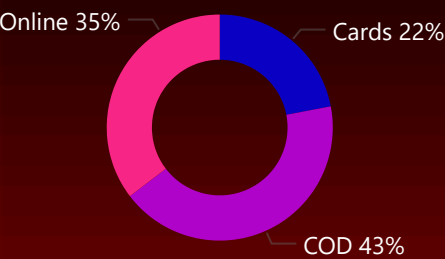
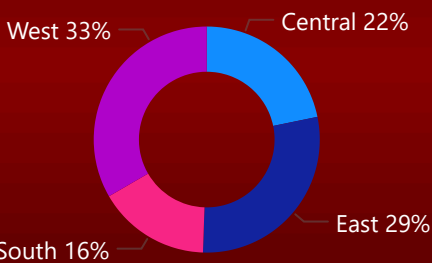


Superstore Sales Dashboard

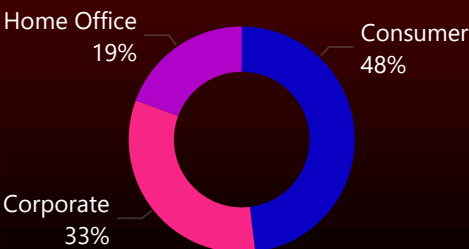
Sales by Payment Mode



Sales by Region



Sales by Segment



Orders

22K

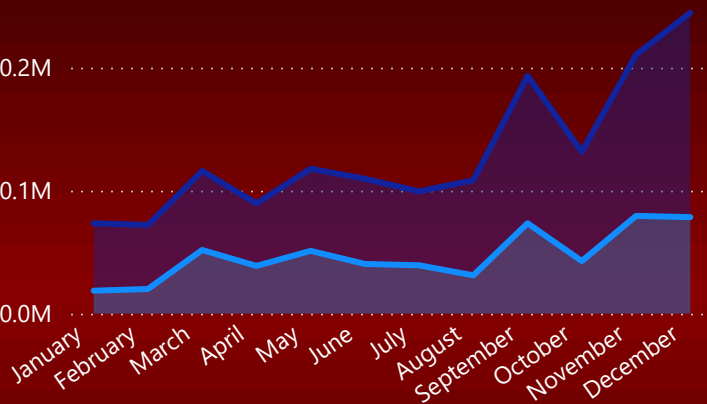
Sales

1.6M

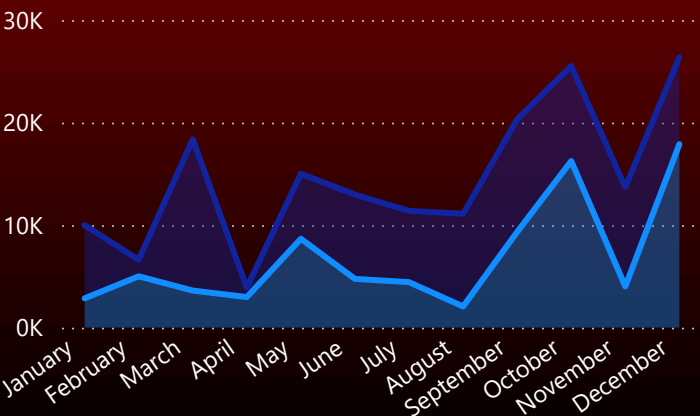
Profit

175K

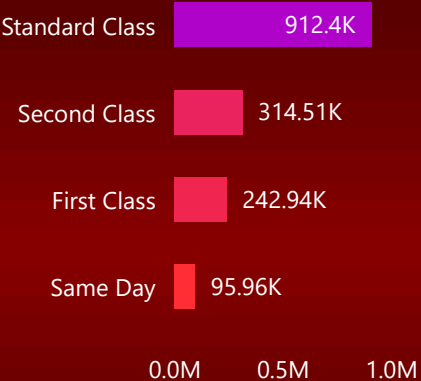
Sales by Month and Year



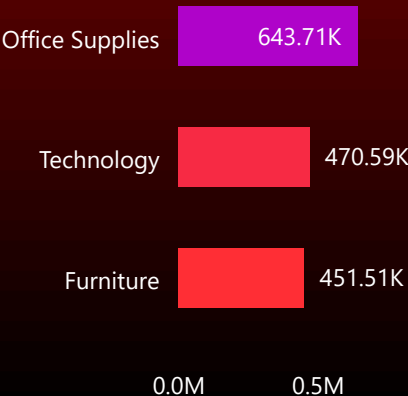
Profit by Month and Year



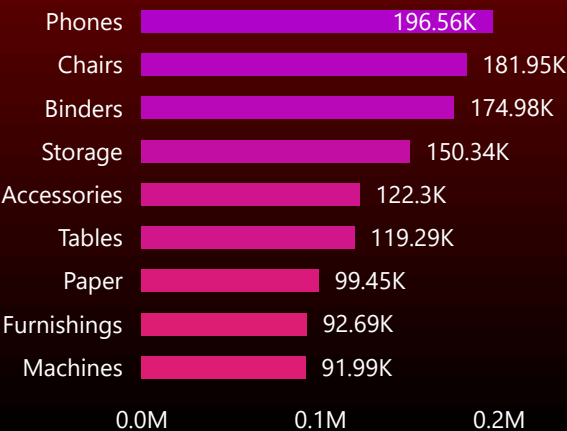
Sales by Ship Mode



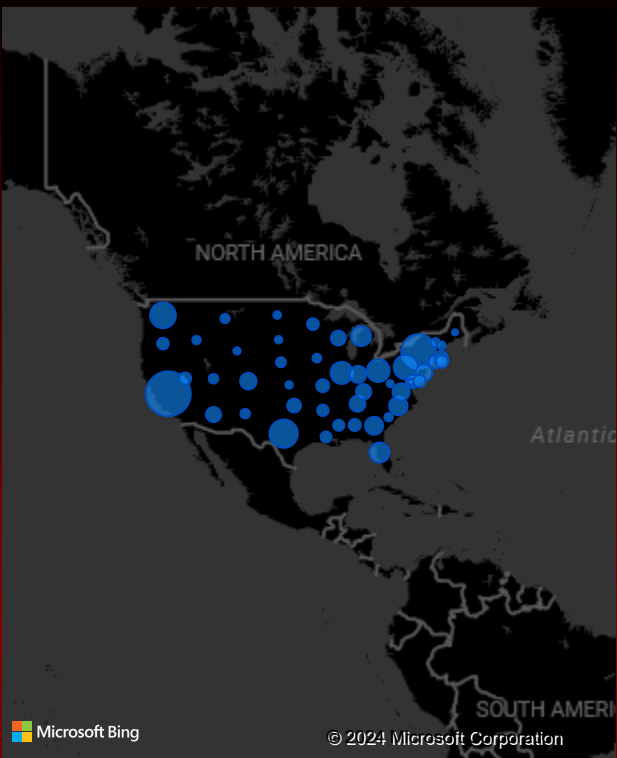
Sales by Category



Sales by Sub-Category



Sales by State



SUPERSTORE SALES FORECASTING

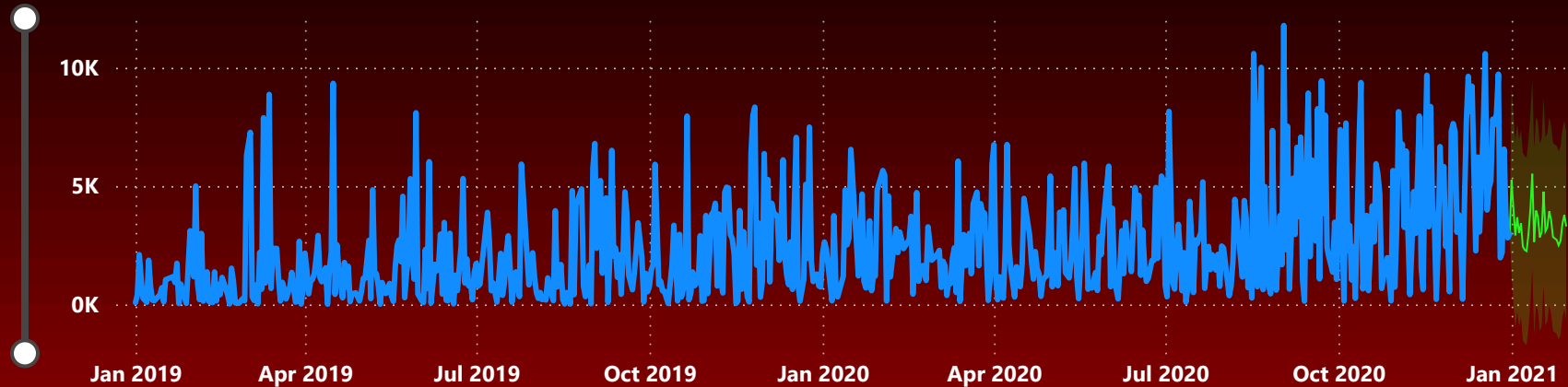
Central

East

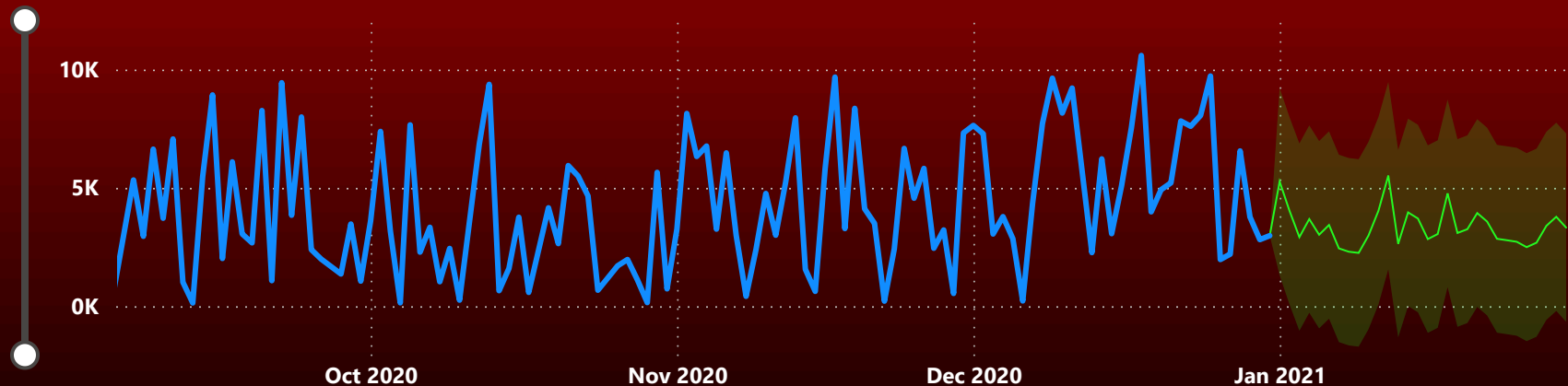
South

West

Sales Forecast of 30 Days



Sales Forecast of 30 Days



Sales by State



THE PROJECT PRESENTATION ON SUPER STORE SALES DATA ANALYSIS

-By Kaustav Dey

