

A blurred background photograph of a person from behind, wearing a light-colored trench coat and carrying several shopping bags, walking through what appears to be a supermarket or grocery store aisle.

# SALES PERFORMANCE ANALYTICS

Marlion Malvin Chu

# Profile

## Marlion Malvin Chu

Data Enthusiast



I'm a second-year student at Bina Nusantara University, majoring in Information Systems. Currently, I'm focused on mastering data analysis, modeling, and management to transform complex information into actionable insights. In the future, I'm committed to becoming a data expert capable of driving innovation and efficiency through strategic data utilization.



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# TOOLS



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**Tableau**



**Microsof SQL Server**

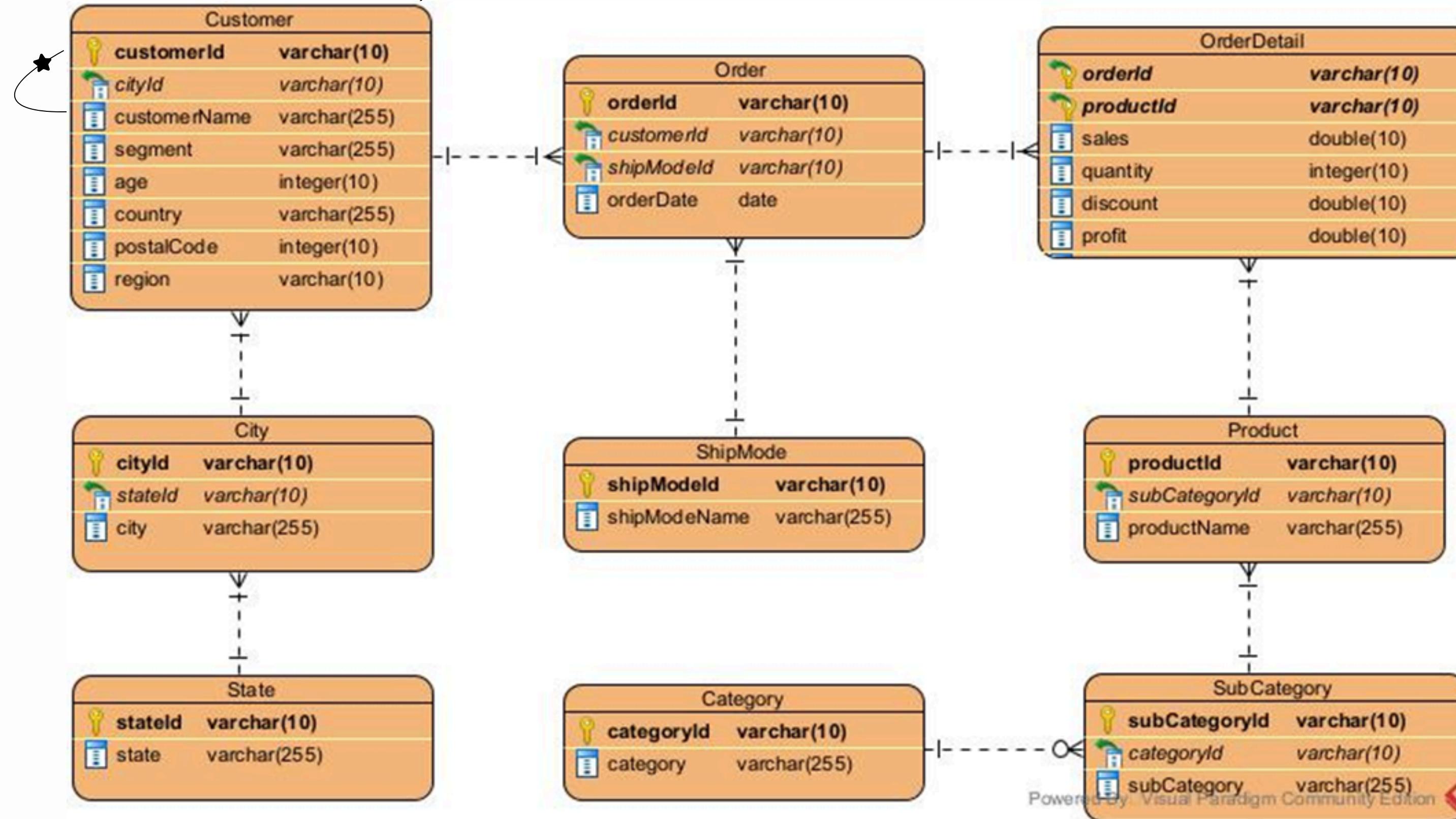
# DATASET BACKGROUND

The dataset is a retail company that is based in the United States of America (USA), which focuses on selling three product categories: technology, furniture, and office supplies.

The Company operations span **4 regions (East, South, West, North)** and **252 cities** across the USA.



