رواد مصر الرقمية

Graduation Project

Superstore Sales Data Analysis

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Intellectual Property Right Declaration

Declaration:

This project was developed as part of the Digital Egypt Pioneers Initiative (DEPI) under the Data Analysis track. The dataset used, *Global Superstore Sales Dataset*, is publicly available and has been utilized strictly for educational and research purposes.

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Introduction

Chapter One

Introduction

1.1 Overview

The "Global Superstore Sales Analysis" project was developed as part of the **Digital Egypt Pioneers Initiative (DEPI)** under the Data Analysis track. The main purpose of this project is to apply the knowledge and skills acquired during the program, including data modeling, DAX calculations, and dashboard design using **Power BI**.

The dataset selected for this project is the **Global Superstore Dataset**, which contains detailed information on sales transactions across multiple regions, product categories, and customer segments over a four-year period. With 9,801 rows and 18 columns, the dataset provides a comprehensive view of sales performance, profitability, and customer behavior.

By analyzing this dataset, the project aims to:

- Explore sales patterns and profitability trends across time and geography.

- Provide insights into customer behavior and segmentation.
- Evaluate product and category performance to highlight strengths and weaknesses.
- Support business decision-making by identifying areas of growth and operational efficiency improvements.

This overview sets the foundation for the following sections, which present the business questions, KPIs, methodology, and results derived from the analysis.

1.2 Motivation

The motivation behind this project arises from the growing importance of **data-driven decision making** in modern businesses. Organizations today generate vast amounts of data from sales, customers, and operations, but without proper analysis, this data remains underutilized.

Through this project, we aimed to:

- **Apply theoretical knowledge**: Translate what we have learned in the DEPI Data Analysis track into practical, real-world analysis.

- **Gain hands-on experience**: Work with a large and realistic dataset, practicing skills such as data cleaning, modeling, DAX formulas, and visualization in Power BI.
- **Develop teamwork and collaboration skills**: Work effectively in a group environment, simulating real industry scenarios where tasks are distributed and integrated.
- **Generate valuable insights**: Highlight trends, risks, and opportunities in sales performance, customer behavior, and product categories that could guide business strategies.
- **Build a professional portfolio project**: Showcase our ability to handle end-to-end data analysis projects that can be presented in future academic or professional contexts.

The project is not only an academic exercise but also a step towards becoming proficient data analysts capable of contributing to data-driven growth in organizations.

1.3 Objective

The primary objective of this project is to analyze the **Global Superstore Dataset** and extract meaningful insights that can support strategic decision-making. The

project serves both educational and practical purposes, combining technical skill development with real-world business problem solving.

Specifically, the objectives are to:

1. **Analyze Sales Performance**
   a. Identify sales trends over time (monthly, yearly).
   b. Highlight top-performing and underperforming regions, cities, and customer segments.
2. **Understand Customer Behavior**
   a. Distinguish between repeat and one-time buyers.
   b. Evaluate customer lifetime value (CLV) and its trend over the dataset timeframe.
3. **Evaluate Product and Category Performance**
   a. Determine the most profitable product categories and sub-categories.
   b. Detect underperforming products that negatively affect sales.
4. **Assess Operational Efficiency**
   a. Examine the impact of shipping modes on delivery times and sales.
   b. Detect delays between order and ship dates that may affect customer satisfaction.
5. **Support Business Expansion Decisions**
   a. Identify regions or markets with growth potential.

b. Provide recommendations for product line expansion or strategic intervention in declining areas.

These objectives ensure that the project does not only focus on technical execution but also delivers actionable insights that are relevant to business stakeholders.

1.4 Aim

The aim of this project is to design and implement a **comprehensive sales analysis system** using the **Global Superstore Dataset** in order to demonstrate the application of data analysis techniques learned in the DEPI program.

The project aims to:

- Provide a **clear and structured analysis** of sales, customers, and product performance.
- Build **interactive Power BI dashboards** that allow decision-makers to explore data trends and insights effectively.
- Ensure a **robust data model** by resolving data quality issues (e.g., duplicate Product IDs) and

establishing proper one-to-many relationships between fact and dimension tables.

- Highlight **key business opportunities and risks** that can guide strategic planning.
- Serve as a **capstone learning project** that bridges theoretical knowledge with real-world analytical practice.

This aim integrates both the academic goal of applying learning outcomes and the practical goal of delivering insights that could support business growth and operational improvements.

