



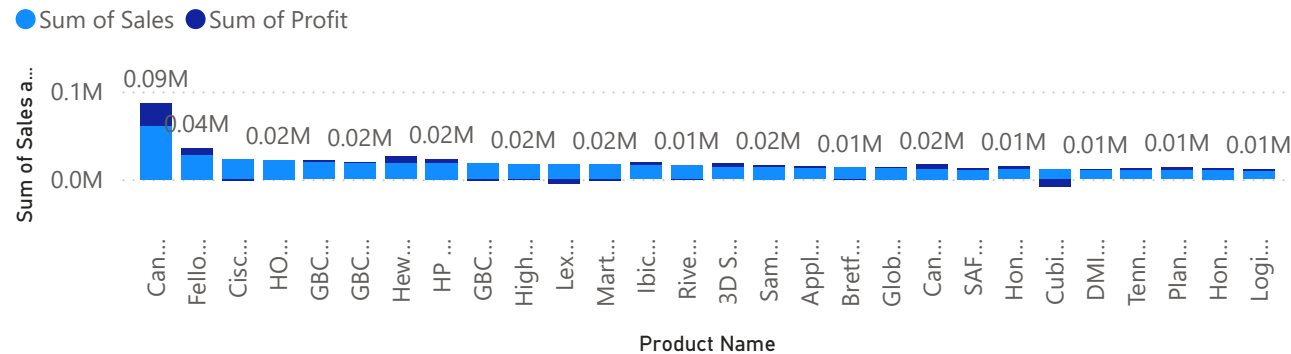
# Superstore Sales Dashboard

Sales Analysis | 2016-2019

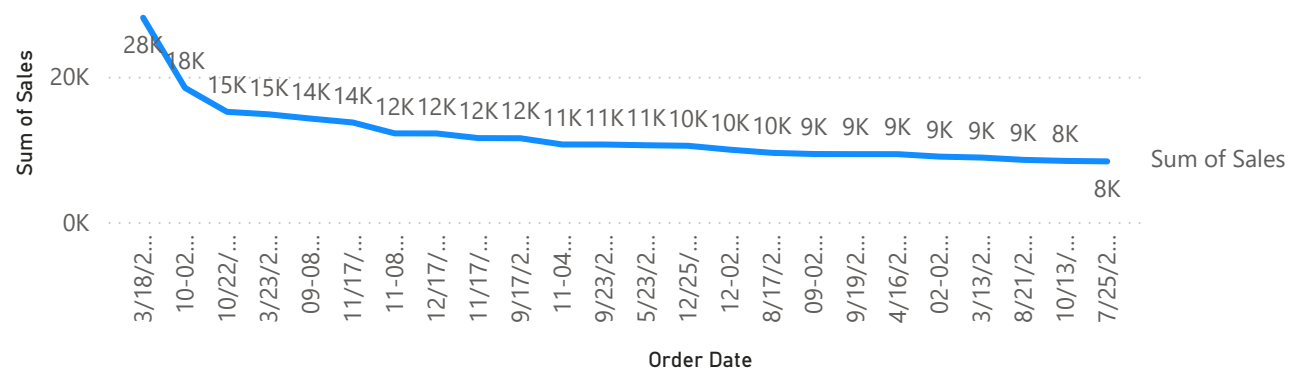
Prepared by: Sanya Nayyar

# Sales & Profit Overview

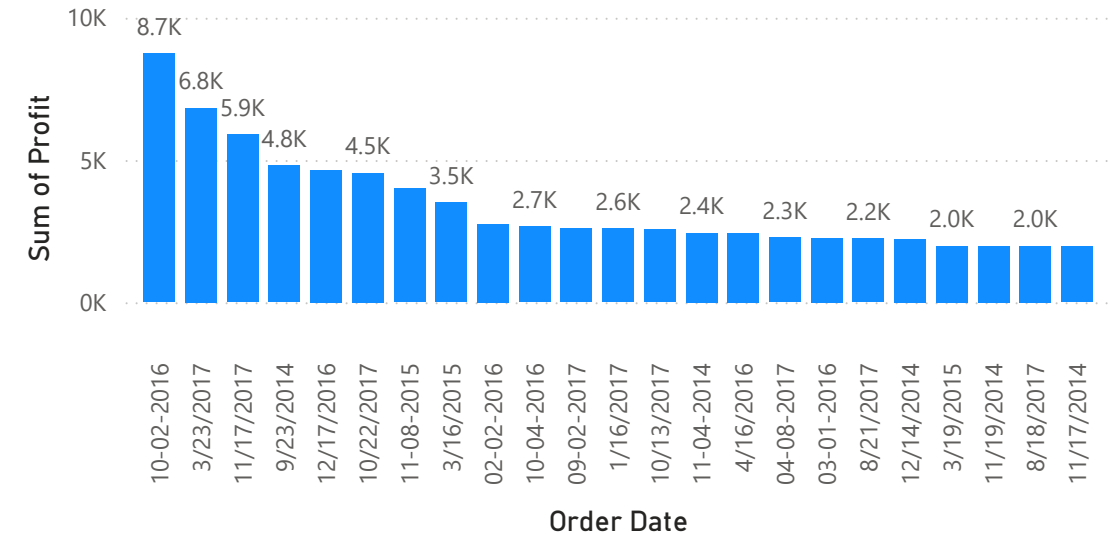
Sum of Sales and Sum of Profit by Product Name