# ENTITY RELATIONSHIP DIAGRAM



# TABLES

## CUSTOMER

COLUMN	DATA TYPE	DESCRIPTION
CUSTOMERID	VARCHAR	ID OF THE CUSTOMER
CUSTOMERNAME	VARCHAR	NAME OF THE CUSTOMER
SEGMENT	VARCHAR	SEGMENT OF EACH CUSTOMER
AGE	INT	AGE OF THE CUSTOMER
COUNTRY	VARCHAR	COUNTRY OF THE STORE LOCATION
CITYID	VARCHAR	ID OF THE CITY
POSTALCODE	VARCHAR	POSTAL CODE OF THE CITY
REGION	VARCHAR	REGION OF THE STORE LOCATION

## CITY

COLUMN	DATA TYPE	DESCRIPTION
CITYID	VARCHAR	ID OF THE CITY
CITY	VARCHAR	NAME OF THE CITY
STATEID	VARCHAR	ID OF THE STATE

## STATE

COLUMN	DATA TYPE	DESCRIPTION
STATEID	VARCHAR	ID OF THE STATE
STATE	VARCHAR	ID OF THE STATE

# TABLES

## PRODUCT

COLUMN	DATA TYPE	DESCRIPTION
PRODUCTID	VARCHAR	ID OF THE PRODUCT
PRODUCTNAME	VARCHAR	NAME OF THE PRODUCT
SUBCATEGORYID	VARCHAR	ID OF THE PRODUCT SUB CATEGORY

## CATEGORY

COLUMN	DATA TYPE	DESCRIPTION
CATEGORYID	VARCHAR	ID OF THE CATEGORY
CATEGORY	VARCHAR	CATEGORY OF THE PRODUCT

## ORDERS

## SUBCATEGORY

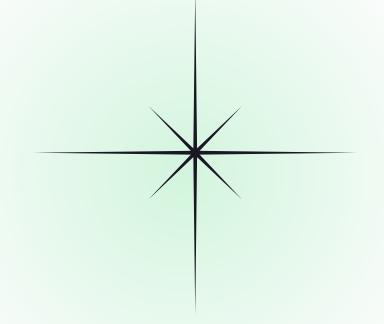
COLUMN	DATA TYPE	DESCRIPTION
SUBCATEGORYID	VARCHAR	ID OF THE PRODUCT SUB CATEGORY
SUBCATEGORY	VARCHAR	SUB CATEGORY OF THE PRODUCT
CATEGORYID	VARCHAR	ID OF THE CATEGORY

COLUMN	DATA TYPE	DESCRIPTION
ORDERID	VARCHAR	ID OF THE TRANSACTION
ORDERDATE	VARCHAR	THE DATE THE ORDER WAS MADE
SHIPMODEID	VARCHAR	ID OF THE SHIP MODE
CUSTOMERID	VARCHAR	ID OF THE CUSTOMER

# TABLES

## ORDERDETAIL

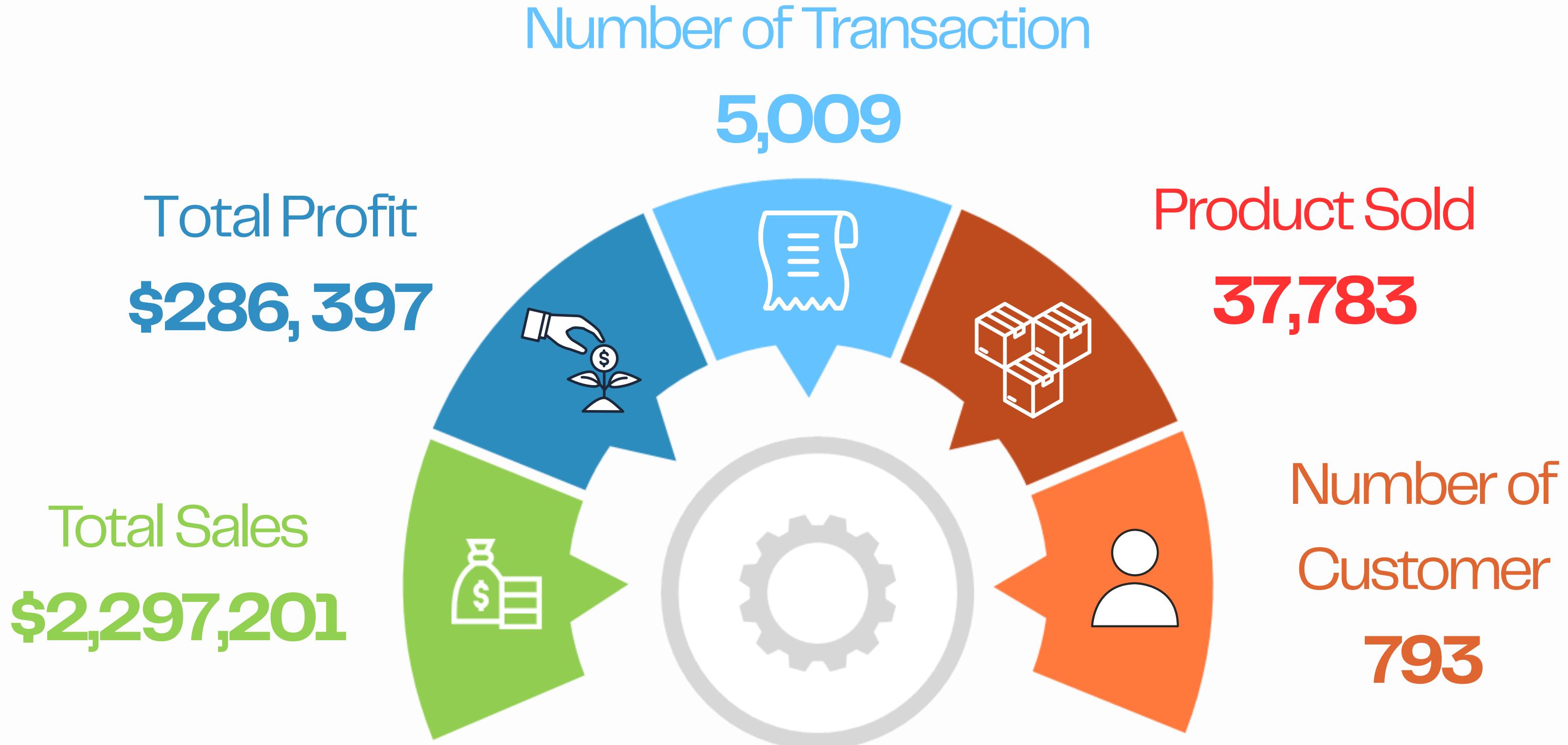
COLUMN	DATA TYPE	DESCRIPTION
ORDERID	VARCHAR	ID OF THE TRANSACTION
PRODUCTID	VARCHAR	ID OF THE PRODUCT
SALES	VARCHAR	THE TOTAL MONETARY VALUE OF THE SALE FOR THAT ITEM.
QUANTITY	INT	THE NUMBER OF UNITS OF THE PRODUCT SOLD.
DISCOUNT	VARCHAR	THE DISCOUNT VALUE THAT APPLIED TO THE PRODUCT SALE.
PROFIT	VARCHAR	THE TOTAL PROFIT EARNED FROM THE SALE OF THE ITEM.



