



Super store PROJECT

Gain insights into sales performance, customer behavior, and shipping efficiency using Power BI and SQL data analysis.

By Mohamed Shabasy & Mahmoud Emad

Data Extraction with SQL



Sales Data

Extract key metrics from the sales table.



Shipping Data

Analyze shipping times and delays.



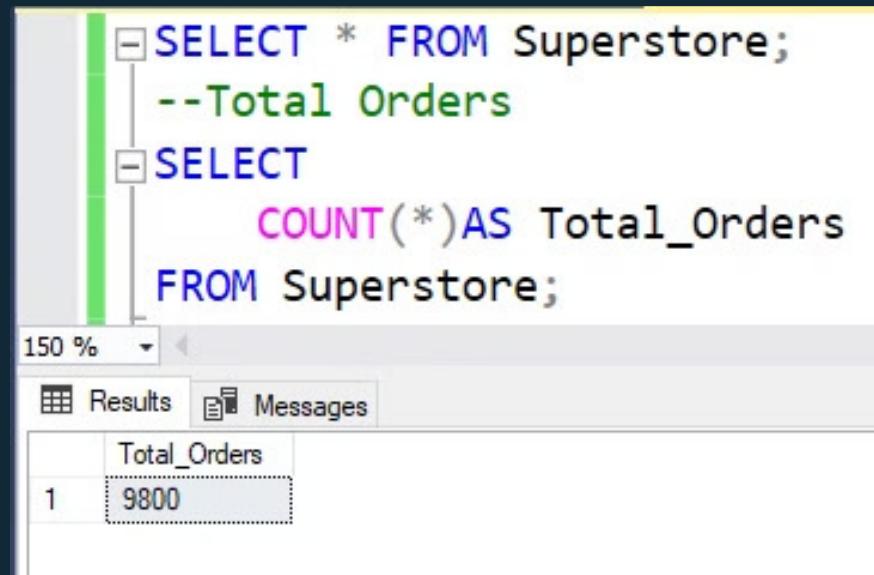
Customer Data

Understand customer behavior and preferences.



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SQL Analysis



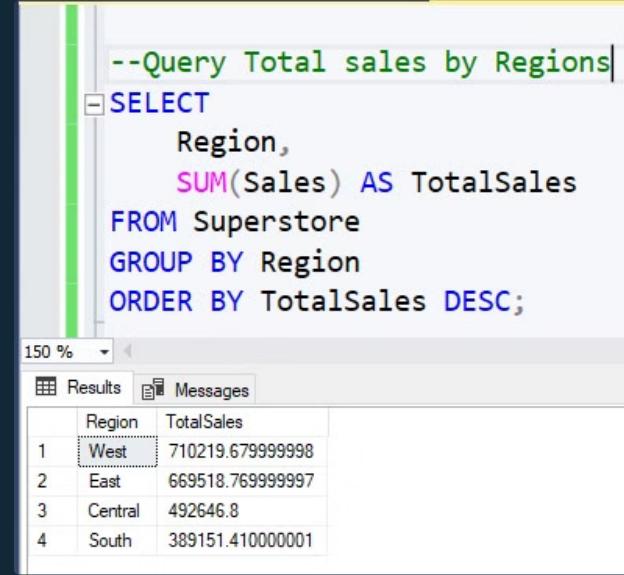
```
SELECT * FROM Superstore;
--Total Orders
SELECT
    COUNT(*) AS Total_Orders
FROM Superstore;
```

150 %

Results Messages

| Total_Orders |
|--------------|
| 1 9800 |

Total Orders



```
--Query Total sales by Regions
SELECT
    Region,
    SUM(Sales) AS TotalSales
FROM Superstore
GROUP BY Region
ORDER BY TotalSales DESC;
```

150 %

Results Messages

| Region | TotalSales |
|-----------|-----------------|
| 1 West | 710219.67999998 |
| 2 East | 669518.76999997 |
| 3 Central | 492646.8 |
| 4 South | 389151.41000001 |