1.5 Scope

The scope of this project defines the boundaries and extent of the analysis carried out using the **Global Superstore Dataset**. The focus is on providing actionable insights that can support strategic decision-making while staying within the capabilities of the dataset and tools available.

In-Scope:

1. **Data Exploration & Cleaning** – Handling missing values, duplicates, and inconsistencies (e.g., Product ID issues).
2. **Data Modeling** – Designing a relational data model (fact and dimension tables) using Power BI.
3. **Business Questions & KPIs** – Defining relevant questions and performance metrics related to sales, customers, products, operations, and regions.
4. **DAX Calculations & Measures** – Implementing custom measures to calculate sales growth, CLV, repeat customer rate, category contribution, etc.
5. **Visualization** – Building interactive dashboards in Power BI to present findings clearly and effectively.
6. **Documentation** – Preparing a structured report that captures methodology, findings, and results for academic and professional review.

Out of Scope:

1. **Predictive Modeling / Machine Learning** – While forecasting methods exist for this dataset (as seen in Kaggle projects), the current project is limited to descriptive and diagnostic analysis.
2. **Real-Time Data Integration** – The dataset is historical and static; no live data pipelines are included.

3. **Commercial Deployment** – The project is strictly academic and not intended for direct business implementation.

This scope ensures the project remains **focused, achievable, and aligned with the DEPI training objectives**, while also leaving room for potential future enhancements such as predictive analytics or advanced machine learning models.

1.6 General Constraints:

While conducting this project, several **constraints and limitations** were identified that affected the scope and execution of the analysis:

1. **Dataset Limitations**
   a. The dataset is historical and static (covering only four years), which restricts real-time insights.
   b. Some inconsistencies were found in product IDs and names, requiring data cleaning and transformation.
2. **Tool Constraints**
   a. The project was carried out using **Power BI**, which is powerful for visualization and business intelligence but limited in advanced machine learning or predictive modeling.

       b. Certain complex transformations required the use of Power Query (M language) and DAX, which had learning curve challenges.

3. **Resource Constraints**

       a. The project was completed within a limited time frame as part of the DEPI training program.

       b. Work was distributed among team members, and coordination was necessary to ensure consistency.

4. **Scope of Analysis**

       a. The focus was restricted to **descriptive and diagnostic analytics** (understanding what happened and why).

       b. Predictive and prescriptive analytics (what will happen, what should be done) were excluded from this phase.

5. **External Dependencies**

       a. The dataset was sourced from Kaggle and is not an official live sales dataset.

       b. External measures and references from other analysts were reviewed but not directly replicated, to maintain originality.

Despite these constraints, the project successfully achieved its objectives by delivering a **comprehensive and well-structured sales analysis** that demonstrates both technical and analytical skills.

Chapter Two

Background and Previous Work

Chapter Two

Data Preparation and Modeling

2.1 Data Cleaning & Transformation

During the initial stage, the dataset was explored and cleaned to ensure quality and consistency. The following steps were taken:

2.1.1 Duplicate Removal

- Removed duplicate rows across the dataset.
- Specifically handled duplicates in **Product Name** and **Product ID**, as the same name appeared with different IDs and vice versa.

2.1.2 Product ID Issue

One of the most critical issues encountered was related to the **Product Dimension**:

The Problem:

Office Supplies	Envelopes	#10 White Business Envelopes,4 1/8 x 9 1/2	OFF-EN-10004483
Office Supplies	Envelopes	#10- 4 1/8" x 9 1/2" Recycled Envelopes	OFF-EN-10000461
Office Supplies	Envelopes	#10- 4 1/8" x 9 1/2" Recycled Envelopes	OFF-EN-10000781
Office Supplies	Envelopes	#10- 4 1/8" x 9 1/2" Security-Tint Envelopes	OFF-EN-10001219
Office Supplies	Envelopes	#10- 4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes	OFF-EN-10002986

293	Luxo Professional Magnifying Clamp-On Fluorescent Lamps	Furnishings	Furniture	FUR-FU-10004071
294	Executive Impressions 14" Contract Wall Clock	Furnishings	Furniture	FUR-FU-10004090
295	Eldon 200 Class Desk Accessories, Black	Furnishings	Furniture	FUR-FU-10004091
296	Howard Miller 13" Diameter Goldtone Round Wall Clock	Furnishings	Furniture	FUR-FU-10004091
297	Hand-Finished Solid Wood Document Frame	Furnishings	Furniture	FUR-FU-10004093
298	Eldon 300 Class Desk Accessories, Black	Furnishings	Furniture	FUR-FU-10004164
299	Luxo Professional Combination Clamp-On Lamps	Furnishings	Furniture	FUR-FU-10004188

