

# Superstore Sales Analysis Report using Excel

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## Business Problem

Created a dashboard to help a store that sells office supplies, furniture, and electronics better understand sales patterns and customer preferences. The goal was to improve inventory management, boost sales, and make smarter business decisions.

## Objectives

1. Find total sales?
2. How profit has changed between years 2014 to 2017?
3. How sales changed between years 2014 to 2017?
4. Find top customers are helping in gaining profit?
5. Find sales in each category?
6. Find sales difference in each category?
7. Each category has sub-categories, find which sub-category has high sales?

## Data Cleaning and Preparation

1. Convert the dataset into table
2. Ensure that sales, quantity and profit is in number format
3. Sort data according to date
4. Extract month and year from date column to find insights based on yearly and monthly basis
5. Remove duplicates if present
6. Check for blank value or missing value is present in the dataset

# Pivot Tables and Charts

## 1. Sales By Category

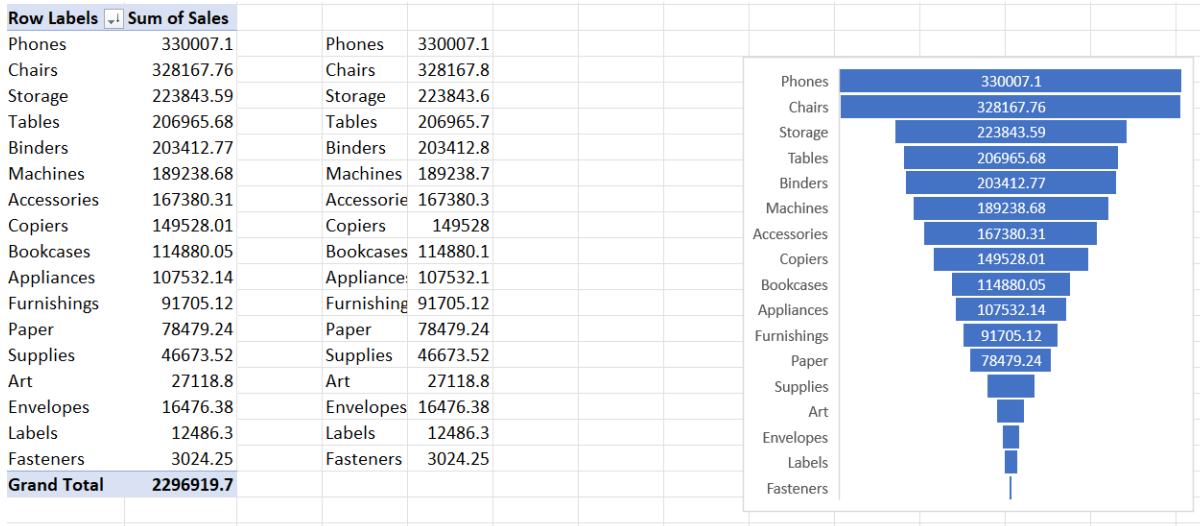
- Total sales for each sub-category

Row Labels	Sum of Sales
Accessories	167380.31
Appliances	107532.14
Art	27118.8
Binders	203412.77
Bookcases	114880.05
Chairs	328167.76
Copiers	149528.01
Envelopes	16476.38
Fasteners	3024.25
Furnishings	91705.12
Labels	12486.3
Machines	189238.68
Paper	78479.24
Phones	330007.1
Storage	223843.59
Supplies	46673.52
Tables	206965.68
<b>Grand Total</b>	<b>2296919.7</b>

- Sort 'sum of sales' column to get high selling products in each category

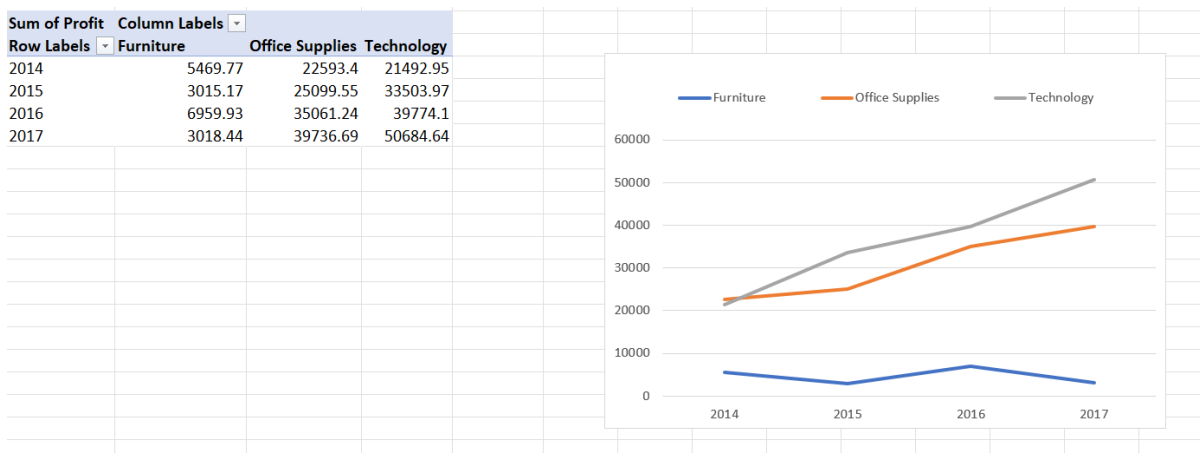
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Phones	330007.1
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Fasteners	3024.25
<b>Grand Total</b>	<b>2296919.7</b>