# OBJECTIVE

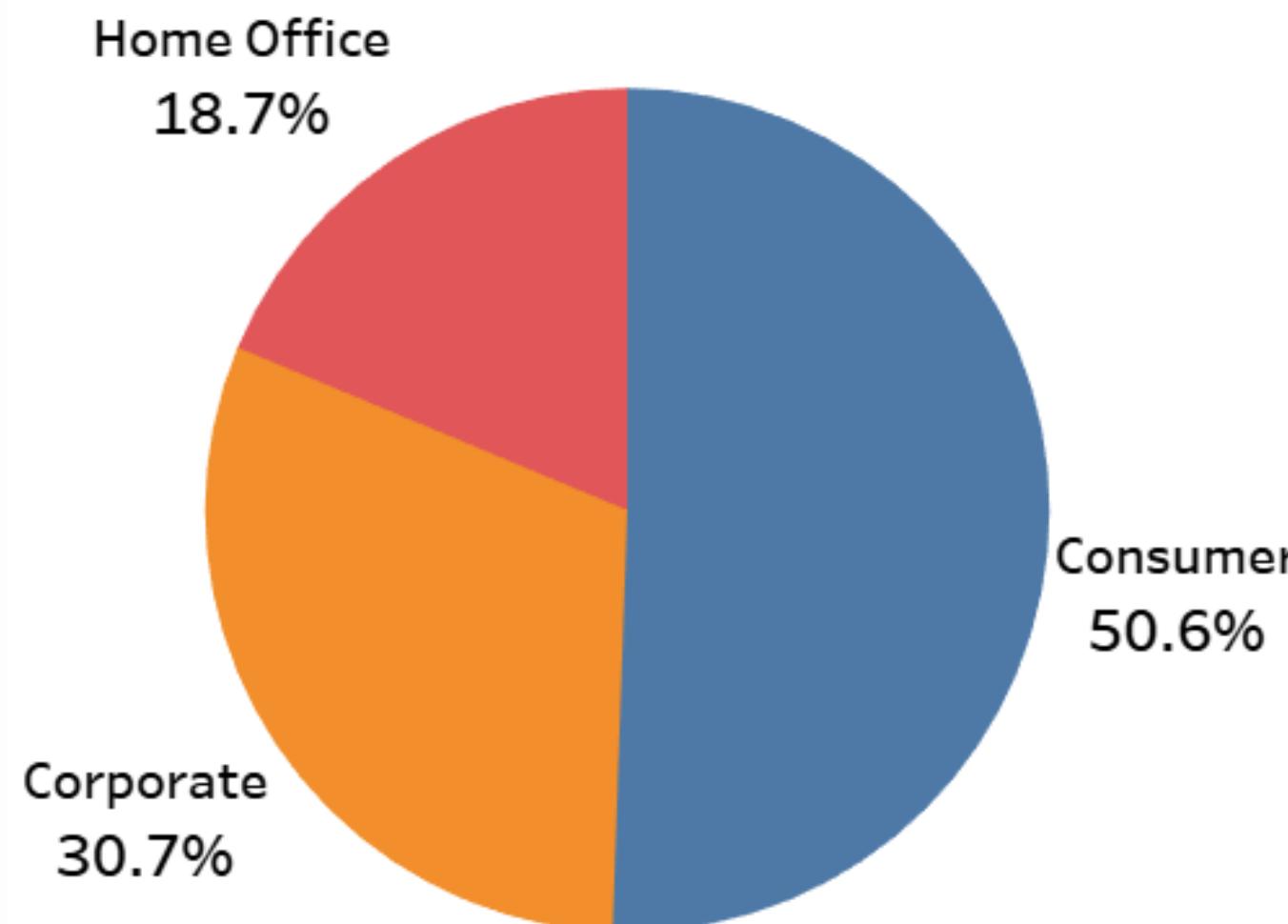
"We aim to conduct a comprehensive analysis of the Company's sales performance over the period from 2014 to 2017. This analysis will focus on identifying key trends in revenue, profit, customer acquisition, product performance, and category contribution. By examining both year-over-year changes and overall growth patterns, we hope to gain deeper insights into the factors that have influenced the company's performance both positively and negatively throughout this four-year span."

