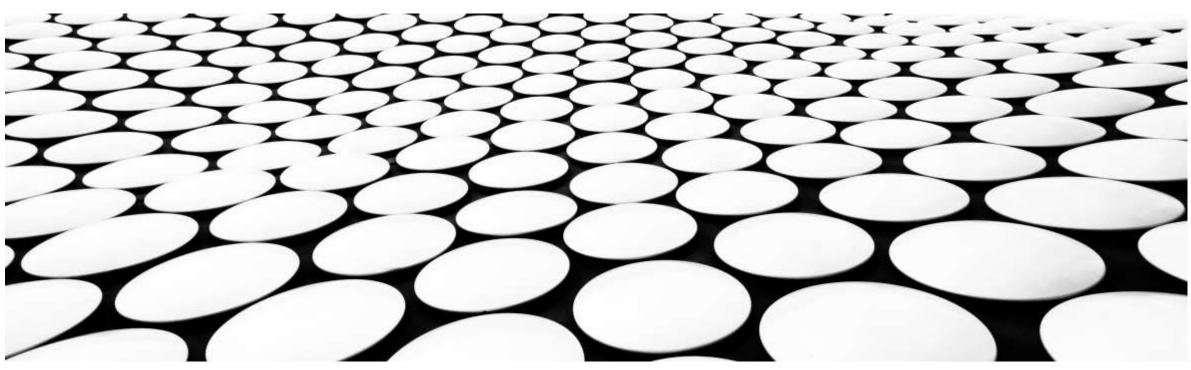
# **UNVEILING SUPERSTORE SALES SECRETS**



# MOKHIT KHAN







# THE BIG QUESTION – WHY THIS ANALYSIS?

# 

Ever wondered who shops more—Men or Women?

What's the hottest-selling product?

Which state is a shopping paradise?

How do sales trends change over months?



# **MEET THE DATASET - THE TREASURE TROVE!**

Superstore Data at a Glance

**⊘** 31,407 transactions across multiple channels

# **∀** Key Features:

- Customer: ID, Gender, Age Group
- **@ Orders:** Date, Month, Status
- Product: SKU, Category, Size, Qty, Amount
- **Shipping:** City, State, Country
- **B2B/B2C** segmentation

# THE DASHBOARD - YOUR SALES SUPERPOWER!

**■ In The Heart of the Project:** 

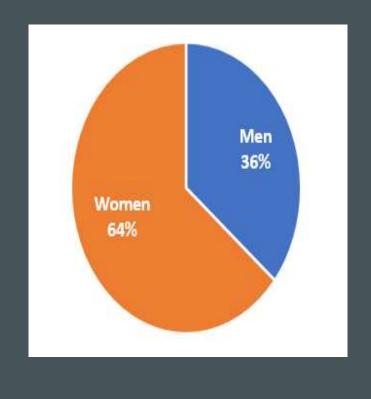
- 7 Total Sales & Orders KPI Cards
- Top-Selling Products Trend Charts
- Low-Profit Categories Profitability Breakdown
- 😂 Customer Behavior Gender, Age, Region
- Interactive Slicers Customize Your Insights

# **DASHBOARD**



#### THE BATTLE OF BUYERS

– MEN VS. WOMEN?



■ \*\* Women Dominate! – 65% of total buyers

\*\* Men Lag Behind! – 35% only

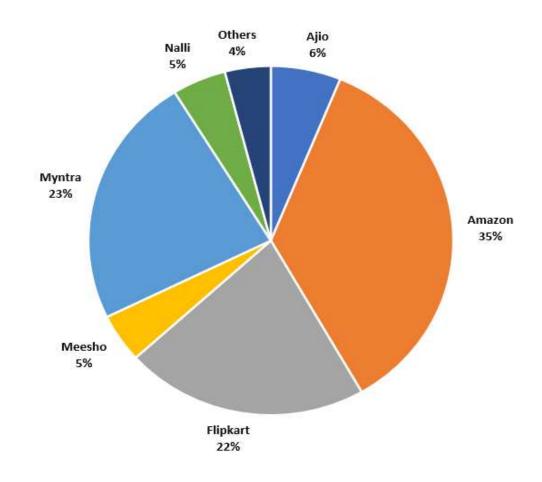
■ **Insight**: Women shoppers are the driving force behind our sales—targeted promotions can boost sales even further!

■ **Marketing Takeaway:** Time to roll out exclusive women-centric deals!

# THE POWER OF E-COMMERCE – WHO'S THE KING?

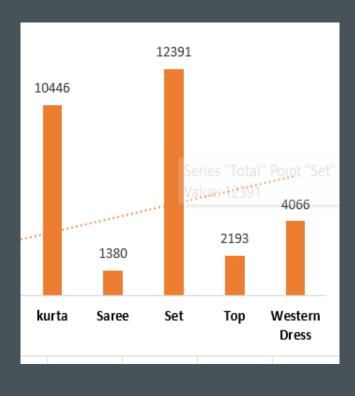
- Top Contributing Platforms:

Insight: Digital platforms are the powerhouse of revenue—investing in online marketing & partnerships is a no-brainer!



