

# Final Pivot Report

1. Create a Pivot Table that summarizes Total Sales by Category, then sort categories from highest to lowest to find business-driving segments.

Sum of Sales	Column Labels											
Row Labels	Appliances	Art	Binders	Bookcases	Chairs	Furnishings	Labels	Paper	Phones	Storage	Tables	Grand Total
■ Furniture				262	732	49				2664	3707	
Consumer				262	732	49				2664	3707	
■ Office Supplies	184	16	430				15	16	744		1405	
Consumer	115	16	427					16	744		1318	
Corporate							15				15	
Home Office	69		3								72	
■ Technology								1818			1818	
Consumer								1818			1818	
Grand Total	184	16	430	262	732	49	15	16	1818	744	2664	6930

## Insights:

Furniture sales are primarily driven by Tables (**2,664 units**) and Chairs (**732 units**), establishing them as the most prominent sub-categories.

Office Supplies sales are distributed among Binders (**430 units**) and Storage (**744 units**), with the majority of demand originating from the Consumer segment.

Technology sales, totalling **1,818 units**, are entirely derived from the **Consumer segment**, demonstrating a significant dependence on a single customer group. The overall concentration of sales within a limited number of sub-categories highlights potential opportunities to diversify the product portfolio and mitigate dependency risks.

2. Add another Pivot Table showing Sales by Region and Segment, then highlight top-performing regions using conditional formatting.

Sum of Sales	Column Labels			
Row Labels	Central	South	West	Grand Total
■ United States	738	1990	4202	6930
Consumer	666	1990	4187	6843
Corporate			15	15
Home Office	72			72
Grand Total	738	1990	4202	6930

## Insights:

- West dominates sales, contributing about 61% of total revenue.
- South contributes nearly 29%.
- Central has the smallest share at around 11%.

### 3. Insert slicers for Region/Category/Segment so dashboards become interactive and user-friendly like BI tools.

A	B	C	D	E	F	G	H	I	J	K	L	M	
1	Category	City	Country/Region	Order Date	Year	Month	Order ID	Postal Code	Product ID	Product Name	Region	Segment	Ship Date
2	Furniture	Henderson	United States	08-11-2019	2019	Nov	CA-2019-152156	42420	FUR-BO-10001798	Bush Somerset Collection Bookcase	South	Consumer	11-11-2019
3	Furniture	Henderson	United States	08-11-2019	2019	Nov	CA-2019-152156	42420	FUR-CH-10000454	Hon Deluxe Fabric Upholstered Stacking Chairs, Rounded Back	South	Consumer	11-11-2019
5	Furniture	Fort Lauderdale	United States	11-10-2018	2018	Oct	US-2018-108966	33311	FUR-TA-10000577	Bretford CR4500 Series Slim Rectangular Table	South	Consumer	18-10-2018
21													
22													
23													
24													
25													
26	<b>Category</b>												
27													
28	Furniture												
29	Office Supplies												
30	Technology												
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## Insights:

The data is filtered to **Furniture sales in the United States**, mainly from the **South region** and **Consumer segment**.

Orders are concentrated in **Henderson and Fort Lauderdale**, showing strong regional demand.

High-value furniture items like bookcases, chairs, and tables dominate sales.

This indicates a strong opportunity to deepen penetration in the South consumer market and expand similar products to other regions.

### 4. Add calculated columns in the dataset like Profit Margin = Profit / Sales, then pivot the Profit Margin by category and region.

Row Labels	Sum of Sales	Sum of Profit
Furniture	3707	744
United States	3707	744
Office Supplies	1405	343
United States	1405	343
Technology	1818	159
United States	1818	159
<b>Grand Total</b>	<b>6930</b>	<b>1246</b>

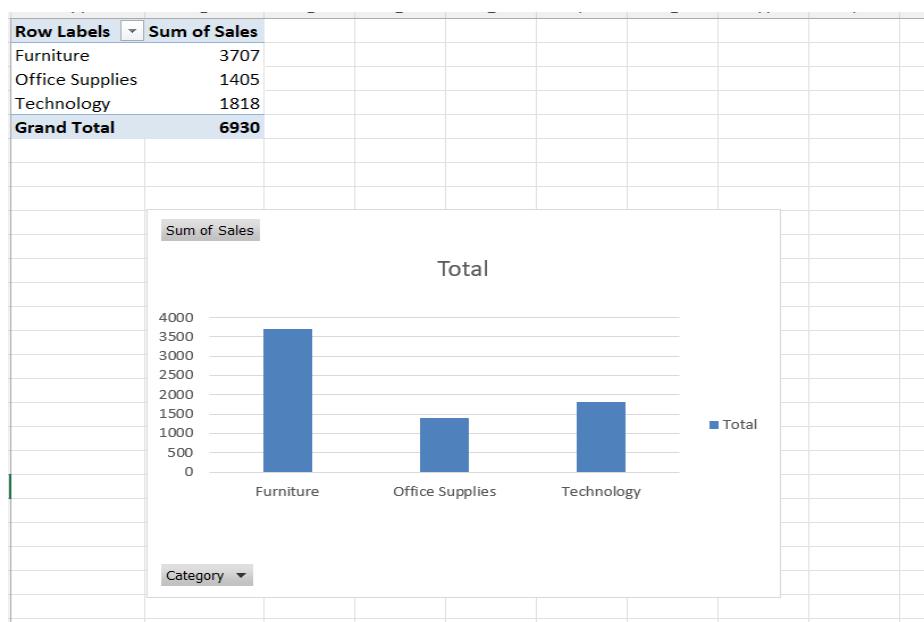
## Insights:

Furniture leads in performance, contributing **53.5%** of sales, the highest profit, and a strong ~20% margin.

Office Supplies delivers the highest profitability (24.4% margin) despite lower sales volume. Technology has a good sales share but the lowest margin (8.7%), indicating cost or pricing pressure.

Improving Technology margins and scaling Office Supplies can significantly boost overall profit.

### 5. Create a Pivot Chart to visualize sales distribution and compare performance between categories with simple graphs.



## Insights:

- The pivot table and bar graph show total sales by category: **Furniture (3707)**, **Technology (1818)**, and **Office Supplies (1405)**, with a **Grand Total of 6930**.
- From the graph, **Furniture clearly has the highest sales**, contributing more than half of the total.
- Technology ranks second**, while **Office Supplies has the lowest sales**.
- The bar chart visually highlights the strong gap between Furniture and the other two categories.