

Sales & Profit Analysis of Superstore

Objective:-

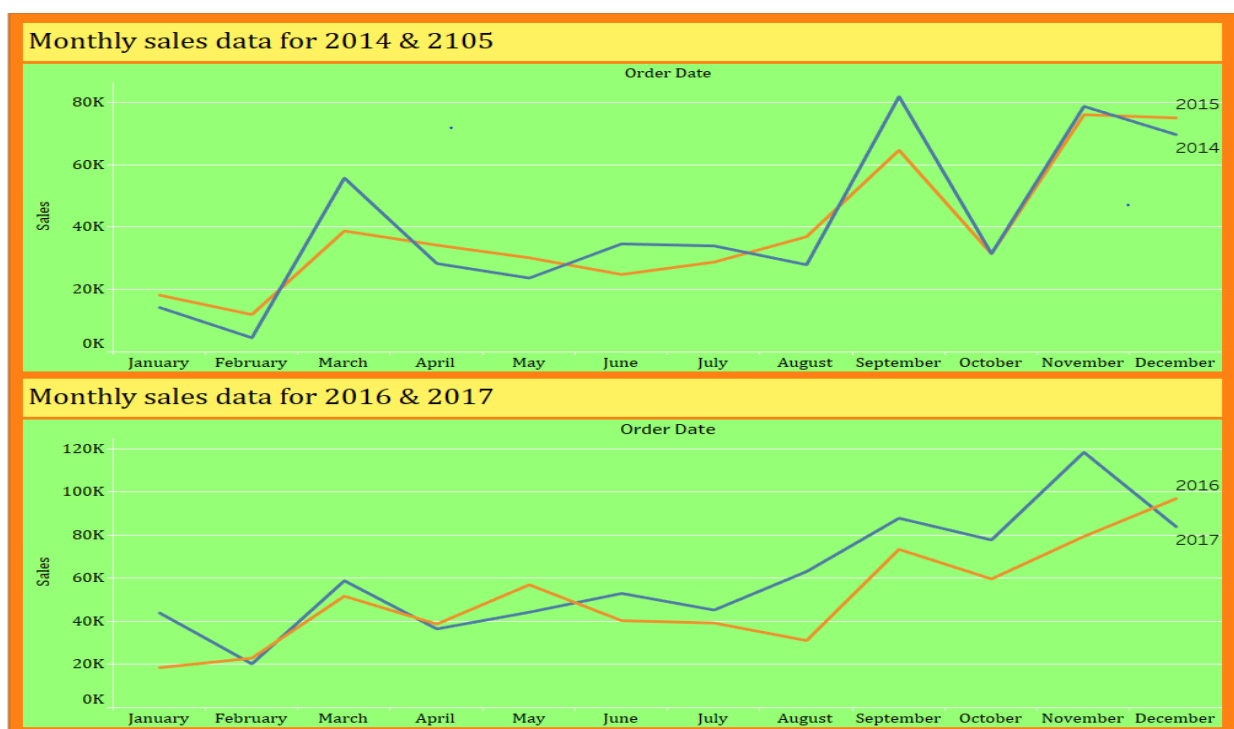
Identifying the products with highest sales and profit. Determining underlying factors affecting the sales and profit of the super store. Identifying cities with the highest and lowest sales. Two factors that represent the financial growth and need to analyzed are :

- Sales
- Profit

The data given contains the information about the products, their quantity, discount, sales, profit and other factors . The aim is to identify the products with highest sales and profit, and also the products with the lowest sales and profit which may be used for taking actions such as improving the product quality, product availability, product supply etc.

Analysis -

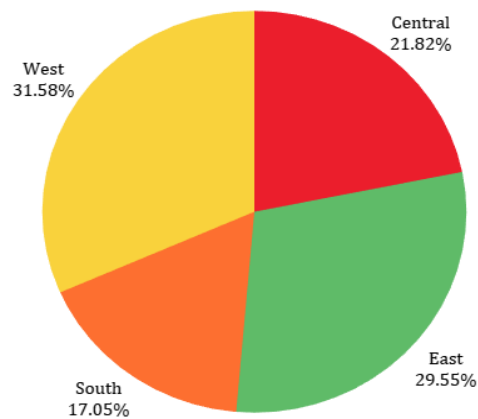
This analysis begins with the understanding that the monthly sales data for all the years. The line chart explains the sales values.