- Funnel Chart - showing progressively decreasing sales according to each sub-category



## 2. Profit Gained Over Time

- Difference between profit in each category
- Profit gained in each category
- Profit changed in each category
- Line Chart - shows profit gained over years in each category



## 3. Monthly Sales

- Area Chart - shows monthly sales of categories

Row Labels	Sum of Sales
1	43971.37
2	20301.12
3	58872.35
4	36521.52
5	44261.08
6	52981.73
7	45264.43
8	63120.85
9	87866.66
10	77776.96
11	118447.81
12	83829.31

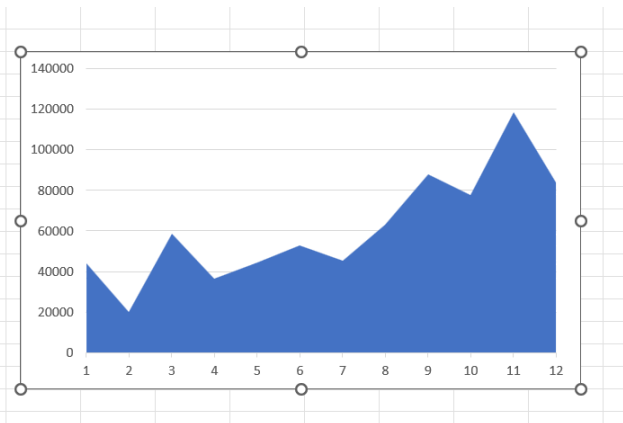
Year

2014

2015

2016

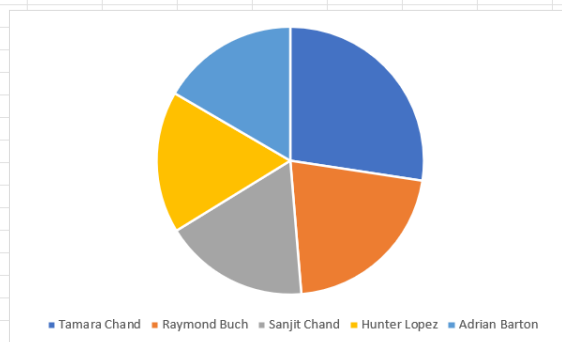
2017



#### 4. Top Customers making Profits

- Pie Chart - shows top 5 customers who contribute to profit gain

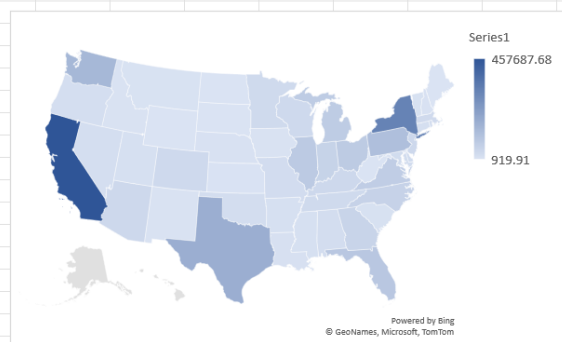
Row Labels	Sum of Profit
Tamara Chand	8981.32
Raymond Buch	6976.09
Sanjit Chand	5757.42
Hunter Lopez	5622.43
Adrian Barton	5444.81
Tom Ashbrook	4703.8
Christopher Martinez	3899.91
Keith Dawkins	3038.58
Andy Reiter	2884.61
Daniel Raglin	2869.08
Tom Boeckenhauer	2798.37
Nathan Mautz	2751.69
Sanjit Engle	2650.67
Bill Shonely	2616.06
Harry Marie	2437.97
Todd Sumrall	2371.73
Brian Moss	2199.28
Christopher Conant	2177.05
Jane Waco	2173.71
Helen Wasserman	2164.17
Greg Tran	2163.42
Laura Armstrong	2059.13
Adam Bellavance	2054.6
Fred Hopkins	2050.28



