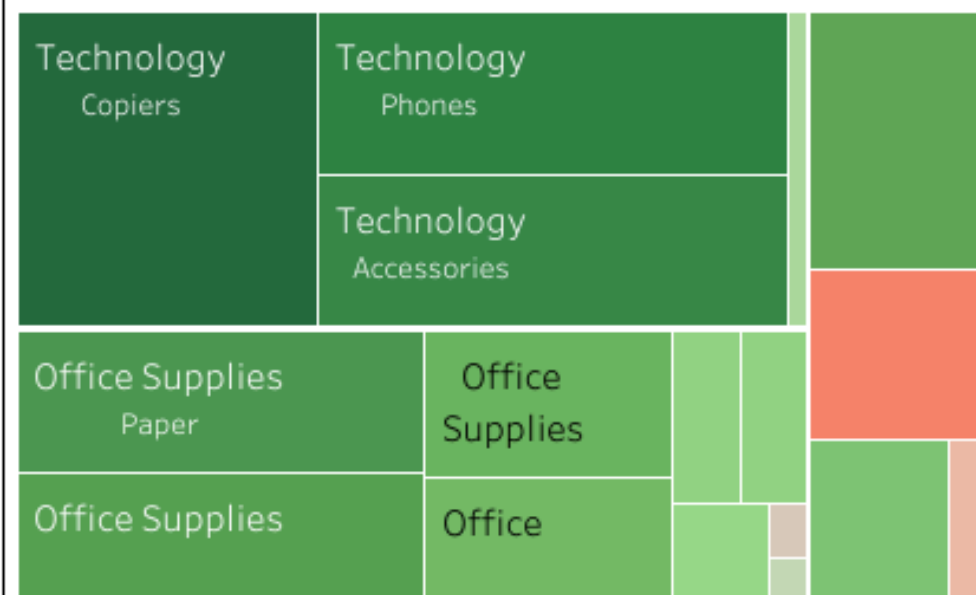


Profitability by Product Sub-Category

Profitable segments are shown in blue, loss-makers are highlighted in red.