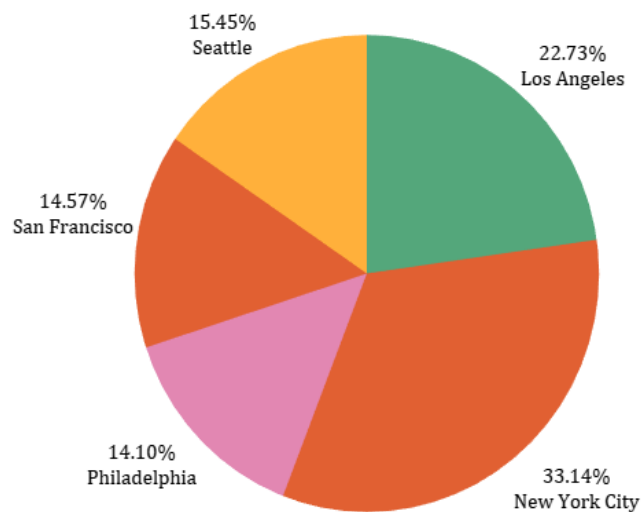
The sales data graph shows that the sales increase towards the end of the year for all the years.

1. **Sales by Region** - The region wise contribution towards total sales is as follows:

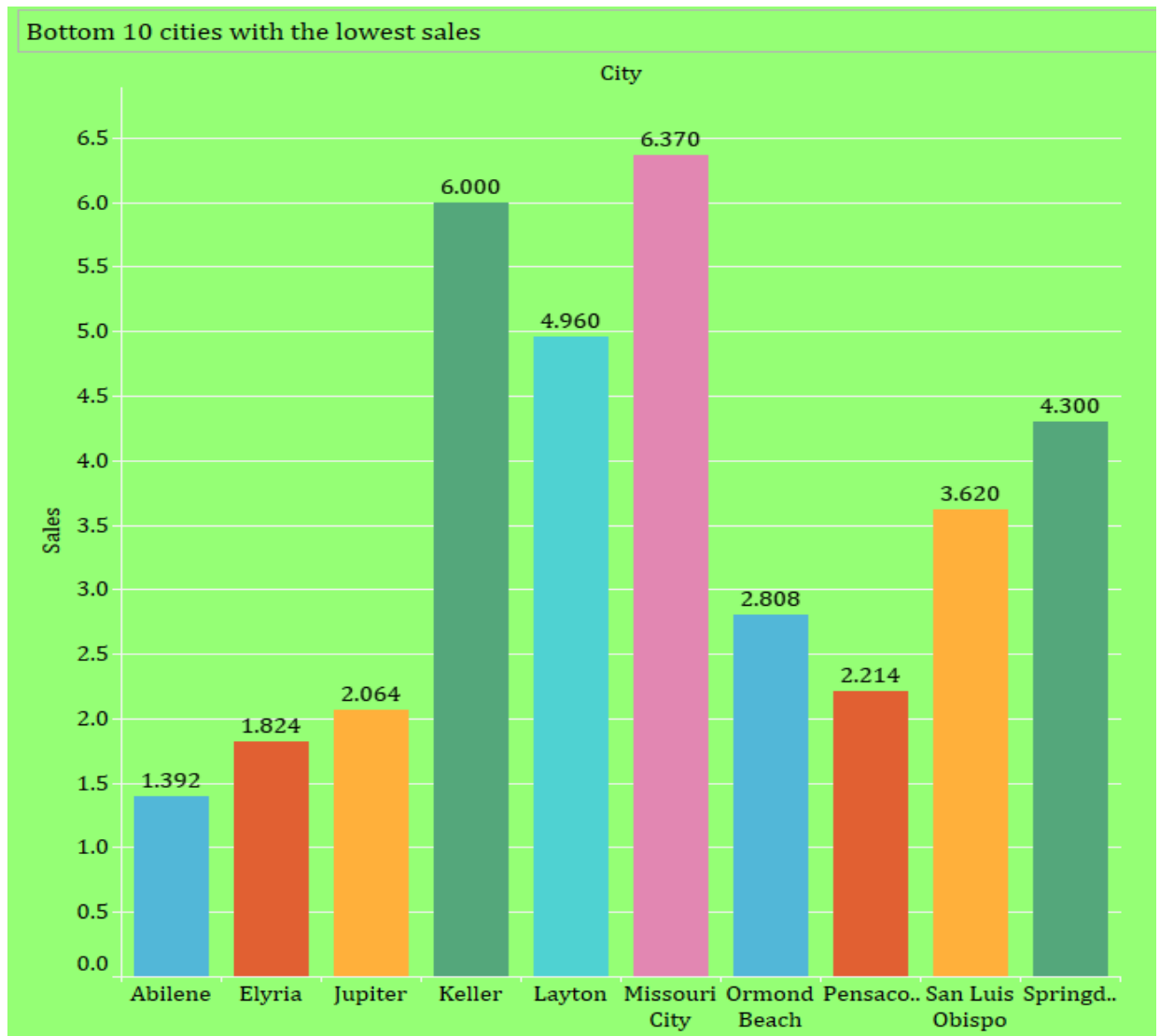
- a. Central – 21.82%
- b. West – 31.58%
- c. South – 17.05%
- d. East – 29.55%



