

RETAIL SUPERSTORE SALES PERFORMANCE ANALYSIS



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Overview

The superstore retail business is a large-scale operation that offers a wide range of products, including groceries, electronics, home goods, and clothing, all under one roof. Designed as a one-stop shop, superstores provide customers with greater convenience and a broader selection compared to traditional retail outlets. Typically part of a larger chain, these stores have multiple locations, enhancing their market reach.

To support the new store manager in understanding the Data Operations Team, a comprehensive dashboard will be designed to analyze and interpret sales data. This tool will provide valuable insights for informed decision-making and strategic planning.



Tools Used



Power BI

Data Understanding

Source file type : Microsoft Excel Macro-Enabled Worksheet (.xlsm)

Columns provided : Order ID, Order Date, Ship Date, Ship Mode, Address, Region, Customer ID, Customer Name, Segment, Product ID, Category, Sub-Category, Product Name, Quantity, Discount, Buy Price, Price Per Each.

Data Dimensions : 9994 rows and 17 columns.



Data Dictionary

1	Order ID	Unique Identifier For the Order
2	Order Date	Date of the order placed
3	Ship Date	Date of the order shipped
4	Ship Mode	Priority Mode of Shipping (Same Day, First Class, Second Class, Standard Class)
5	Customer ID	Customer Unique Identifier
6	Customer Name	Name of the customer
7	Segment	Customer Segment (Consumer, Corporate, Home Office)
11	Address	Address from which the order was placed
12	Region	Name of the Region
13	Product ID	Unique Product Identifier
14	Category	Product Category
15	Sub-Category	Product Sub - Category
16	Product Name	Name of the Product
18	Quantity	Quantity of the product ordered