An abstract graphic design featuring a black background. On the left side, there is a complex pattern of thin, white, intersecting lines that form various geometric shapes, including triangles and polygons. Some lines are parallel, while others cross at different angles, creating a sense of depth and movement. The lines extend from the left edge towards the center of the frame.

Superstore Sales Analysis



Today's Agenda

- Company Objective
- Description
- Problem
- Data Analyst
- The Process
- The Insights
 - Sales by region
 - Sales by category
 - Sales by sub-category
 - Sales by segment
 - Sales by ship mode
 - Sales by state
 - Sales by payment mode
 - Sales forecast of 30 days
- Summary

Company Objective

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on **time series analysis**, to provide valuable insights and accurate **sales forecasting**.





Description

The objective can be broken down into the following detailed components:

1. **Dashboard Creation:** Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity
2. **Data Analysis:** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. **Sales Forecasting:** Leverage historic data and apply time series generate sales forecasts for next 30 days.
4. **Actionable Insights and Recommendations:** End goal is to uncover insights and actionable information that can drive strategic decision and the support the supermarket's goals for growth, efficiency, satisfaction.

Problem

- **Region:** How does the sales vary by region?
- **Product Category:** Which product category generates the highest revenue?
- **Product Sub-Category:** Which product sub-category generates the highest revenue?
- **Purchasing Trend:** What are the purchasing trends among corporate, home office and consumer buyers?
- **Ship Mode:** What is the Sales vs Shipment mode?
- **Sales by State :** Which state generates the highest sales?
- **Payment Mode:** What is the sales by payment mode insight?

Data Analyst

- B.Tech in CSE TMSL 23'
- Hands-on experience in significant projects like Zomato Sales Analysis, Walmart Sales Forecasting, Netflix Recommendation System, etc.
- Skills: Python, Data Wrangling, Data Modeling, Data Visualization, Data Analysis, Inferential Statistics, Descriptive Statistics, Business Analysis, Power BI, Excel.
- [Resume.](#)



Process:



