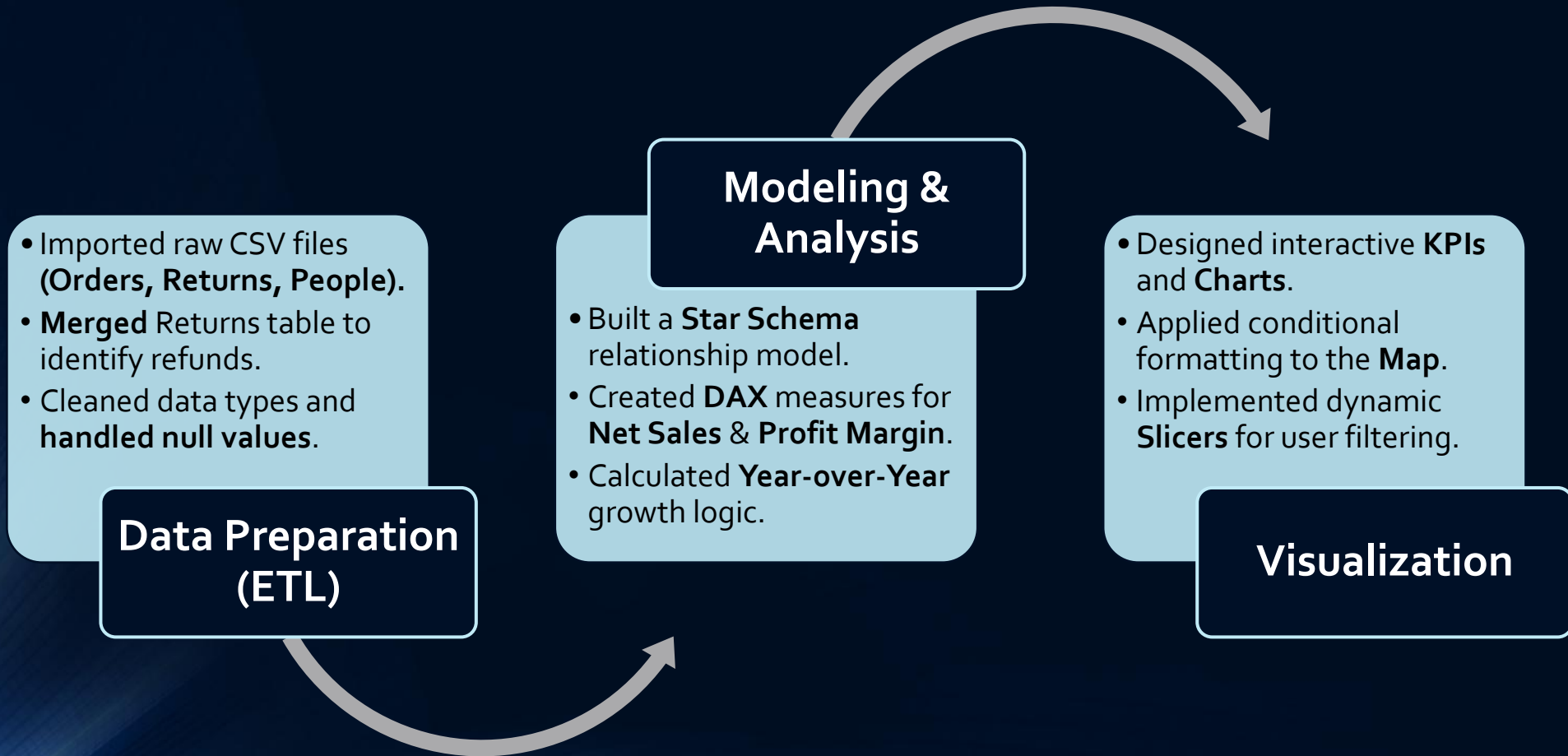# Global Superstore: Sales Performance & Profitability Analysis