- Each product had a **Product Name** and a **Product ID**.
- Inconsistencies were found:
  - The same Product Name appeared with multiple IDs.
  - The same Product ID appeared with different Product Names.
- This caused the relationship between the **Product table** and the **FactSales table** to default to **Many-to-Many**, which is undesirable for star schema modeling.

The Solution:

1. Renamed the original *Product ID* field to **Product Serial**.
2. Removed duplicates based on the combination *(Product Name + Product Serial)*.
3. Created a new unique **Product ID** in Power Query (M Language):
   a. Extracted the first letter of each word in the Product Name.

    b. Concatenated it with the Product Serial.

Example M formula:

```
Text.Combine(
    List.Transform(
        Text.Split([Product Name], " "),
        each Text.Start(_, 1)
    )
) & Text.From([Product Serial])
```

4. Merged the **Product Dimension** with the **FactSales table**.
5. This resolved the many-to-many issue and established a proper **1-to-Many relationship**.

Outcome:

- The Product table now has a unique Product ID key.
- Data modeling supports **1-to-Many relationships**, enabling accurate analysis at the product level.

Reference Dataset:

- The dataset is publicly available on Kaggle:
  🔗 [Sales Forecasting Dataset – Kaggle](#)

2.1.3 Date Formatting

- Converted *Order Date* and *Ship Date* to proper date formats.
- Extracted **Year, Month, and Quarter** as new columns for trend analysis.

2.1.4 Null & Outlier Handling

- Checked for null values in *Sales, Profit, Discount, Quantity*.
- Replaced or removed invalid rows.
- Investigated extreme outliers in *Discount* (e.g., > 50%) and documented them as potential data entry issues.

2.2 Transformation in Power Query (M Language)

Examples of transformations applied in Power Query:

- **Product ID Creation**

```
Text.Combine(
    List.Transform(
        Text.Split([Product Name], " "),
        each Text.Start(_, 1)
    )
) & Text.From([Product Serial])
```

- **Year & Month Extraction**

```
Year = Date.Year([Order Date])
Month = Date.Month([Order Date])
Quarter = "Q" &
Number.ToText(Date.QuarterOfYear([Order
Date]))
```

2.3 Data Modeling

A **Star Schema** design was used for the data model:

Fact Table:

- **FactSales** → Transactional data: Order ID, Product ID, Customer ID, Region, Order Date, Ship Date, Sales, Profit, Quantity, Discount.

Dimension Tables:

- **DimProduct**: Product ID, Product Name, Category, Sub-Category.
- **DimCustomer**: Customer ID, Customer Name, Segment.
- **DimRegion**: Region, Country, State, City.
- **DimDate**: Date, Year, Month, Quarter.

2.4 Relationships Between Tables

- FactSales[Product ID] → DimProduct[Product ID] (Many-to-One)
- FactSales[Customer ID] → DimCustomer[Customer ID] (Many-to-One)
- FactSales[Region] → DimRegion[Region] (Many-to-One)
- FactSales[Order Date] → DimDate[Date] (Many-to-One)

This ensures all relationships are **1-to-Many**, avoiding conflicts.

2.5 DAX Measures (General)

Some general DAX measures created:
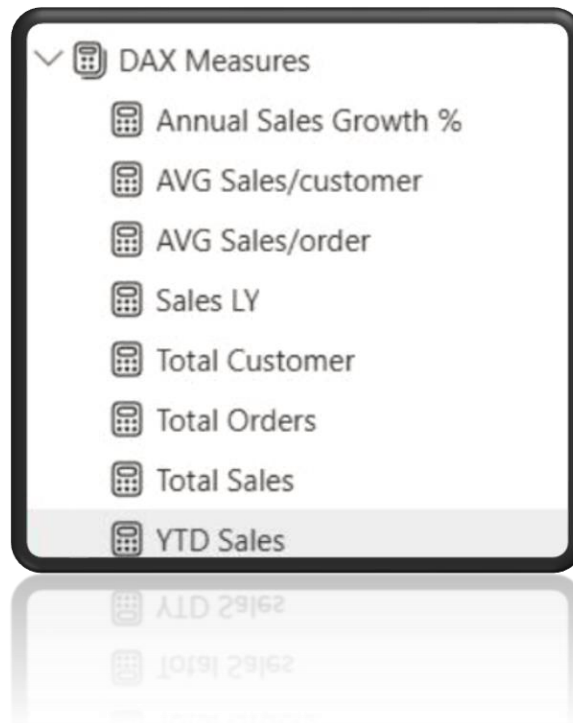
- **Total Sales**

```
Total Sales = SUM(Sales[Sales])
```