# SALES OVERVIEW



# SALES OVERVIEW

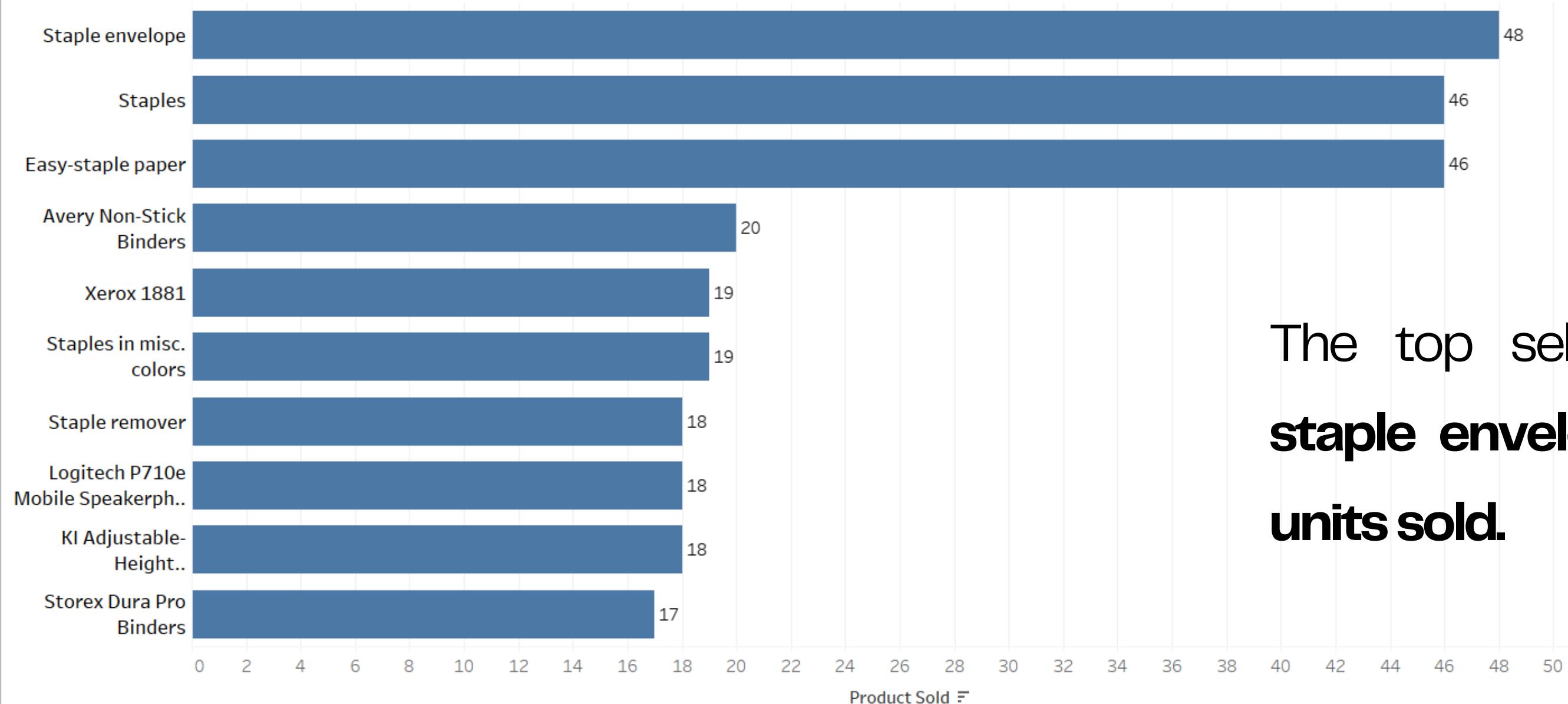
## Customer Segmentation Percentage



This chart shows the distribution of sales by customer segment. It's shown that the **Consumer segment is the most dominant**, with **50.6%**, or more than half the total, followed by the **Corporate segment (30.7%)** and the **Home Office segment (18.7%)**.