Data Understanding



Data Cleaning



Data Modeling



Data Analytics



Uncover Insights

Insights

- **ORDERS 22K**



- **SALES 1.6M**

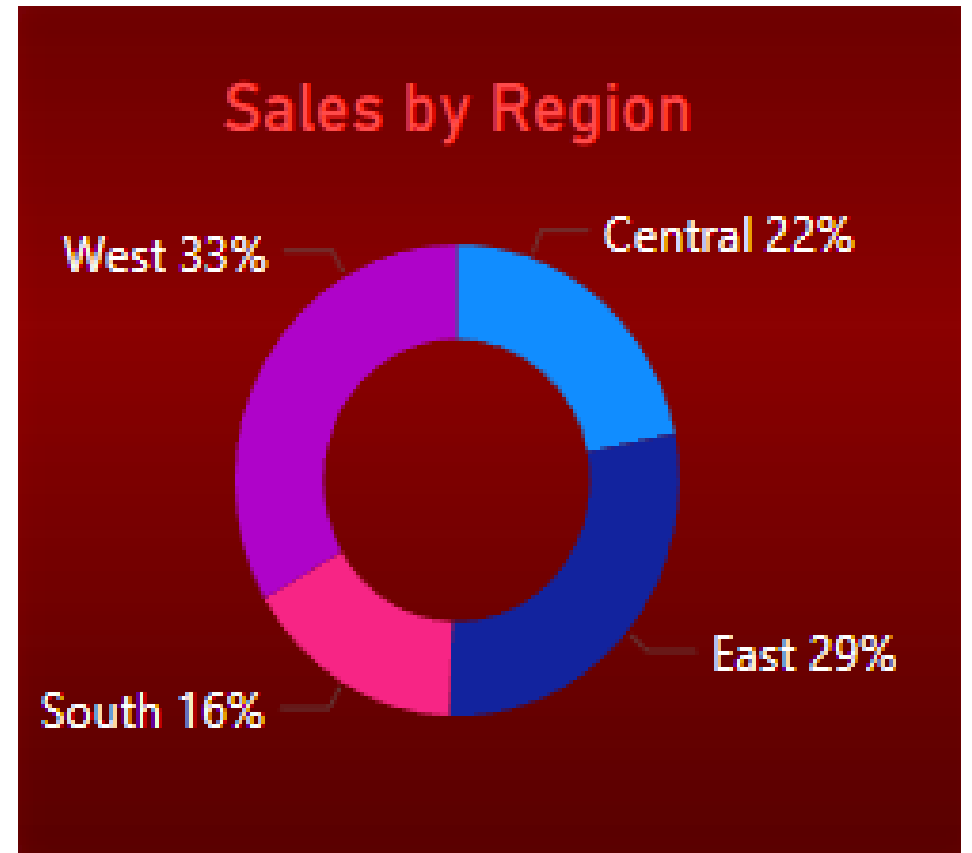


- **PROFIT 175K**



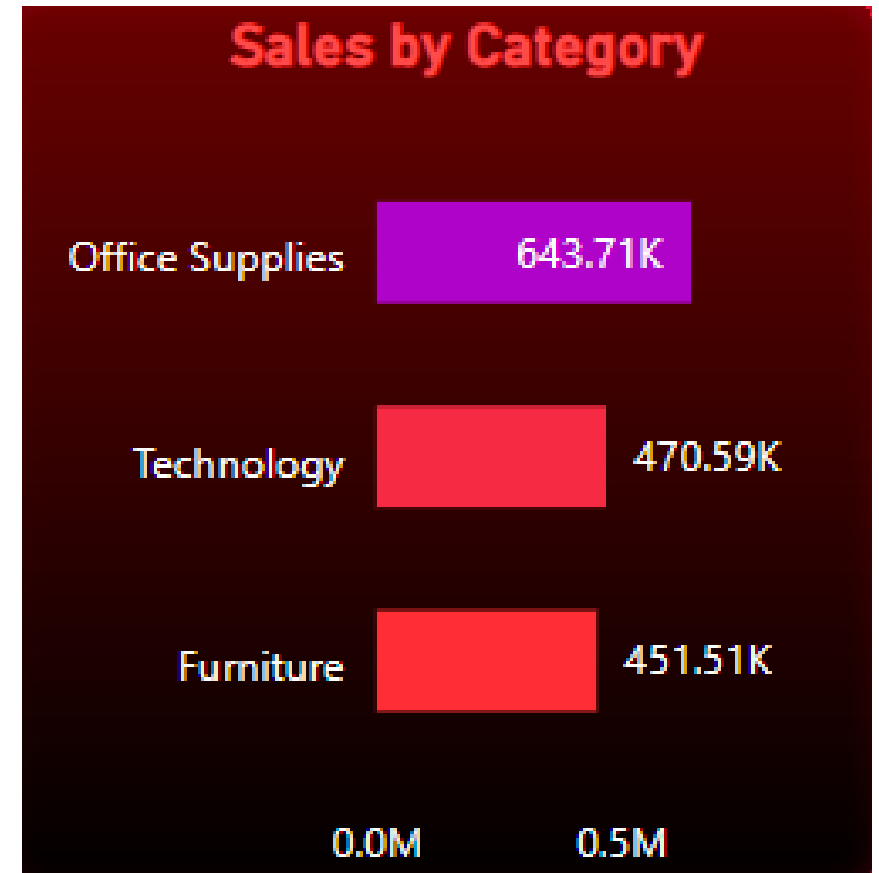
Sales By Region

- West takes the biggest share in the market with 33% sales coming from this region.
- East with 29%, Central with 22%, South with 16%.