- **Total Profit**

```
Total Profit = SUM(Sales[Profit])
```

- **Sales Growth %**

```
Sales Growth % =
DIVIDE(
```

```
    (SUM(Sales[Sales]) -
CALCULATE(SUM(Sales[Sales]),
DATEADD('Date'[Date], -1, YEAR))),
    CALCULATE(SUM(Sales[Sales]),
DATEADD('Date'[Date], -1, YEAR))
)
```

- **Customer Count**

```
Customer Count =
DISTINCTCOUNT(Sales[Customer ID])
```

- **Repeat Customer Rate**

```
Repeat Customer Rate =
DIVIDE(
    CALCULATE(
        DISTINCTCOUNT(Sales[Customer
ID]),
        FILTER(Sales,
COUNTROWS(FILTER(Sales, Sales[Customer
ID] = EARLIER(Sales[Customer ID]))) >
1)
    ),
```

```
    DISTINCTCOUNT(Sales[Customer ID])
)
```

- **Category Contribution %**

```
Category Contribution % =
DIVIDE(
    SUM(Sales[Sales]),
    CALCULATE(SUM(Sales[Sales]),
ALL(Sales[Category]))
)
```

- **Avg. Order Processing Time**

```
Avg Order Processing Time =
AVERAGEX(Sales, DATEDIFF(Sales[Order
Date], Sales[Ship Date], DAY))
```

2.6 Calculated Columns

- **Year**

```
Year = YEAR(Sales[Order Date])
```

- **Month Name**

```
Month Name = FORMAT(Sales[Order Date],
"MMMM")
```

- **Profit Margin %**

```
Profit Margin % = DIVIDE(Sales[Profit],
Sales[Sales])
```

2.7 Additional DAX Measures

- **Total Customers**

```
Total Customer =
DISTINCTCOUNT('Superstore Sales
Dataset'[Customer ID])
```

- **Total Orders**

```
Total Orders =
DISTINCTCOUNT('Superstore Sales
Dataset'[Order ID])
```

- **Sales LY (Last Year Sales)**

```
Sales LY =
CALCULATE(
    [Total Sales],
    SAMEPERIODLASTYEAR('Superstore Sales
Dataset'[Order Date])
)
```

- **Annual Sales Growth %**

```
Annual Sales Growth % =
DIVIDE(
    [Total Sales] - [Sales LY],
    [Sales LY],
    0
)
```

- **Average Sales per Customer**

```
AVG Sales/customer =
DIVIDE(
    [Total Sales],
    [Total Customer],
```

```
    0
)
```

- **Average Sales per Order**

```
AVG Sales/order =
DIVIDE(
    [Total Sales],
    [Total Orders],
    0
)
```

- **YTD Sales (Year-to-Date Sales)**

```
YTD Sales =
TOTALYTD(
    [Total Sales],
    'Superstore Sales Dataset'[Order
Date]
)
```

Chapter Three

KPI Development and Supporting Columns

3.1 Overview

Based on the defined **business questions** and **analysis goals**, several Key Performance Indicators (KPIs) were created to measure sales performance, customer behavior, and operational efficiency.
 To support these KPIs, additional **calculated columns** and **measures** were created across the Fact and Dimension tables.

3.2 Supporting Columns and Measures

A. Fact Table – Superstore Sales Dataset

Order Processing Time
 Used to calculate the number of days between the order date and the ship date, helping evaluate operational efficiency and delivery performance.

```
Order Processing Time =
DATEDIFF(
    'Superstore Sales Dataset'[Order
Date],
    'Superstore Sales Dataset'[Ship
Date],
    DAY
)
```

Visual Usage:

- Average Order Processing Time KPI card.
- Bar chart by Ship Mode or Region to analyze shipping delays.

