

Company Sales Analysis

Overview

This dashboard displays the sales performance of a retail's product company between the years of 2012 through to 2015. The company's product catalogue is separated into different categories and segments. Yearly and monthly sales performance will be presented by product category and product segment. This dashboard will enable the analyst to identify the categories and segments that have met or exceeded their sales targets and those products that have not met their sales targets. Looking at the product catalogue, the different product categories and segments are as follows:

Product Category

- Furniture
- Office Supplies
- Technology

Product Segment

- Consumer
- Corporate
- Home Office

Data Source

Files

- Sample – Superstore (Microsoft Excel Worksheet)
- Sales Target (Microsoft Excel Worksheet)

The Sales Target worksheet is grouped by the Month of Order Date, Category and Segment and joined to Sample – Superstore worksheet using the Month of Order Date, Category and Segment.

Dimensions

Dimensions contain qualitative data that can be categorized or segmented to reveal details within the data.

- Month of Order Date
 - January, February, March, April, May, June, July, August, September, October, November, December
- Year of Order Date
 - 2012, 2013, 2014, 2015
- Category
 - Furniture, Office Supplies, Technology
- Segment
 - Consumer, Corporate, Home Office

Measures

Measures contain quantitative data that can be measured.

- Sum of Sales
 - Range: \$2 715 - \$70 888
- Sum of Sales Target
 - Range: \$2 806 - \$69 173
- Sales above Target
 - Above Target, Below Target

Comment

Throughout the years between 2012 and 2015, most of the sales were above the targeted sales that were set. Only a few of the segments did not reach the desired target in sales. The category that had the most sales was the technology category followed by the office supplies and lastly furniture. The segments with the most sales were the consumer segment, followed by the corporate segment and lastly was the home office segment. The segment with the most sales in the period was the consumer segment under the furniture category in the month of December, where the targeted sales were \$69 173, and the sum of the actual sales were \$70 888 which was \$1 715 above the target. The segment with the least sales in the period was the furniture segment under the corporate category in the month of February, where the targeted sales were \$2 806, and the sum of the actual sales were \$2 715 which was \$91 below the target. The month with the least sales was the month of February which the total amount of the sales was \$50 608. The month with the most sales was the month of November which the total amount of the sales was \$349 120.