# SALES OVERVIEW

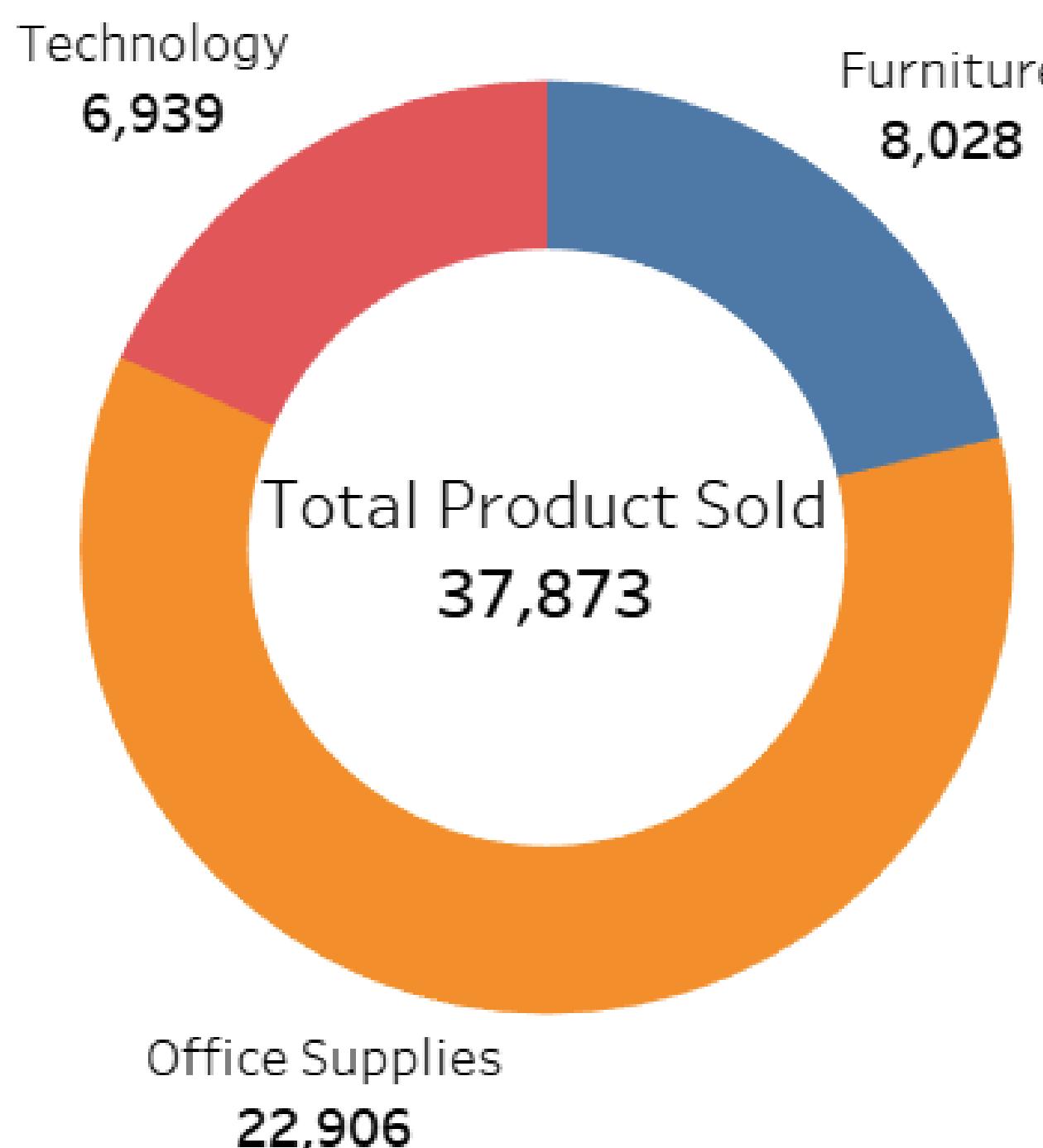
## Top 10 Product



The top selling product sold was  
**staple envelopes** with a total of **48**  
**units sold.**

