

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



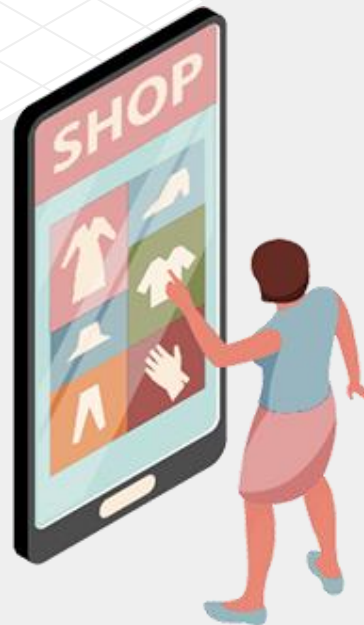
Power BI

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 |

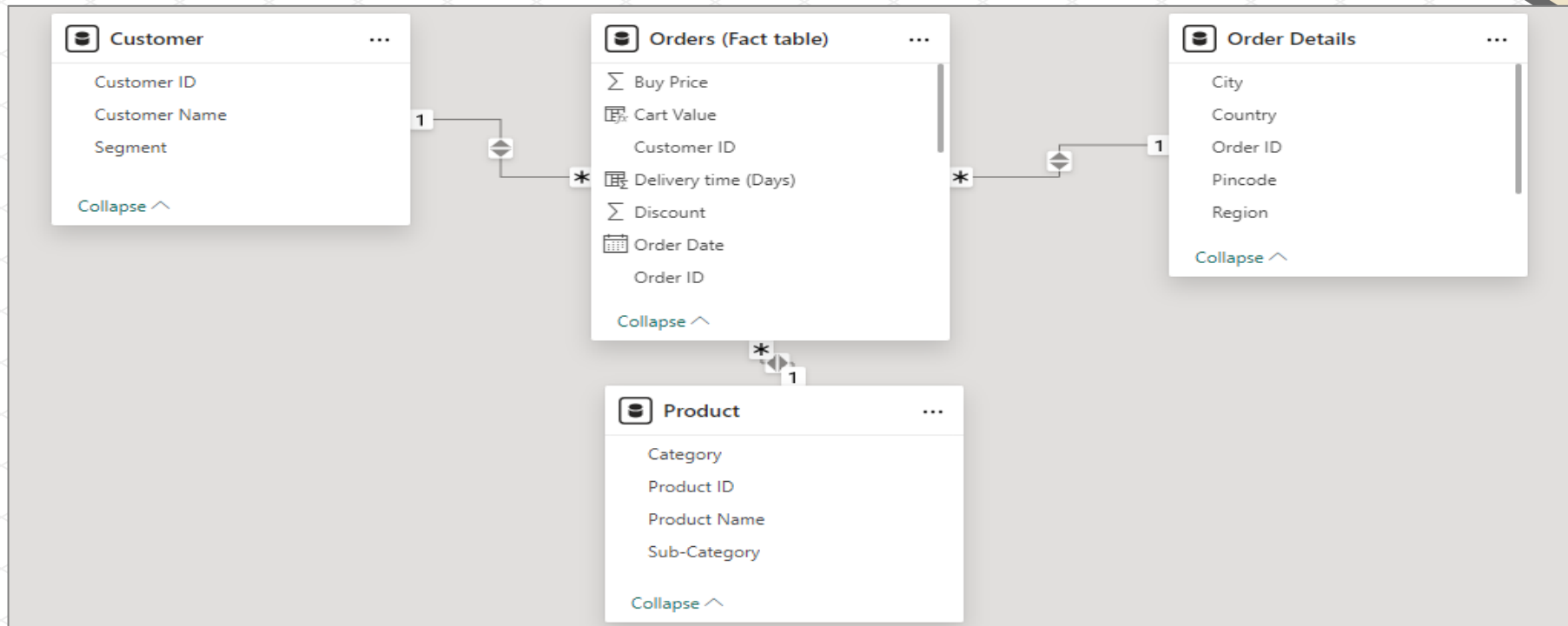


Data Dictionary

| | 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 Name |
| 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 - 90C | 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 - 90C | 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 - 90C | 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 - 90C | 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 - 90C | 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 - 90C | 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 - 90C | 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 - 90C | 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 | 06/Dec/2016 | 2016-12-12, 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...

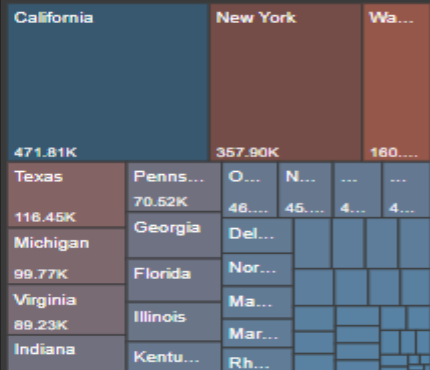
- ☐ 2017
- ☐ 2016
- ☐ 2015
- ☐ 2014

Region

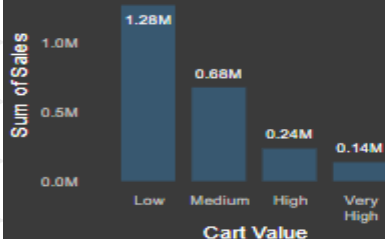
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Sales by Country

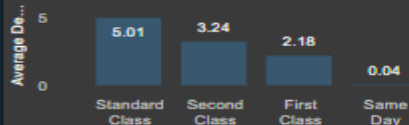
California New York Washi... Texas



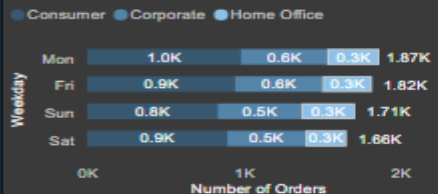
Sales by Cart Value



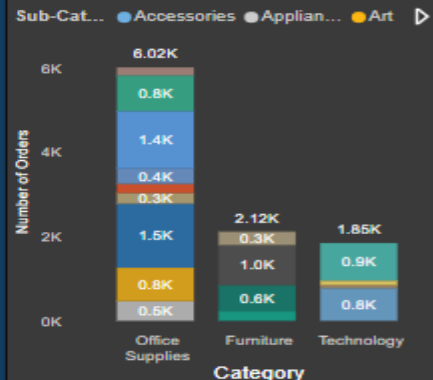
Average Delivery time by Delivery Mode



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

