

# **GLOBALSTORE SALES PERFORMANCE REPORT**

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## **PROJECT OVERVIEW**

The objective of this project was to analyze global sales data using Power BI. The goal was to generate insights across various dimensions such as segments, categories, regions, order priorities, and shipping modes. This report consolidates the key findings into an interactive dashboard designed for senior leadership and business stakeholders.

## **PROBLEM STATEMENT**

The business needed a consolidation view of performance across its customer base and operations. Specially:

- Which segment and regions drive the most sales and profit?
- Were the shipping costs and order priorities aligned with profitability?
- How do product categories perform across segments?
- Where can we optimize cost, service, and strategy?

## **DATA PREPARATION AND PROCESS**

- Data Cleaning: Removed blank Values, ensured correct data types, and added calculated columns.
- Modeling: Built relationships between tables (Orders, customer, Products).
- Visualization: Created interactive visuals with filters and slicers for dynamic reporting.

## **KEY INSIGHTS AND ANALYSIS**

### **SALES ANALYSIS**

- Consumer segment generated the highest total sales.
- Corporate customers had more frequent orders but lower profit margins in some regions.

### **PROFIT ANALYSIS**

- High discounts in Furniture sub-categories led to reduced profit margin
- A clear negative correlation was observed between discounts and profits.
- Top 5 customers by customer life value accounted for nearly 25% of the profit.

### **GEOGRAPHICAL ANALYSIS**

- The United States, India, and Australia were the top revenue generating countries.
- Cities like New York, Los Angeles, and Philadelphia lead in consumer sales indicating urban markets are growth drivers.
- Regionally, the Central region has the highest profitability, followed by North and South.

### **SHIPPING ANALYSIS**

- High priority orders often used Express Air, the most expensive shipping method.

- However, many Medium and Low priority orders also used fast shipping, increasing costs unnecessarily.
- Standard Class was the most used and cost-efficient shipping method.

### **DASHBOARD FEATURES**

- KPI Cards: Total Sales, Total Profit, Total Quantity, Total Discount, Total Shipping Cost.
- Visuals: Column Charts, Bar Charts, Line Charts for trends, Map for geographical performance.
- Slicers: Segment, Region, Category, Year.

### **BUSINESS RECOMMENDATION**

1. Double down on high-performing segments (Customer) and categories (Technology).
2. Review shipping logistics for cost cutting opportunities.
3. Reallocate marketing or shelf space away for low-performing sub-categories.
4. Invest further in high-growth regions, particularly Central and North Asia.
5. Introduce segment specific promotions to balance performance across Corporate and Home Office segment.

### **CONCLUSION**

This Power BI dashboard provides a clear view of sales performance operations and customer segment performance. It offers an interactive way for decision makers to explore data and uncover business opportunities to improve profitability, optimize logistics, and focus on high-value customers.