Sum of Sales by Order Date



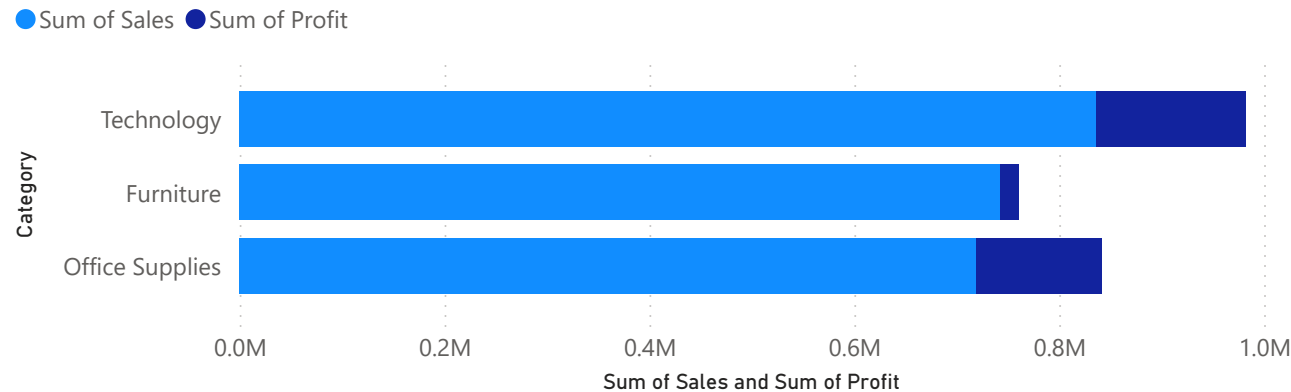
Sum of Profit by Order Date



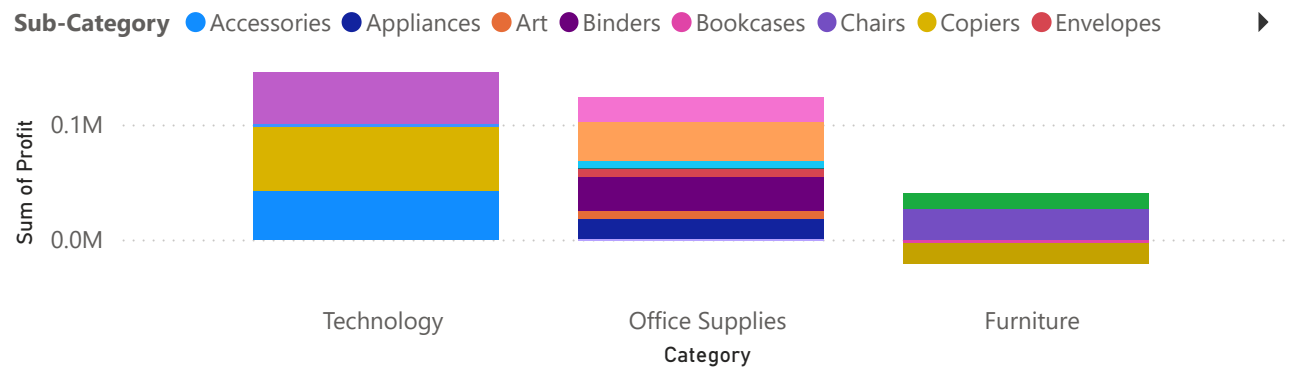
- At 28,106.72, 3/18/2014 had the highest Sum of Sales and was 13,87,885.98% higher than 7/19/2015, which had the lowest Sum of Sales at 2.03.
- 3/18/2014 accounted for 1.22% of Sum of Sales.
- Across all 1,237 Order Date, Sum of Sales ranged from 2.03 to 28,106.72.
- Sum of Sales and total Sum of Profit are negatively correlated with each other.
