

# **EXCEL SUPERSTORE PERFORMANCE ANALYSIS FOR THE YEAR 2021**

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**TASK 16Bii**

## OUTLINE

- Introduction
- Story of data
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- Pre-Analysis
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## INTRODUCTION

The dataset under review comprises sales transaction records spanning different regions, sales representatives, and product categories. It captures crucial business metrics such as sales amount, unit cost, unit price, quantity sold, and discount impact. The data also classifies customers based on their type (new or returning) and the payment methods they use, including cash, credit card, and bank transfers. By analyzing these dimensions, the dataset provides a comprehensive view of sales performance, revenue distribution, and customer purchasing behavior. The visualizations and observations extracted from this dataset are aimed at uncovering key trends, evaluating sales efficiency, and recommending actionable strategies for business growth.

## STORY OF DATA

The dataset tells a compelling story about how different factors influence sales performance. It reveals trends in product demand across regions and showcases the effectiveness of various sales representatives in driving revenue. The data highlights the impact of discounts on sales, demonstrating whether price reductions lead to higher sales volume or erode profitability. Additionally, it provides insights into customer behavior, such as preferences for specific payment methods and product categories. By examining sales trends over time, the dataset helps identify peak sales periods, regional sales strengths, and potential areas for improvement. The combination of these insights supports strategic decision-making aimed at optimizing revenue and enhancing overall business performance.

## DATA SPLITTING AND PREPROCESSING

The dataset was divided into two categories;

**Independent Values:** Values that can stand on their own

- Sales Rep
- Region

- Product Category
- Customer Type
- Payment Method
- Sales Channel

**Dependent values:** Values that cannot stand on their own

- Sales Amount
- Unit Cost
- Unit Price

### **Industry Type of Data**

Supermarket sales with the amount of sales generated.

### **Story of the Data**

The data talks about different products sold by a supermarket in different regions. It also highlights the progress of each sales person.

### **Stakeholders of the Project**

The Chief Executives

### **What success means to the Industry**

Success here is defined by how much revenue (Sales Amount) is generated, as revenue is considered as value for the company.

## **PRE-ANALYSIS**

- Best performing regions by sales amount generated
- Performance analysis of each sales rep by sales amount.
- Customer performance analysis based on sales amount.
- Payment method usage.
- Best performing products for the year.

### **Potential Insights**

We are to fine tune the best performing sales person. We can also fine tune the best region and look into more measures to gain more sales and more grounds over other competitors and ensure that the measures are kept in place by transferring salespeople in the region with great sales to regions with low sales to ensure the measures are enacted.

## **IN-ANALYSIS**

### **In Analysis Observation**

1. David performed best for the year while Charlie performed least for the year.
2. January had the best sale while February had the least sale.
3. Clothing sold the most for the year while food sold the least for the year.
4. The Northern region had the best sales for the year while the South had the least sales.
5. Credit card payment brought in the most sales for the year while cash brought in the least sale.

6. Returning customers brought in more sales than new customers.
7. Customers with the highest discount brought in the highest sales.

### **In-Analysis Insights**

1. David performed best for the year with a total sales amount of \$1,141,737.36 and as such, he should be taken to regions with low revenue.
2. Charlie performed the least for the year, so I recommend to the stakeholders that he be sent over for some training.
3. I recommend that we replicate measures enacted in January as the best month in other months with lower sales.
4. I recommend that food which had low sales be looked into, to ensure that the reason they don't sell is spoilage. I also recommend that clothing as the best product should always be in stock.
5. I recommend that the measures enacted in the north to ensure great sales should be enacted in the south with low sales to ensure great sales in the coming year.

### **POST ANALYSIS AND INSIGHTS**

#### **Sales Trend Over Time:**

- Sales peaked in January (~~₦~~495,420.37) and saw a decline in February (~~₦~~368,919.36), with a slight recovery in March (~~₦~~402,638.77).
- This suggests seasonal fluctuations, possibly influenced by post-holiday slowdowns or promotional activities.

