

Sales Store In the US

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About Dataset

This dataset contains historical sales data from a **retail furniture and office supplies store in the U.S.** It includes detailed information on products, customers, regions, and order performance.

The goal is to uncover patterns in:

- Sales and profit trends
- Customer segments and behaviors
- Regional performance differences



Menna El-Khateeb



[Link Dataset](#)



Clean Data

- **Check for duplicates**

The dataset was scanned and cleaned of any duplicate rows to maintain accuracy.

- **Apply filtering**

Filtering was used to explore the data and understand key patterns and structure before analysis.

- **Fix date issues (Power BI)**

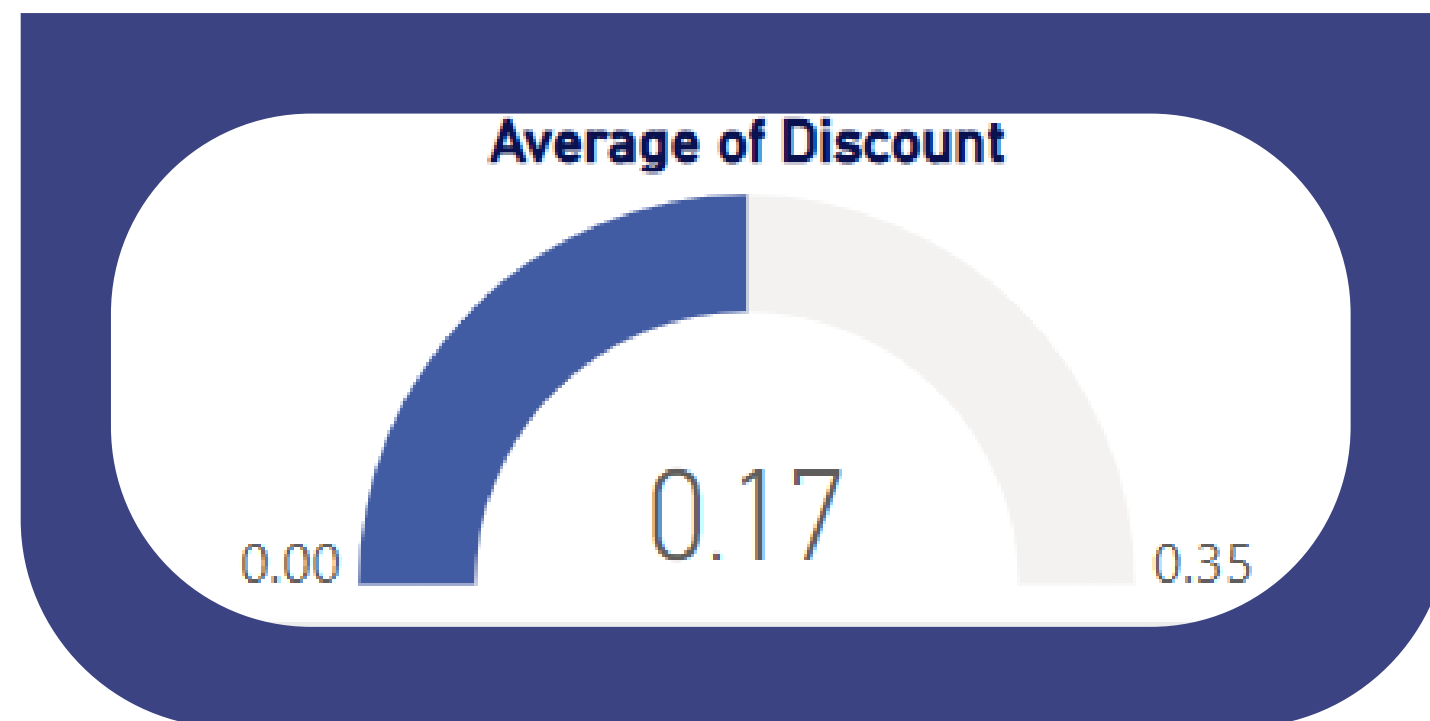
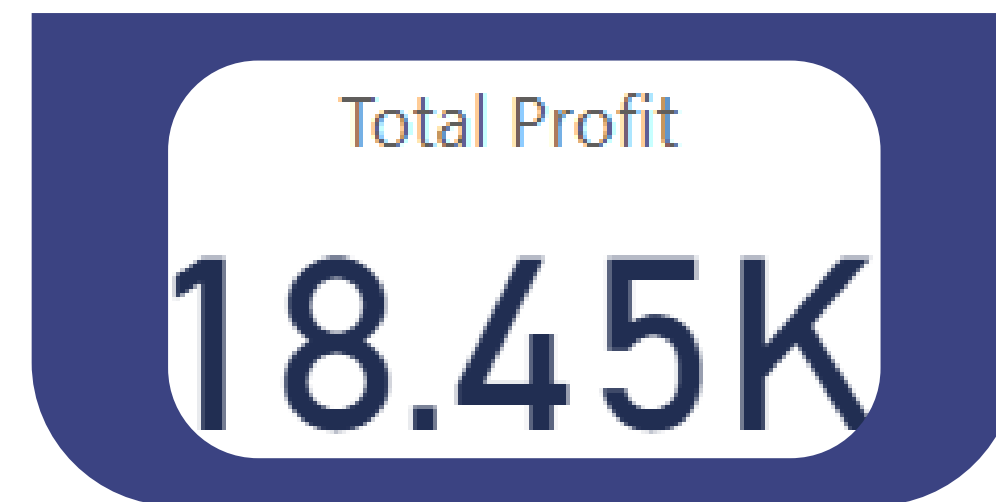
There was an issue with the date format in the dataset; some dates were not in the local format. I used Power BI's date transformation tools to convert the dates to the correct local format, ensuring consistency and preventing any issues in time-related analysis.