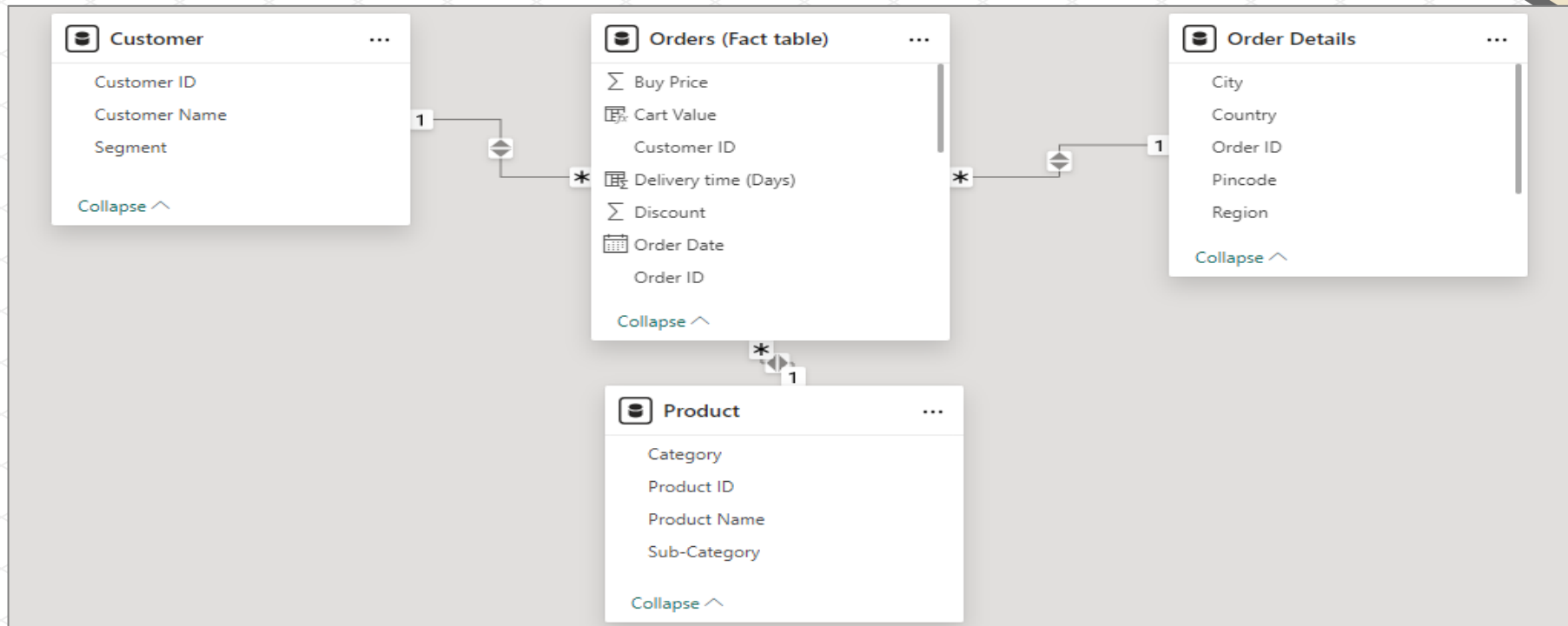


Data Dictionary

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Order ID	Order Date	Ship Date	Ship Mode	Address	Region	Customer ID	Customer Na	Segment	Product ID	Category	Sub-Category	Product Nan
2	152156	08/Nov/2016	2016-11-11, 12:00:00 AM	Second Class	Henderson, Kentucky, United States - 424	South	CG-12520	Claire Gute	Consumer	FUR-BO-10001798	Furniture	Bookcases	Bush Somers
3	152156	08/Nov/2016	2016-11-11, 12:00:00 AM	Second Class	Henderson, Kentucky, United States - 424	South	CG-12520	Claire Gute	Consumer	FUR-CH-10000454	Furniture	Chairs	Hon Deluxe F
4	138688	12/Jun/2016	2016-06-16, 12:00:00 AM	Second Class	Los Angeles, California, United States - 90	West	DV-13045	Darrin Van H	Corporate	OFF-LA-10000240	Office Supplie	Labels	Self-Adhesive
5	108966	11/Oct/2015	2015-10-18, 12:00:00 AM	Standard Clas	Fort Lauderdale, Florida, United States - 33	South	SO-20335	Sean O'Donne	Consumer	FUR-TA-10000577	Furniture	Tables	Bretford CR4
6	108966	11/Oct/2015	2015-10-18, 12:00:00 AM	Standard Clas	Fort Lauderdale, Florida, United States - 33	South	SO-20335	Sean O'Donne	Consumer	OFF-ST-10000760	Office Supplie	Storage	Eldon Fold 'N
7	115812	09/Jun/2014	2014-06-14, 12:00:00 AM	Standard Clas	Los Angeles, California, United States - 90	West	BH-11710	Brosina Hoffn	Consumer	FUR-FU-10001487	Furniture	Furnishings	Eldon Expres
8	115812	09/Jun/2014	2014-06-14, 12:00:00 AM	Standard Clas	Los Angeles, California, United States - 90	West	BH-11710	Brosina Hoffn	Consumer	OFF-AR-10002833	Office Supplies		Newell 322
9	115812	09/Jun/2014	2014-06-14, 12:00:00 AM	Standard Clas	Los Angeles, California, United States - 90	West	BH-11710	Brosina Hoffn	Consumer	TEC-PH-10002275	Technology	Phones	Mitel 5320 IF
10	115812	09/Jun/2014	2014-06-14, 12:00:00 AM	Standard Clas	Los Angeles, California, United States - 90	West	BH-11710	Brosina Hoffn	Consumer	OFF-BI-10003910	Office Supplie	Binders	DXL Angle-Vi
11	115812	09/Jun/2014	2014-06-14, 12:00:00 AM	Standard Clas	Los Angeles, California, United States - 90	West	BH-11710	Brosina Hoffn	Consumer	OFF-AP-10002892	Office Supplie	Appliances	Belkin F5C20
12	115812	09/Jun/2014	2014-06-14, 12:00:00 AM	Standard Clas	Los Angeles, California, United States - 90	West	BH-11710	Brosina Hoffn	Consumer	FUR-TA-10001539	Furniture	Tables	Chromcraft F
13	115812	09/Jun/2014	2014-06-14, 12:00:00 AM	Standard Clas	Los Angeles, California, United States - 90	West	BH-11710	Brosina Hoffn	Consumer	TEC-PH-10002033	Technology	Phones	Konftel 250 C