#### 5. Sale by States

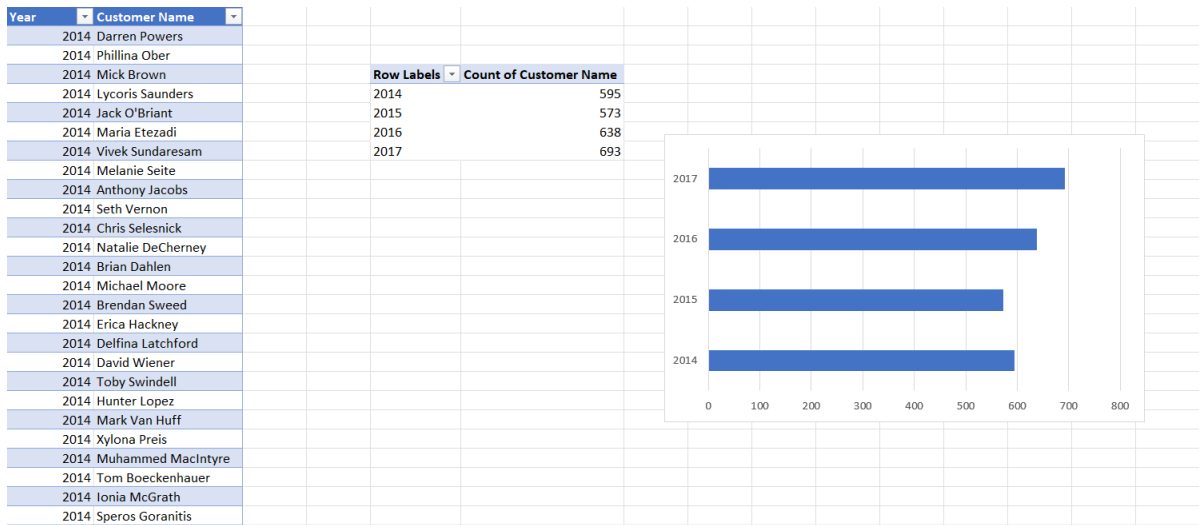
- Map Chart – Compare sales across geographical regions

Row Labels	Sum of Sales
Alabama	19510.64
Arizona	35282.02
Arkansas	11678.13
California	457687.68
Colorado	32108.12
Connecticut	13384.36
Delaware	27451.07
District of Columbia	2865.02
Florida	89473.73
Georgia	49095.84
Idaho	4382.49
Illinois	80166.16
Indiana	53555.36
Iowa	4579.76
Kansas	2914.31
Kentucky	36591.75
Louisiana	9217.03
Maine	1270.53
Maryland	23705.52
Massachusetts	28634.44
Michigan	76269.61
Minnesota	29863.15
Mississippi	10771.34
Missouri	22205.15

