

# 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    | 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.

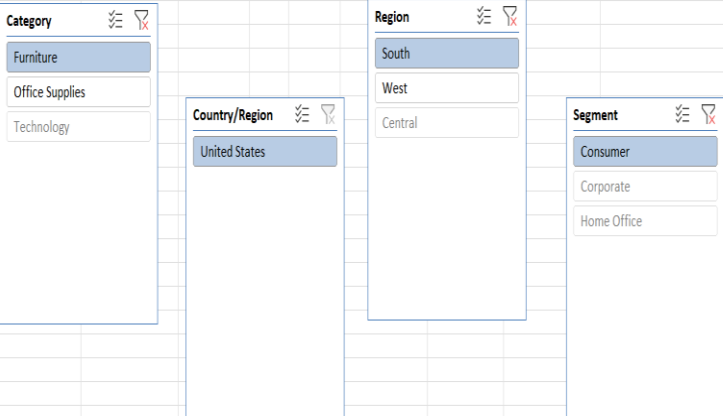
| Sum of Sales  | Column Labels |       |      |             |
|---------------|---------------|-------|------|-------------|
| Row Labels    | Central       | South | West | Grand Total |
| United States | 738           | 1990  | 4202 | 6930        |
| Consumer      | 666           | 1990  | 4187 | 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.

| 1  | A         | B               | C              | D          | E    | F     | G              | H           | I               | J   | K      | L        | M         |
|----|-----------|-----------------|----------------|------------|------|-------|----------------|-------------|-----------------|---|--------|----------|-----------|
| 2  | Category  | City            | Country/Region | Order Date | Year | Month | Order ID       | Postal Code | Product ID      | Product Name  | Region | Segment  | Ship Date |
| 3  | Furniture | Henderson       | United States  | 08-11-2019 | 2019 | Nov   | CA-2019-152156 | 42420       | FUR-BO-10001798 | Bush Somerset Collection Bookcase                           | South  | Consumer | 11-11-    |
| 4  | 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-    |
| 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-    |
| 21 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 22 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 23 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 24 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 25 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 26 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 27 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 28 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 29 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 30 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 31 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 32 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 33 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 34 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 35 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 36 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 37 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 38 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 39 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 40 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 41 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 42 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 43 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 44 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 45 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 46 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |
| 47 |           |                 |                |            |      |       |                |             |                 |   |        |          |           |



## 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 |
|------------------------|--------------|---------------|
| <b>Furniture</b>       | <b>3707</b>  | <b>744</b>    |
| United States          | 3707         | 744           |
| <b>Office Supplies</b> | <b>1405</b>  | <b>343</b>    |
| United States          | 1405         | 343           |
| <b>Technology</b>      | <b>1818</b>  | <b>159</b>    |
| United States          | 1818         | 159           |
| <b>Grand Total</b>     | <b>6930</b>  | <b>1246</b>   |

## Insights:

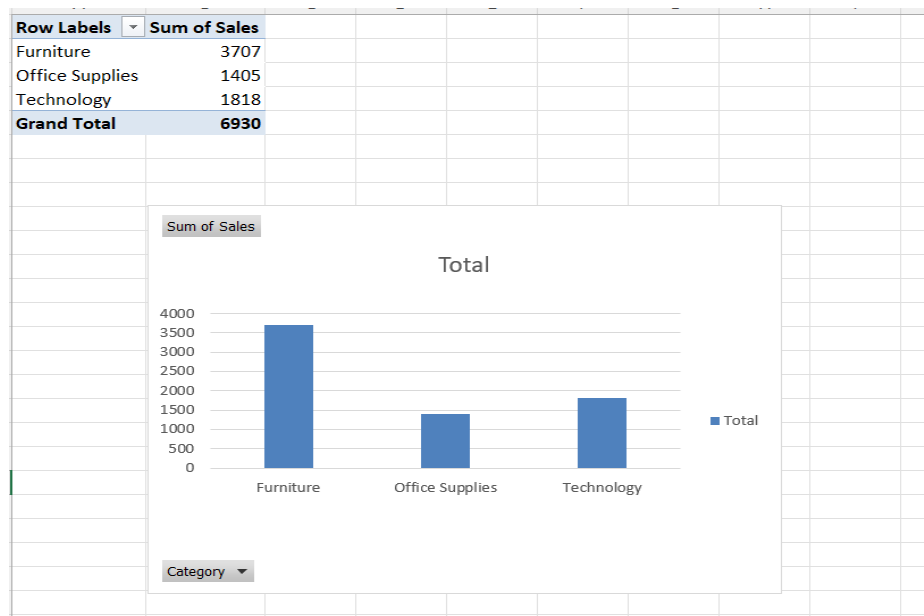
Furniture leads in performance, contributing **53.5%** of sales, the highest profit, and a strong ~20% margin.

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.