

SUPERSTORE SALES ANALYSIS USING POWER BI

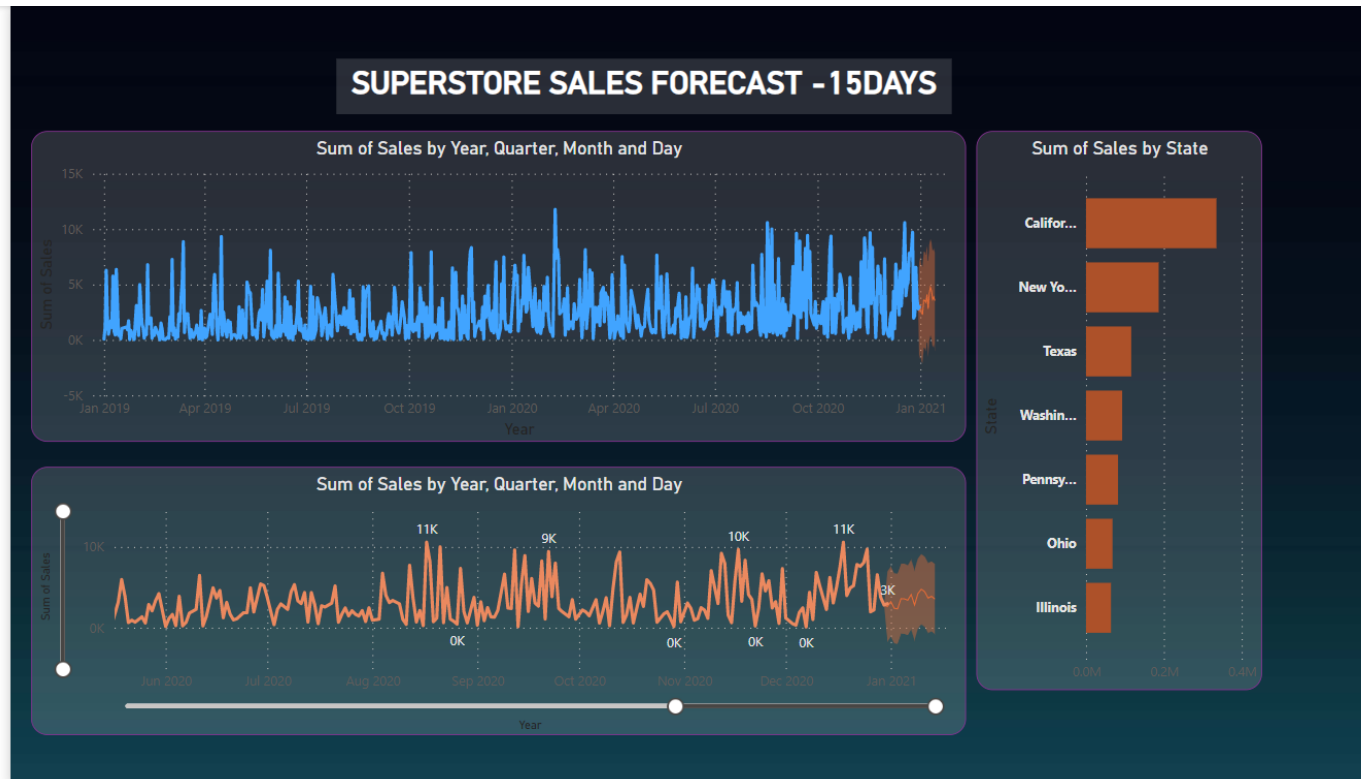
Objective : To contribute to the success of business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting

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

1. **Dashboard Creation :** Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. **Data Analysis :** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts
3. **Sales Forecasting :** Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days
4. **Actionable Insights and Recommendations :** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency, and customer satisfaction

Dashboard :





Insights :

1. Payment Mode Insights:

- Identified that Cash on Delivery (COD) is the most popular payment mode compared to cards and online transactions.
- Analyzed the reasons behind the high preference for COD and its impact on sales and customer behavior.
- Provided recommendations to optimize the payment process, increase online transactions, and improve the customer experience.

2. Consumer Segment Insights:

- Discovered that the consumer segment has higher sales compared to the Home Office and Corporate segments.
- Analyzed the purchasing behavior, preferences, and needs of the consumer segment.
- Proposed targeted marketing strategies and product offerings to further capitalize on the consumer segment's potential.

3. Subcategory Sales Insights:

- Found that phones have higher sales compared to subcategories such as chairs and binders.

- Investigated the factors driving the popularity of phones and their correlation with customer demands and market trends.
- Suggested strategies to capitalize on the phone subcategory's success, such as expanding product offerings or implementing targeted promotions.

4. Shipment Mode Insights:

- Noted that the standard shipment mode is preferred over secondary and first-class options.
- Explored the reasons behind the preference for standard shipment and its impact on delivery timelines and customer satisfaction.
- Proposed optimizations in the shipment process, including evaluating alternate shipping providers, to enhance the overall customer experience.

5. Regional Sales Insights:

- Conducted an analysis of sales based on different regions or geographic areas.
- Identified variations in sales performance across regions and investigated potential factors contributing to these differences.
- Developed region-specific strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

6. Time-Based Sales Forecasting:

- Conducted sales forecasting for a specific 15-day period, utilizing historical sales data and relevant variables.
- Employed statistical models or forecasting techniques to predict sales trends and patterns.
- Demonstrated an understanding of time series analysis and its application in forecasting future sales.

Conclusion : "In summary, my Power BI project involved analyzing sales data for a super store, utilizing the powerful features of Power BI to visualize and interpret the data. Through the project, I gained valuable insights into customer preferences, payment modes, consumer segments, subcategory sales, shipment preferences, and regional sales. The project's impact included empowering stakeholders to make data-driven decisions, optimizing resource allocation, and improving overall sales performance. This project showcased my proficiency in data analysis, visualization, and forecasting, making me a valuable asset in data-driven decision-making environments."