Think

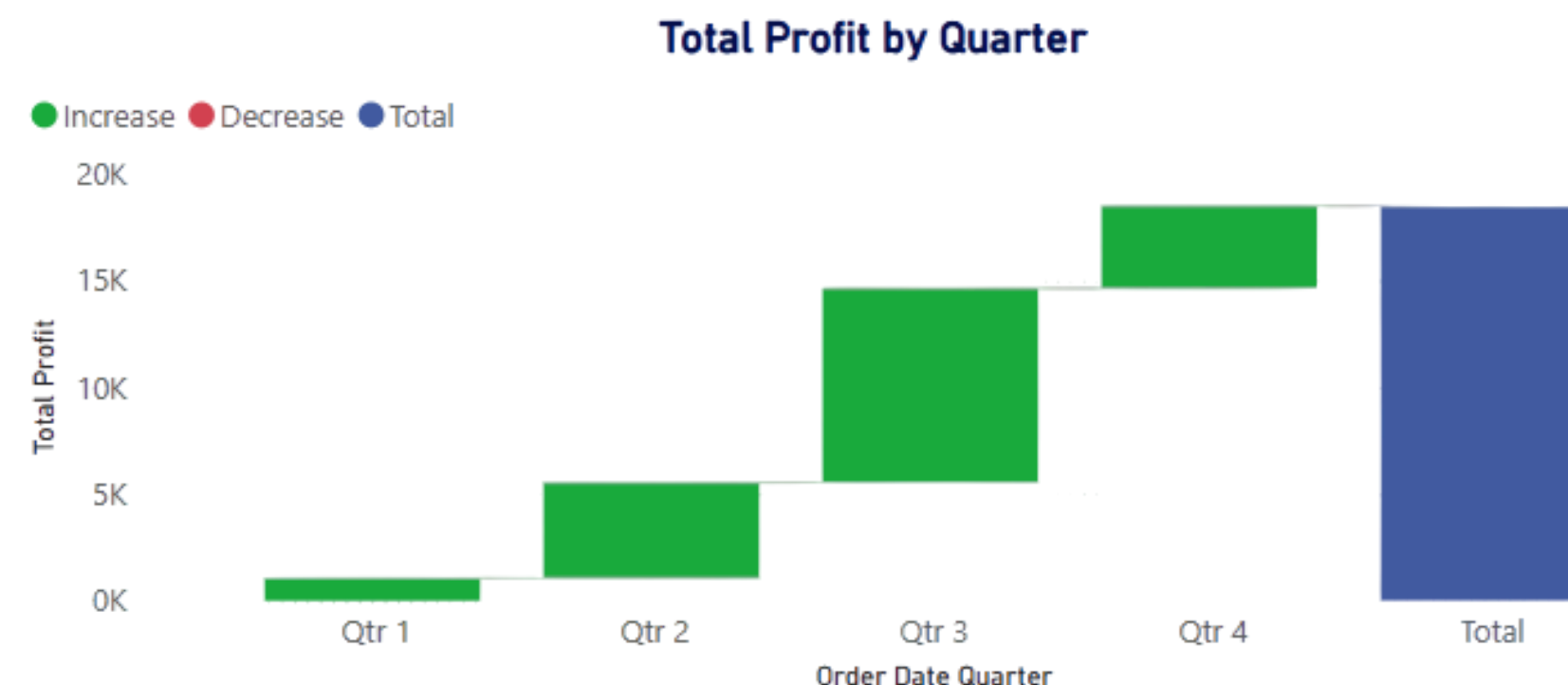
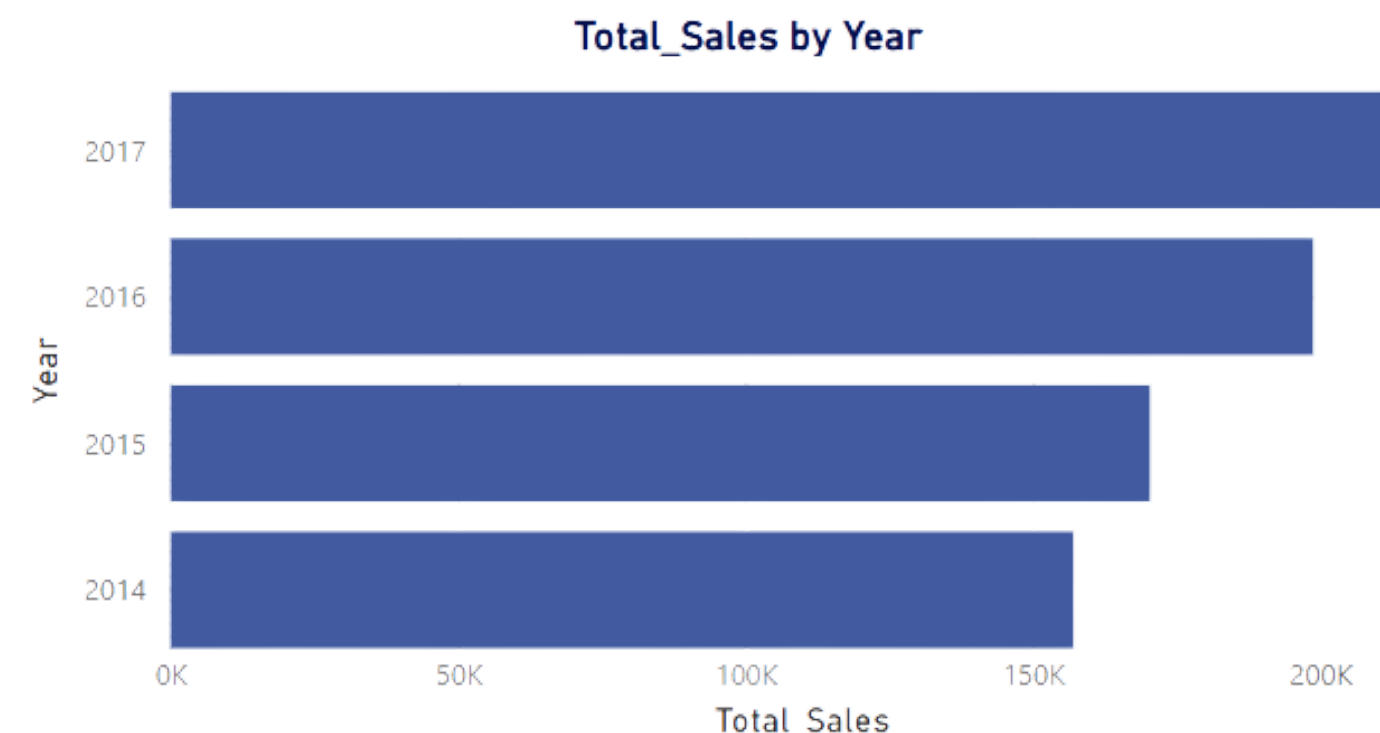
How can sales data reveal the best times, categories, and products that generate the highest profits? And how can we optimize shipping strategies and customer interactions to achieve better results?