#### **Sales by Region:**

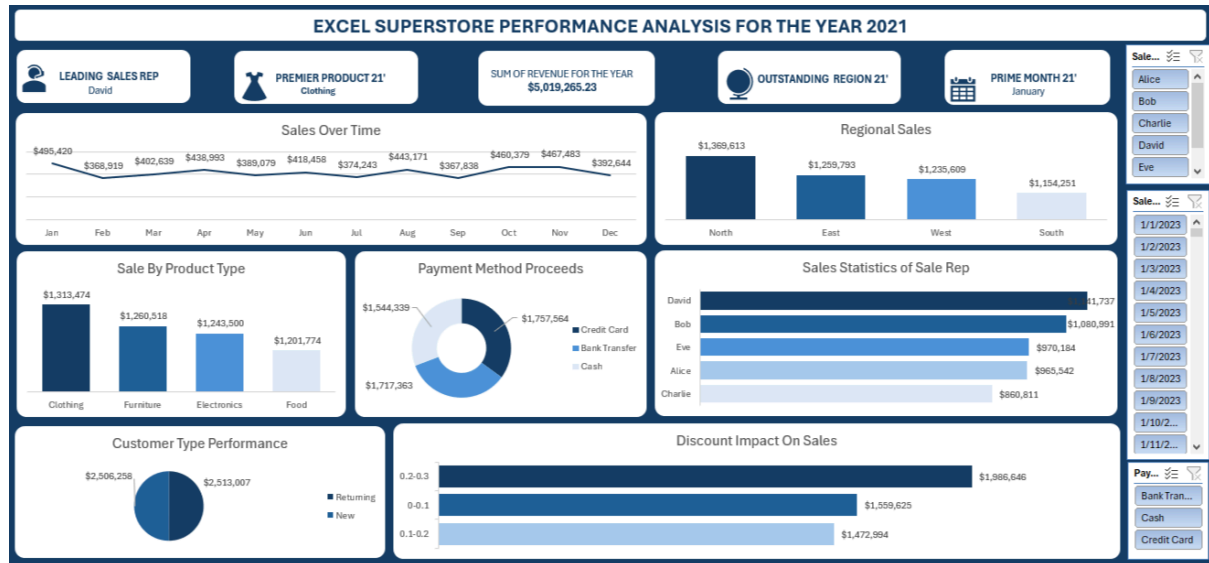
- The North region recorded the highest sales (~~₦~~1,369,612.51), followed by the East (~~₦~~1,259,792.93) and West (~~₦~~1,235,608.93).
- This indicates that the North might have a larger market or better-performing sales representatives.

#### **Sales by Product Category:**

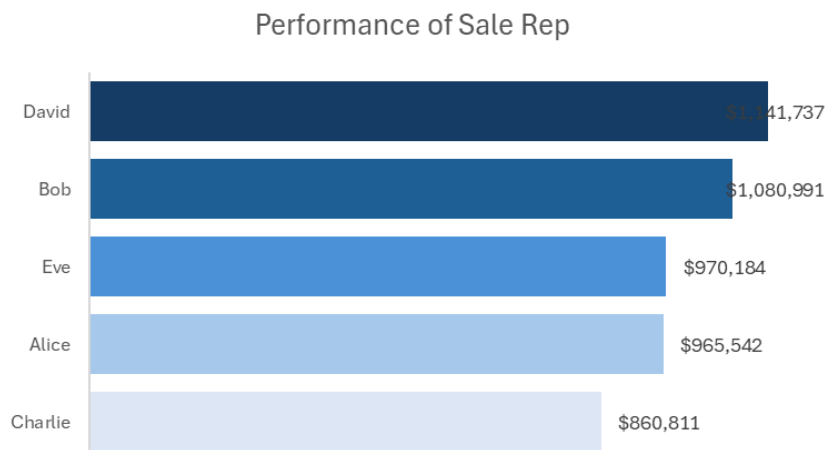
- Clothing was the best-selling category (~~₦~~1,313,474.36), followed by Furniture (~~₦~~1,260,517.69) and Electronics (~~₦~~1,243,499.64).
- This suggests a diverse demand but highlights that clothing products drive the most revenue.

