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<https://github.com/KumarBoste/Furniture Sales Analysis>

## **Abstract**

The Furniture Sales Analysis Dashboard provides a comprehensive overview of sales performance, profit trends, shipping efficiency, and regional distribution across the U.S. It helps business stakeholders understand key sales metrics, identify high-performing regions and products, and optimize logistics and marketing efforts.

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## **Project Overview**

This project analyzes furniture sales data to evaluate performance across multiple dimensions such as sales volume, profit, shipping mode, delivery duration, and geographical distribution. The Power BI dashboard visually represents critical KPIs, enabling decision-makers to identify trends and areas for improvement.

Key metrics include:

- Total Sales: \$742K
- Total Profit: \$18.5K
- Quantity Sold: 8K units

## **Business Problem**

The company faces challenges in identifying the most profitable product categories and regions, managing logistics and shipping efficiency, and improving profitability despite strong sales numbers. The goal is to use data-driven insights to increase profitability, streamline shipping, and optimize sales strategies.

## **Data Analysis & Insights**

### **1. Sales Performance:**

- Total Sales: \$742K with 11% YoY growth.
- Profit: \$18.5K but with a 57% YoY decline, indicating increased costs or discounting.
- Quantity: 8K units sold, reflecting an 8% YoY increase.

### **2. Sales Trend:**

- Peak Sales Month: December (\$121.8K), showing strong end-of-year demand.

### 3. Shipping Mode:

- Most Used Mode: Standard Class (59%) — cost-effective but slower.
- Faster Modes (Same Day, Second Class) are less utilized, possibly affecting customer satisfaction.

### 4. Shipping Duration:

- Most Orders (28%) delivered within 4 days — indicates reasonable logistics efficiency.

### 5. Product Category:

- Highest Sales Category: Chairs (\$328K) followed by Furnishings and Tables.

### 6. Geographic Insights:

- Top State: California (\$156K) — the largest sales contributor.

## SWOT Analysis

### Strengths

Strong sales growth, effective shipping, high-performing categories.

### Weaknesses

Declining profit margins, over-reliance on standard shipping.

### Opportunities

Expand regional presence, improve pricing strategy, faster shipping.

### Threats

Rising costs, competition, supply chain issues.

## **Conclusion**

The furniture business demonstrates strong sales momentum and solid customer demand, especially in the chairs category and California region. However, profit decline highlights the need for cost optimization and improved pricing strategies. Shipping efficiency is good but can be further enhanced for customer satisfaction.

## **Recommendations**

1. Review pricing and reduce unnecessary discounts to improve profit margins.
2. Promote faster delivery options for premium customers.
3. Expand marketing and distribution in mid-performing states.
4. Increase inventory for high-demand categories like Chairs.
5. Leverage peak months for seasonal promotions.
6. Implement customer retention programs to improve repeat sales.