

SUPERSTORE DATASET ANALYSIS

➤ Purpose of the Dashboard –

- The goal of these dashboard is to show that how the sales performance is done in the particular area of United State.
- This dashboard is created for understanding the sales & profit done in particular city of United State.
- With the help of this dashboard we get to know high & low range of sales and profit done in the United State & it also tells us that in which region the highest sales is done and in which region the lowest sales is done which can help in the business.

➤ Identification –

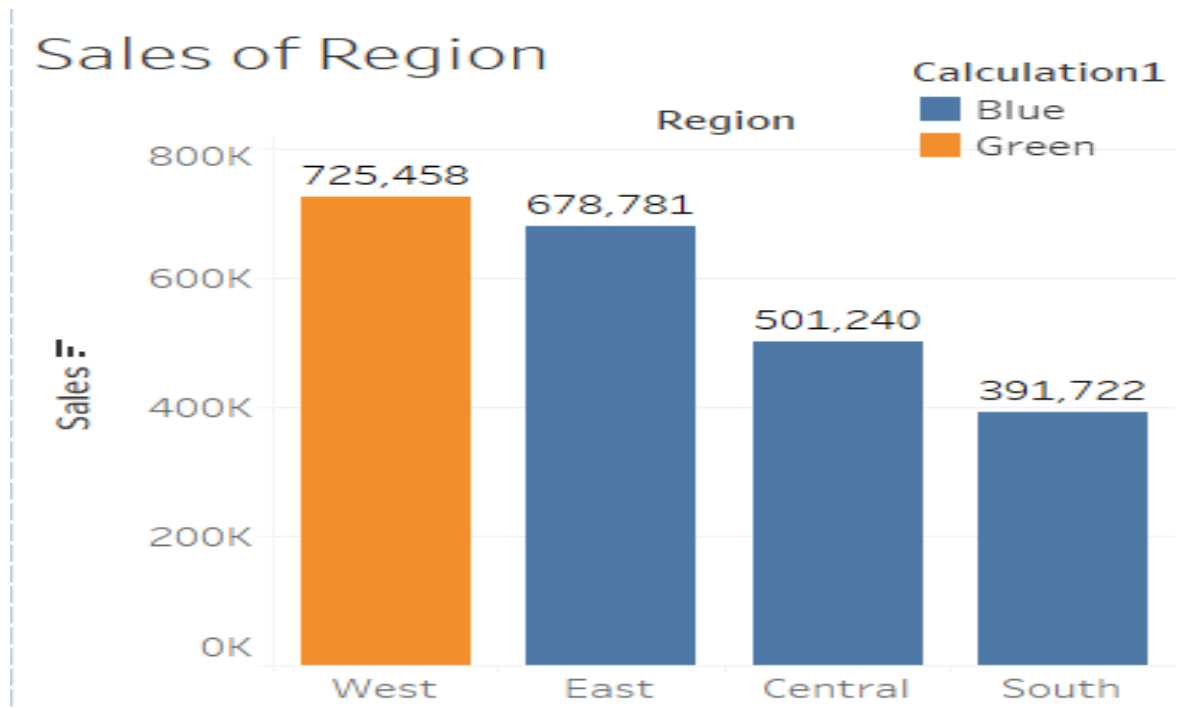
- This Report is designed for the executive management team to understanding the sales and profit of the superstore in the united state and also for taking right decision for increasing sales and profit in the lowest sales area and also maintain the sales and profit in the highest sales area.

➤ Overview of the data –

- The dashboard is use to show the superstore sales and profit region wise in the united state it also tells us that which sub category is having high/ low sales and its sales profit taken from the superstore dataset.

➤ Metrics –

- Key metrics including total sales, total profit, regional performance, and sub category sales and its profit