✓ Sales trend on years

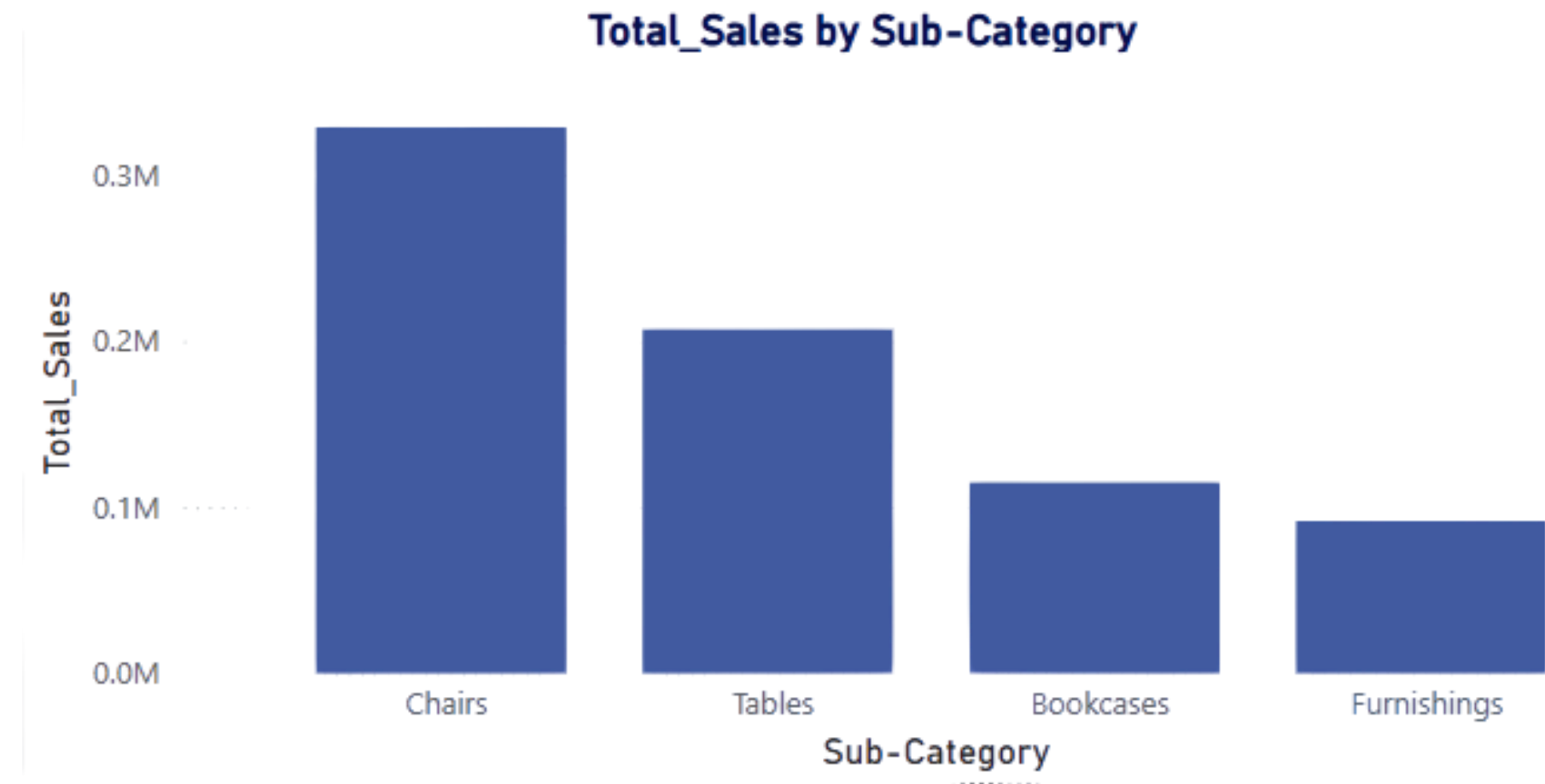
- The upward trend in sales across the four-year period suggests positive business growth and possibly reflects improved strategies in marketing, customer retention, and product offerings.
- The **third** quarter recorded the highest profit, which could be linked to the back-to-school season. During this time, families and possibly educational institutions may increase their demand for office furniture and supplies.