# DATA VISUALIZATION AND CHARTS

## Dashboard

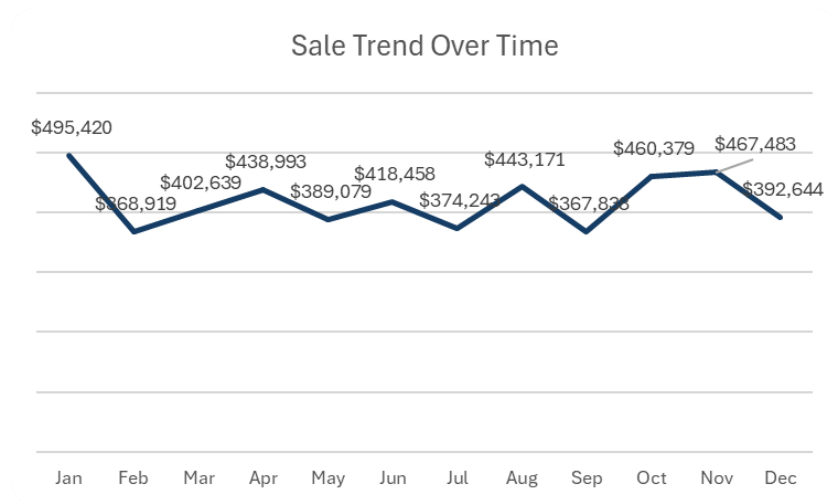


## Sales Performance Sales Rep



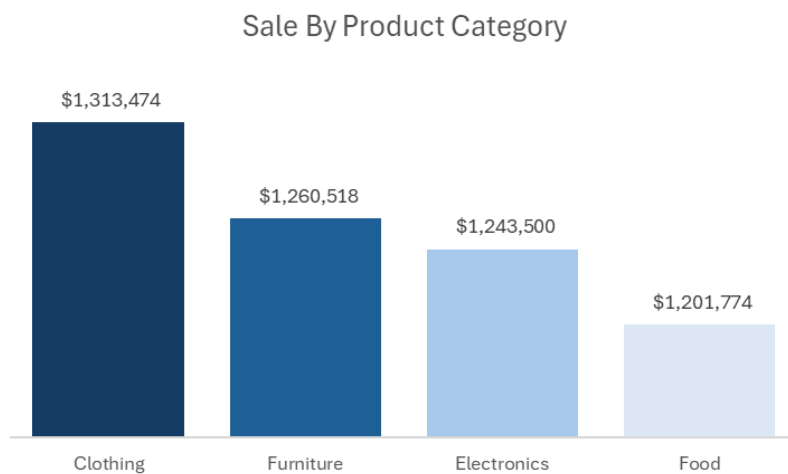
- David performed best for the year while Charlie performed least for the year.
- David performed best for the year with a total sales amount of \$1,141,737.36 and as such , he should be taken to regions with low revenue.

## Sales Trend Report



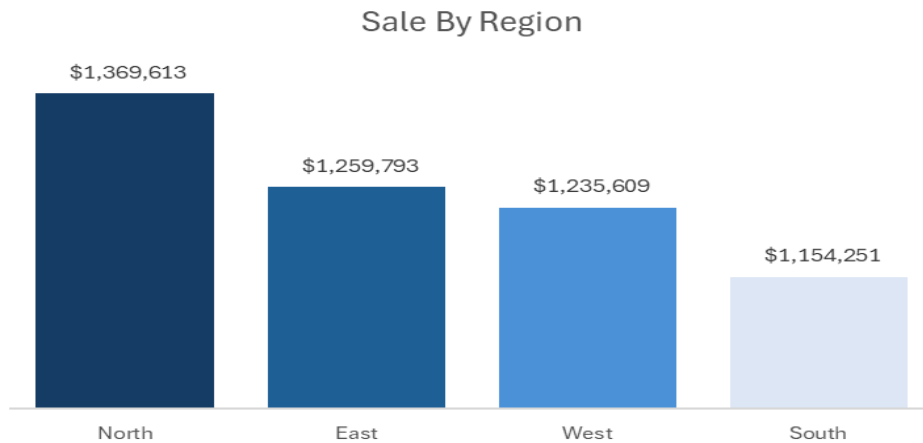
January had the best sales with \$495,420 in sales while February had the least sales with \$268,919 in sales.

### Sales by Product Category



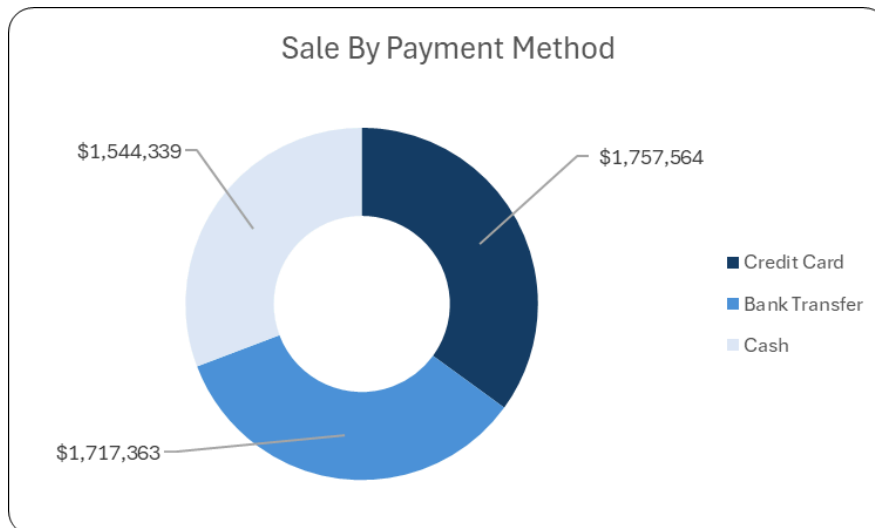
Clothing sold the most for the year with \$1,313,474 in sales while food sold the least with \$1,201,774 for the year.

