Superstore Insights Report

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Executive Summary

This report presents an analysis of the **Global Superstore** dataset to uncover key sales, profit, and customer behaviour patterns across different regions, categories, and segments. An **interactive Excel dashboard** was created to visualize performance and guide data-driven business decisions.

Approach

The project followed a structured analytical workflow:

1. **Data Cleaning**
   - Removed blanks, fixed data types, formatted date columns, and handled duplicates.

2. **Exploratory Analysis using Pivot Tables**
   - Analysed sales and profit by *Region*, *Category*, *Segment*, *Shipping Mode*, and *Sub-Category*.

3. **Visualizations**
   - Created Pivot Charts (line, bar, pie) for key KPIs and trends.

4. **Interactivity**
   - Integrated Slicers for Year, Month, Category, and Sub-Category filters.

5. **Dashboard Design**
   - Assembled visuals with consistent formatting, colour scheme, and KPI tiles for storytelling.

Key Metrics

Metric	Value
Total Sales	$22,97,200.86
Total Profit	$2,86,397.02
Total Returns	296 Orders
Time Period	2014 – 2017

Dashboard Sections & Insights

Monthly Sales Trends
- Clear seasonal spikes observed around November–December each year.
- Positive sales growth trend across the 4-year period.

Regional Sales & Profit Distribution
- **West** region generated the **highest sales and profit**.
- **South** region had the lowest overall contribution.

Product Category Profitability
- **Technology** products brought in the most profit.
- **Office Supplies** had the lowest profit contribution despite strong sales.

Customer Segment Analysis
- **Consumer** segment accounted for the majority of sales and profit.
- **Home Office** was the smallest but steady contributor.

Shipping Mode Profitability

- **Standard Class** was most used and profitable.
- **Same Day** shipping had the lowest profitability despite high service speed.

Top 10 Sub-Categories

- Phones, Chairs, and Storage were the top-performing sub-categories.
- Categories like Fasteners and Labels contributed the least to revenue.

Business Recommendations

- **Focus Marketing on West Region & Technology Products** to maximize ROI.
- **Reassess Same-Day Shipping Strategy** to reduce cost/profit imbalance.
- **Introduce Targeted Promotions for Underperforming Sub-Categories.**
- **Explore Bundled Offers** for Office Supplies to boost margins.

Appendix

- **Dataset:** *Global Superstore Orders 2014–2017*
- **Data Source:** Sample business dataset used for visualization projects
- **Tools Used:** Microsoft Excel (Pivot Tables, Charts, Slicers)