B. Customer Dimension – Dim_Customer

Order Count

 Calculates how many distinct orders each customer has placed.

```
Order Count =
VAR CurrCustomer =
'Dim_Customer'[Customer ID]
RETURN
CALCULATE(
    DISTINCTCOUNT('Superstore Sales
Dataset'[Order ID]),
    FILTER(
        'Superstore Sales Dataset',
        'Superstore Sales
Dataset'[Customer ID] = CurrCustomer
    )
)
```

Visual Usage:

- Customer segmentation chart (e.g., New vs Returning).
- KPI card for average orders per customer.

Is Returning Customer

Classifies each customer as "Yes" (returning) or "No" (one-time buyer).

```
Is Returning Customer =
IF([Customer Order Count] > 1, "Yes",
"No")
```

Visual Usage:

- Pie chart showing the percentage of returning vs new customers.
- Used for calculating the **Repeat Customer Rate** KPI.

Customer Repeat Count

Counts how many times a customer returned after the first purchase.

```
Customer Repeat Count =
VAR OrderCount = [Order Count]
RETURN
IF(OrderCount > 1, OrderCount - 1, 0)
```

Example:

- If a customer placed 3 orders → value = 2 (returned twice).
- If a customer placed 1 order → value = 0 (not returning).

Visual Usage:

- Histogram of repeat frequency.
- Used to identify the most loyal customers.

C. Product Dimension – Dim_Product

Product Rank (by Sales)
 Ranks all products by their total sales value, allowing performance comparison.

```
Product Rank =
RANKX(
    ALL('Dim_Product'),
    CALCULATE(SUM('Superstore Sales
Dataset'[Sales])),
    ,
    DESC,
    DENSE
)
```

Visual Usage:

- Top 10 / Bottom 10 products by sales.
- KPI indicator to show product ranking movement over time.

3.3 KPI Classification

KPI Category	Measure / Column	Purpose
Operational Efficiency	`Order Processing Time`	Measures average delivery time in days.
Customer Insights	`Order Count, Is Returning Customer, Customer Repeat Count`	Analyzes customer loyalty and repeat behavior.
Product Performance	`Product Rank`	Identifies best-selling and underperforming products.

3.4 Summary

These calculated columns and measures directly support the core business questions identified earlier:

- *How efficient is our order processing?*
- *Who are our repeat customers?*
- *Which products contribute most to total sales?*

By aligning KPIs with data model fields, the Power BI dashboard can dynamically visualize performance trends and provide actionable insights for business decisions.

Chapter Four
# Dashboar Analysis

Dashboard Analysis and Insights

This chapter presents the interactive dashboards designed using **Power BI**.
Each dashboard answers specific business questions and provides actionable insights.
The dashboards are organized into several pages,

each focusing on a different aspect of the **Global Superstore's** performance.