- Sum of Sales and Sum of Profit diverged the most when the Product Name was Canon imageCLASS 2200 Advanced Copier, when Sum of Sales were 36,399.90 higher than Sum of Profit.

# Category/Segment Performance

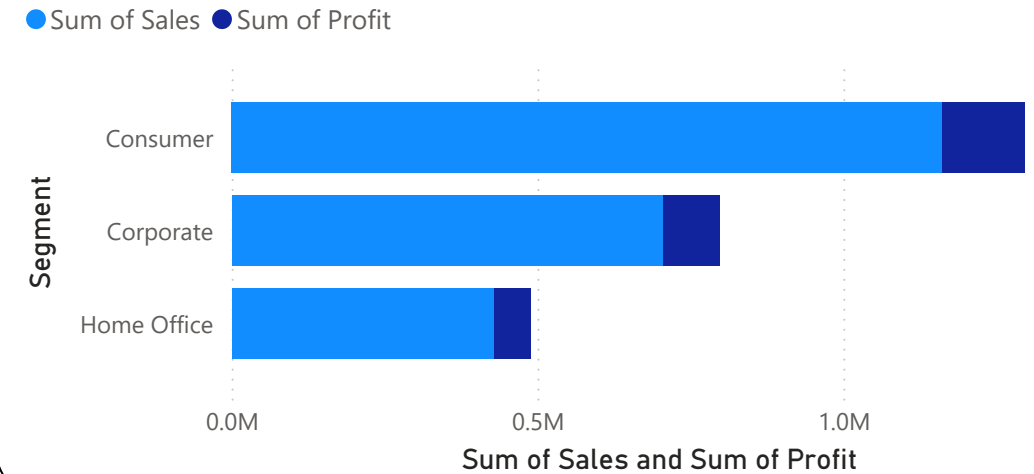
Sum of Sales and Sum of Profit by Category



Sum of Profit by Category and Sub-Category



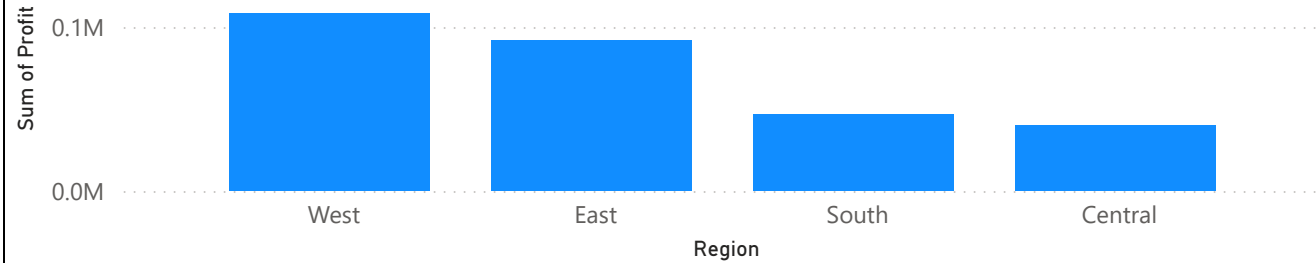
Sum of Sales and Sum of Profit by Segment