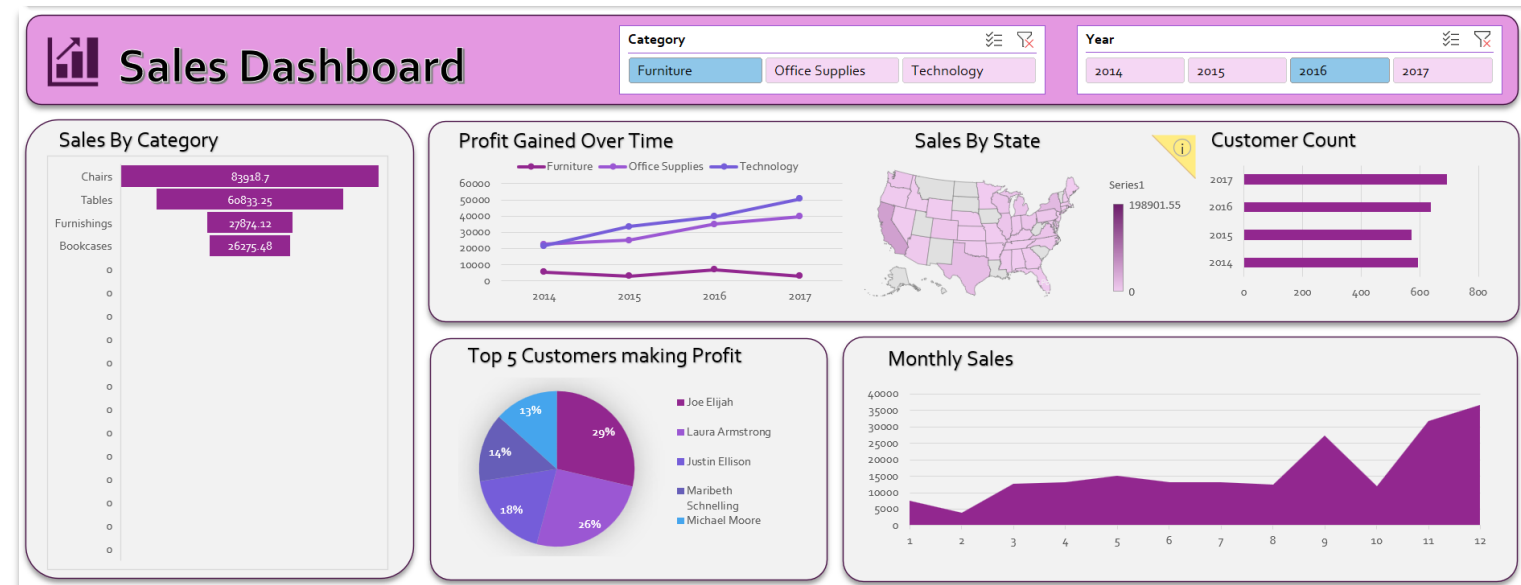
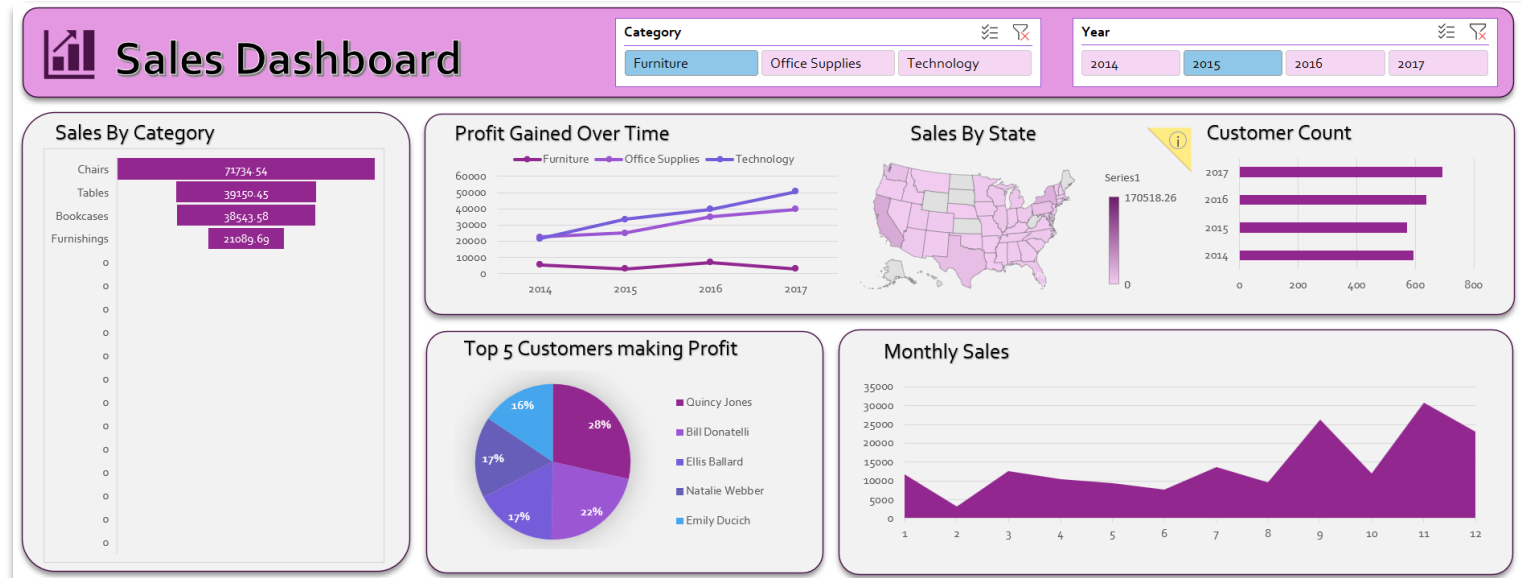
