Business Analysts

Digital Empowerment Network

Task No. 01
Market Research & Analysis

Batch 02
Business Analytics

Report Prepared By:

Hafsa Waheed

INTRODUCTION

This report provides an analysis of super store sales summarized in dashboard visuals. The dashboard presents various aspects of sales performance including segmentation, payment modes, regional sales distribution and sub-category performance. It also mention shipping preferences and tracks monthly trends in both sales and profits.

OBJECTIVE

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

DESCRIPTION

The objective can be describe as;

1. Dashboard Creation:
    Design intuitive 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 visualizations.
3. Sales Forecasting:
    Applying time series analysis to generate sales forecasts for next 15 days.
4. Actionable Insights and Recommendations:
    At the end will providing valuable insights/learning and actionable information that can drive strategic decisions and support the supermarket's goals for growth, efficiency and satisfaction.

STEPS

- Import and Data Cleaning:
- Column profiling
- Returns column: replace #N/A with 0.
- Create Dashboard

ANALYSIS

Sales by segment:

This chart shows that highest number of sales are generated from consumer which is 48% and corporate customers contribute 33% and Home Office Segment 19%.

- The consumer segment is the highest contributor to revenue, show that most customer come from individual rather than businesses.


Sum of Sales by Segment
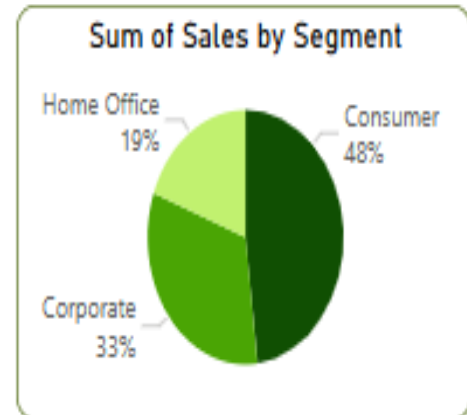
Sales by Payment Mode:

Mostly transaction occur through cash on delivery, cards Payment are 22% and online payments contribute 35%.

- This shows that most customer prefers COD, but online payment also used widely.
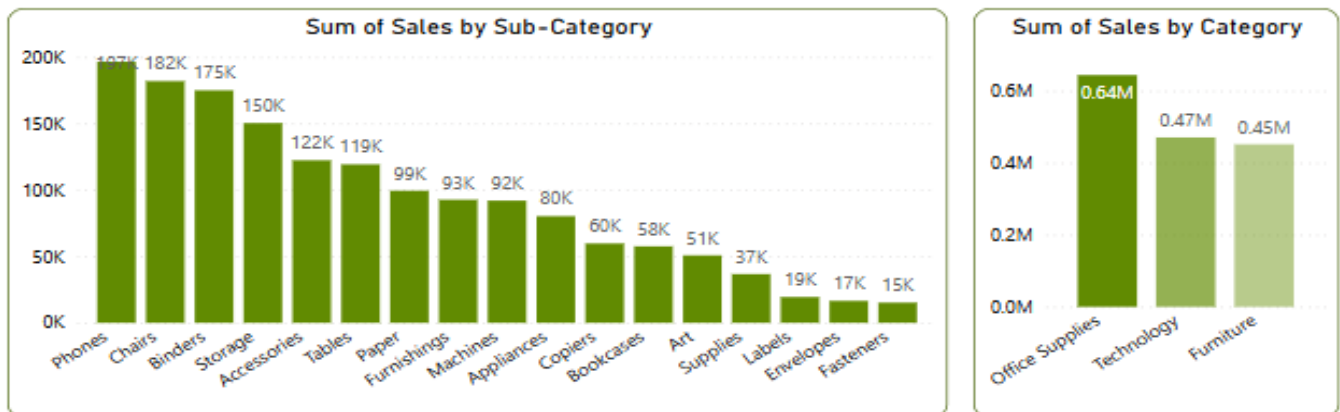

Sum of Sales by Payment Mode
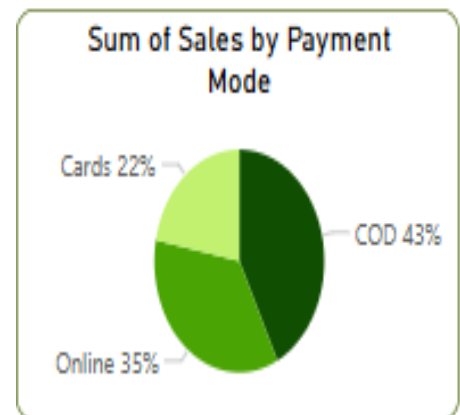
Sales by Region:

Highest sales generated from West (33%), from East 29%, from central 22% and lowest sales generated from South which is 16%.