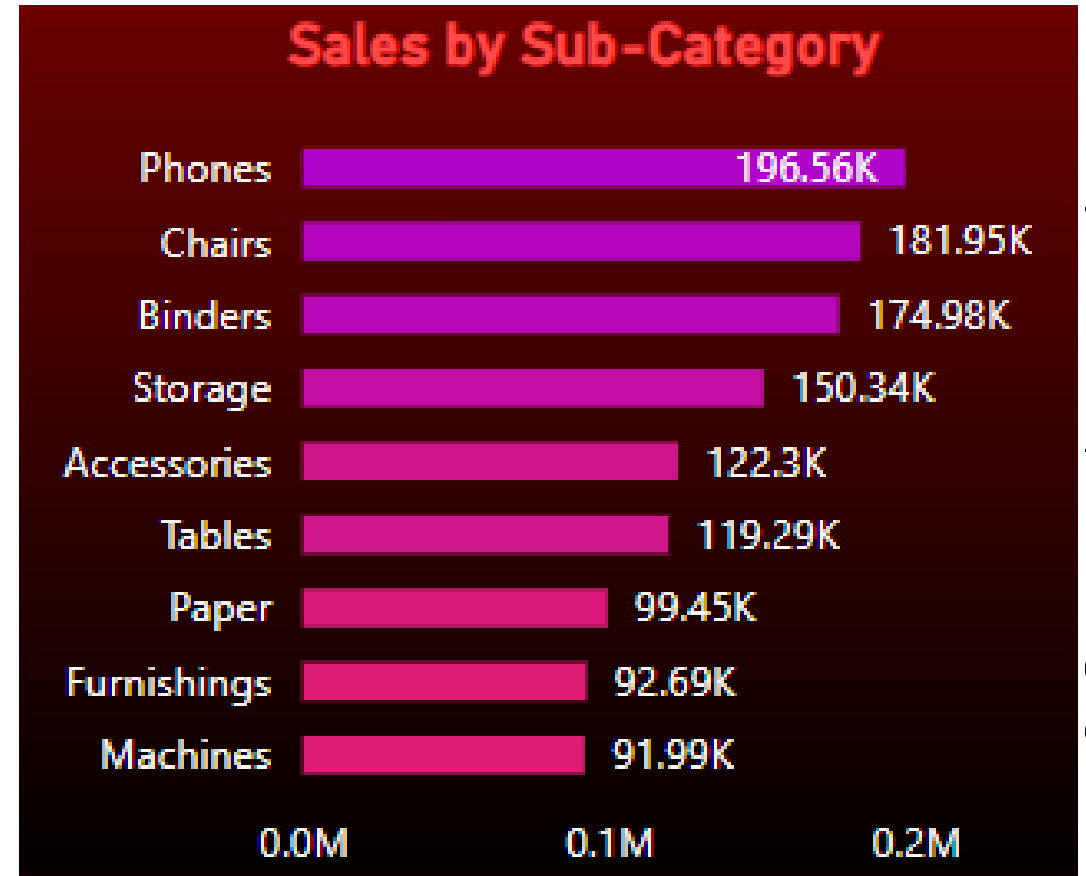
Sales By Category

- Office supplies generates the highest with almost 644K sales.
- Technology and Furniture with 470.59K and 451.51K sales respectively.