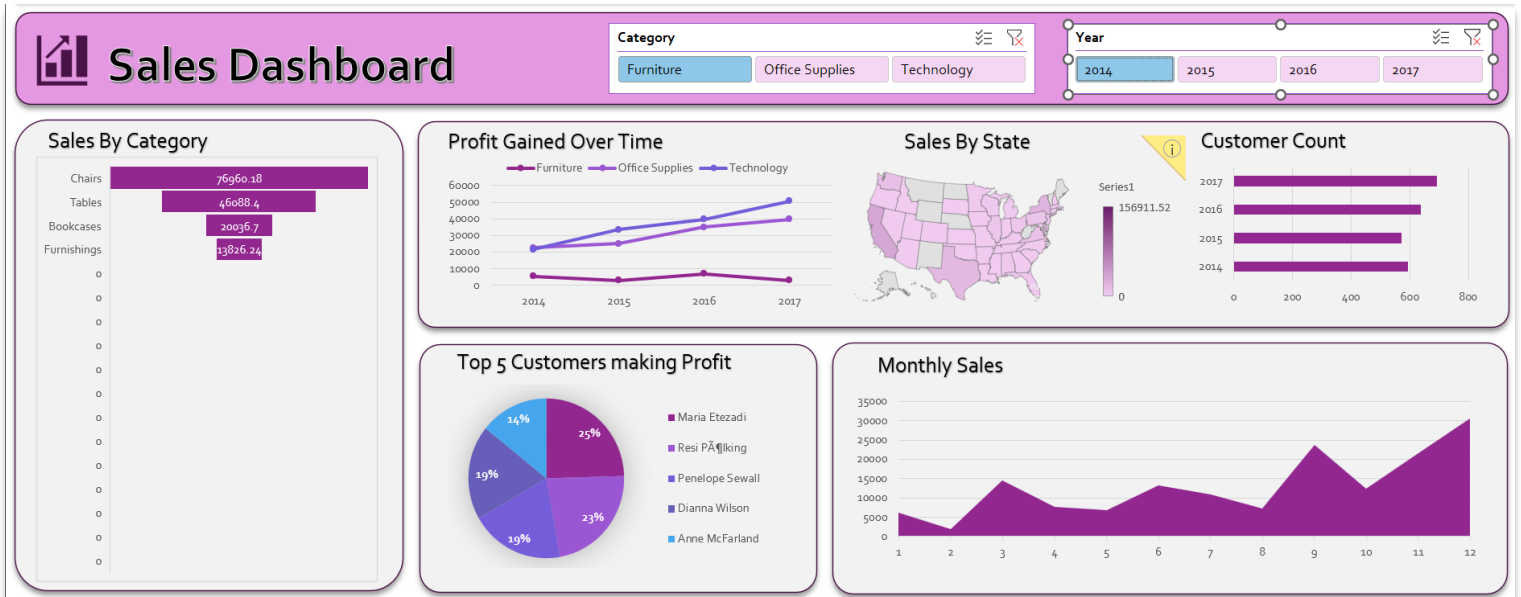