Total Sales by Regions

```
--Total Sales by Product Name
SELECT Product_Name, SUM(Sales) AS Total_Sales
FROM Superstore
GROUP BY Product_Name
ORDER BY Total_Sales DESC;
```

| | Product_Name | Total_Sales |
|----|--|-------------|
| 1 | Canon imageCLASS 2200 Advanced Copier | 61599.83 |
| 2 | Fellowes PB500 Electric Punch Plastic Comb Binding ... | 27453.38 |
| 3 | Cisco TelePresence System EX90 Videoconferencing ... | 22638.48 |
| 4 | HON 5400 Series Task Chairs for Big and Tall | 21870.57 |
| 5 | GBC DocuBind TL300 Electric Binding System | 19823.47 |
| 6 | GBC Ibimaster 500 Manual ProClick Binding System | 19024.5 |
| 7 | Hewlett Packard LaserJet 3310 Copier | 18839.68 |
| 8 | HP Designjet T520 Inkjet Large Format Printer - 24" C... | 18374.9 |
| 9 | GBC DocuBind P400 Electric Binding System | 17965.07 |
| 10 | High Speed Automatic Electric Letter Opener | 17030.31 |
| 11 | Lexmark MX611dhe Monochrome Laser Printer | 16829.9 |
| 12 | Martin Yale Chadless Opener Electric Letter Opener | 16656.21 |
| 13 | Ibico EPK-21 Electric Binding System | 15875.92 |
| 14 | Riverside Palais Royal Lawyers Bookcase, Royale Ch... | 15610.97 |
| 15 | 3D Systems Cube Printer, 2nd Generation, Magenta | 14299.89 |
| 16 | Samsung Galaxy Mega 6.3 | 13943.67 |
| 17 | Apple iPhone 5 | 12996.6 |
| 18 | Bretford Rectangular Conference Table Tops | 12995.28 |
| 19 | Global Troy Executive Leather Low-Back Tilter | 12975.39 |
| 20 | SAFCO Arco Folding Chair | 11572.78 |
| 21 | Cubify CubeX 3D Printer Double Head Print | 11099.95 |
| 22 | DMI Eclipse Executive Suite Bookcases | 11046.6 |
| 23 | Plantronics CS510 - Over-the-Head monaural Wireless... | 10822.36 |
| 24 | Hon Deluxe Fabric Upholstered Stacking Chairs, Roun... | 10637.53 |
| 25 | Logitech P710e Mobile Speakerphone | 10196.61 |
| 26 | Tennsco 6- and 18-Compartment Lockers | 10076.46 |
| 27 | Tennsco Double-Tier Lockers | 9630.86 |
| 28 | Chromcraft Bull-Nose Wood Oval Conference Tables ... | 9587.05 |
| 29 | Plantronics Savi W720 Multi-Device Wireless Headset... | 9367.29 |
| 30 | Bady BDG101FRU Card Printer | 9279.89 |
| 31 | Tennsco Single-Tier Lockers | 9158.29 |
| 32 | GuestStacker Chair with Chrome Finish Legs | 9070.93 |
| 33 | Canon Imageclass D680 Copier / Fax | 8959.87 |
| 34 | Hewlett Packard 610 Color Digital Copier / Printer | 8899.82 |

--Total orders by Category and Sub_Category

```
SELECT
    Category,
    Sub_Category,
    COUNT(Order_ID) AS Total_Orders
FROM
    Superstore
GROUP BY
    Category,
    Sub_Category
ORDER BY
    Category,
    Total_Orders DESC;
```

| | Category | Sub_Category | Total_Orders |
|----|-----------------|--------------|--------------|
| 1 | Furniture | Furnishings | 931 |
| 2 | Furniture | Chairs | 607 |
| 3 | Furniture | Tables | 314 |
| 4 | Furniture | Bookcases | 226 |
| 5 | Office Supplies | Binders | 1492 |
| 6 | Office Supplies | Paper | 1338 |
| 7 | Office Supplies | Storage | 832 |
| 8 | Office Supplies | Art | 785 |
| 9 | Office Supplies | Appliances | 459 |
| 10 | Office Supplies | Labels | 357 |
| 11 | Office Supplies | Envelopes | 248 |
| 12 | Office Supplies | Fasteners | 214 |
| 13 | Office Supplies | Supplies | 184 |
| 14 | Technology | Phones | 876 |
| 15 | Technology | Accessories | 756 |
| 16 | Technology | Machines | 115 |
| 17 | Technology | Copiers | 66 |