### Sales by Region



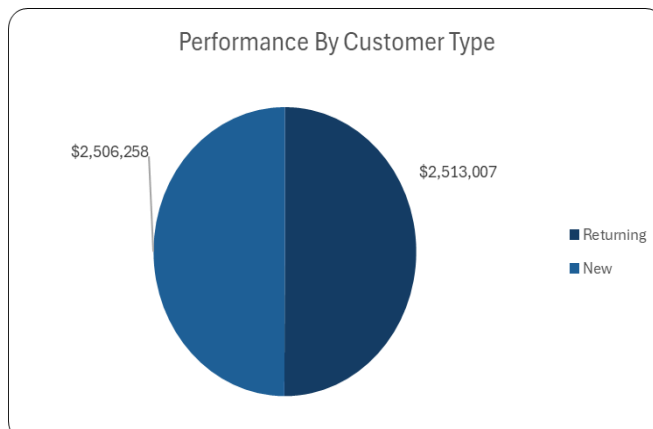
The Northern region had the best sales for the year ( \$1,369,613),while the South had the least sales ( \$1,154,251).

### Sales by Payment Method



Credit card payment brought in the most sales for the year ( \$1,757,564 while cash brought in the least sales (\$1,544,339).

### Customer Type Performance



Returning customers brought in more sales than new customers. \$2,513,007 and \$2,506,258 respectively.

## **OBSERVATION**

### **Sales Rep**

1. Alice had a moderately low sale from January to October, she had her highest sales in November. She sold electronics, furniture with her highest being in electronics. She sold mainly to the east. She had a total sales amount of \$965,541.77.
2. Bob had moderately high and low sales with his highest sales in August, he had a total sale of \$1,080,990.63.
3. Charlie had relatively low sales for the year ,although he had high sales in January, April and September. His total sales for the year is \$860,811.48. He performed the least for the year.
4. David had the best sales for the year especially in October. He had a total sale of \$1,141,737.36. He sold mainly to the South.
5. Eve had a total sales amount of \$970,183.99, her sales report had some highs and lows. She sold mainly to the north.

### **Payment Methods**

Bank transfers and cash were widely used but most customers used credit cards.

### **Sales By Region**

1. The East bought the most products in January, March and November. They bought products worth \$1,259,792.
2. The North bought more furniture than other products. They bought products worth \$1,369,612.51.
3. The South bought the least products worth \$1,154,250.26 They bought more food than other products, returning customers bought more in the south.
4. The west bought more food. There were mainly returning customers. They bought products worth \$1,235,608.93.

### **Product Category**

1. Clothing sold the most for the year with total sales of \$1,313,474.36. They were mainly sold to the north.They purchased more by new customers.
2. Electronic had a total sale of \$1,243,499.64. They were purchased more by new customers.
3. Food had a total sale of \$1,201,773.54, they brought in the least sales.
4. Furniture had high sales in January and June, total sales for the year being \$1,260,517.69. Purchased mainly by returning customers.

## **RECOMMENDATION**

### **Sales Rep**

I recommend that the top sales rep David be awarded best sales rep for the year and he should be encouraged to train other sales reps to ensure great sales in the



coming year. Charlie should be made to go for more training for his low sales turn out.

### **Payment Method**

I recommend the most widely used mode of payment credit card should be encouraged as it brings about more revenue.

### **Sales By Region**

I recommend that the measures taken in the north to ensure great sales should be enacted in the south with low sales and that the sales rep for the north responsible for the sales be taken to the south to ensure that the measures are properly enacted in the coming year.

### **Product Category**

I recommend that clothing which sold very well for the year be looked into and ensure it doesn't deplete and always in stock. Food which had low sales be looked into, to ensure that the reason they don't sell is spoilage.

## **CONCLUSION**

Sales performance shows that a few top sales reps are driving most of the revenue. Over time, sales peaked early in the year but dipped before picking up again. Clothing, furniture, and electronics are the best-selling product categories. The northern region leads in sales, but other regions are not far behind. Customers prefer credit cards and bank transfers over cash. Returning customers slightly outspend new ones, indicating good retention. Discounts between 20-30% seem to generate the highest sales, showing that strategic discounting works. Overall, focusing on top products, optimizing regional strategies, and leveraging targeted discounts could boost revenue further.