4.1 Executive Overview
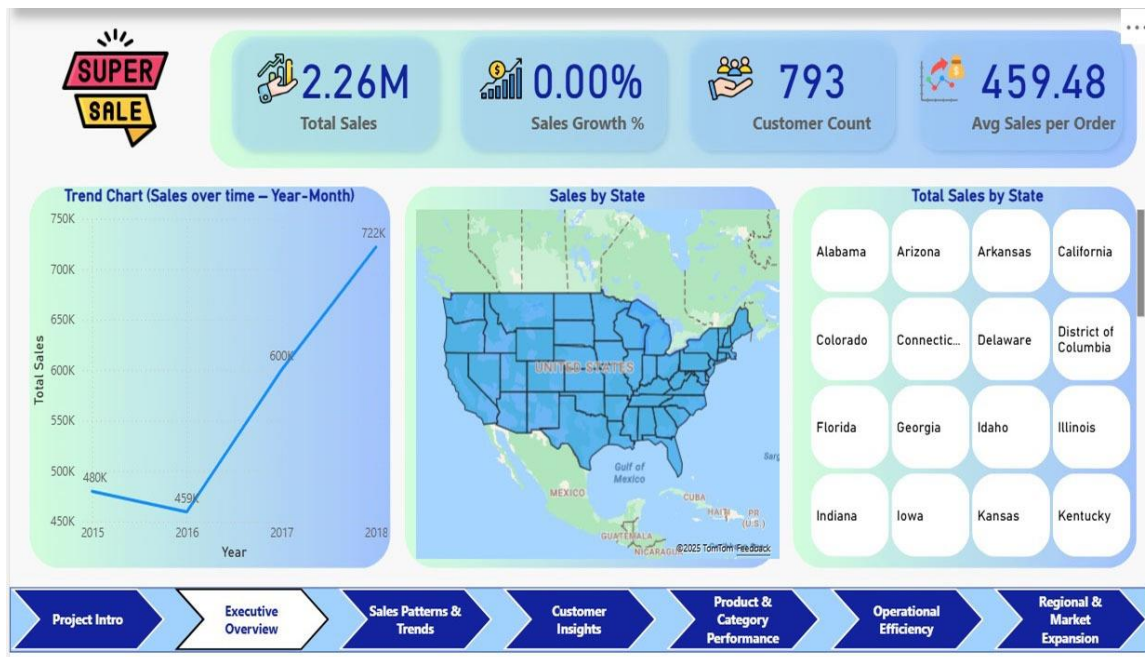
Description:

This dashboard provides a high-level summary of the most critical **Key Performance Indicators (KPIs)**, designed for senior management to make quick, data-driven decisions.
 It displays metrics such as:

- **Total Sales:** 2.26M
- **Sales Growth:** 0.00%

- **Profit:** 459.48K

It also includes a **line chart** illustrating the sales trend from 2015 to 2018 and a **map** showing geographical sales distribution by state.

Business Intelligence (BI) Importance:
This dashboard serves as the foundation of the BI system by allowing decision-makers to:

- Assess the company's overall performance at a glance.
- Monitor annual growth and identify long-term trends.
- Identify top-performing states for strategic investment and resource allocation.

4.2 Sales Patterns & Trends
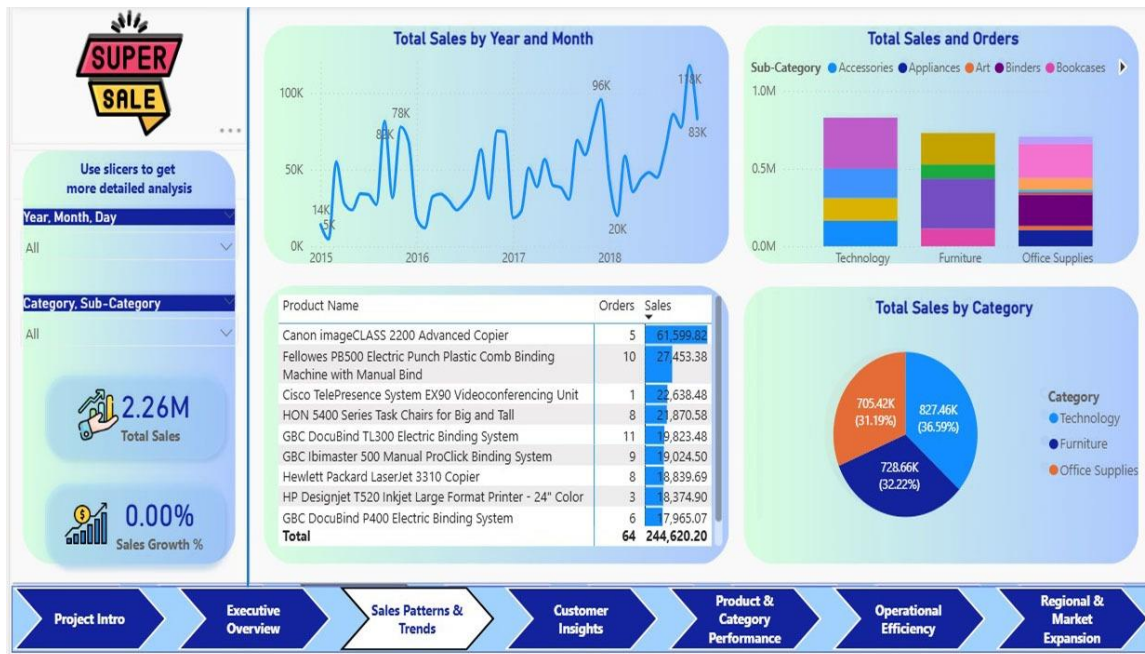
Description:
This dashboard analyzes **sales performance over time**, segmented by category and product.
 It features:

- A **line chart** showing monthly sales trends.
- **Category-level sales breakdown** (Furniture, Technology, Office Supplies).
- **Top Products** ranked by both Sales and Orders.