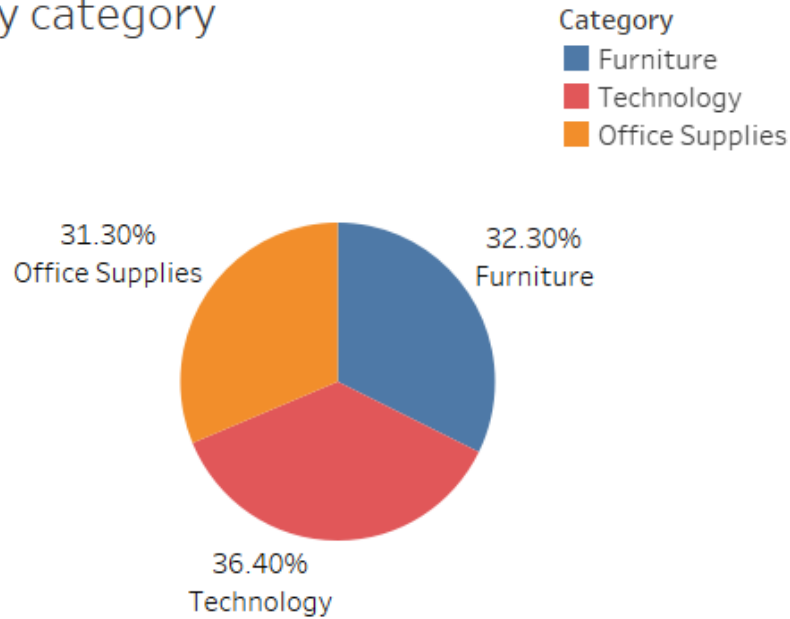


In this graph tells us that in which region the highest & lowest sales is been performed in the United State .

- Center region :- 501,240 sales .
- South region :- 391,722 sales.
- West region :- 725,458 sales.
- East region :- 678,781 sales.

As we see that in United State the West region is having large number sales because of the number of population is more than compare to all three others. But at southern region the United State having bad politic`s policies and also had a civil war in **April 1861** , So the south region is having on slow development stage because of this it is having less sales.

Sales by category

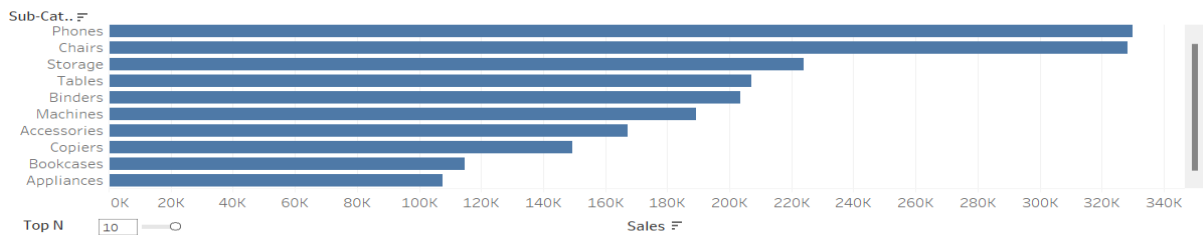


In this graph we see sales in United State with the help percentage which include the three categories :

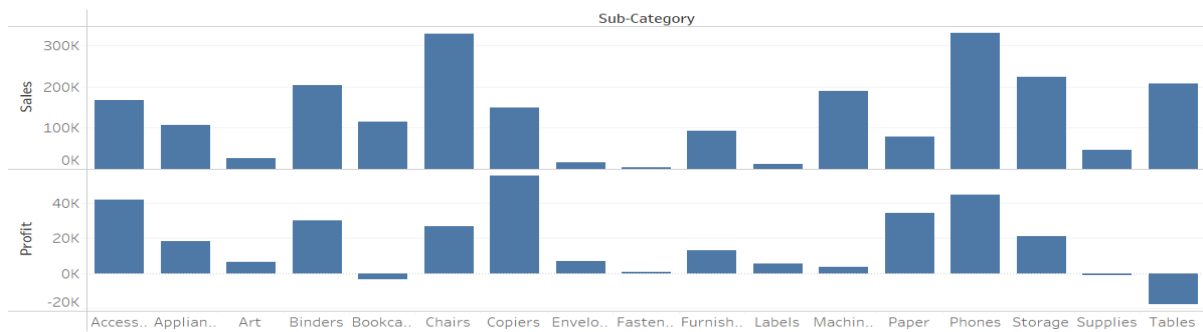
- Furniture :- 32.30 %
- Technology :- 36.40 %
- Office supplies :- 31.30%

As we seen the graph tells that Technology category having 36.40% of sales which is highest sale as compare to others two categories because US is having fastest growth in tech industries & US industries represent 33% in world's technology market. but office supplies category having less sales because many companies shifted to Cloud based solution and also having reasons like Digitalization & Covid – 19.