Customer Lifetime Value

```
--Query CLV
WITH CustomerSales AS (SELECT -- ححسب اجمالي المبيعات الاول لكل عميل --
    Customer_ID,
    Customer_Name,
    SUM(Sales) AS TotalSales,
    COUNT(Order_ID) AS NumberOfOrders, -- عدد الطلبات لكل عميل --
    MIN(Order_Date) AS FirstOrderDate, -- أول طلب للعميل --
    MAX(Order_Date) AS LastOrderDate -- آخر طلب للعميل --
  FROM
    Superstore
  GROUP BY
    Customer_ID,
    Customer_Name),
CustomerLifetime AS (SELECT -- حاليا المفترض ححسب فترة بقاء العميل --
    Customer_ID,
    Customer_Name,
    TotalSales,
    NumberOfOrders,
    DATEDIFF(DAY, FirstOrderDate, LastOrderDate) AS CustomerLifetimeDays, -- فترة بقاء العميل بالأيام --
    DATEDIFF(YEAR, FirstOrderDate, LastOrderDate) AS CustomerLifetimeYears -- فترة بقاء العميل بالسنوات --
  FROM CustomerSales)
SELECT -- دلوقتي اقدر احسب CLV
    Customer_ID,
    Customer_Name,
    TotalSales AS CustomerLifetimeValue, -- إجمالي قيمة العميل --
    CustomerLifetimeYears,
    NumberOfOrders,
    CASE
        WHEN CustomerLifetimeYears = 0 THEN TotalSales -- إذا كانت الفترة أقل من سنه --
        ELSE TotalSales / CustomerLifetimeYears -- CLV السنوي
    END AS AnnualCLV
FROM CustomerLifetime ORDER BY CustomerLifetimeValue DESC; -- ترتيب العملاء حسب قيمة CLV
```

--Query CLV

150 %

Results Messages

| | Customer_ID | Customer_Name | CustomerLifetimeValue | CustomerLifetimeYears | NumberOfOrders | AnnualCLV |
|----|-------------|-------------------|-----------------------|-----------------------|----------------|-------------|
| 1 | SM-20320 | Sean Miller | 25043.07 | 3 | 15 | 8347.69 |
| 2 | TC-20980 | Tamara Chand | 19052.22 | 2 | 12 | 9526.11 |
| 3 | RB-19360 | Raymond Buch | 15117.35 | 1 | 18 | 15117.35 |
| 4 | TA-21385 | Tom Ashbrook | 14595.62 | 3 | 10 | 4865.206... |
| 5 | AB-10105 | Adrian Barton | 14473.57 | 3 | 20 | 4824.523... |
| 6 | KL-16645 | Ken Lonsdale | 14175.23 | 3 | 29 | 4725.076... |
| 7 | SC-20095 | Sanjit Chand | 14142.34 | 3 | 22 | 4714.113... |
| 8 | HL-15040 | Hunter Lopez | 12873.3 | 3 | 11 | 4291.1 |
| 9 | SE-20110 | Sanjit Engle | 12209.44 | 3 | 19 | 4069.813... |
| 10 | CC-12370 | Christopher Co... | 12129.08 | 1 | 11 | 12129.08 |
| 11 | TS-21370 | Todd Sumrall | 11891.75 | 3 | 15 | 3963.916... |
| 12 | GT-14710 | Greg Tran | 11820.12 | 3 | 29 | 3940.04 |
| 13 | BM-11140 | Becky Martin | 11789.64 | 3 | 16 | 3929.88 |
| 14 | SV-20365 | Seth Vemon | 11470.94 | 3 | 32 | 3823.646... |
| 15 | CJ-12010 | Caroline Jumper | 11164.97 | 1 | 20 | 11164.97 |
| 16 | CL-12565 | Clay Ludtke | 10880.56 | 3 | 28 | 3626.853... |
| 17 | ME-17320 | Maria Etezadi | 10663.73 | 3 | 22 | 3554.576... |
| 18 | KF-16285 | Karen Ferguson | 10604.26 | 3 | 18 | 3534.753... |
| 19 | BS-11365 | Bill Shonely | 10501.65 | 2 | 9 | 5250.825 |
| 20 | EH-13765 | Edward Hooks | 9940.37 | 3 | 27 | 3313.456... |
| 21 | JL-15835 | John Lee | 9576.36 | 3 | 33 | 3192.12 |
| 22 | GT-14635 | Grant Thornton | 9351.2 | 3 | 6 | 3117.066... |
| 23 | TB-21400 | Tom Boecken... | 9108.74 | 3 | 16 | 3036.246... |
| 24 | PF-19120 | Peter Fuller | 9062.86 | 1 | 19 | 9062.86 |
| 25 | CM-12385 | Christopher M... | 8954.01 | 2 | 10 | 4477.005 |
| 26 | JD-16150 | Justin Deggeller | 8828.04 | 3 | 17 | 2942.68 |
| 27 | JE-15715 | Joe Elijah | 8697.86 | 3 | 22 | 2899.286... |
| 28 | LA-16780 | Laura Armstrong | 8673.23 | 3 | 26 | 2891.076... |
| 29 | PK-19075 | Pete Kriz | 8646.93 | 3 | 25 | 2882.31 |