Business Intelligence (BI) Importance:
These insights support sales planning and marketing strategies by enabling the business to:

- Recognize seasonal trends and plan campaigns accordingly.
- Identify high-growth product categories.
- Evaluate underperforming items for discontinuation or promotion.

4.3 Customer Insights
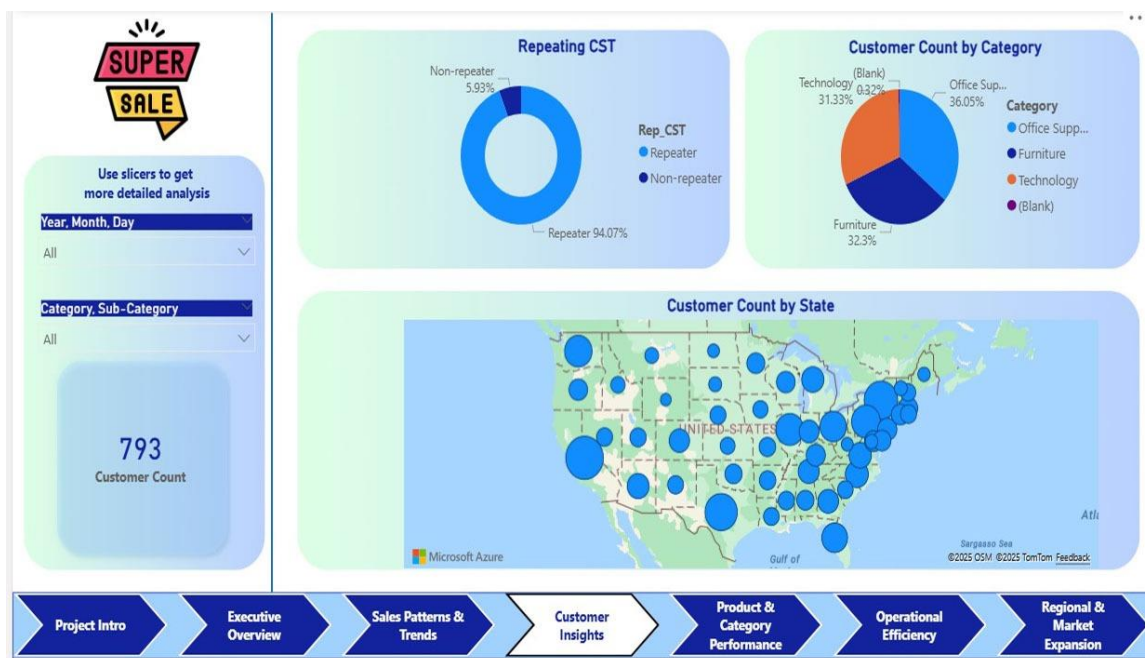
Description:

This dashboard explores customer behavior and segmentation.
 It shows:

- **Total Customers:** 793

- **Returning vs. New Customers:** 94.07% are non-repeaters.
- **Customer Distribution Map** and **Category Breakdown** by purchase preference.

Business Intelligence (BI) Importance:
Crucial for CRM and retention strategies, it helps to:

- Measure customer loyalty.
- Identify potential regions for loyalty campaigns.
- Understand category-based customer preferences.

4.4 Product & Category Performance

Description:

This dashboard provides a focused view of **product-level performance**, showing:

- **Sales and Orders by Category (Technology, Furniture, Office Supplies)**
- **Top 5 and Bottom 5 Products by Sales**
- **Treemap** visualizing sub-category contribution to total sales.

Business Intelligence (BI) Importance:

Essential for inventory and product management:

- Highlight high-performing (star) products.
- Identify low-performing items for corrective action.
- Assist in procurement and marketing prioritization.