2. **Top 5 cities by sales** – The cities with the highest sales are:

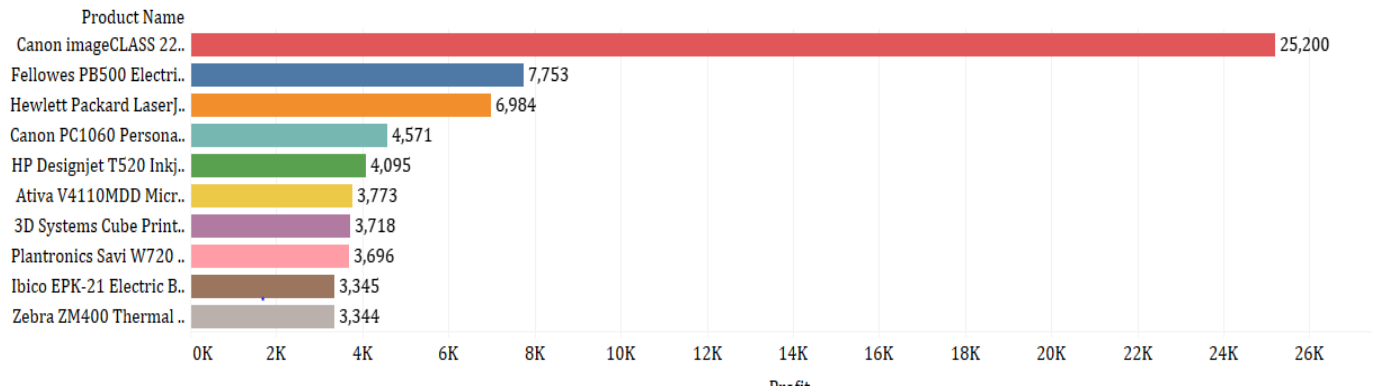


3. **Bottom 10 cities by sales** - There are three types of customer accommodation (Rent, Mortgage, Owned). The bar chart shows that customers with rented accommodation tend to cheat more on the loan payments.