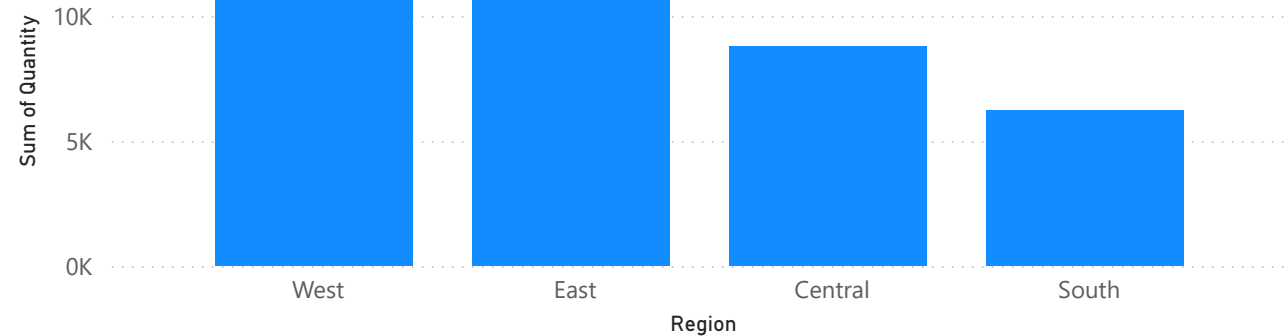
- At 8,36,154.03, Technology had the highest Sum of Sales and was 16.29% higher than Office Supplies, which had the lowest Sum of Sales at 7,19,047.03.
- Technology accounted for 36.40% of Sum of Sales.
- Sum of Sales and Sum of Profit diverged the most when the Category was Furniture, when Sum of Sales were 7,23,548.52 higher than Sum of Profit.
- Consumer had 11,61,401.35 Sum of Sales and 1,34,119.21 Sum of Profit. Corporate had 7,06,146.37 Sum of Sales and 91,979.13 Sum of Profit. Home Office had 4,29,653.15 Sum of Sales and 60,298.68 Sum of Profit.
- Technology in Sub-Category Copiers made up 16.79% of Sum of Profit.