# SALES OVERVIEW

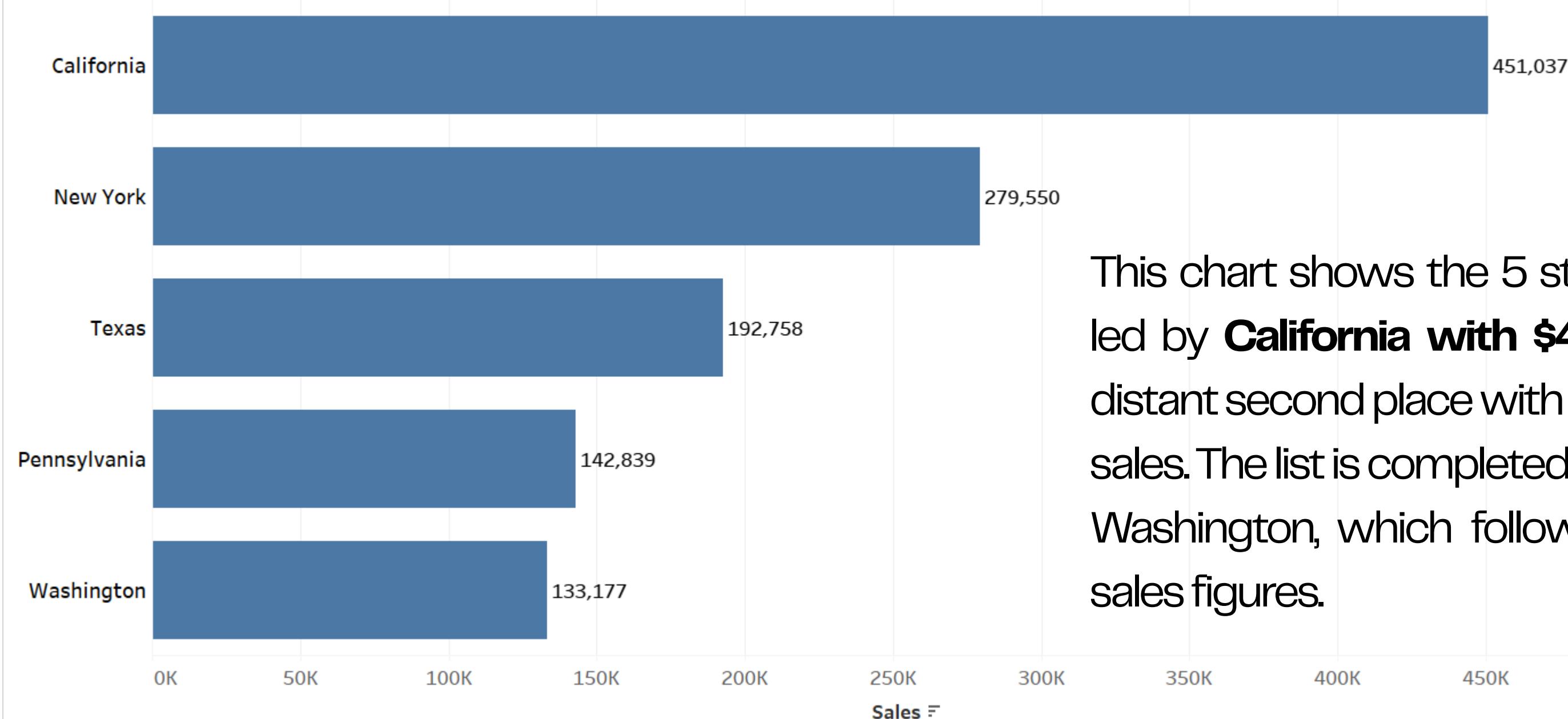
## Total Products Sold by Category



This chart shows that the sales volume is dominated by **office supplies with 22,906 products**, which more than half of the total products sold. Meanwhile, other categories, Technology and Furniture, lag significantly behind. This highlights that the business is firmly rooted in the Office Supplies category.