## 6. Customer Count

- Bar Chart – Counts total unique customers increasing or decreasing across all the years



# Dashboard in Excel



# Sales Dashboard

Category

Furniture

Office Supplies

Technology

Year

2014

2015

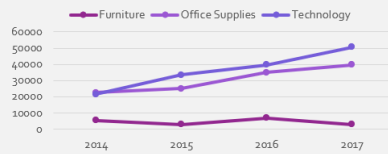
2016

2017

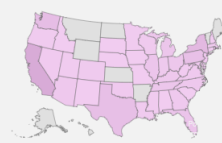
## Sales By Category



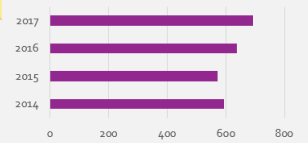
## Profit Gained Over Time



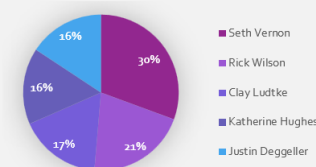
## Sales By State



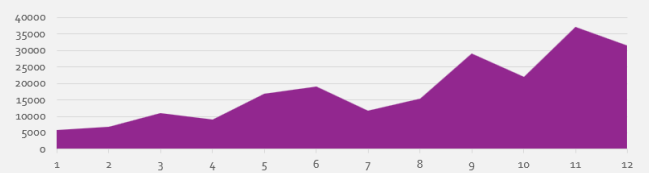
## Customer Count



## Top 5 Customers making Profit



## Monthly Sales



# Sales Dashboard

Category

Furniture

Office Supplies

Technology

Year

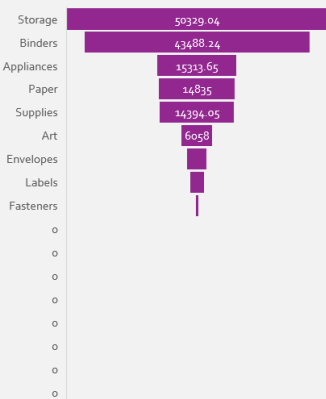
2014

2015

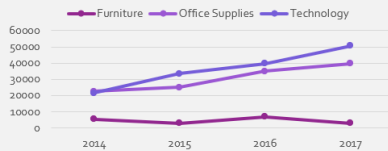
2016

2017

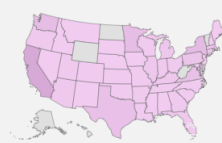
## Sales By Category



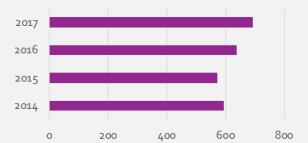
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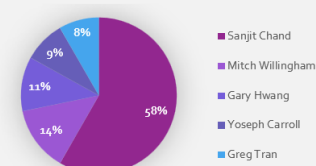
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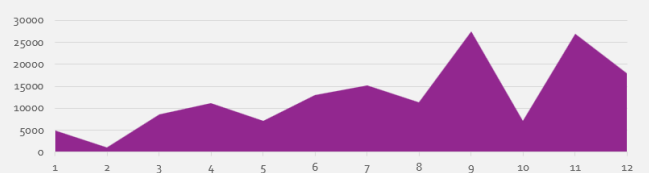
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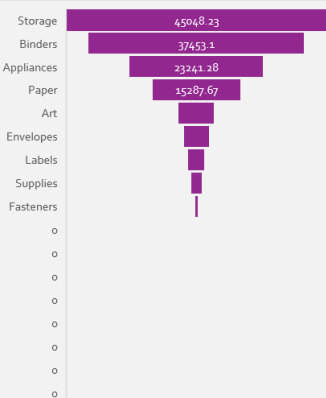
2014

2015

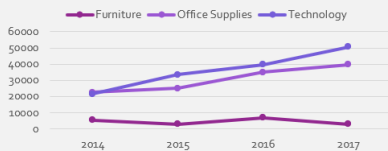
2016

2017

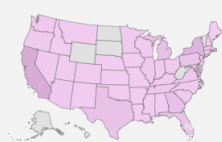
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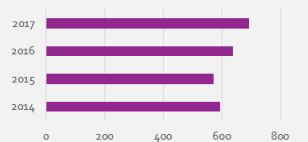
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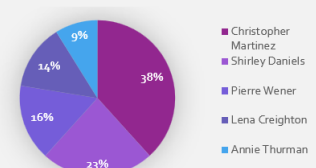
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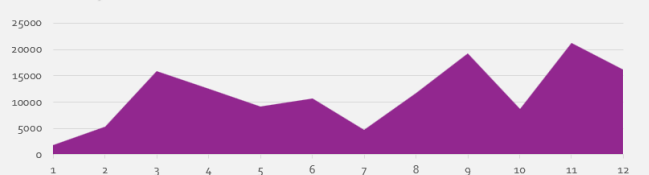
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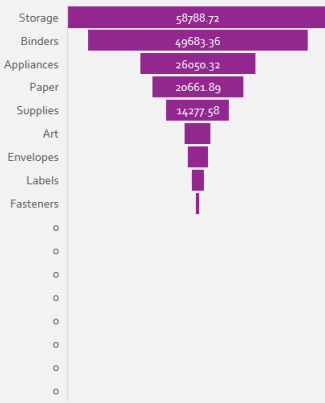
2014

2015

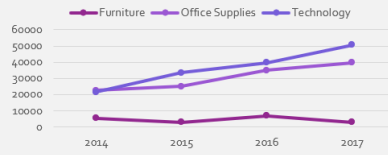
2016

2017

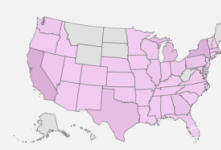
### Sales By Category



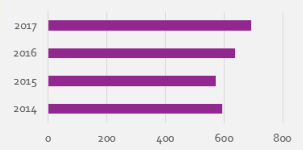
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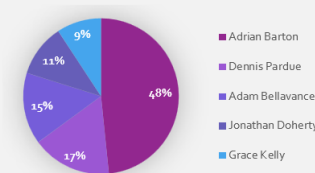
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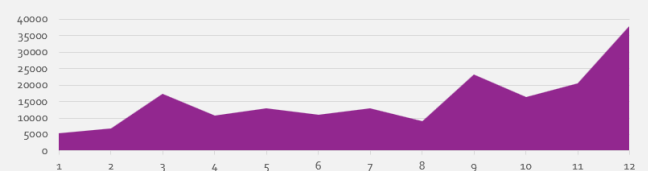
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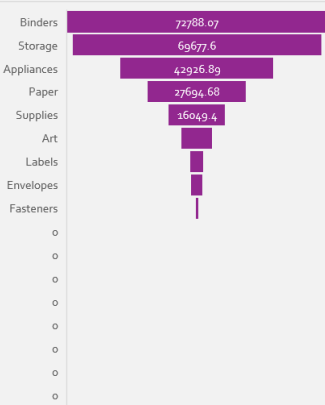
2014

