

# Retail Superstore Sales Analysis - Project Insights

## Project Summary

This project analyzes the Retail Superstore dataset using Microsoft Excel. The goal is to uncover actionable insights to improve sales, profitability, and customer understanding.

## KPIs Tracked

- Total Sales
- Total Profit
- Number of Orders
- Profit Margin

## Visualizations Included

1. Sales by Category and Sub-Category (Bar Chart)
2. Profit by Region (Column Chart)
3. Sales Trend Over Time (Line Chart)
4. Sales and Profit by State (Map/Bar Chart)

## Interactive Features

- Slicers for Region, Category, and Segment allow dynamic filtering of all visuals.
- All KPIs and Charts update automatically with slicer changes.

## Key Insights

- The West region generates the highest profit.
- Technology category outperforms others in sales and profitability.
- Certain sub-categories (e.g., Tables) contribute to losses despite high sales.
- Profit margins vary widely across regions and categories, indicating optimization opportunities.

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## Tools Used

- Microsoft Excel (Power Query, Pivot Tables, Slicers, Charts)
- Dataset: Sample Superstore Data (50,000+ records)