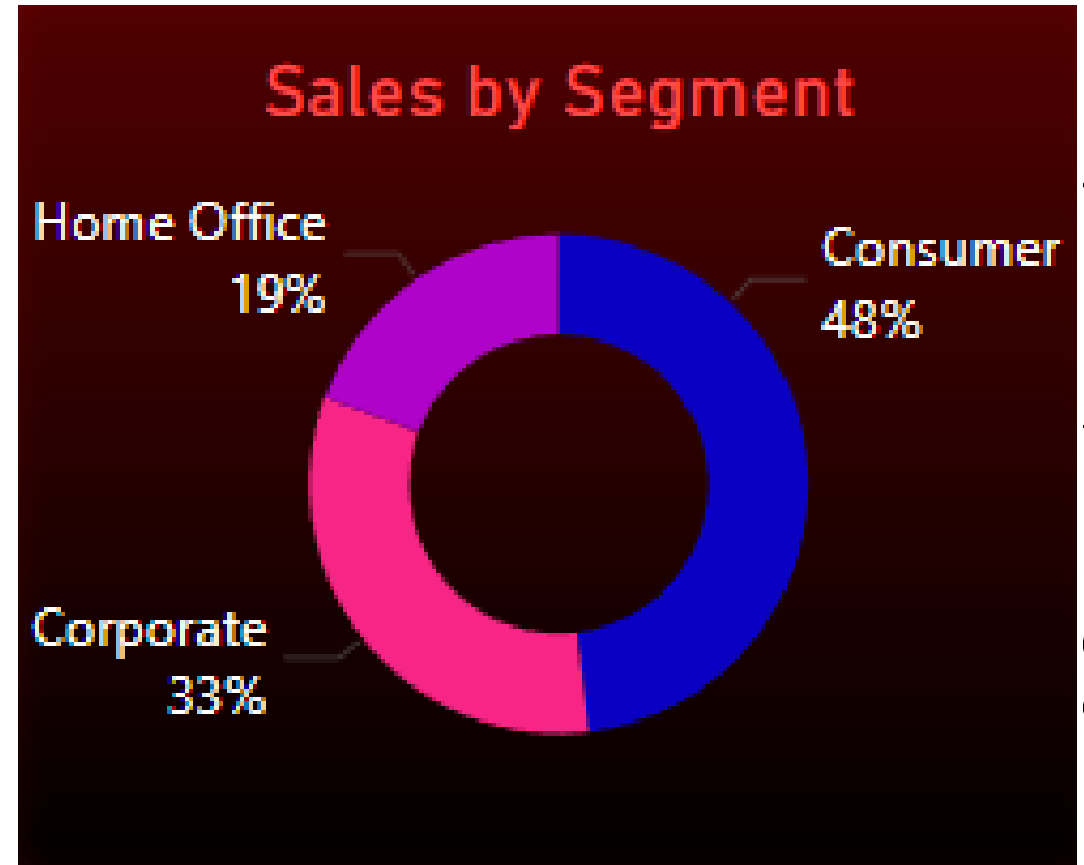
Sales By Sub-Category

- Phones , Chairs and Binders generates the highest with 196.56K, 181.95K, and 174.98K sales respectively.
- Storage, Accessories, and Tables with 150K, 122K, and 119K sales respectively.
- Paper, Furnishings and Machines all three of them hitting almost 100K in sales.



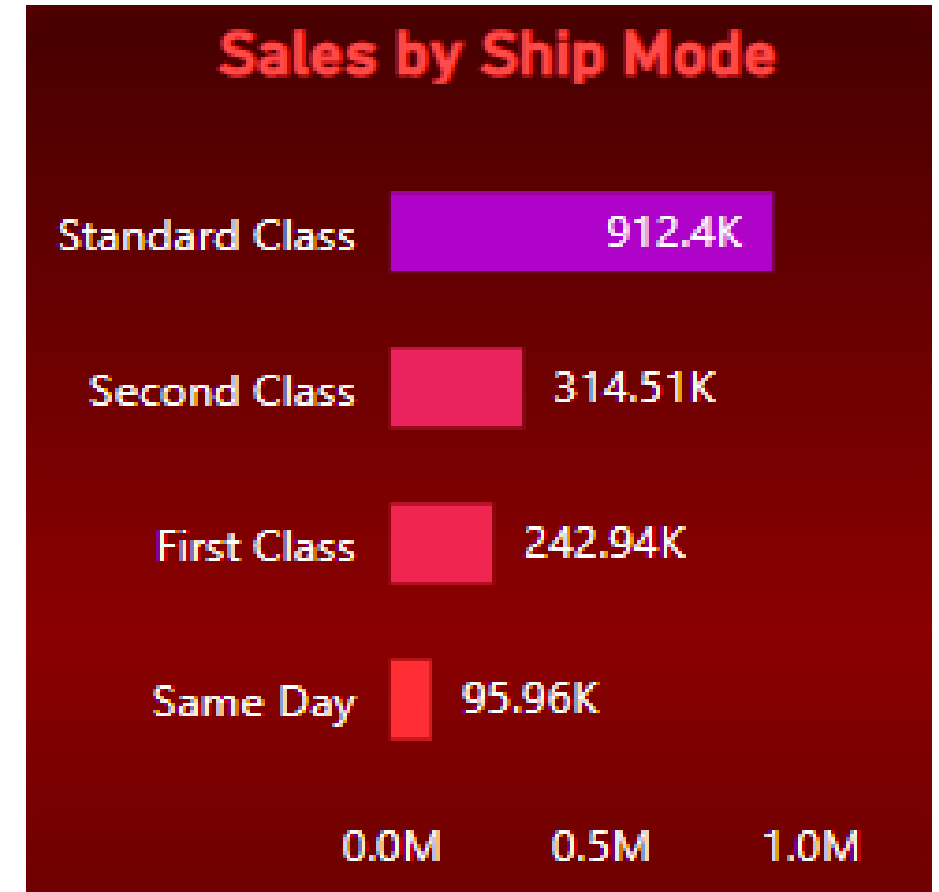
Sales By Segment

- Consumer Segment takes the majority of sales share with 48% of the entire sale coming from this segment.
- Corporate segment with the second highest share with 33% of sales coming from this segment.
- Home Office with the least share with 19% of the sale coming from this segment.