Top 10 sub categorys



Sales & Profit by sub category



In this first categorical graph we get to know about top 10 sub categories which are having highest sales with profit from all the total 17 categories

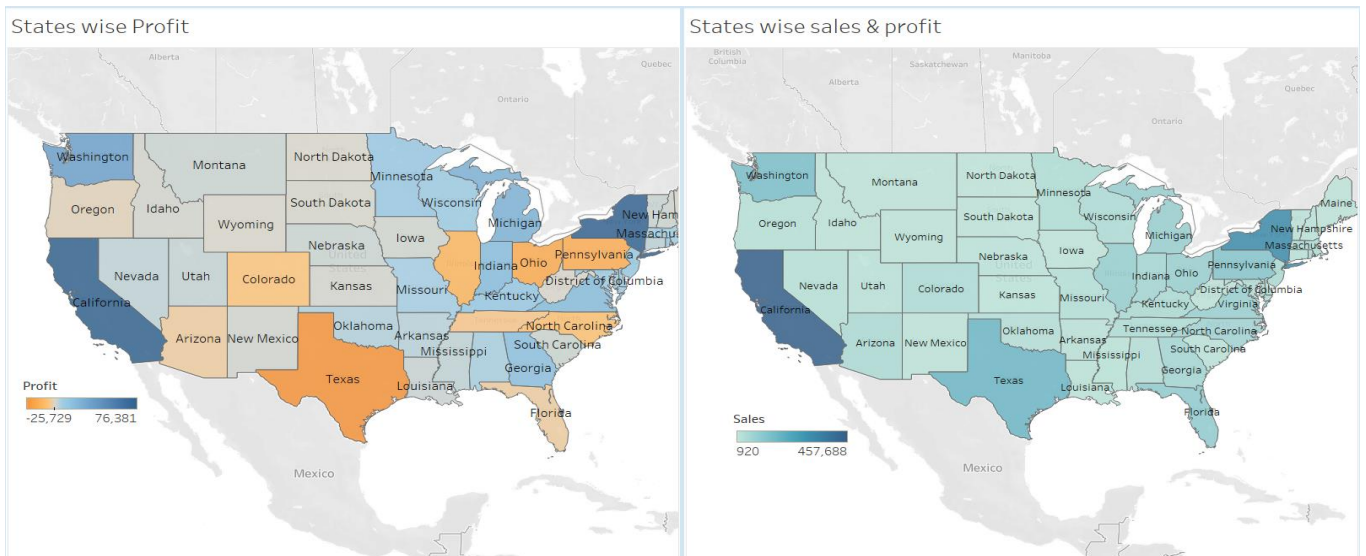
United State is having one of the largest phone market in the world which is all most to reach \$110 billion sales in 2024 , & also having many reasons such as Branding, updating New technology and also go through Demand of older consumers. Although furniture (chairs) sales is also high because Companies are implementing corporate wellness programs and occupational health and safety regulations

In this second categorical graph we get to know about sales & profit of different 17 sub categories

As we see Us is containing largest phone market in world so these category is having large sale and also have large profit and also same for the chairs because Companies are implementing corporate wellness programs and occupational health and safety regulations. There is one category which is having less sales and having large

profit that is copiers because of high initial costs & Cost of Sales and Marketing .

This graph also tells us that furniture (tables & bookcase) having less sales and also not in profit because of Customers are more price-sensitive & Housing market and the main reason is US is the biggest importer in the world for this products



In this both the graph we get to know about sales & profit in states of united states of America .

In both graph we see the highest profit & sales states are California and Massachusetts because of large no. of population and highly developed also having wealthiest compare to others.

In this first graph we get to know that Texas is having lowest profit because Texas offers many business opportunities and benefits, factors such as competitive markets, lower cost of living, regulatory environment, and economic diversity can contribute to lower profit margins in certain sectors compared to other states with different economic conditions.

In this second graph we get to know that Wyoming is having less no. of sales because of its having very less no. of population compare to all other states.

➤ **Summary :-**

As we seen that this all dashboard is telling us that how the sales & profit is been performed in United States & also get to know that what is the main reason for having highest & lowest sales / profit in states of United states of America.

➤ **Future recommendation :-**

As we get to know that us is facing major problems in the southern part and also facing problem in texas and furniture products.

- In furniture industry from 2024 to 2029 the US will be having increment by 20.63 % in furniture products
- Texas is been fasted grew in economy deu to increased of industry and Texas is also not having any income taxes rule on it
- The south region of US is having large number of sea ports which will increase the import and export work.

However with in few years all this problem will be get reduced because of increasing development in each state and each sector.