Sum of Sales by Region
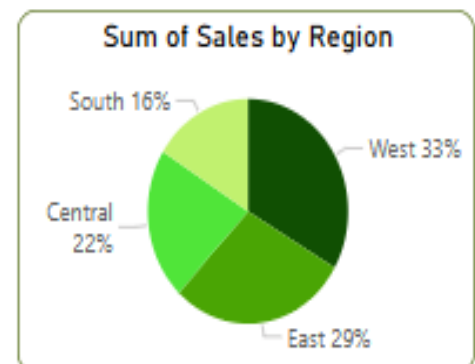
Sales by Category and Sub Category:

Sum of Sales by Sub-Category

Sum of Sales by Category

- Maximum products are sold from office supplies category which is about 0.64 million, the product sold from technology category is about 0.5 million and minimum product sold from furniture category.
- While in the subcategory of products, maximum phones are sold which is approx. 197 thousands, at the 2nd numbers chairs are sold having 182 thousands sales and so on.
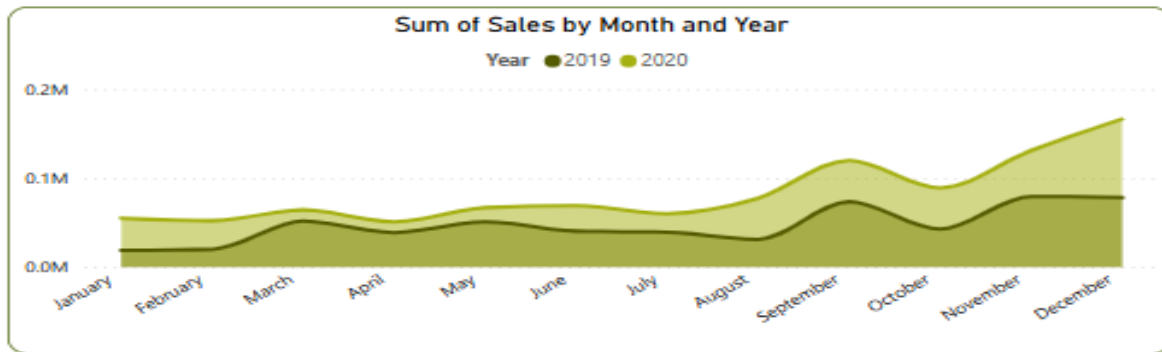
Sales by Ship Mode:

On the basis of ship mode highest sales generated from

Standard class which is approx. 1 million and the

minimum sales generated from same day ship mode

which is 0.1 million.

- Customers primarily choose standard class, likely balancing cost effectiveness and delivery time.

Sum of Sales by Ship Mode
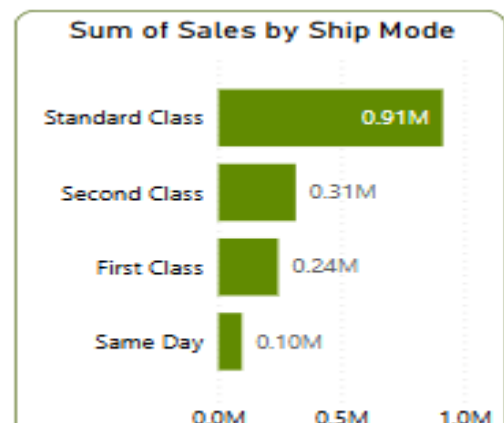
Monthly Sales by Year:

- This chart show monthly sales of two years 2019 and 2020.
- Total Sum of Sales was higher for 2020 (1,001,124.79) than 2019 (564,679.54).
- The graph show slow increase in sales from September and December, with peaks during holiday season.
- Profit trends show fluctuations, with some dips and peaks reflecting changes in cost structure or discounts.

Regional Analysis:

- It pinpoints sales concentrations across various states.
- Sales are higher in more populated areas, likely correlating with demand.

RECOMMENDATIONS:

Enhance Customer Experience:

- As the customer segment makes half of the sale, so focusing on improving customer experience such as offering personalized experience, can more increase purchases.
- Mostly customer prefer COD payment method, it means they some doubt about product quality, should provide great quality product, or customer may unaware of online system, can provide awareness through ads.
- Enhance COD experience, as it remain preferred method.

Improving Shipping Strategies:

- As standard class shipping is a preferred option, the company can explore partnership with shipping providers to further reduce costs or improve delivery speed.

Focus on High Performing Products:

- As phones, chairs are utmost selling products, so expanding the range of these products, introducing newer models or offering deals can increase sales.

Understand Marketing By Region:

- Should conduct a market research in underperforming region to understand customer preference in better way, so that can provide products accordingly.

Seasonal Promotion:

- As season wise sales increase from September to December, due to holiday shopping. So superstore can enhance its seasonal promotions during this time, by offering special deals and marketing campaigns aimed at holiday shoppers.

CONCLUSION:

This analysis demonstrates a well-balanced performance across customer segments, regions and product categories. Consumer purchases, phone sales and standard shipping dominate data providing a clear direction for future business strategies. Monthly trends suggest that focusing on holiday season could yield higher profits. This dashboard captures essential metrics and offers actionable insights.