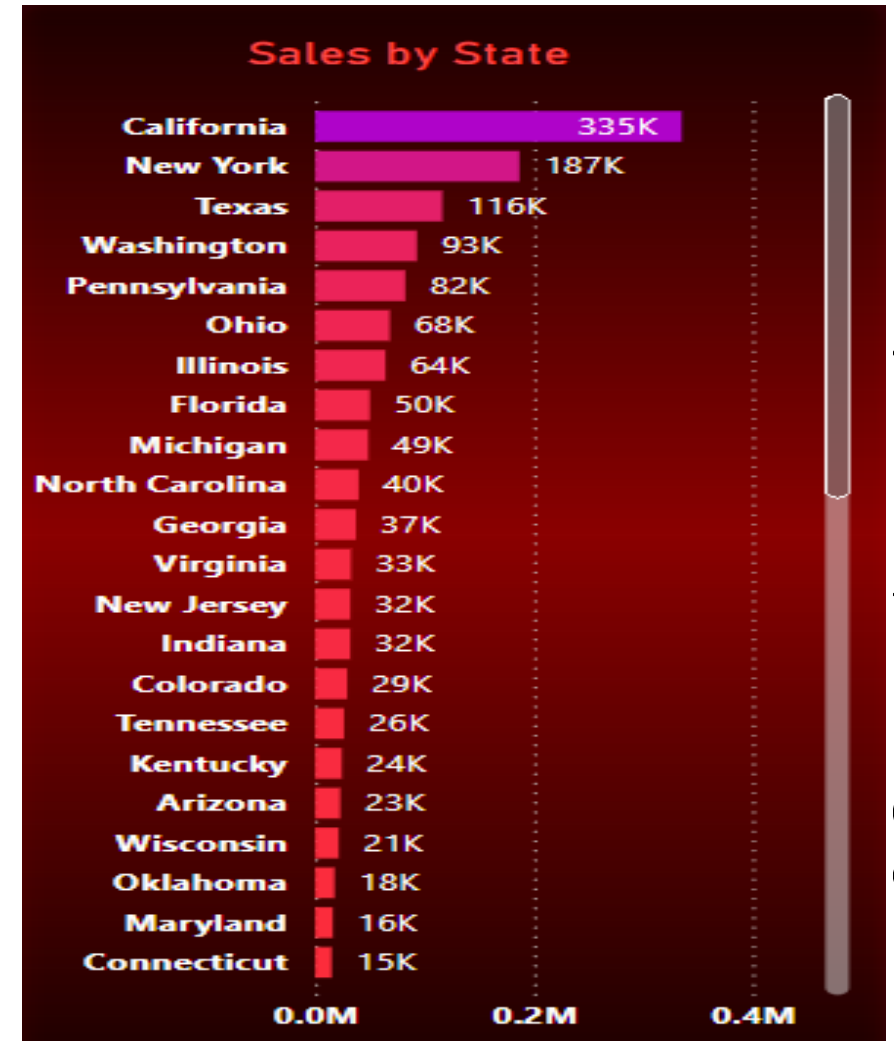
Sales By Ship Mode

- Standard Shipment mode generates the highest 912.4K sales.
- Second Class Shipment mode and First Class Shipment mode generates 314.51K, and 242.94K sales respectively.
- Same Day Shipment mode generates the least 95.96K sales.