# Regional Insights

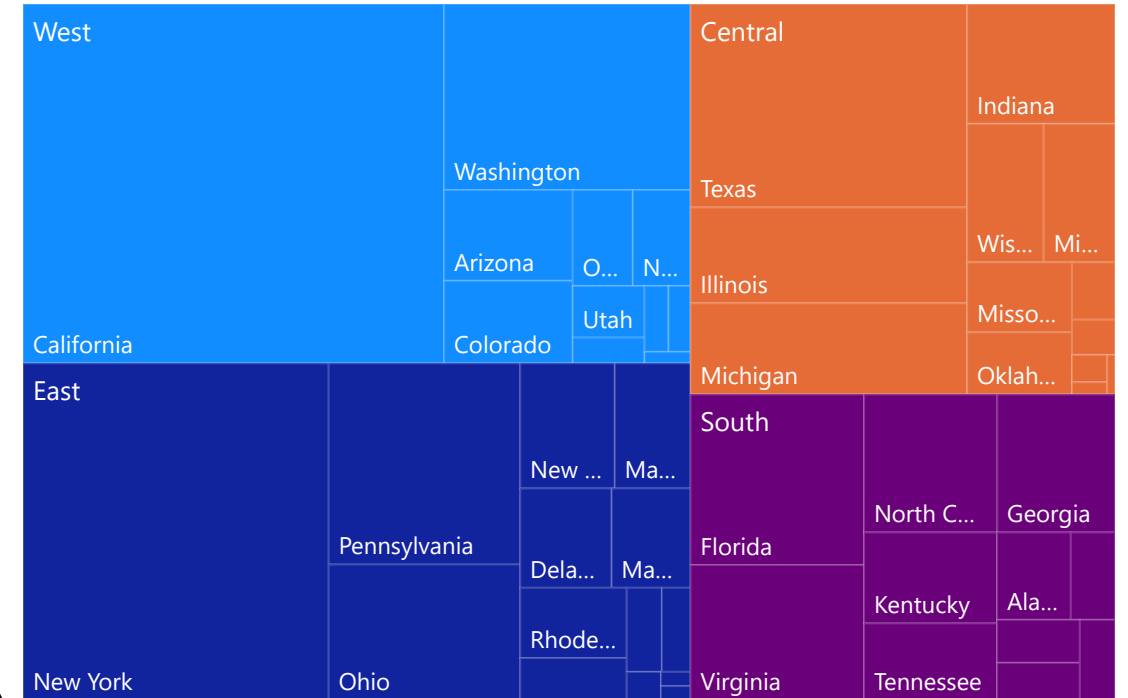
Sum of Profit by Region



Sum of Quantity by Region



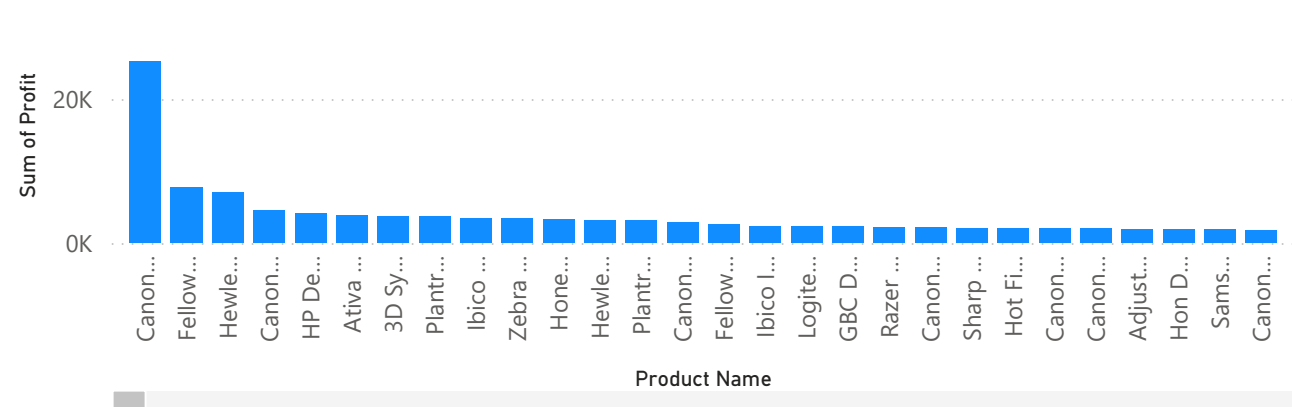
Sum of Sales and Sum of Profit by Region and State



- At 1,08,418.45, West had the highest Sum of Profit and was 173.05% higher than Central, which had the lowest Sum of Profit at 39,706.36.
- West had the highest Sum of Profit at 1,08,418.45, followed by East, South, and Central.
- West accounted for 37.86% of Sum of Profit.
- Across all 4 Region, Sum of Profit ranged from 39,706.36 to 1,08,418.45.