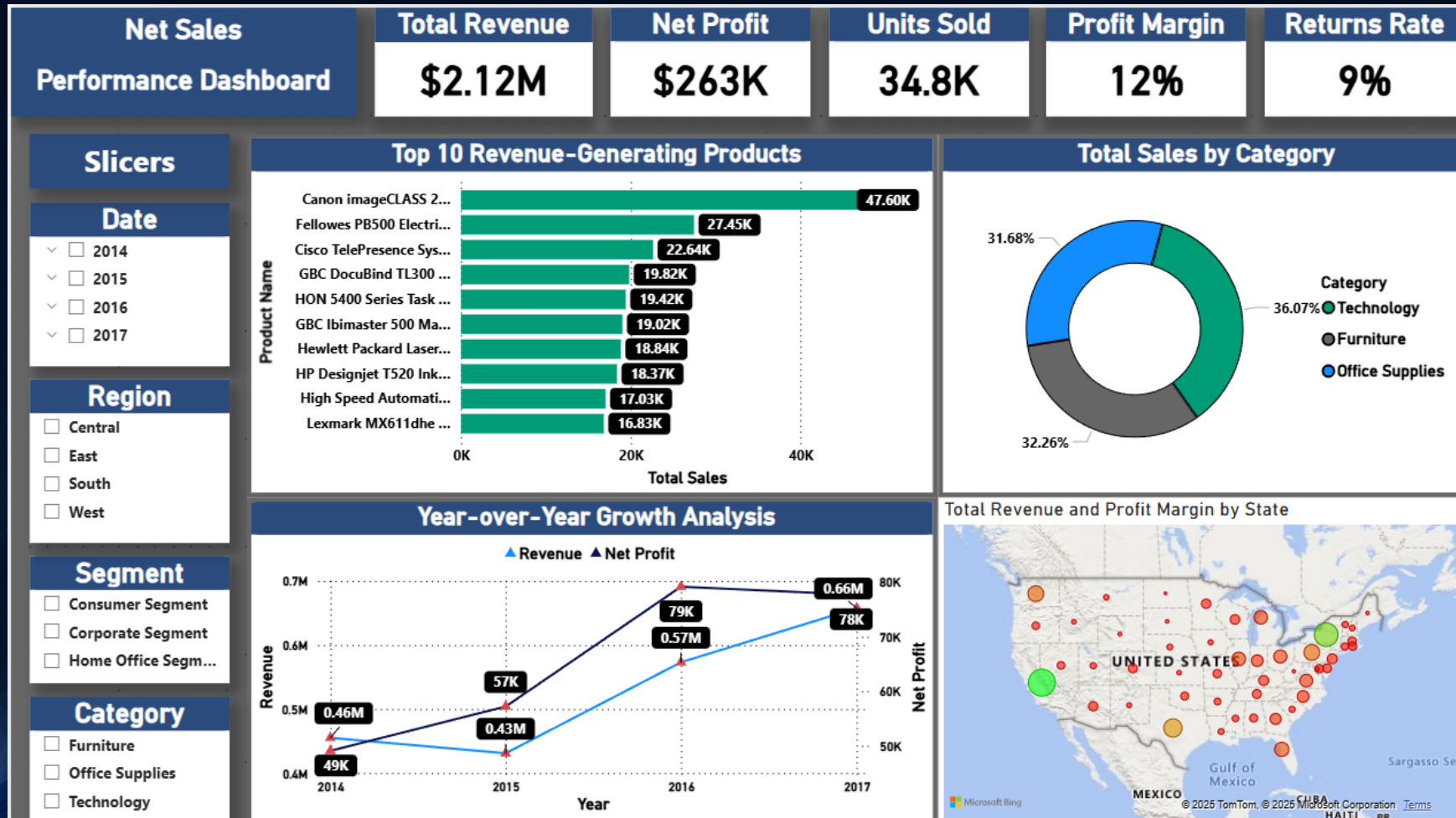
STRATEGIC INSIGHTS TO DRIVE NET REVENUE GROWTH