Profit breakdown by categories and sub-categories



Profit vs Sales for different sub-categories

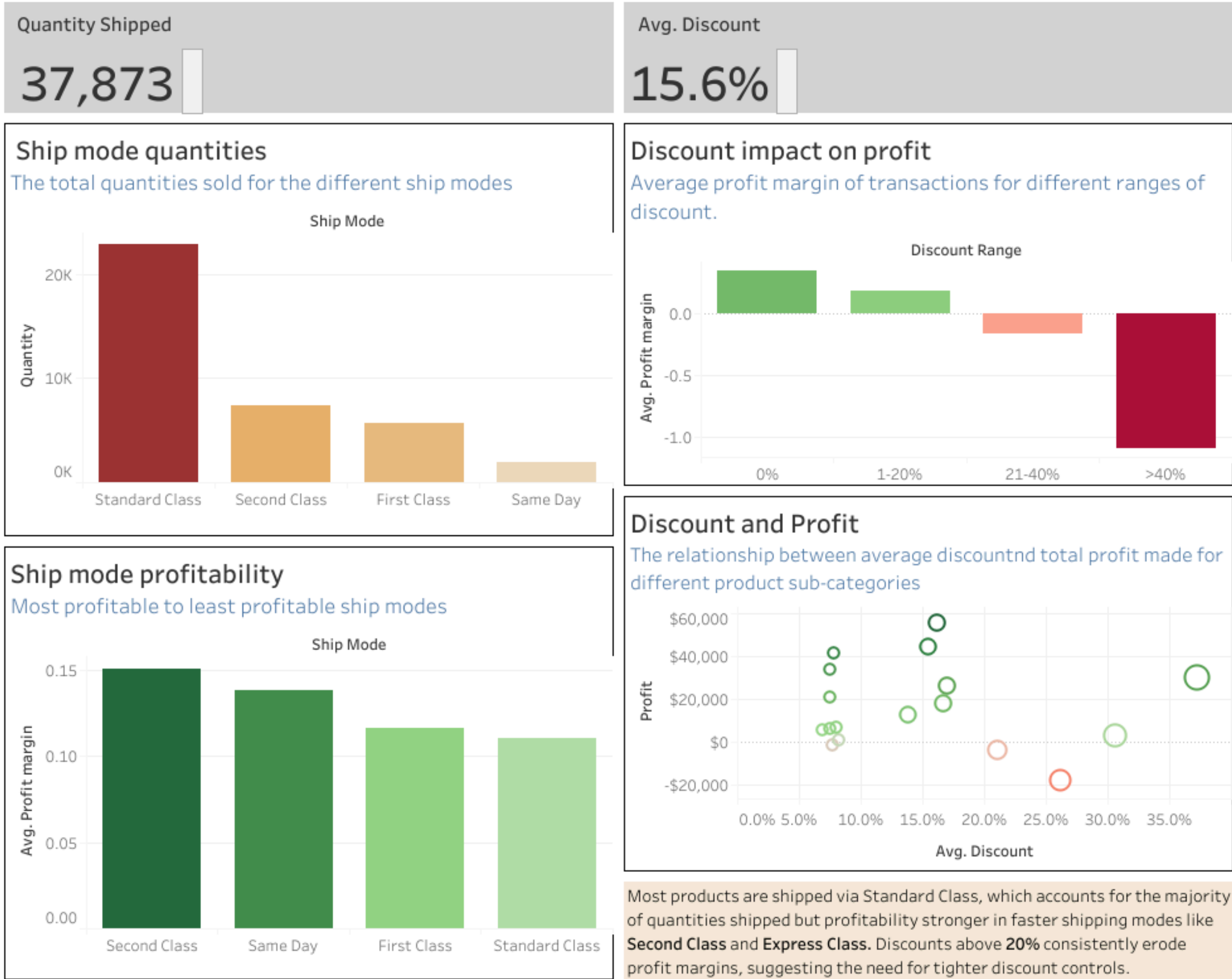


Phones generate the highest sales while tables are the least profitable product sub-category.