# SALES OVERVIEW

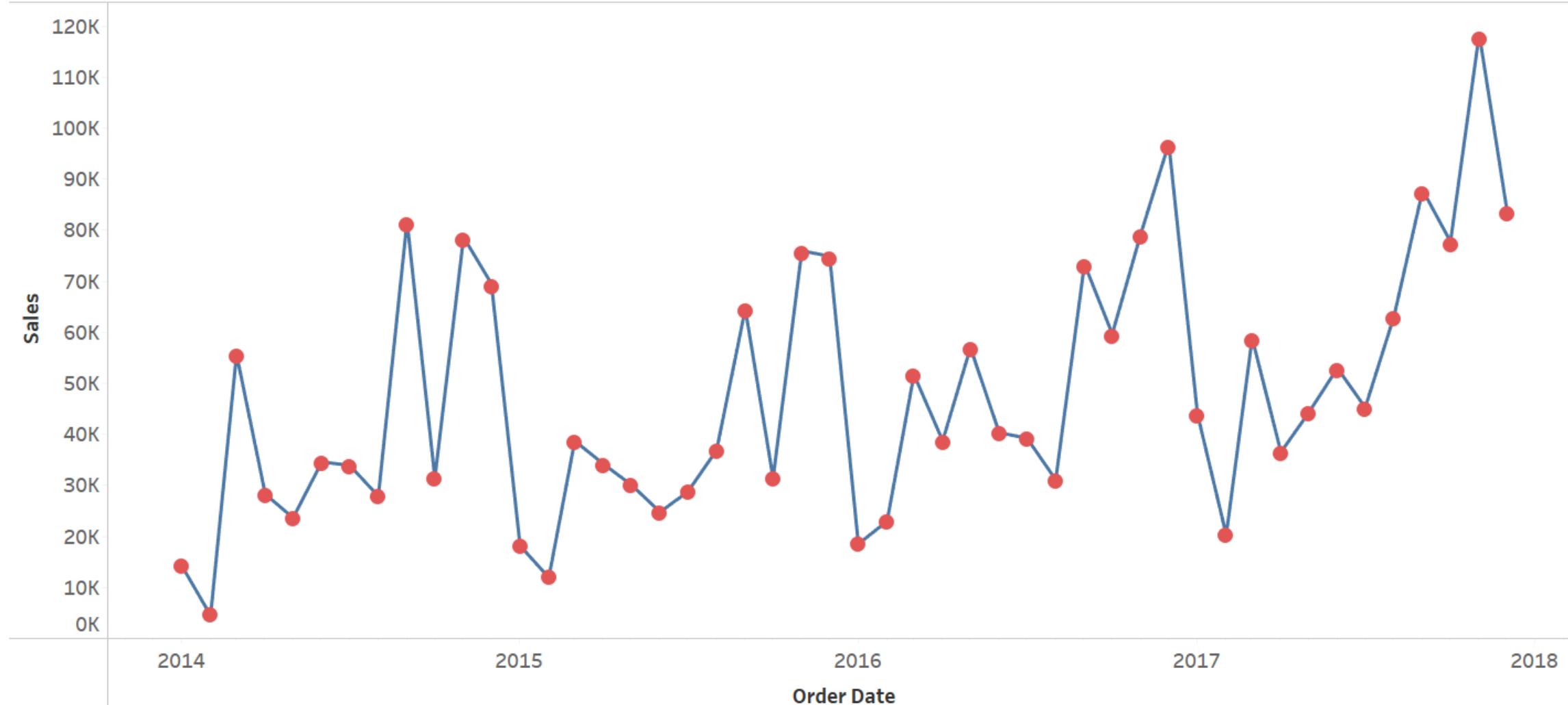
## Top 5 State by Sales



This chart shows the 5 states with the largest sales, led by **California with \$451,037**. New York is in a distant second place with approximately \$280,000 in sales. The list is completed by Texas, Pennsylvania, and Washington, which follow with progressively lower sales figures.

# SALES OVERVIEW

Sales Trend Lines (2013 - 2017)



The graph shows the sales trend from **2013 to 2017**. Overall, the graph indicates a positive long-term growth trend, with sales generally increasing year after year. However, there is a very strong and consistent seasonal pattern, with sales peaking at the end of each year, followed by a sharp decline at the beginning of the following year.

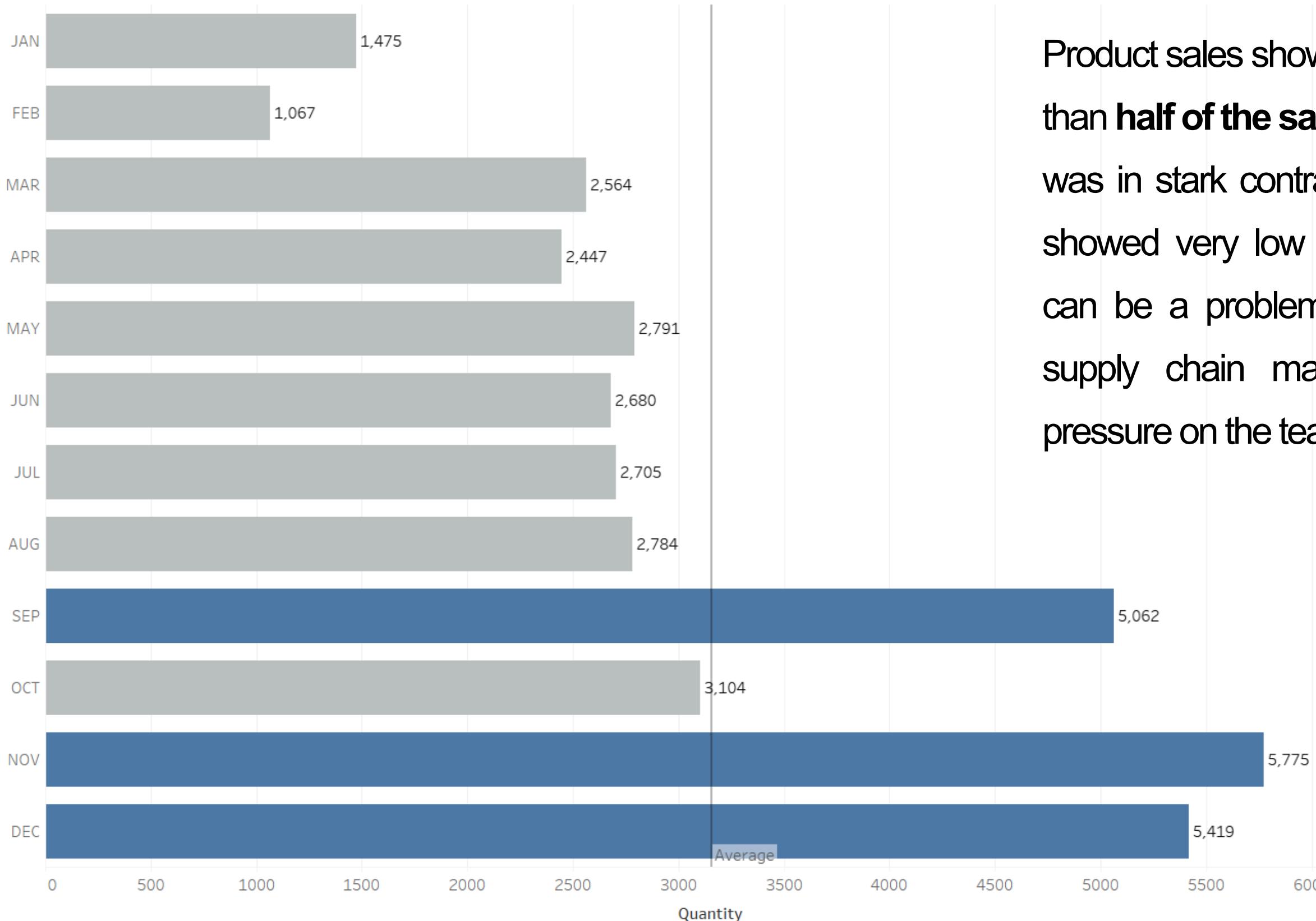
# DASHBOARD



[Link Dashboard](#)