✓ Highest Selling Items

Chairs recorded the highest sales among all product categories, with **tables** coming in second. This trend reflects a strong and consistent demand for core workspace furniture.

Chairs are not only the top-selling category but also the most frequently repurchased product by customers indicating strong customer satisfaction and repeated demand. The most sold individual item is the 'Task Chairs for big and tall', which accounts for **2.95%** of total sales.



Top 3 Categories (Repeat Customers)

🏆 **Chairs** 🥈 **Tables** 🥉 **Bookcases**

Top Product Name and Sales Percentage

HON 5400 Series Task Chairs for Big and Tall → 2.95%

Number of Orders

2K

Number of Customers

707

Count of City

371

Top City by Sales

New York City

Multiple Purchases

Some customers purchased more than once 

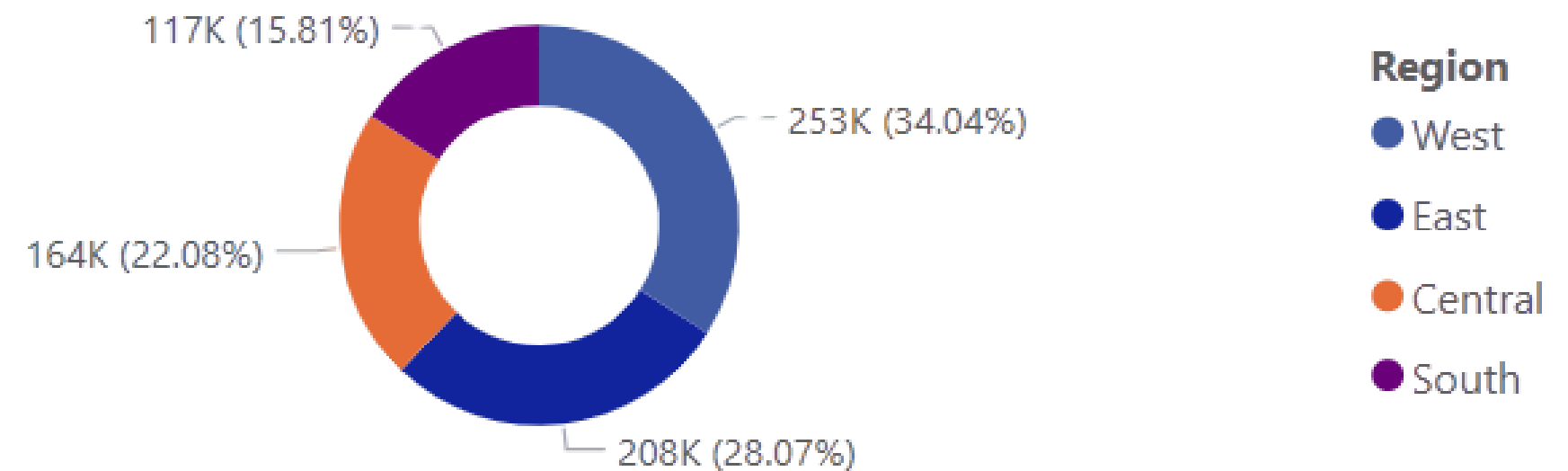


✓ Top Performing Regions and Customer Segments

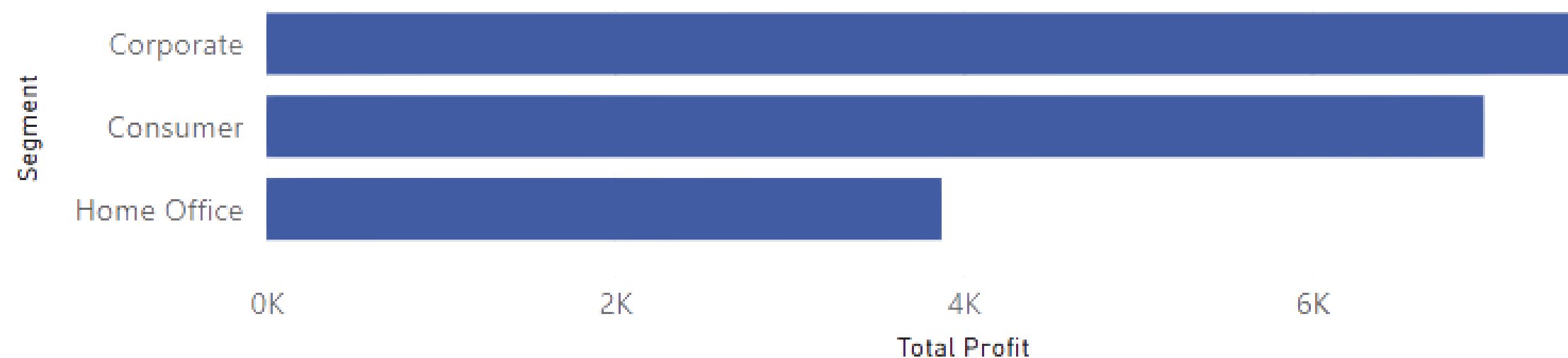
The **Western region** recorded the highest sales, contributing **34.04%** of total sales. This could be attributed to a higher population concentration, greater demand for office furniture, or possibly a higher number of institutions such as schools and offices in that area.

Corporate customers generated the **highest profits** among all customer segments. This may be due to larger order sizes, frequent bulk purchases, and a higher budget for office related expenses, which leads to more consistent and profitable transactions.