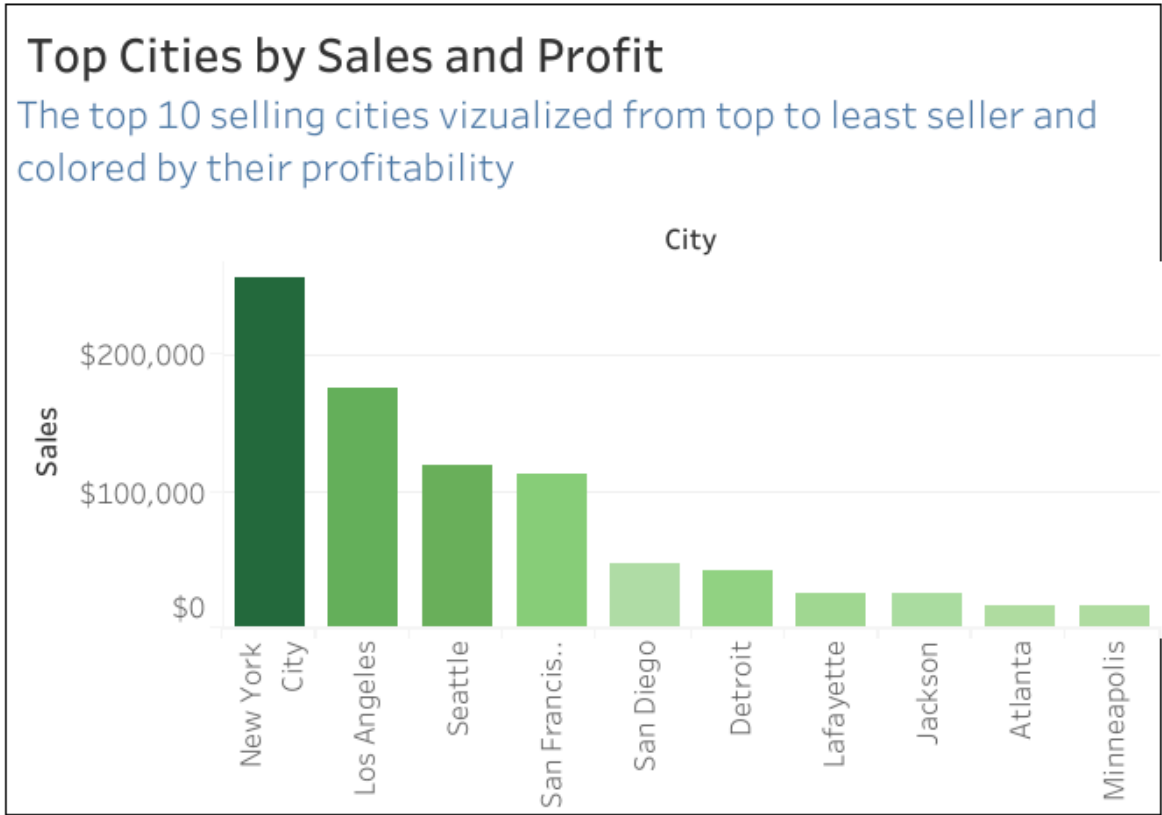
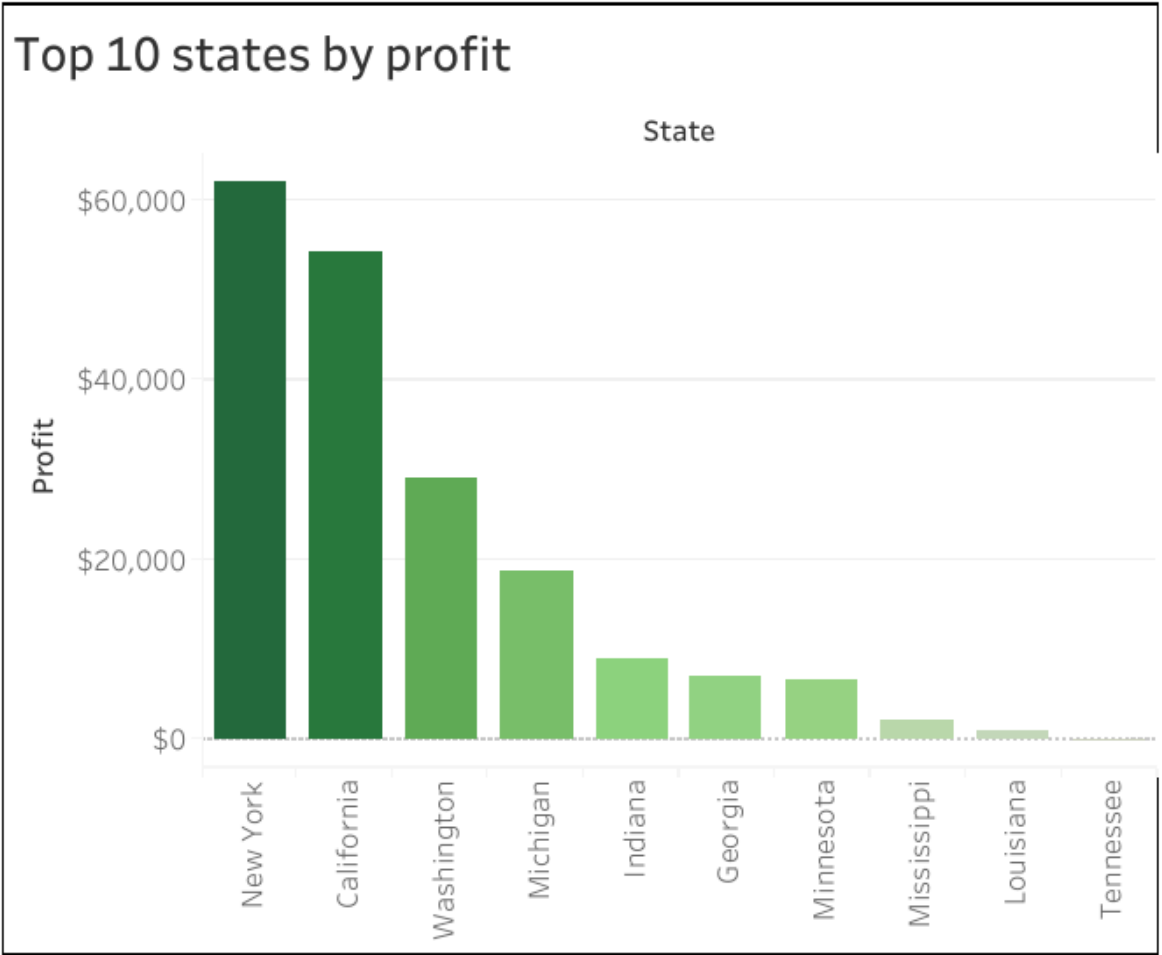
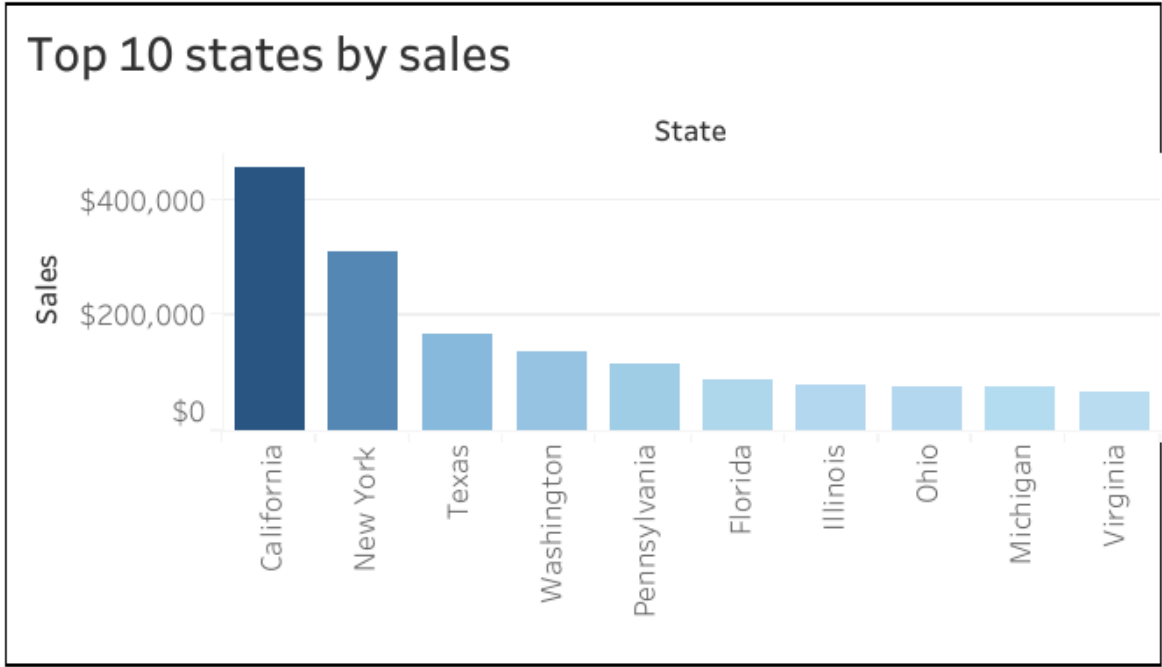
- Phones lead in both sales and profit, making them the strongest performing sub-category.
- Tables drive high sales but record losses, indicating pricing or cost issues.
- Technology products (Copiers, Phones, Accessories) are the main profit drivers, while some Furniture and Office Supplies drag profitability down.

