# SUPERSTORE (EU)

## Objective:

To analyse and visualize sales performance to identify top-selling products, profitable categories, and trends over me.

## Description:

The objective can be broken down into the following detailed components:

- **Dashboard Creation:** Identify KPIs relevant to the Superstore's goals, incorporate interactive elements like filters, parameters, and highlight actions.
- **Data Analysis:** Analyse sales data to identify top-selling products, best-performing categories, and sales trends over me.
- **Supply Forecasting:** Sales and profit forecasting on the basis of region, segment and dates.
- **Actionable Insights:** Actionable recommendations based on the insights, suggesting strategies for improving sales/profit, optimizing inventory, and enhancing customer satisfaction.

## Visualize dashboard:

**KPIs**

- Total sales
- Total profit
- Total discount
- Total quantity
- Total orders

## Charts

1) Pie chart: Distribution percentage by ship mode
2) Stacked bar chart: Sales by category
3) Bar chart: Sales and profit
4) Clustered bar chart: Sales by sub-category
5) Map: Sales by region
6) Trend line: Sales & profit by order and ship date
7) Parameter: Date wise reference band
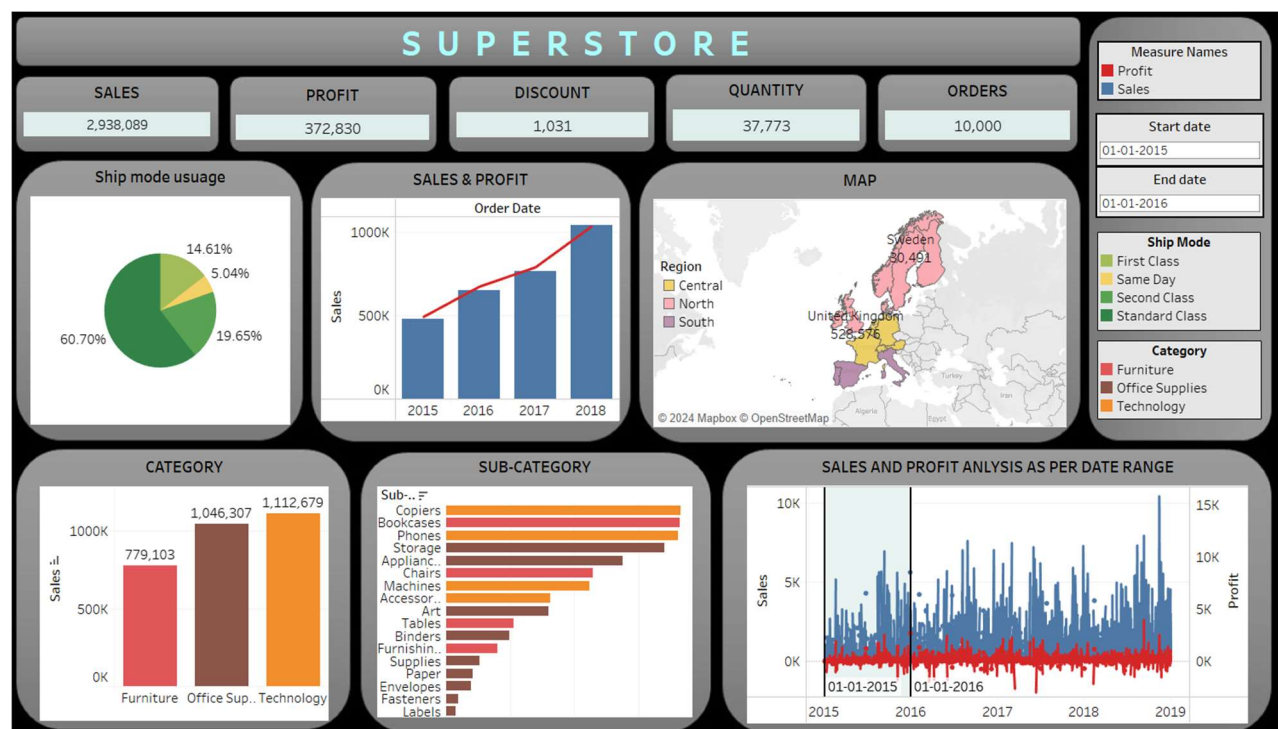


### *NARRATION:*

Superstore report spanning from year 2015 to 2018 reveals impressive growth. Sales surged from 477,797 to 1,042,204 units, marking a significant increase. Profits rising from 61,376 to 128,944,  indicating a remarkable percentage increase of approximately 109%.

Noteworthy shifts include Office Supplies leading in 2015 with 178,845 sales, while Technology dominated in 2018 with 413,139 sales. Cumulatively, Technology topped total sales at 1,112,679, followed closely by Office Supply at 1046307 & Furniture at 779,103 units. These insights guide us towards future optimizations.