Total_Sales by Region



Total Profit by Segment

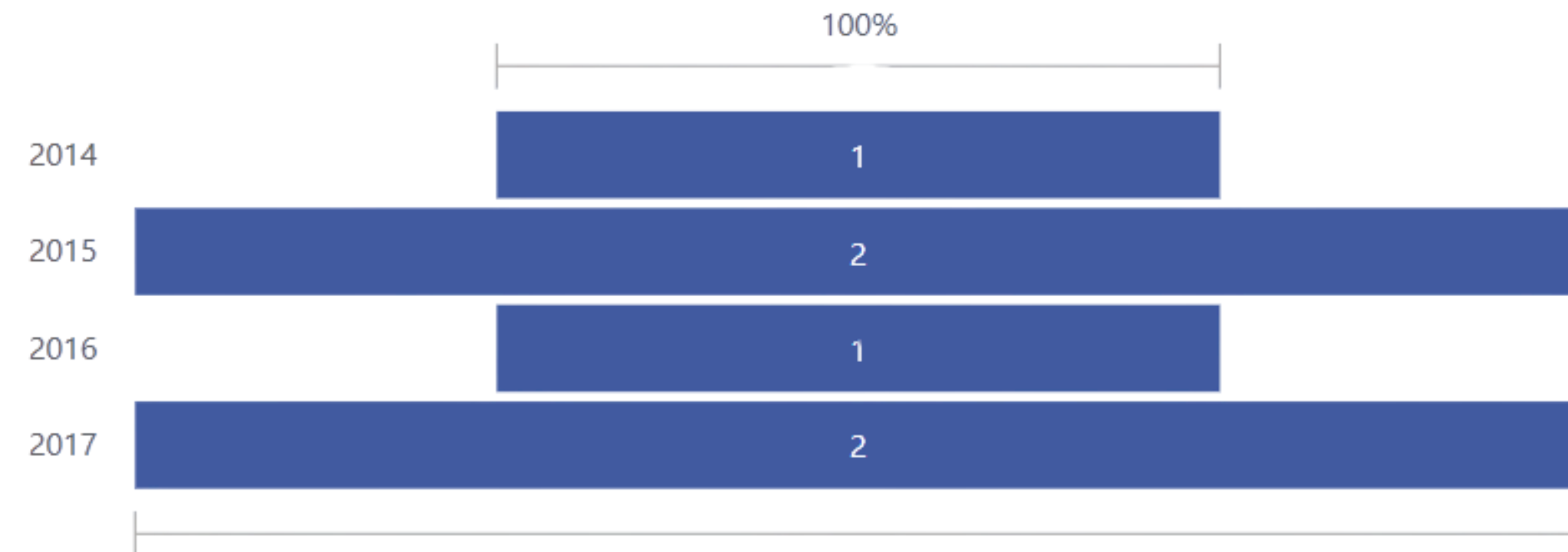


✓ Shipping Insights: Speed and Method Trends

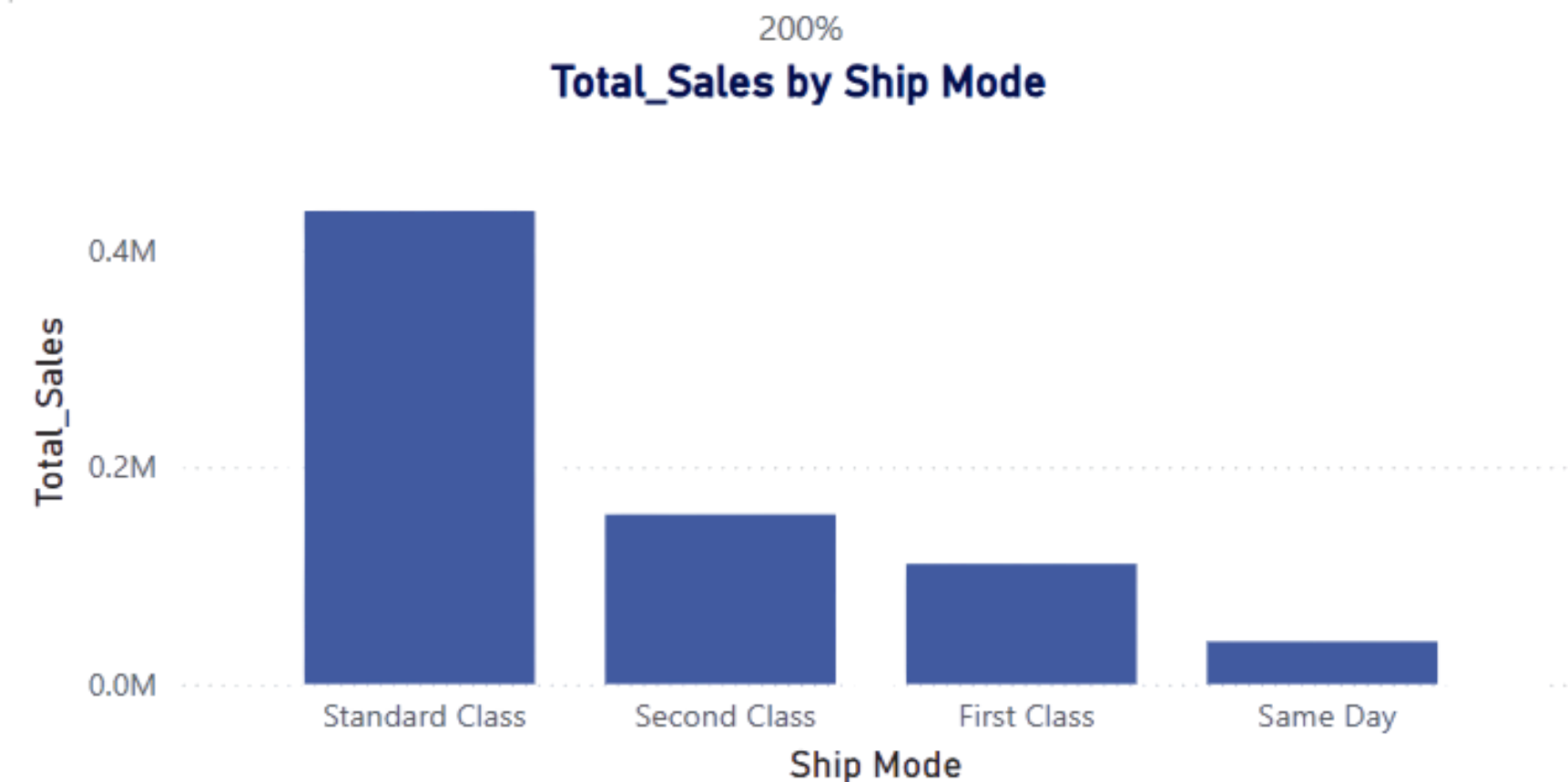
Throughout the four-year period, the shipping process consistently maintained a **1–2** day gap between order and delivery, reflecting stable and efficient logistics operations.