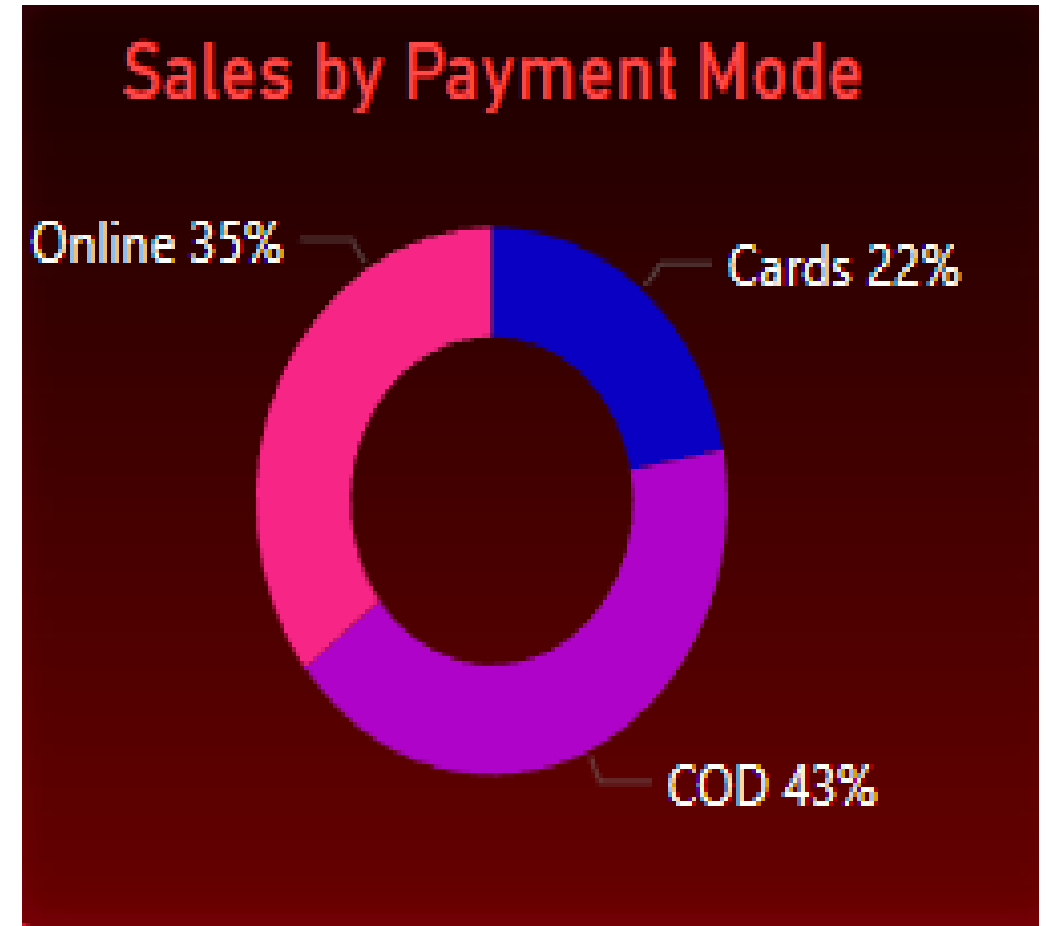
Sales By State

- California with the highest sales with 335K .
- New York with the second highest sales with 187K.
- Texas and Washington with Third and forth highest sales 116K, and 93K respectively.



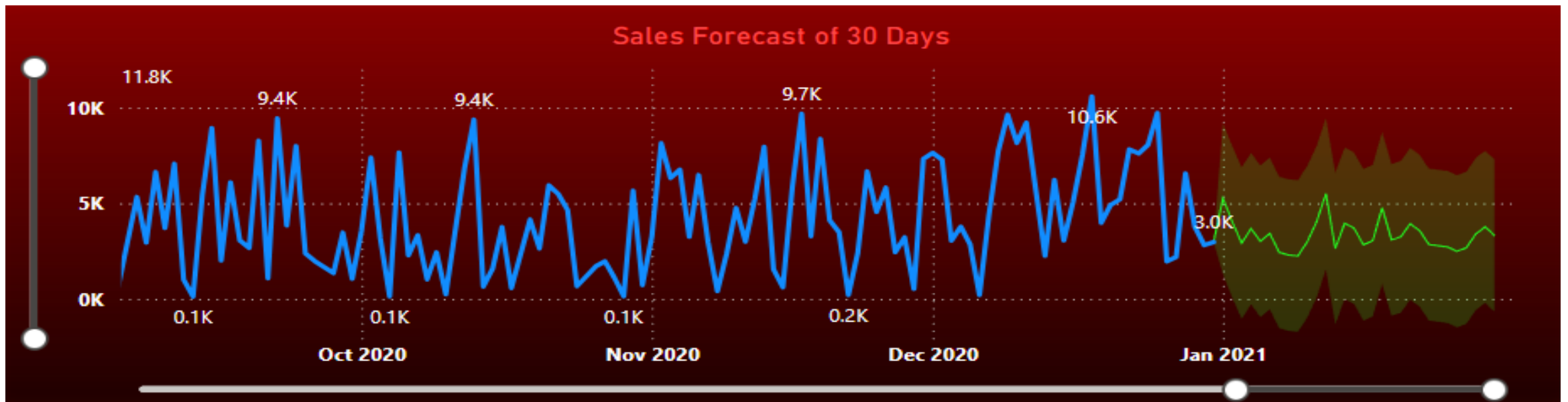
Sales By Payment Mode

- Cash On Delivery with the major share of the sales with 43% of the total sales coming from this payment mode.
- Online payment is the second most used payment method with 35% of the total sales coming from this payment mode.
- Cards payment is the least used payment method with 22% of the total sales coming from this payment mode.



Sales Forecast of 30 Days

- To enhance the company's sales strategy, I conducted a time series analysis using historical sales data to generate a 30-day sales forecast.
- This forecast provided the stakeholders with a clear projection of expected sales trends.



Summary

ANALYSIS

After analyzing the data we find that there are 22K orders placed, made 1.6M in sales and generated 175K profit.

INSIGHT

West region generates the highest sales with 33%, Office supplies is the most popular category, Sub-category generates the most sales with 196.56K sales, standard shipment with widely used shipment mode, COD with the most popular payment method, Consumer segment generates the most sales and California generates the highest sales out of all the state in the US.

NEXT STEPS

This ad-hoc analysis is insightful, but it takes time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this



Thank you !

Kaustav Dey

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