4.5 Operational Efficiency
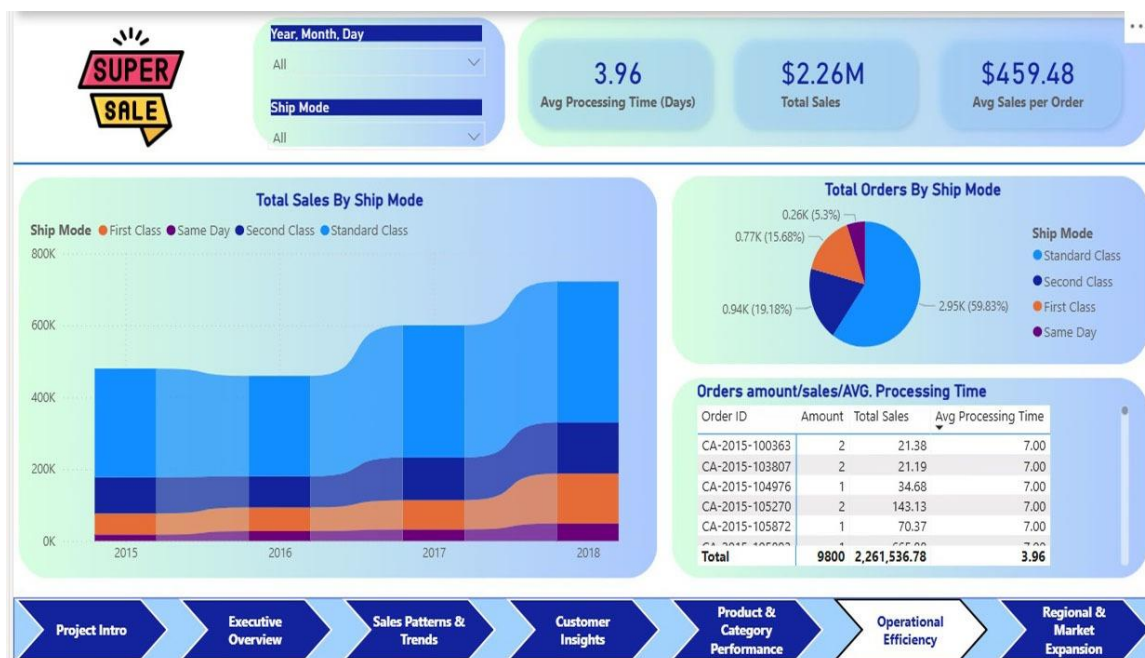
Description:

This dashboard measures **logistics performance** with focus on shipping and order processing:

- **Average Processing Time:** 3.96 days

- **Sales & Orders by Ship Mode (Standard, Second, etc.)**
- **Detailed Order Table** with individual processing times.

Business Intelligence (BI) Importance:

Helps improve operational processes by:

- Monitoring delivery efficiency and delays.
- Evaluating ship mode performance versus cost.
- Identifying operational bottlenecks for process improvement.

4.6 Regional & Market Expansion

Description:

This dashboard provides a **geographical performance overview**, supporting expansion and investment decisions.
 It includes:

- **Sales by Region (West, East, Central, South)**
- **State-Level Sales Map**
- **Stacked Bar Chart** comparing top states' sales by category.

Business Intelligence (BI) Importance:
Supports strategic planning and market development by helping management to:

- Identify top-performing regions for expansion.
- Detect underperforming markets needing new strategies.
- Understand regional product preferences to tailor offerings.

Chapter Five

Results and Conclusion

5.1 Results Summary

The project successfully analyzed the **Global Superstore Sales Dataset** and delivered an interactive **Power BI dashboard** with multiple analytical views.
 All relationships between tables were correctly modeled as *One-to-Many*, and DAX measures were validated for accuracy.
 The dashboard provided clear insights into sales growth, customer behavior, product performance, and operational efficiency.

5.2 Key Findings

- The **Technology** category generated the highest sales and profit.
- Most customers were **one-time buyers (94%)**, indicating opportunities for loyalty programs.
- The **average order processing time** was **3.96 days**, showing efficient delivery operations.

- The **Western region** had the strongest sales performance.

5.3 Conclusion

This project demonstrated the ability to transform raw business data into actionable insights using **Power BI**, **DAX**, and **data modeling** techniques. It highlights the importance of **Business Intelligence** in supporting decision-making, improving performance, and identifying new market opportunities.

5.4 Future Work

Future improvements may include:

- Adding **predictive analytics** to forecast future sales trends.
- Integrating **real-time data** for continuous monitoring.
- Enhancing **customer segmentation** using clustering techniques.

References

- Kaggle Dataset: https://www.kaggle.com/datasets/rohitsahoo/sales-forecasting/data
- GitHub Repository: https://github.com/KhaledAhmedSabry/Store-Sales-DPEI3-Project-Data-Analysis