

# SuperStore Sales Performance

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## Project Overview

The SuperStore Sales Performance project analyzes transactional data to uncover trends, customer behavior, and regional sales patterns. The goal is to derive meaningful business insights to help improve decision-making, optimize sales strategies, and enhance profitability.

## Problem Statement

- Sales data was unstructured and difficult to analyze manually.
- No visibility into customer purchasing trends or high-performing product categories.
- No insight into regional sales contribution or segment-wise performance.
- Needed a better understanding of monthly performance and sub-category contributions.

## Tools Used

- **Microsoft Excel**  
Excel served as the primary platform for data handling, dashboard design, and visualization. It enabled initial data storage, calculations, and front-end dashboard development using built-in charting tools.
- **Power Query**  
Power Query was utilized for data cleaning, transformation, and preparation tasks. It automated importing, merging, filtering, and shaping raw data into a usable format for further analysis.
- **DAX (Data Analysis Expressions)**  
DAX was used to create calculated fields and complex measures such as Total Sales, Average Order Value, Monthly Sales Trends, etc. These were critical for generating business insights and driving the visuals in the dashboard.

# Project Brief

## 1. Data Collection & Preparation

Collected raw transactional data, including order details, customer information, product categories and sales figures. Used **Power Query** for extensive data cleaning: removed duplicates, fixed inconsistent formats and handled null values to create a structured dataset suitable for analysis.

## 2. DAX Calculations

Implemented various **DAX measures** and calculated columns to derive key metrics:

- Total Sales
- Average Purchase Value per Customer
- Average Order Value
- Month-wise and Region-wise Sales
- Customer Segmentation Metrics

These measures enabled drill-down and interactive capabilities across dashboards.

## 3. Dashboard Development

Designed a comprehensive Excel dashboard showcasing:

- **Top Sub-Category Sales**
- **Region-wise and State-wise Sales**
- **Customer Segment Distribution**
- **Monthly Sales Trends**
- **Total Orders, Customers & Sales KPIs**  
Used pivot charts, slicers, and DAX-based measures to ensure interactivity and responsiveness.

## 4. Review & Optimization

Tested dashboards for accuracy and performance. Optimized DAX formulas for faster refreshes. Final visuals were reviewed for clarity, color consistency, and user navigation experience.

## Key Highlights:

- >Total Sales: ₹22,61,536.78
- Total Customers: 793
- Total Orders: 9800
- Avg Order Value: ₹230.77

### Top Sub-Category Sales



- Phones (₹327.78K) and Chairs (₹322.82K)** are the leading sub-categories.
- Other strong performers: **Storage (₹219.34K), Tables (₹202.81K), and Binders (₹200.03K)**.
- Indicates higher demand for office essentials and technology products.

### Region-wise Sales Distribution



- West Region:** Highest contributor with ₹7,10,239.68 (31%)
  - South:** ₹6,69,518.73 (30%)
  - Central:** ₹4,92,646.91 (22%)
  - East:** Lowest with ₹3,89,151.46 (17%)
- Strategic focus can be placed on boosting sales in the **East region**.

## Customer Segment Distribution



**Consumer Segment** dominates with **409 customers**, followed by:

- **Corporate: 236**
- **Home Office: 148**

Tailored marketing strategies could improve engagement with **Home Office** segment.

## Month-wise Sales Trend



Sales show a consistent upward trend with major spikes in:

- **March**
- **September**
- **November (peak)**

-These trends hint at **seasonal purchase patterns**, possibly influenced by year-end budgets or promotions.

## State-wise Sales



**California** shows the **highest state-wise sales**, with values reaching up to ₹4,46,306.46. Other states show lower contributions. Focused campaigns in low-performing states may help in balancing geographical sales distribution.

## Future Outcomes

### 1. Data-Driven Decision Making

With interactive dashboards in place, stakeholders can now monitor key metrics like sales performance, customer behavior, and product-wise trends in real time. This empowers better and faster decision-making.

### 2. Inventory & Supply Chain Optimization

Insights from top-selling products and region-wise sales can guide inventory stocking and distribution strategies. This helps reduce stockouts, overstock, and improves delivery efficiency.

### 3. Targeted Marketing & Customer Engagement

Understanding customer segments (Consumer, Corporate, Home Office) and their purchasing patterns enables personalized campaigns. Low-performing regions like the **East** can be targeted with offers or advertisements to boost engagement.

### 4. Seasonal Sales Planning

Month-wise trends show clear spikes, suggesting seasonal buying behavior. These patterns can inform promotional timing and staffing decisions to maximize revenue during peak months.

### 5. Expansion Strategy

High-performing states like **California** indicate market maturity, while underperforming regions can be prioritized for new campaigns or product line testing, enabling geographic expansion.