Total Sales By Segments

```
--Analyze Total Sales By Segments
SELECT
    Segment,
    SUM(Sales)AS TotalSales
FROM Superstore
GROUP BY Segment
ORDER BY TotalSales DESC;
```

150 %

Results Messages

| | Segment | TotalSales |
|---|-------------|------------------|
| 1 | Consumer | 1148060.38999999 |
| 2 | Corporate | 688494.03999999 |
| 3 | Home Office | 424982.23 |

AVG of Shipping Days

```
--Query AVG of Shipping Days
ALTER TABLE Superstore --Create Table for Shipping days
ADD Shipping_By_Days INT

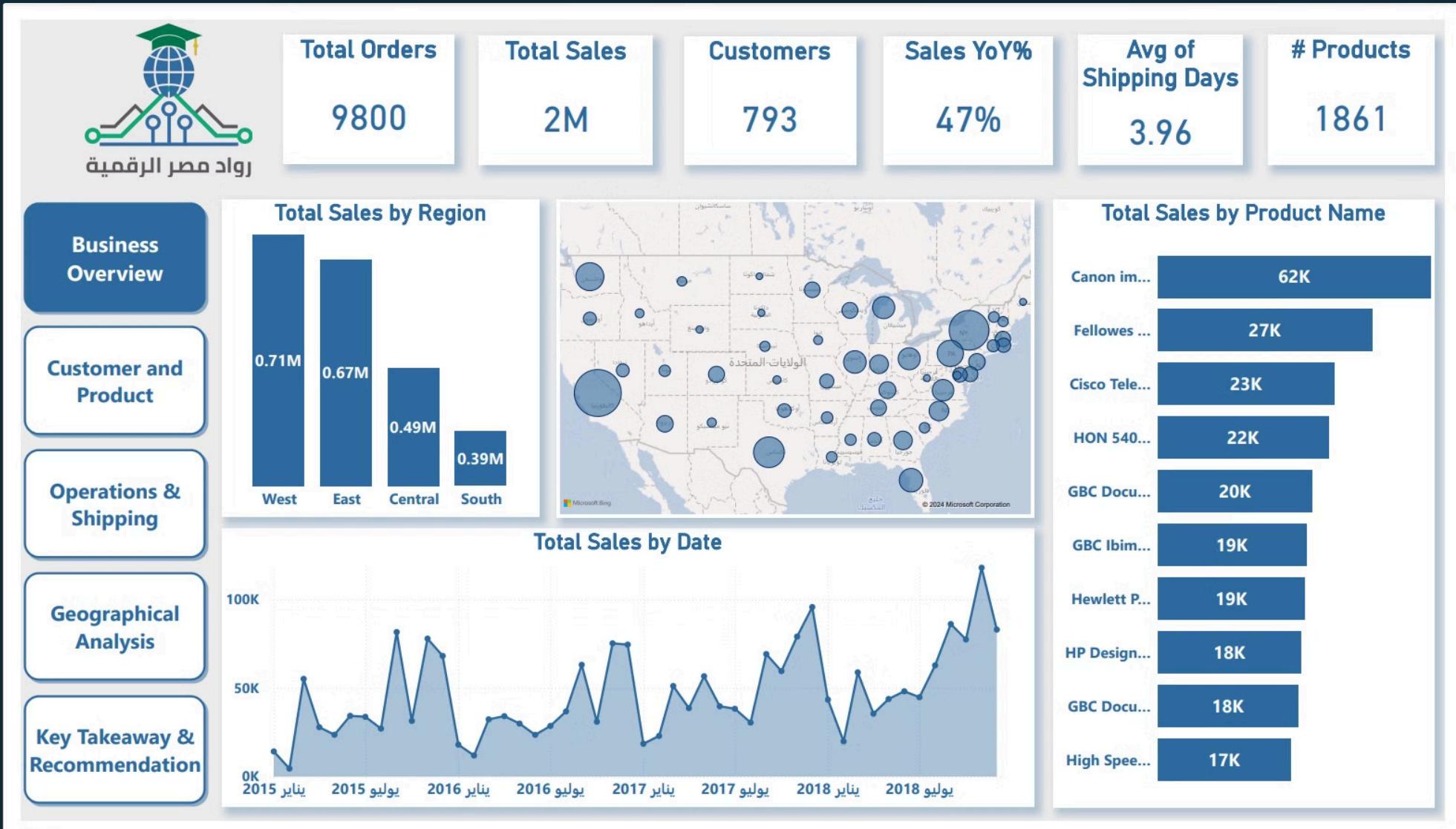
UPDATE Superstore --Count NO of Days for each row
SET Shipping_By_Days=DATEDIFF(DAY, Order_Date, Ship_Date);

SELECT --Now we can Count the average of Shipping by Days
    AVG(Shipping_By_Days)AS AVG_of_Shipping_Days
FROM Superstore;
```