14	114412	15/Apr/2017	2017-04-20, 12:00:00 AM	Standard Clas	Concord, North Carolina, United States - 28	South	AA-10480	Andrew Allen	Consumer	OFF-PA-10002365	Office Supplie	Paper	Xerox 1967
15	161389	05/Dec/2016	2016-12-10, 12:00:00 AM	Standard Clas	Seattle, Washington, United States - 981	West	IM-15070	Irene Maddox	Consumer	OFF-BI-10003656	Office Supplie	Binders	Fellowes PB2
16	118983	22/Nov/2015	2015-11-26, 12:00:00 AM	Standard Clas	Fort Worth, Texas, United States - 76106	Central	HP-14815	Harold Pawla	Home Office	OFF-AP-10002311	Office Supplie	Appliances	Holmes Repli
17	118983	22/Nov/2015	2015-11-26, 12:00:00 AM	Standard Clas	Fort Worth, Texas, United States - 76106	Central	HP-14815	Harold Pawla	Home Office	OFF-BI-10000756	Office Supplie	Binders	Storex DuraT
18	105893	11/Nov/2014	2014-11-18, 12:00:00 AM	Standard Clas	Madison, Wisconsin, United States - 5371	Central	PK-19075	Pete Kriz	Consumer	OFF-ST-10004186	Office Supplie	Storage	Stur-D-Stor S
19	167164	13/May/2014	2014-05-15, 12:00:00 AM	Second Class	West Jordan, Utah, United States - 84084	West	AG-10270	Alejandro Grc	Consumer	OFF-ST-10000107	Office Supplie	Storage	Fellowes Sup
20	143336	27/Aug/2014	2014-09-01, 12:00:00 AM	Second Class	San Francisco, California, United States - 94	West	ZD-21925	Zuschuss Don	Consumer	OFF-AR-10003056	Office Supplie	Art	Newell 341
21	143336	27/Aug/2014	2014-09-01, 12:00:00 AM	Second Class	San Francisco, California, United States - 94	West	ZD-21925	Zuschuss Don	Consumer	TEC-PH-10001949	Technology	Phones	Cisco SPA 501
22	143336	27/Aug/2014	2014-09-01, 12:00:00 AM	Second Class	San Francisco, California, United States - 94	West	ZD-21925	Zuschuss Don	Consumer	OFF-BI-10002215	Office Supplie	Binders	Wilson Jones
23	137330	09/Dec/2016	2016-12-13, 12:00:00 AM	Standard Clas	Fremont, Nebraska, United States - 6802	Central	KB-16585	Ken Black	Corporate	OFF-AR-10000246	Office Supplie	Art	Newell 318
24	127220	09/Dec/2016	2016-12-13, 12:00:00 AM	Standard Clas	Fremont, Nebraska, United States - 6802	Central	KB-16585	Ken Black	Corporate	OFF-AR-10001482	Office Supplie	Appliances	Acce Six Outl



Model View



Dashboard

Sales Dashboard

14.11K

Total Sales (Low, 50% Discount)

922.94K

Discounted Sales

2.33M

Total Sales

Year	Sum of Sales	Sales YTD
2017	7,50,358.48	7,50,358.48
2016	6,27,059.33	6,27,059.33
2015	4,80,036.85	4,80,036.85
2014	4,70,448.31	4,70,448.31
Total	23,27,902.97	7,50,358.48

Year	Total Sales	Total Sales (Previous Year)	Yearly Growth
2014	4,70,448.31		0.00
2015	4,80,036.85	4,70,448.31	0.02
2016	6,27,059.33	4,80,036.85	0.31
2017	7,50,358.48	6,27,059.33	0.20
Total	23,27,902.97		0.00

Order Y...