Executive Problem Statement:

- Stakeholders currently lack visibility into true business performance. We need to answer three critical questions:

  1. **Product Strategy:** What are our true top-selling products?

  2. **Seasonality:** When do we need to stock up for peak demand?

  3. **Profitability:** Which regions are generating revenue but losing money?

Methodology:

Data Preparation (ETL)

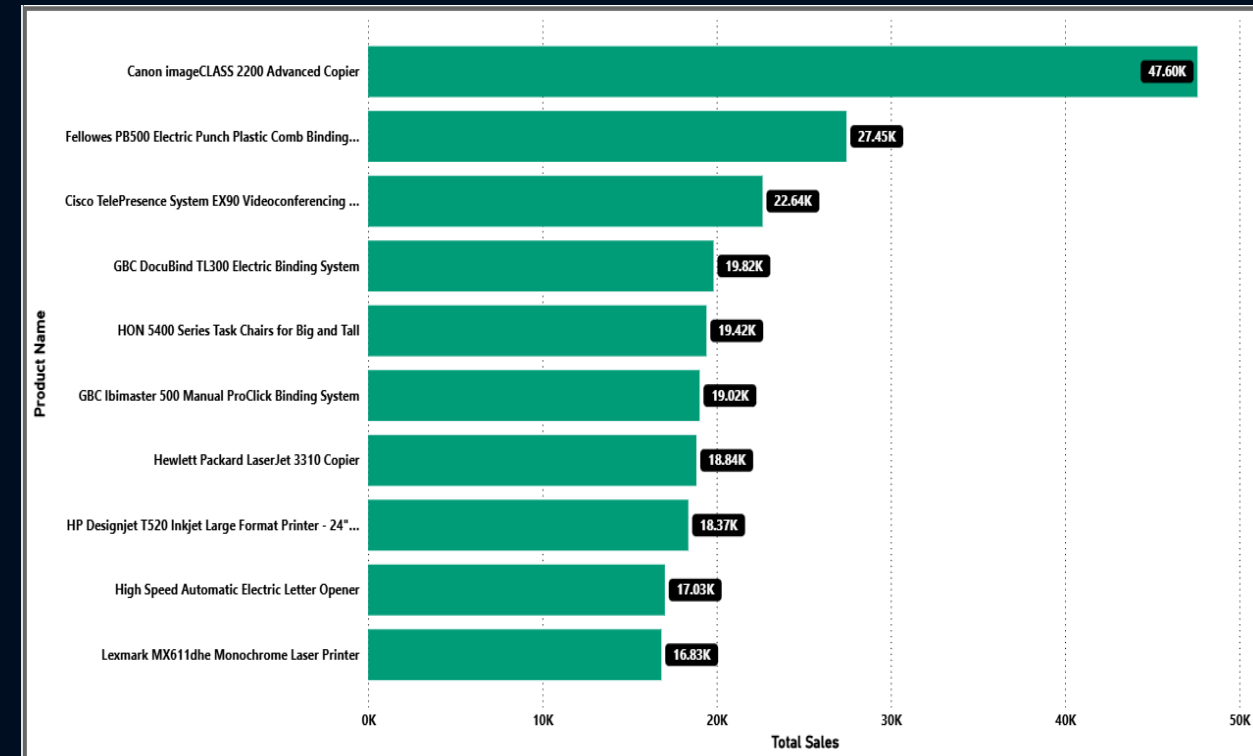- Imported raw CSV files **(Orders, Returns, People).**
- **Merged** Returns table to identify refunds.
- Cleaned data types and **handled null values**.

Modeling & Analysis

- Built a **Star Schema** relationship model.
- Created **DAX** measures for **Net Sales** & **Profit Margin**.
- Calculated **Year-over-Year** growth logic.

Visualization

- Designed interactive **KPIs** and **Charts**.
- Applied conditional formatting to the **Map**.
- Implemented dynamic **Slicers** for user filtering.