150 %

Results Messages

| | AVG_of_Shipping_Days |
|---|----------------------|
| 1 | 4 |





رؤاد مصر الرقمية

Customers
793
Avg Order
231
Customer Life Time Value
1494

Category

All

Sub-Category

All

Segment

All

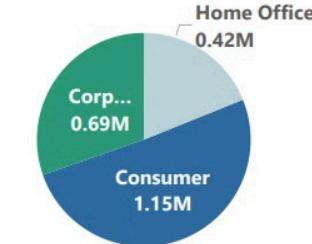
Business Overview

Category

Office Supplies

Sub-Cate...

Binders

Total Sales by Segment


Category

Office Supplies

Sub-Cate...

Binders

Total Orders

9800

Office Supplies

5909

Furniture

2078

Technology

1813

Paper

1338

Storage

832

Art

785

Customer and Product

Operations & Shipping

Geographical Analysis

Key Takeaway & Recommendation

Total Category Sales by Date

● Furniture
● Office Supplies
● Technology



Customer Name

Sean Miller

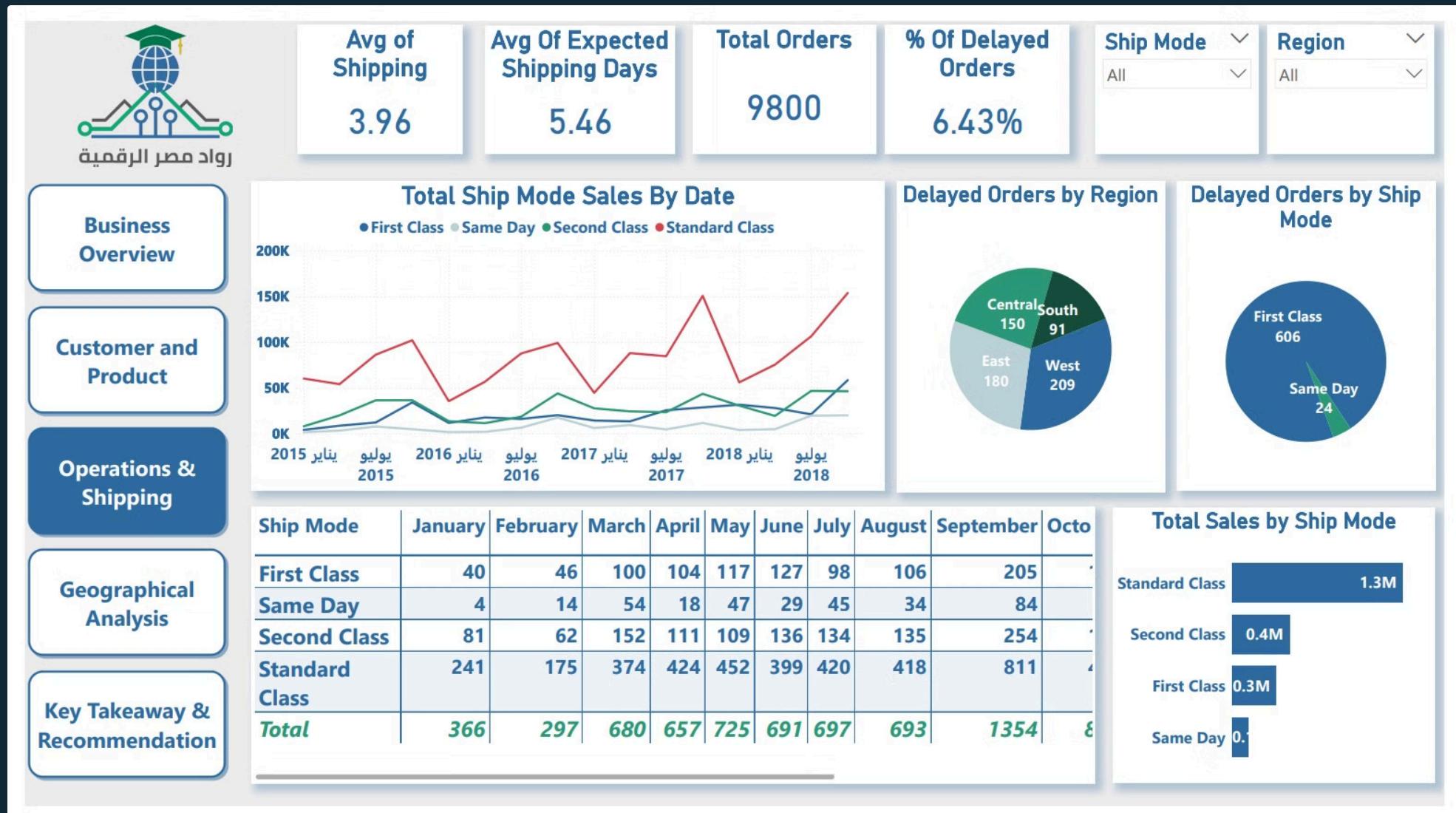
CLV

25043

Total Orders

15

| | | |
|--------------------|-------|----|
| Sean Miller | 25043 | 15 |
| Tamara Chand | 19052 | 12 |
| Raymond Buch | 15117 | 18 |
| Tom Ashbrook | 14596 | 10 |
| Adrian Barton | 14474 | 20 |
| Ken Lonsdale | 14175 | 29 |
| Sanjit Chand | 14142 | 22 |
| Hunter Lopez | 12873 | 11 |
| Sanjit Engle | 12209 | 19 |
| Christopher Conant | 12129 | 11 |
| Todd Sumrall | 11892 | 15 |
| Greg Tran | 11820 | 29 |
| Becky Martin | 11790 | 16 |
| Seth Vernon | 11471 | 32 |
| Caroline Jumper | 11165 | 20 |
| Clay Ludtke | 10881 | 28 |
| Maria Etezadi | 10664 | 22 |
| Karen Ferguson | 10604 | 18 |
| Bill Shonely | 10502 | 9 |
| Edward Hooks | 9940 | 27 |
| John Lee | 9576 | 33 |
| Grant Thornton | 9351 | 6 |
| Total | 21220 | 45 |