Standard Class is the most commonly used shipping mode, indicating customer preference for a balance between delivery speed and cost.

Shipping Delay by Year



Total_Sales by Ship Mode



✓ Insights

- **Consistent Sales Growth:**

Sales have increased steadily over the four years, indicating positive business performance.

- **Top-Selling Category:**

Chairs are the highest-selling product category, followed by tables, reflecting strong demand for office furniture.

- **Best-Selling Product:**

The "Big Chair" is the best-selling individual product, representing 2.95% of total sales.

- **Repeat Customers:**

Many customers made multiple purchases, which shows strong customer loyalty and satisfaction.

- **Top Region & City:**

The Western region leads in sales (34.04%), and New York is the top-performing city.

- **Leading Customer Segment:**

The Corporate segment generated the highest profit, likely due to larger, recurring orders.

- **Efficient Shipping:**

Most orders are shipped within 1–2 days, indicating effective logistics and customer service.

- **Preferred Shipping Mode:**

Standard Class is the most used shipping method, suggesting a customer preference for balanced cost and speed.

✓ Recommendations

- **Double Down on High-Performing Regions:**

Invest more in marketing and logistics in the Western region and New York. Since these areas already generate the highest sales, focusing efforts here can yield higher ROI, strengthen brand loyalty, and expand market dominance.

- **Tap into Low-Performing Areas:**

Explore untapped or underperforming regions with targeted marketing strategies to unlock new growth opportunities.

- **Strengthen Corporate Relationships:**

Offer loyalty programs or volume-based discounts to Corporate clients to retain this profitable segment.

- **Expand Popular Product Lines:**

Introduce new variations of top-selling products like chairs to meet increasing demand and customer interest.

- **Encourage Repeat Purchases:**

Use email campaigns, targeted promotions, or personalized offers to re-engage existing customers and boost retention.

- **Maintain Shipping Speed:**

Continue optimizing logistics to preserve the 1–2 day delivery time that enhances customer satisfaction.

- **Analyze Consumer Preferences:**

Understand why Standard Class is the preferred shipping method and ensure it remains cost-effective and reliable.

THANK YOU



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Power BI