The Net Sales Performance Dashboard:
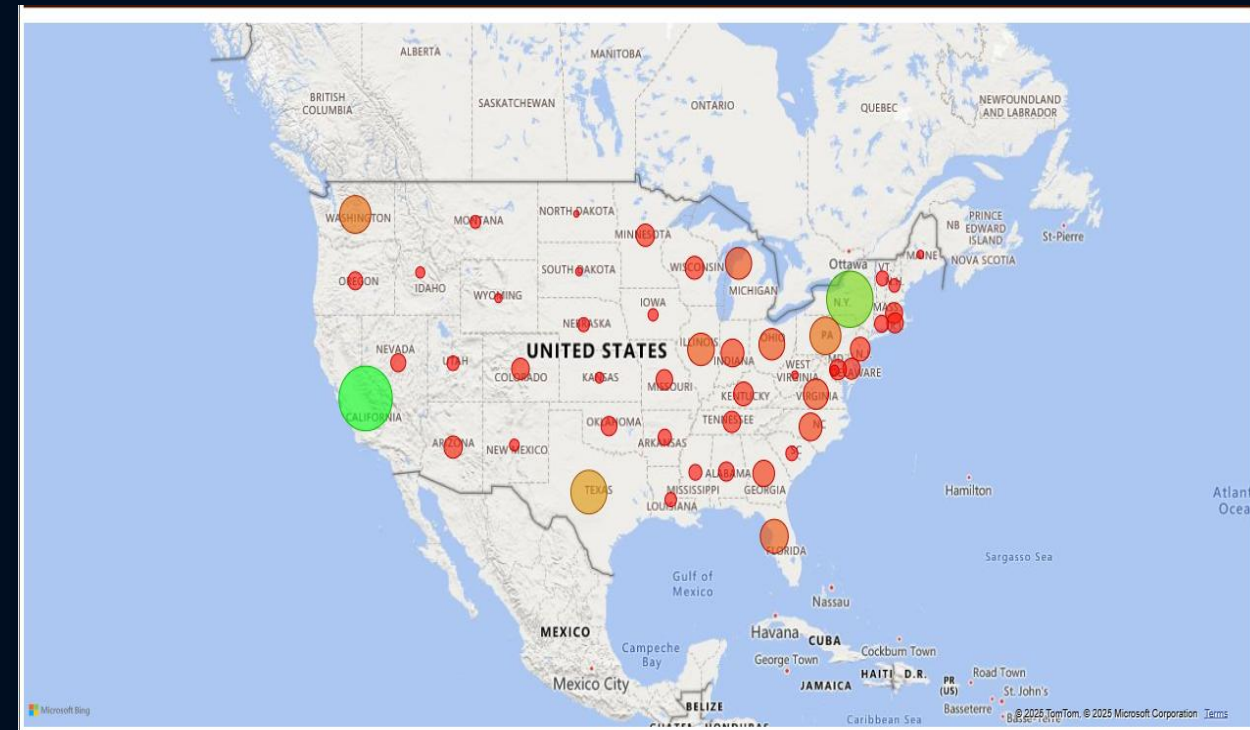
Seasonality & Peak Demand:

Key Takeaways:

- **The Pattern:** Sales consistently ramp up starting in September.

- **The Peak: November and December (Q4)** are the highest revenue months (Holiday Rush).

- **Action:** Inventory planning for Q4 must be finalized by October 1st to meet this 40% surge in demand.

The "Profitability Paradox":

Key Takeaways:

- **Green Zones:** California and New York drive high volume AND high profit.

- **Red Zones: Texas, Ohio, and Pennsylvania** are generating **Negative Profit**.

- **Root Cause:** High shipping costs and discounts in these regions are eating all the margins. We are paying to sell there.

Action Plan for Growth:

📍 FIX UNPROFITABLE REGIONS

- **Focus:** Texas, Ohio, & PA.
- **Action:** Stop "Free Shipping" on heavy Furniture items.
- **Goal:** Eliminate negative margins.

