

INSIGHTS

•Sales Distribution by Category and Sub-Category

•**Category Performance:** Office Supplies and Technology are the top-performing categories, with Office Supplies leading slightly.

•**Top Sub-Categories:** Phones, Chairs, and Binders are the best-performing sub-categories, indicating high demand in these areas.

•Shipping Preferences

•**Popular Shipping Modes:** Standard Class is the most popular shipping mode, accounting for the majority of shipments. Second Day and First Class follow but are significantly less utilized.

•**Same Day Shipping:** Despite its convenience, Same Day Shipping has the least usage, which might suggest high costs or limited availability.

•Profit and Sales Trends by Month

•**Seasonal Trends:** Sales and profit peak towards the end of the year, particularly in November and December, likely due to holiday shopping.

•**Consistent Growth:** There is a noticeable growth in both sales and profit from 2019 to 2020, indicating positive business performance.

•Regional Sales Performance

•**Top Regions:** The East region generates the highest sales, followed by the South and West regions. The Central region shows the least sales.

•**Strategic Focus:** Potential for growth in the Central region with targeted marketing and sales strategies.

•Customer Segments

•**Dominant Segments:** The Consumer segment dominates sales, followed by Corporate and Home Office segments. This indicates a strong B2C market presence.

•Payment Modes

•**Preferred Payment Methods:** Online payments lead, followed by COD and card payments. This reflects customer preference for digital transactions.

•State-wise Performance

•**Top States:** California, New York, and Texas are the leading states in sales. This suggests these states have a higher concentration of target customers or better market penetration.

•**Growth Opportunities:** States like North Carolina and Michigan have lower sales, presenting opportunities for market expansion.

•Sales Forecasting

•**Short-Term Forecast:** The sales forecast for the next 15 days shows a steady increase, projecting higher sales volumes as the period progresses. This indicates positive market conditions and effective sales strategies.

As a proficient user of Power BI, I excel in transforming raw data into meaningful insights that drive business growth. Below are some key insights derived from the "Super Store Sales" dashboard I developed:

- Sales Analytics:** Identified top-performing categories (Office Supplies, Technology) and sub-categories (Phones, Chairs, Binders) to optimize inventory and marketing strategies.
- Shipping Efficiency:** Analyzed shipping preferences, revealing a predominant use of Standard Class shipping, leading to cost-saving measures and improved logistics planning.
- Seasonal Sales Trends:** Recognized peak sales and profit periods during November and December, informing promotional campaigns and stock management.
- Regional Performance:** Uncovered regional sales trends with the East region leading, enabling targeted regional marketing efforts to boost underperforming areas like Central.
- Customer Segmentation:** Leveraged customer segment data, highlighting the Consumer segment's dominance, which guided customer engagement strategies.
- Payment Preferences:** Evaluated payment modes, showing a preference for online payments, assisting in the enhancement of digital payment systems.
- Geographical Insights:** Analyzed state-wise performance, identifying California, New York, and Texas as key markets, and targeting growth in lower-performing states.
- Forecasting:** Provided short-term sales forecasts, predicting an upward trend in sales, and aiding in proactive inventory and resource planning.