#### THE BEST OF THE BEST -

#### TOP SELLERS!



Y Hot Favorites:

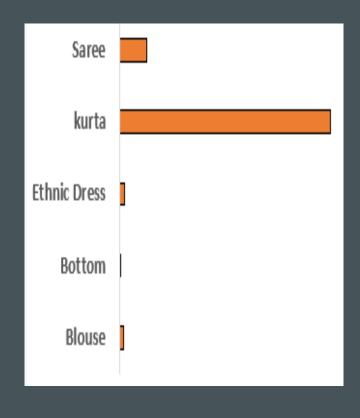
**Set, Kurta, Western Dress** – Leading the charts

12,000+ Qty Sales – Sets rule the fashion game

■ ◆ The fashion world bows down to these! A golden opportunity for inventory expansion!

## THE UNDERDOGS -

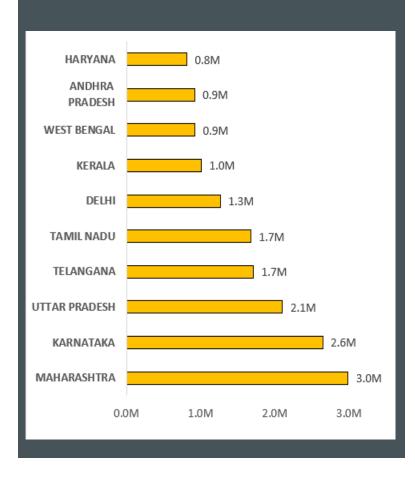
LEAST PROFITABLE CATEGORIES



- ▲□ Blouse & Bottom Wear Profit Margins at Rock Bottom!
  - ☐ High Discounts = Low Profits!
- ® Business Strategy:

- Reduce Discounts on high-cost items
- Upsell & Bundle Offers for better margins
- Sales ≠ Profit. Smart pricing is the real game!

# WHERE ARE OUR SHOPPERS?



- Top 3 Shopper Hubs:
- ✓ Maharashtra, Karnataka, Uttar Pradesh Contributing
  35%+ of total sales!

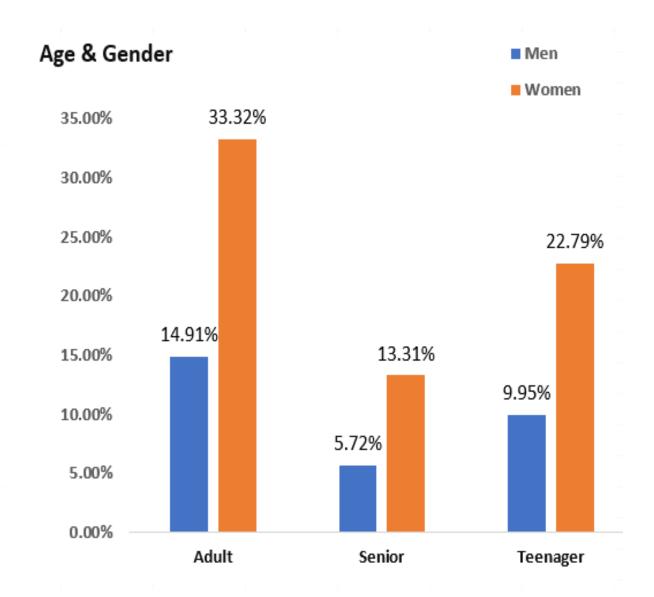
State-wise Strategy:

- Boost marketing in top-performing states ◆
- Offer location-specific discounts ©

## **AGE GROUP INSIGHTS**

- WHO SHOPS THE MOST?
- **♦ 30-49 yrs** The most active buyers (50%)
- **♦ Young Adults (18-29 yrs)** A growing segment
- Peak shopping age = 30-49 years.

Time for exclusive deals & personalized marketing!



# **CHALLENGES WE FACED**

**△□ DATA CLEANING WOES:** MISSING VALUES, DUPLICATE ENTRIES

**OUTLIER ANALYSIS:** EXTREME ORDER VALUES AFFECTING INSIGHTS

COMPLEX TRENDS: SALES PATTERNS VARYING ACROSS REGIONS & CHANNELS

#### **# HOW WE OVERCAME THEM:**

- ✓ DATA PREPROCESSING WITH POWER QUERY
- ✓ OUTLIER HANDLING WITH STATISTICAL TECHNIQUES

# **ACTIONABLE RECOMMENDATIONS & BUSINESS IMPACT**

- ♠ REDUCE DISCOUNTS ON LOW-MARGIN ITEMS
- ♦ INVEST IN WOMEN-CENTRIC CAMPAIGNS &
- **♦ EXPAND INVENTORY FOR TOP-SELLING CATEGORIES ▶**
- **♦** ENHANCE MARKETING IN HIGH-PERFORMING REGIONS **◆**)
- **★** INSIGHTS → STRATEGY → ACTION → REVENUE BOOST! **5**

# **CONCLUSION – THE FINAL TAKEAWAY!**

- ✓ WHO SHOPS THE MOST? WOMEN (65%) 

  ♣
- ✓ WHERE DO THEY SHOP? AMAZON, FLIPKART, MYNTRA (80%) 

  ☐
- ✓ WHAT DO THEY BUY? SETS, KURTAS, WESTERN WEAR
- ✓ WHICH STATES DOMINATE? MAHARASHTRA, KARNATAKA, UP