Dashboard 2 : Shipping & Discount Analysis



- Standard Class dominates shipments, but faster modes like Second Class and Same Day yield stronger profit margins.
- High discounts erode profitability, with margins turning negative when discounts exceed 20%.
- Profitability is maximized at lower discount ranges, reinforcing the need for tighter discount control.

Dashboard 3 : State & City Performance



- **Core Profit Centers:** Profitability is concentrated in the top 3 states: NY, CA, and WA.
- **Strong Alignment:** Our top-selling cities are also our most profitable, demonstrating healthy performance in key markets.
- **Growth Potential:** Mid-performing states represent a significant opportunity to expand profitable revenue.



- California and New York dominate sales, with California leading in revenue and New York in profitability.
- Top cities align in sales and profit, as New York City, Los Angeles, and Seattle drive both high sales and strong margins
- Growth opportunities exist in mid-tier states, where performance can be scaled to boost overall profitability.

KEY INSIGHTS



1. Phones are the strongest revenue and profit driver

Phones generated the highest sales (over **\$300,000**) while also contributing significantly to profitability, making them a core product line for sustaining business growth.

2. Tables generate strong sales but incur losses

Despite ranking among the top-selling sub-categories, Tables recorded a **net loss of nearly \$20,000**, indicating pricing inefficiencies or cost pressures that undermine profitability.

3. Technology dominates profit contribution

Sub-categories such as **Copiers, Phones, and Accessories** account for the bulk of total profit, while certain Furniture and Office Supplies (e.g., Tables, Bookcases) drag down margins.

RECOMENDATIONS



Strengthen Technology Portfolio: Continue investing in Phones, Copiers, and Accessories, as they represent the most profitable growth avenues. Marketing and supply chain support should be prioritized for these segments.

Address Loss-Making Products: Reassess pricing and discounting strategies for Tables and Bookcases. Explore cost optimization or vendor renegotiation to restore profitability.

Refocus Resources: Consider shifting resources from underperforming categories toward high-margin sub-categories, ensuring overall profitability is maximized while maintaining market coverage.

Conclusion

This project demonstrates my ability to:

- Prepare and clean data in Google Sheets.
- Create calculated fields (Profit Margin, Discount Range).
- Build multi-page Tableau dashboards.
- Translate data into actionable business recommendations.

Next steps

- Incorporate time-series data for trend analysis.
- Extend dashboards to include customer-level metrics.
- Automate reporting for recurring decision support.

This project highlights my skills in data preparation, visualization, and analytical storytelling — all essential for a data analyst role.