# FINDINGS

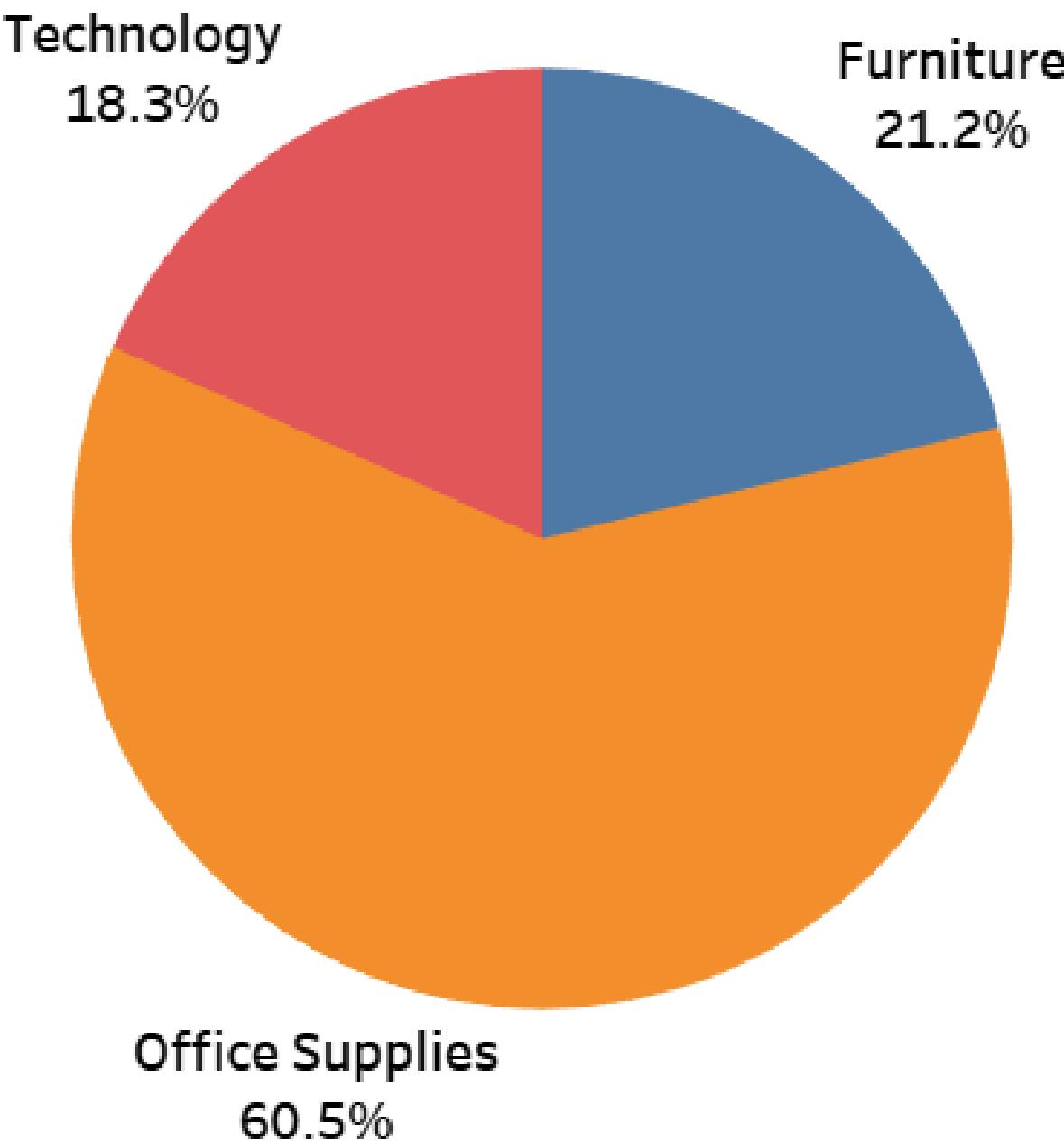
51% of the product sold was made in the last 4 months



Product sales showed a very unbalanced pattern, with more than **half of the sales occurring in the last 4 months**. This was in stark contrast to the beginning of the month which showed very low product sales volumes. This imbalance can be a problem resulting in inefficiencies in stock and supply chain management, as well as placing huge pressure on the team during peak periods.

# FINDINGS

## Total Products Sold by Category



This graph shows that product sales are dominated by a single category, **office supplies**, which contributed more than half of total sales, **60 percent**. This indicates an imbalance and dependency that could potentially lead to future problems of the growth and profit potential of other categories.

# RECOMMENDATIONS

01

Optimize supply management to ensure optimal stock levels, minimizing stock-outs and maximizing sales opportunities during Q4.

02

Conduct themed campaigns such as twin dates, mid-year sales to attract customers during quiet periods.

03

Create a marketing campaign that focuses on promoting the Furniture and Technology product categories.

04

Offer a bundling offer that contains a combination of products from all three categories at a special price.

05

Offer exclusive rewards or points to customers who purchase in Q1 to encourage off-peak season transactions.

**THANK YOU**