Sales Performance Analysis – Report

Name: Manish Kumar

Role: Data Analyst Intern

Organization: Alfido Tech

Tools: Python, Power BI

Executive Summary

This project analyzes sales performance using the Superstore dataset to identify trends, category performance, and top-performing products. The analysis was conducted using Python for data exploration and Power BI for dashboard visualization. The objective was to evaluate sales behavior across time, product categories, and regions, and to derive actionable business insights.

Dataset & Tools

- **Dataset:** Superstore Sales (Kaggle)
- **Period Covered:** 2015–2018
- **Tools Used:**
  - Python (Jupyter Notebook) for data cleaning, EDA, and KPI calculations
  - Power BI for interactive dashboard and visual analysis

Key KPIs

- **Total Sales:** Overall revenue generated
- **Total Orders:** Number of unique customer orders
- **Average Sales per Order:** Revenue efficiency per order

Key Insights

- Sales show a **consistent upward trend**, with stronger performance in later years.
- **Seasonality is evident**, with peak sales during year-end months (November–December).
- The **Technology category** contributes the highest share of total sales.
- Sub-categories such as **Binders and Copiers** are major revenue drivers.

- A **small number of products account for a large portion of total sales**, indicating high product concentration.

Dashboard Overview

An interactive Power BI dashboard was developed featuring:

- KPI cards for Sales, Orders, and Average Sales per Order
- Monthly Sales Trend line chart
- Sales by Category and Sub-Category bar charts
- Top 10 Products by Sales visualization
- Filters for Year, Region, and Category

Business Recommendations

1. Prioritize high-performing categories, especially Technology, to maximize revenue.
2. Leverage seasonal demand with targeted promotions during peak months.
3. Focus inventory and marketing efforts on top-selling products.
4. Use product bundling strategies to increase average order value.
5. Apply trend insights for data-driven sales planning and forecasting.

Conclusion

This analysis provides a clear understanding of sales performance, customer demand patterns, and key revenue drivers. The combined use of Python and Power BI ensures both analytical depth and executive-level visibility, supporting informed business decision-making.