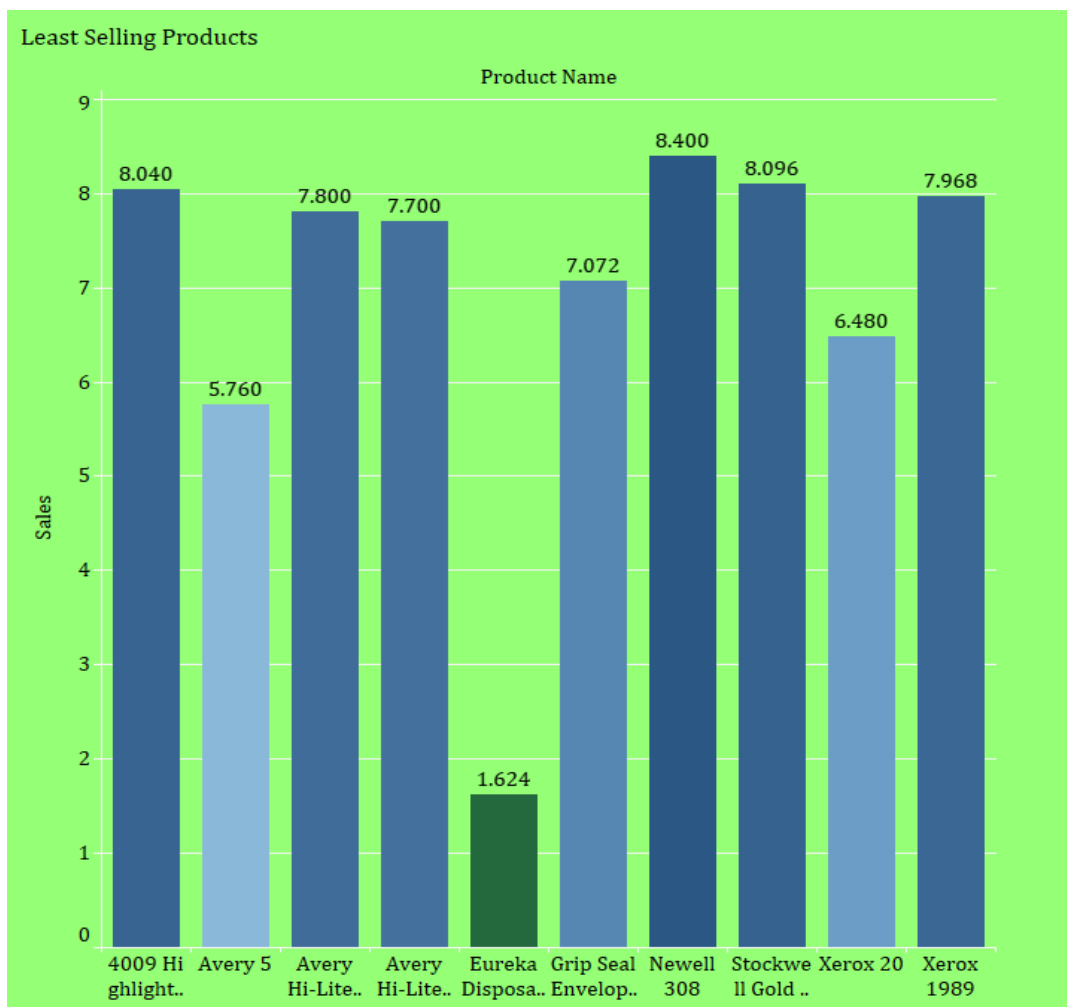


4. Top 10 Profitable Products-

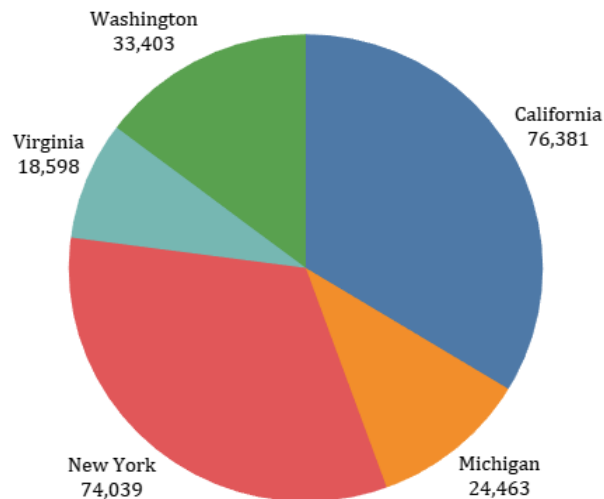
Top 10 Profitable Products



5. Least Selling Products:



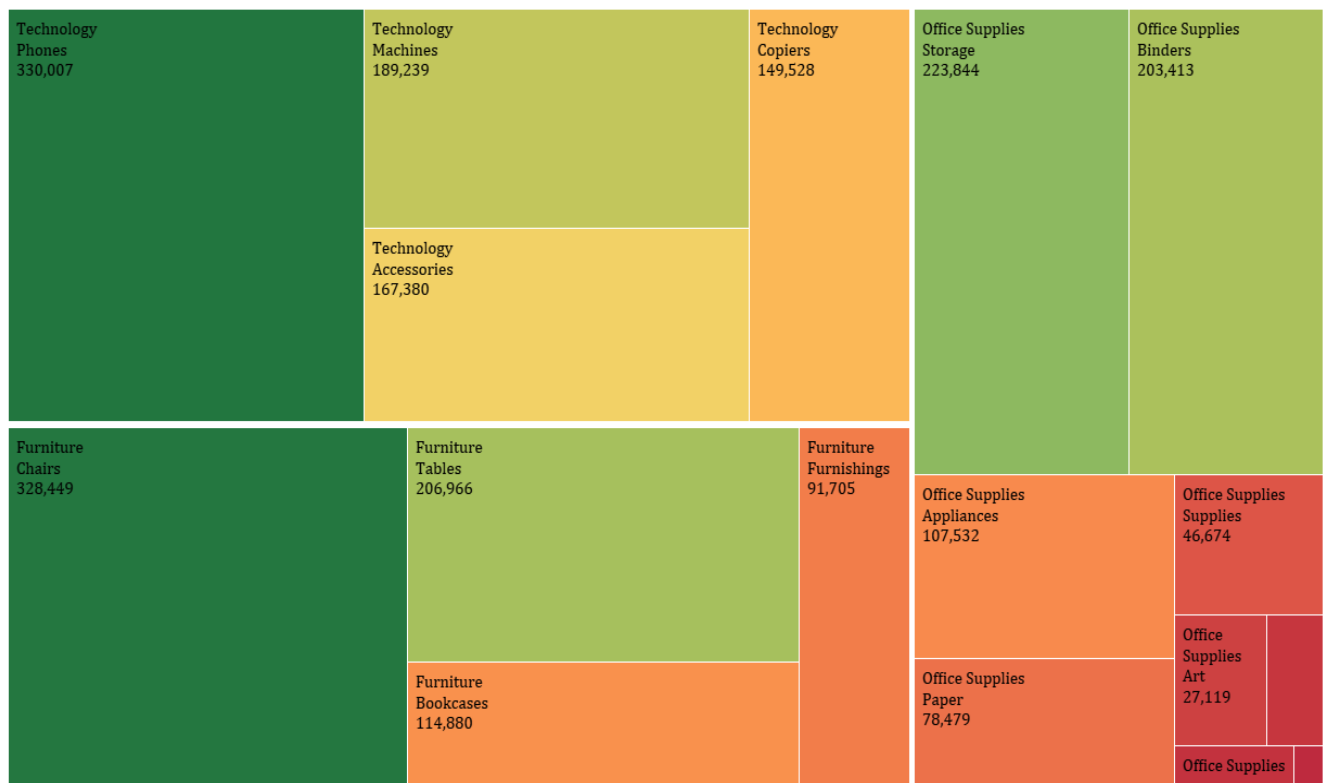
6. Top 5 Profitable states – The states with the highest profit are California, New York, Washington and Michigan



7. Product Performance Analysis –The products that have the best performance in terms of sales are:

- Technology phones – 330,007
- Furniture Chairs-Level – 328,449
- Office Supplies Storage – 223,844

Product Performance Analysis



8. Sales by Category & Subcategory – Categories with the highest sales are as follows:

- 1. Chairs- 328,449
- 2. Phones – 330,007
- 3. Storage – 223,844
- 4. Tables - 206,966
- 5. Binders – 203,413