2015

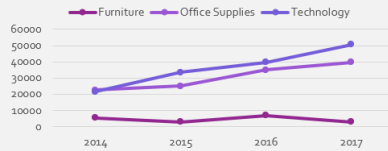
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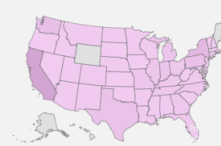
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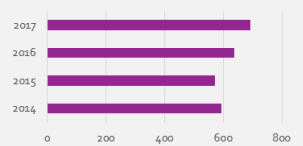
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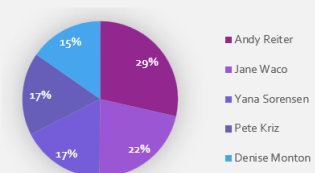
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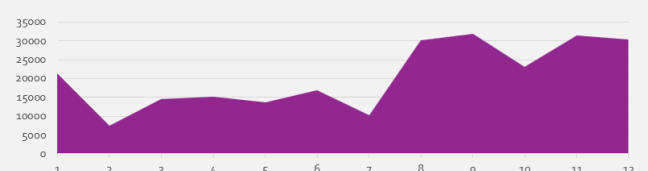
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### Monthly Sales



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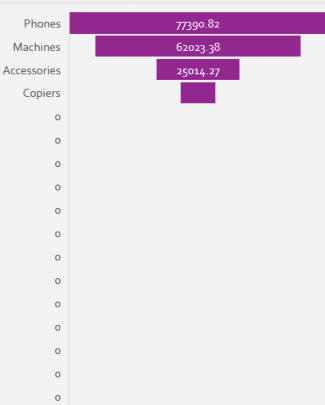
2014

2015

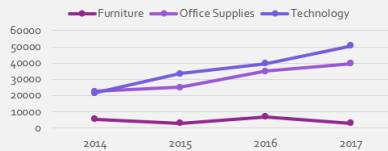
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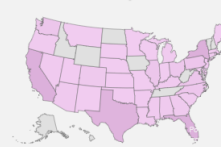
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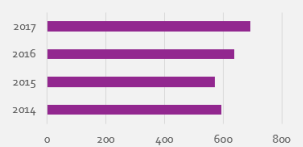
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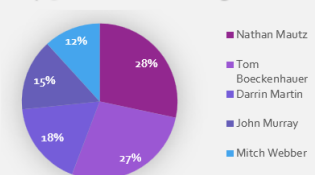
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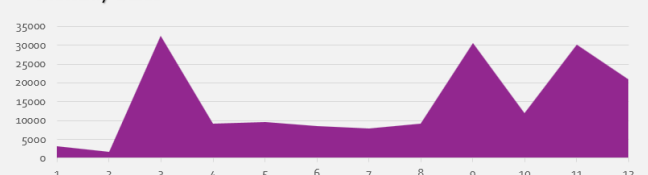
### Customer Count