Avg Of Shipping Days
3.96

Top City
New York City

Top State
California

Top Region
West

City
All

State
All

Business Overview

Customer and Product

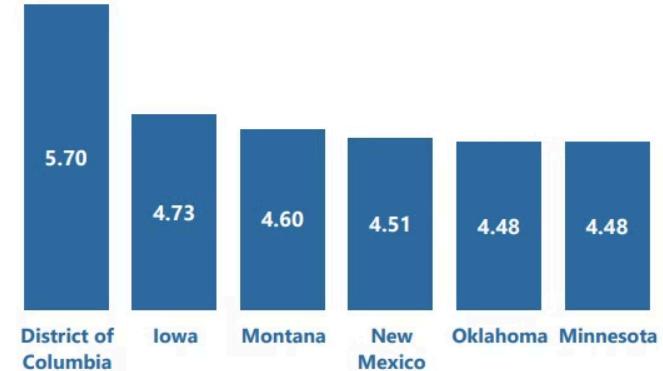
Operations & Shipping

Geographical Analysis

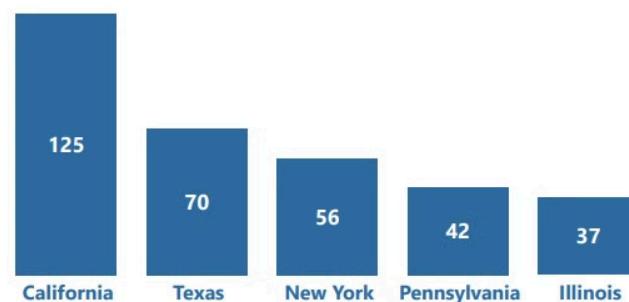
Key Takeaway & Recommendation

| City | Total Customers | Total Orders | Total Sales | Sales YoY% |
|---------------|-----------------|--------------|----------------|------------|
| New York City | 349 | 439 | 252463 | 52% |
| Los Angeles | 300 | 378 | 173420 | 38% |
| Philadelphia | 237 | 262 | 108842 | 62% |
| San Francisco | 230 | 261 | 109041 | 51% |
| Seattle | 187 | 210 | 116106 | 96% |
| Houston | 170 | 186 | 63956 | 34% |
| Chicago | 150 | 166 | 47820 | 49% |
| Columbus | 96 | 110 | 38663 | 83% |
| San Diego | 86 | 88 | 47521 | 13% |
| Dallas | 77 | 79 | 20128 | 92% |
| Springfield | 65 | 71 | 41828 | 29% |
| Jacksonville | 61 | 61 | 44713 | 29% |
| Detroit | 50 | 53 | 42447 | 40% |
| Newark | 44 | 44 | 28448 | 94% |
| Richmond | 38 | 39 | 17664 | 96% |
| Jackson | 35 | 37 | 24964 | 120% |
| Aurora | 34 | 35 | 11656 | 81% |
| Columbia | 33 | 33 | 25283 | 50% |
| Miami | 33 | 33 | 8648 | 30% |
| Arlington | 31 | 31 | 20215 | 9% |
| Long Beach | 30 | 31 | 12309 | 34% |
| Total | 793 | 4922 | 2261537 | 47% |

Highest 8 Avg of Shipping Days



Top 5 State By Delayed Orders





Key Takeaways & Recommendations

Business Overview

Customer and Product

Operations & Shipping

Geographical Analysis

Key Takeaway & Recommendation

Top 5 Customers

Tom Ashbrook
Tamara Chand
Sean Miller
Raymond Buch
Adrian Barton

Marketing focus on Sub-Categories

Art
Envelopes
Fasteners
Labels
Supplies

Top 5 Products

Canon imageCLASS 2200 Advanced Copier
Cisco TelePresence System EX90 Videoconf...
Fellowes PB500 Electric Punch Plastic Com...
GBC DocuBind TL300 Electric Binding System
HON 5400 Series Task Chairs for Big and Tall

States need improvement in shipping

California
New York
Pennsylvania
Texas

Help Q&A understand people b...

Add synonyms now

Ask a question about your data

Try one of these to get started

what is the total orders by customer

top superstore sales dataset

>> The Southern region currently offers only 1,050 out of the 1,861 available products, indicating a limited product variety which may be contributing to lower sales performance.

>> Sales are consistently lower during the first quarter, particularly in February. To mitigate this, consider launching promotional campaigns or targeted discounts during this period to stimulate demand and boost sales activity.

>> Analysis shows that 96% of delayed shipments occur with the First-Class shipping option, indicating a potential inefficiency in this shipping method. It is advisable to conduct a review of the First-Class logistics process and work with logistics partners to improve delivery times and reliability.

>> Office Supplies and Furniture are the best-selling categories, making up a substantial portion of total sales. Consider expanding these categories with complementary.



