**Superstore Sales Analysis & Data Visualisation & Dashboard**

**EXECUTIVE OVERVIEW:**

Superstore is a fictional retail company based in the United States. They specialize in selling furniture, office supplies, and technology products. This summer, they hired me as a Business Intelligence Analyst at their Seattle office. My role is to identify weaknesses and opportunities within their business, and my goal is to help them enhance their business growth and profitability.

**Business Questions:**

* Which states and cities are generating the highest revenue?
* Which product category is both the best-selling and the most profitable?
* Which product sub-categories and specific products are top performers as well as those that are underperforming?
* Are there products that are frequently bought together?
* Which customer segment is bringing in the most profit?
* What is the most preferred shipping mode among our customers?
* How has the company's performance trended over recent months?
* What are the KPIs?

**DATASET:**

The original dataset was obtained from the Kaggle website. It contains 9993 sales transactions that occurred from 2019 to 2022.

**KPIs:**

Over the past four years, Superstore generated $2.3 million in revenue but only had a gross profit of $286.41K. The company's average discount stood at 15.62%, suggesting that the discounting strategy might have influenced the profit margin. A detailed breakdown of the profit margin within the discount category will be explored later in the Financial Analysis dashboard.

**Sales by Region and state:**

* The West region boasted the highest revenue, with sales amounting to $725K, followed by the East region with sales of $678K. Within those two regions, California, Washington, and New York were the top states that contributed the most revenue to the company. Therefore, the company should focus on marketing efforts and optimizing inventory in those states to further increase sales.
* The Central region with sales of $501K, and the South with sales of $392K, represented two regions that might have had untapped potential worth exploring.

**Sales vs. Profit by Category and Sub-Category:**

The Technology category emerged as the leading performer in both sales and profit. Within this category, the Phones sub-category stood out with impressive sales and profit figures. On the other hand, the Furniture category showcased significant sales but had a notably lower profit margin. Within the Furniture category, the Tables displayed decent sales but operated at a loss. Additionally, both Bookcases and Supplies resulted in a negative profit for the company. These observations raise concerns, suggesting potential issues with the cost structure or pricing strategy, especially for the Tables, Bookcases, and Supplies subcategories.1

**Top Three Cities by Sales Over Time:**

Los Angeles and New York City have consistently led in sales, but while Los Angeles saw a slight decline in 2022, New York City surged. Seattle, on the other hand, experienced a significant rebound in 2022.

**Bottom Three Cities by Sales Over Time**

Philadelphia shows a promising upward trajectory, contrasting with the relatively stagnant sales in Houston and San Antonio.

**Top 5 Cities by Quantity**

New York City and Los Angeles dominate in product quantities across all categories.

**Quantity by Sub-Category and State**

Binders, Paper, and Furnishings are consistently popular across California, New York, and Washington

**Segment by Sales and Profit Over Time:**

Sales across all segments had increased year-over-year, with the Consumer segment leading the growth. The Home Office segment was smaller, yet it showed a significant increase in sales in 2022. Profit trends mirror the sales trends, but it's noteworthy that the corporate segment's profit in 2022 didn't grow proportionally to its sales.

**Ship Mode by Sales and Profit Over Time:**

Standard Class remains the dominant shipping mode in terms of sales and profit, However, while sales for Standard Class increased in 2022, its profit decreased. First Class and Second Class have seen substantial growth in 2022.

**Profit by Segment and Category:**

The Consumer segment dominates in profit in Technology. This suggests that consumer-oriented tech products might be the most profitable items. Furniture is the least profitable category across all segments, indicating potential areas for cost optimization or pricing adjustments.

**Top 5 Cities by Orders:**

New York City and Los Angeles had the most orders, highlighting their importance to Superstore's overall sales success.

**Dashboard picture:**