📅 Q4 PREPARATION

- **Focus:** Top 10 Tech Items.
- **Action:** Increase safety stock by **October 1st**.
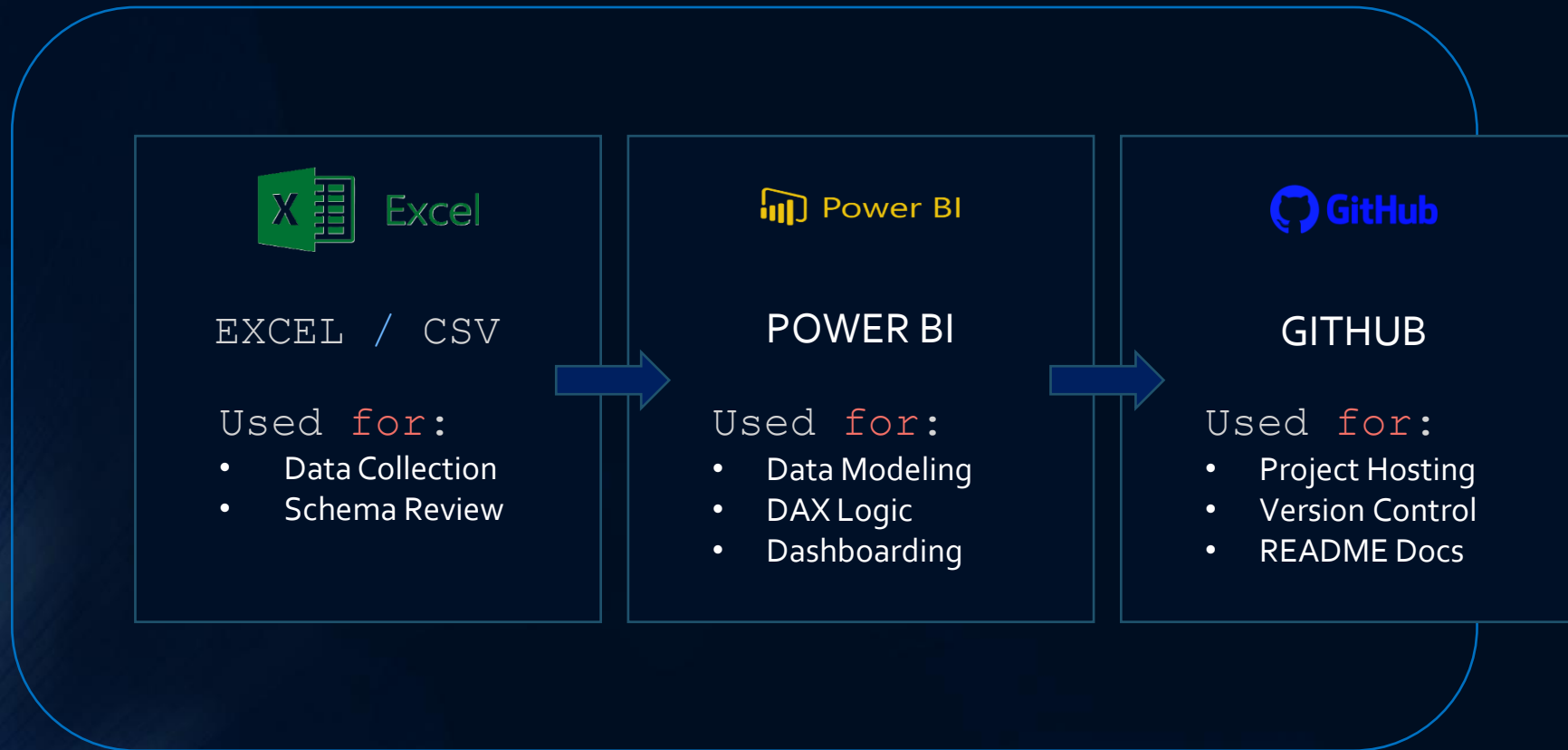- **Goal:** Capture the 40% holiday demand surge.

↩️ CUT LOSSES

- **Focus:** Damaged Returns.
- **Action:** Improve packaging for "Binders" & "Staples".
- **Goal:** Recover portion of **$180k** refund loss.

Tools & Technologies Used:

EXCEL / CSV	POWER BI	GITHUB
Used for:	Used for:	Used for:
• Data Collection	• Data Modeling	• Project Hosting
• Schema Review	• DAX Logic	• Version Control
	• Dashboarding	• README Docs

Thank You!

The full interactive dashboard and documentation are available on my GitHub.

Let's Connect:

Linked**in**.   GitHub