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Summary of Sales and Customers

Business Highlights

9,800 orders, \$2M in total sales,
793 customers.

Growth and Efficiency

47% YoY sales growth, 3.96 average
shipping days.

Product Performance

1,861 products sold, Office Supplies
top category.



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Customer and Product Analysis

Customer Insights

\$231 average order value, \$1,494 customer lifetime value.

Top Product Categories

Office Supplies, Binders, Paper, Storage.

Sales by Segment

Corporate \$0.69M, Consumer \$1.15M, Home Office \$0.42M.

| Customer Name | CLV | Total Orders |
|--------------------|-------|--------------|
| Sean Miller | 25043 | 15 |
| Tamara Chand | 19052 | 12 |
| Raymond Buch | 15117 | 18 |
| Tom Ashbrook | 14596 | 10 |
| Adrian Barton | 14474 | 20 |
| Ken Lonsdale | 14175 | 29 |
| Sanjit Chand | 14142 | 22 |
| Hunter Lopez | 12873 | 11 |
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| Christopher Conant | 12129 | 11 |
| Todd Sumrall | 11892 | 15 |
| Greg Tran | 11820 | 29 |
| Becky Martin | 11790 | 16 |
| Seth Vernon | 11471 | 32 |
| Caroline Jumper | 11165 | 20 |
| Clay Ludtke | 10881 | 28 |
| Maria Etezadi | 10664 | 22 |
| Karen Ferguson | 10604 | 18 |
| Bill Shonely | 10502 | 9 |
| Edward Hooks | 9940 | 27 |
| John Lee | 9576 | 33 |
| Grant Thornton | 9351 | 6 |

Shipping Performance Overview

1

Average Shipping Days

3.96 days actual, 5.46 days expected.

2

Total Orders

9,800 orders, 6.43% delayed.

3

Top Delayed Regions

Central, East, West with 150+ delays each.



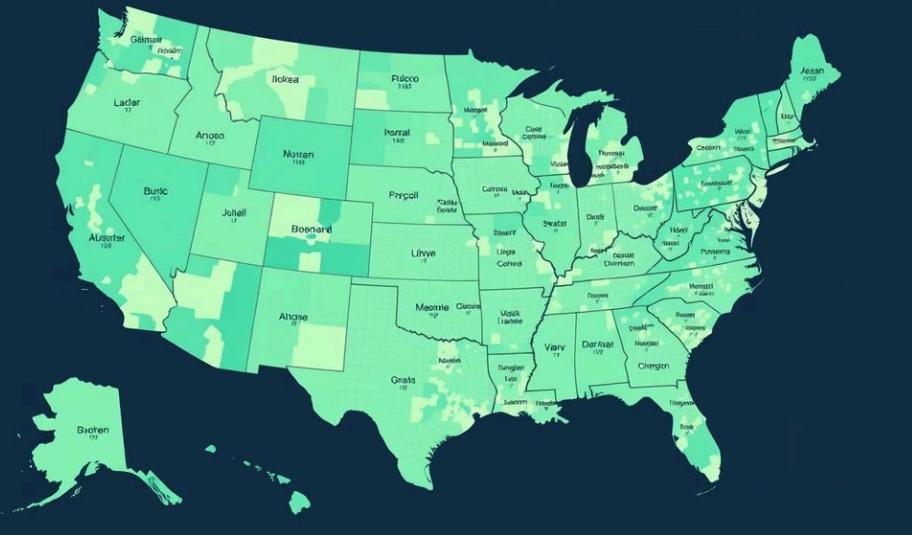
Sales and Delays by Region



Top Sales Regions

West \$0.71M, East \$0.67M, Central \$0.49M, South \$0.39M.

Denilelisig Hew carce precole



Top Delayed States

CA, TX, NY, PA, IL with 37-125 delayed orders each.



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Key Insights and Recommendations

1 Strengths

Strong sales growth and consumer segment performance.

2 Opportunities

Improve shipping operations to reduce delays, especially in key regions.

3 Priorities

Optimize delivery times in regions with higher shipping delays.

Thank You



Insights

Uncover hidden trends and opportunities.



Analytics

Leverage data to drive informed decisions.



Collaboration

Work together to achieve business goals.