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### Monthly Sales







## Sales Dashboard

Category

Furniture

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Year

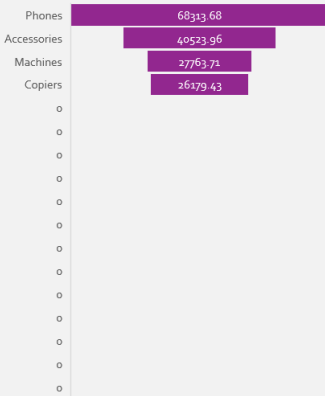
2014

2015

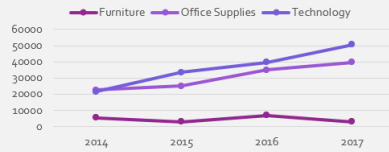
2016

2017

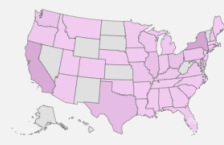
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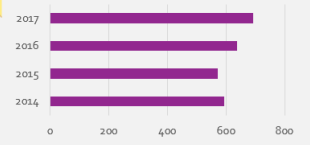
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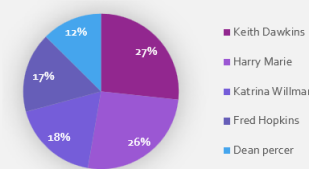
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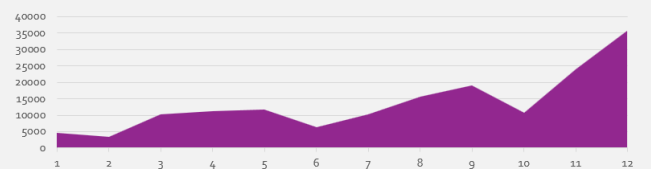
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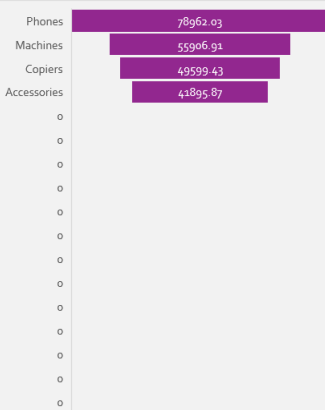
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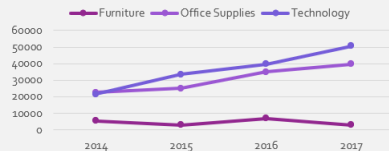
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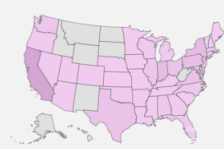
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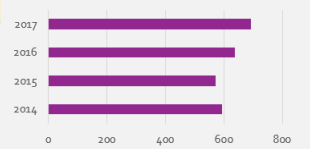
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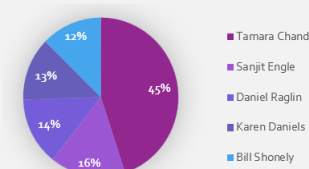
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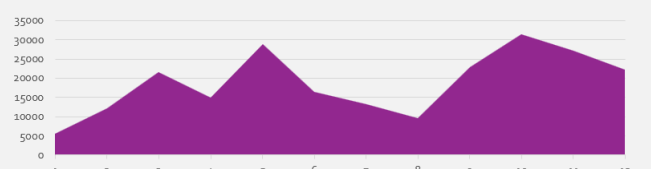
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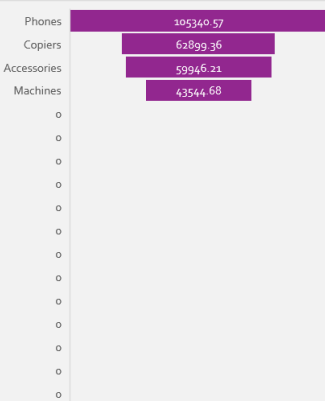
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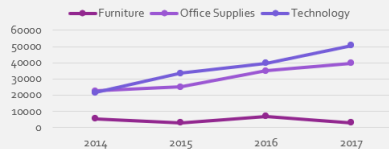
2016

2017

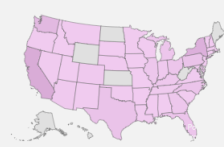
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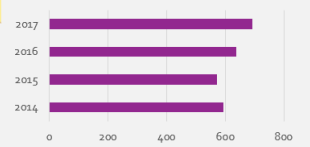
### Profit Gained Over Time



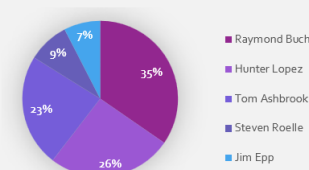
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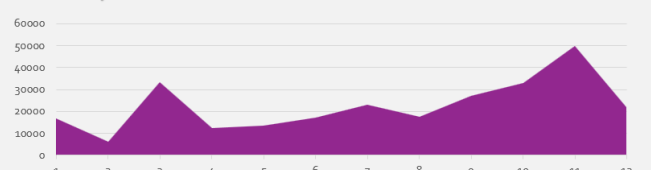
### Customer Count



### Top 5 Customers making Profit



### Monthly Sales





# Sales Dashboard

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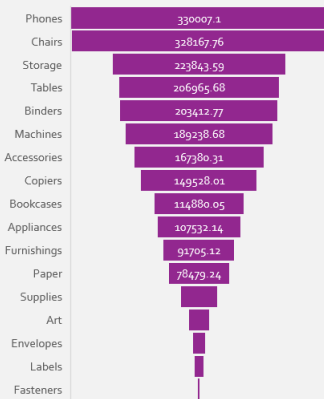
2014

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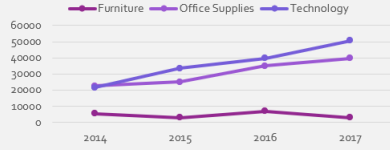
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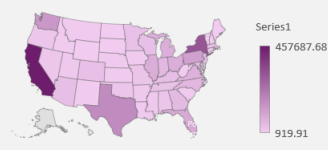
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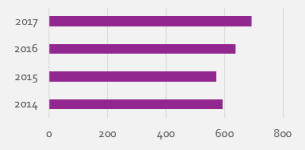
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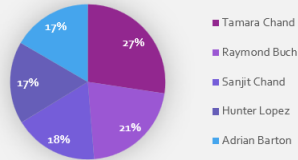
## Sales By State



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## Monthly Sales