# Top Products / Loss-Making Items

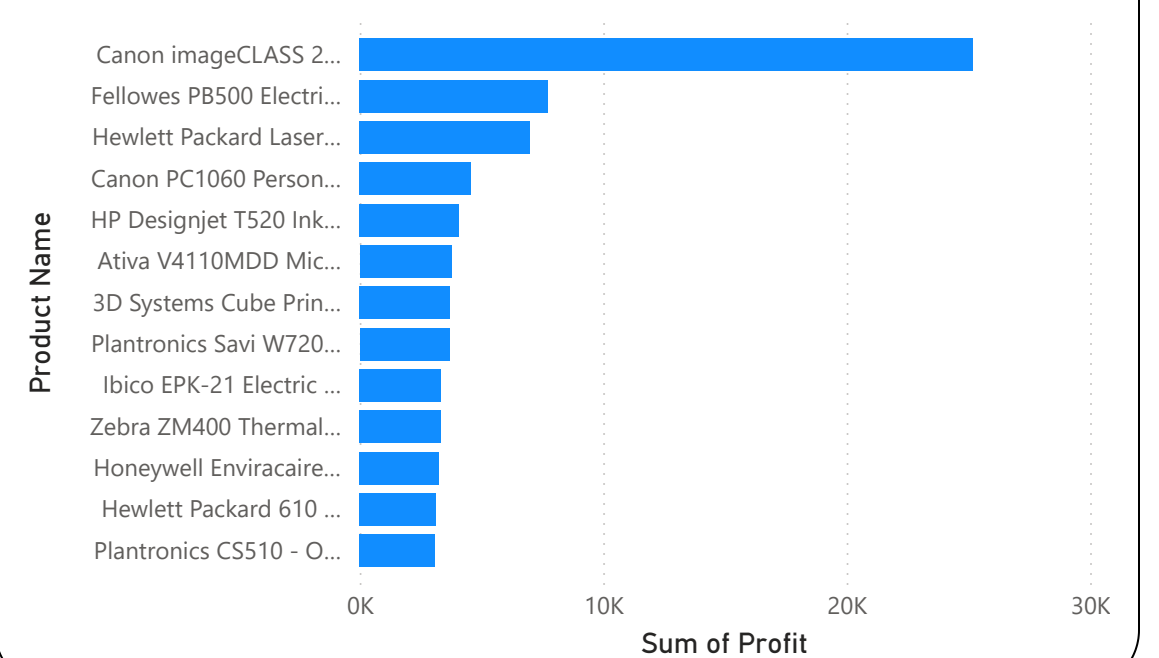
Sum of Profit by Product Name



Sum of Profit by Product Name



Sum of Profit by Product Name



- At 25,199.93, Canon imageCLASS 2200 Advanced Copier had the highest Sum of Profit and was 383.78% higher than Cubify CubeX 3D Printer Double Head Print, which had the lowest Sum of Profit at -8,879.97.
- Canon imageCLASS 2200 Advanced Copier accounted for 5.72% of Sum of Profit.
- Across all 1,850 Product Name, Sum of Profit ranged from -8,879.97 to 25,199.93.



## Summary & Recommendations

### Summary Insights

- on **March 18, 2014**, sales peaked at **₹28,106.72**, which was **13,87,886%** higher than the lowest sales day on **July 19, 2015**.
- Sales ranged from **₹2.03 to ₹28,106.72** across **1,237 order dates**.
- Despite high sales, **sales and profit are negatively correlated**, with the **Canon imageCLASS 2200 Advanced Copier** showing a **₹36,399.90** gap between sales and profit.
- **Technology** led all categories in sales (**₹8,36,154.03**), 16.29% more than **Office Supplies**.
- **Furniture** had the biggest sales-to-profit divergence (**₹7,23,548.52**).
- **Consumer** had the highest sales (**₹11,61,401.35**) and profit (**₹1,34,119.21**),
- Followed by **Corporate** and **Home Office**.
- Regionally, the **West** led in profit (**₹1,08,418.45**), contributing **37.86%** of total profits.
- Product-wise, the **Canon imageCLASS 2200 Advanced Copier** had the highest profit (**₹25,199.93**), while **Cubify CubeX 3D Printer** incurred a loss (**₹-8,879.97**).

### Conclusion

The Superstore dataset reveals that while high sales volumes are achieved, they don't always correlate with profitability. Certain product categories and regions drive the majority of profits, while others struggle despite strong sales. Strategic focus is needed to align high-sales items with profitability, optimize discounting strategies, and address consistently loss-making products.

### Recommendations

**Focus on Technology Products:** Prioritize promotion and inventory for high-performing, high-profit technology items.

**Investigate Furniture Discounts:** Large sales but low profit in Furniture indicates potential over-discounting or high costs.

**Phase Out Loss-Making Products:** Products like **Cubify CubeX 3D Printer** should be reviewed for removal or pricing adjustment.

**Boost Central Region Performance:** Invest in marketing and sales strategies to uplift underperforming regions.

**Strengthen Consumer Segment Strategy:** It is the highest revenue driver; consider loyalty programs or bundle offers.