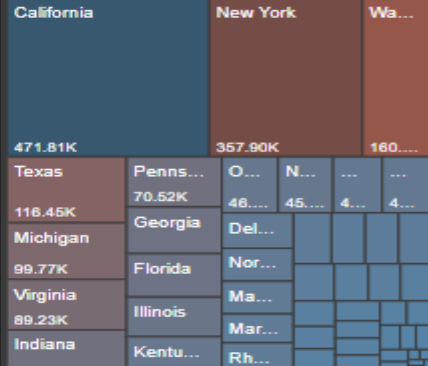
- ☐ 2017
- ☐ 2016
- ☐ 2015
- ☐ 2014

Region

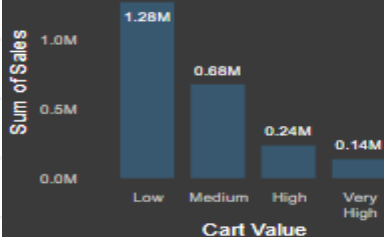
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Sales by Country

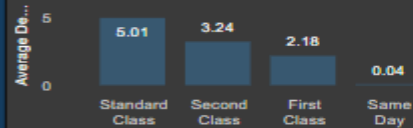
California New York Washi... Texas



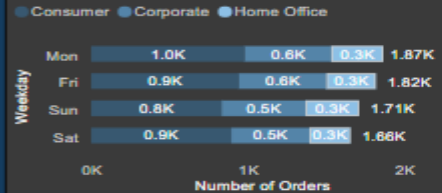
Sales by Cart Value



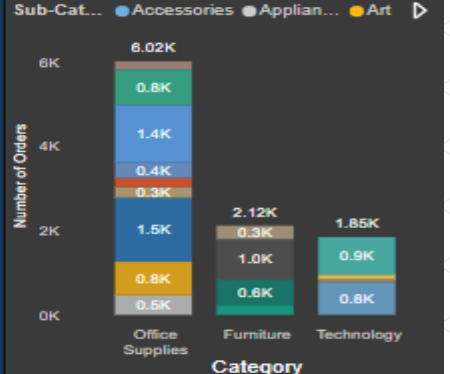
Average Delivery time by Delivery Mode



No. of Orders by Day and Segment



Number of Orders by Category and Sub-category



Insights

Overall Sales Performance:

- Total sales amount is **2.33M** and **922.94K** being discounted sales.
- The majority of sales fall within the "Low" cart value category, emphasizing potential upselling opportunities.

Yearly Sales Growth:

- Minimal growth observed year-over-year, with growth rates between **0-2%**. This indicates a need for strategies to boost sales momentum.

Regional Sales Distribution:

- **California** leads in sales with **471.81K**, followed by **New York** and **Texas**. This suggests focusing on these high-performing regions while exploring ways to increase sales in underperforming areas.



Insights

Delivery Efficiency:

- **Standard Class** deliveries have the longest average time of **5.01 days**, whereas **Same Day** deliveries are nearly instantaneous. This highlights opportunities for optimizing delivery times, especially for Standard Class.

Product Category Insights:

- **Office Supply category** has the highest number of orders. Within these, sub-categories such as **Binders and Papers** show the highest number of orders, pointing to areas of high demand.



Recommendations

- **Boost Yearly Sales:** Implement marketing and promotional strategies to drive more significant sales growth.
- **Improve Delivery Times:** Analyze and optimize delivery processes, particularly for the Standard Class.
- **Focus on Top Categories:** Continue to drive sales in the most popular categories, while also exploring ways to lift sales in lower-performing areas.



THANK
YOU

