

Sales Overview

2.26M

Total Sales

1861

Count of Product ID

9800

Count of Order ID

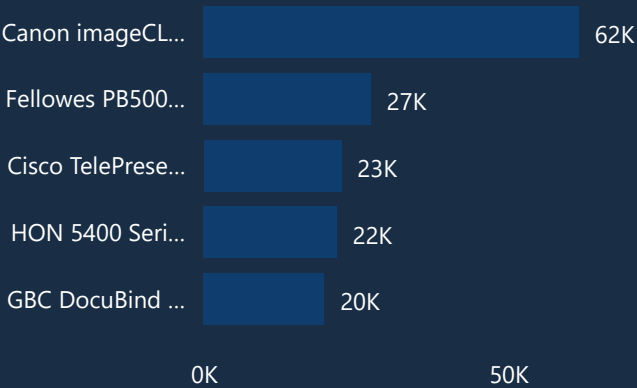
793

Count of Customer ID

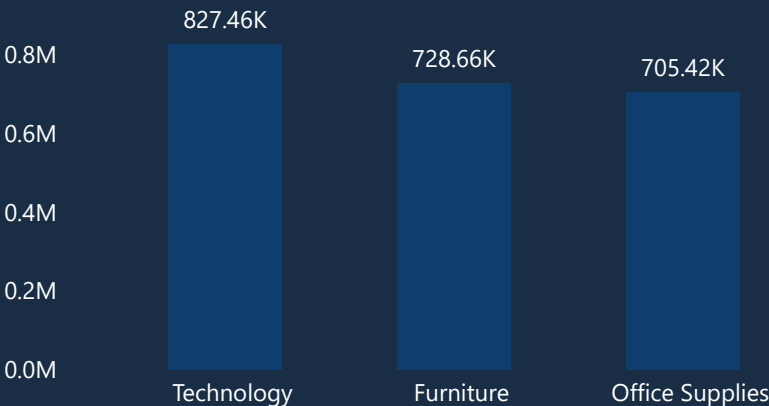
46.9%

Sales Year% Growth

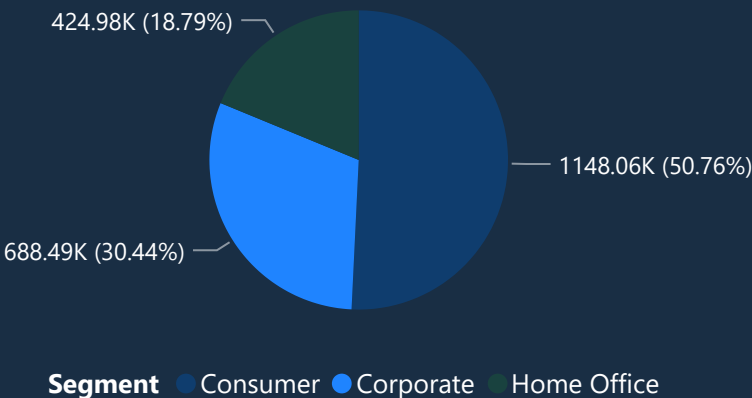
Sales by Product Name



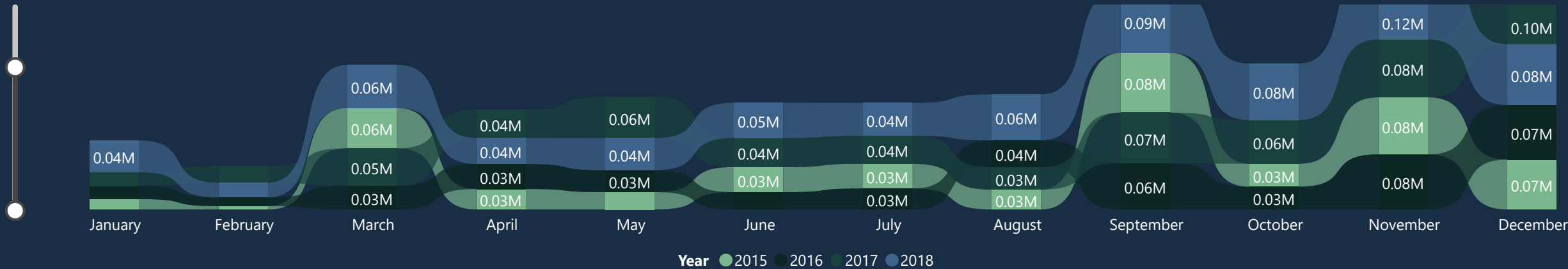
Sales by Category



Sales by Segment



Sales by Month and Year



Customer

46.9%

Sales Year% Growth

1861

Count of Product ID

9800

Count of Order ID

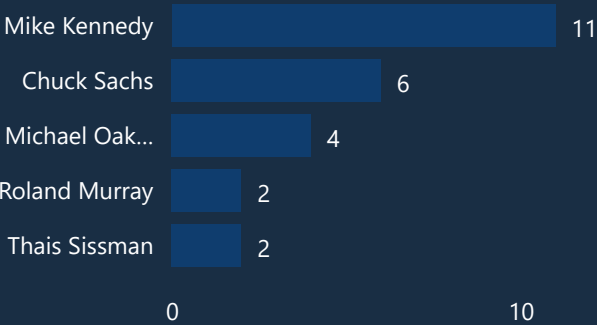
46.9%

YoY% Growth

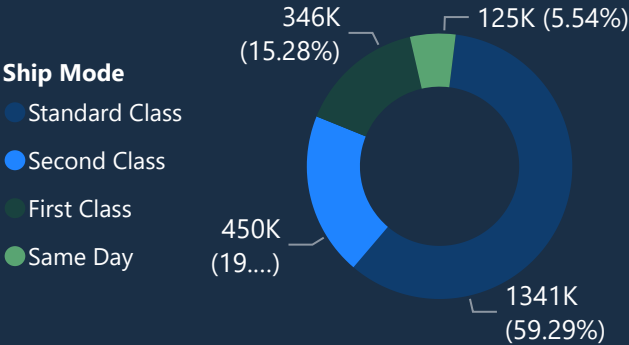
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Count of Customer ID

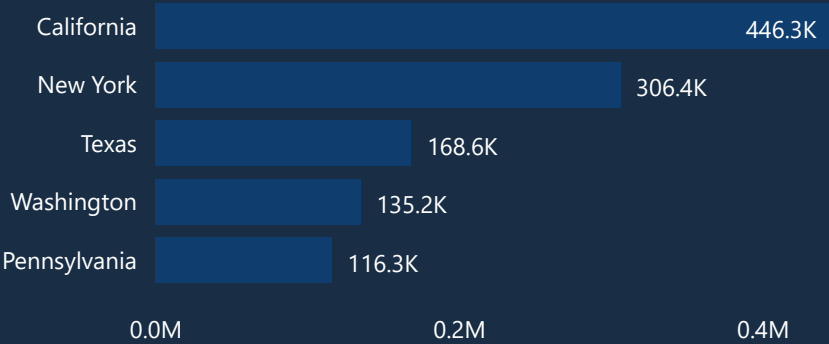
Top 5 Active Buyers



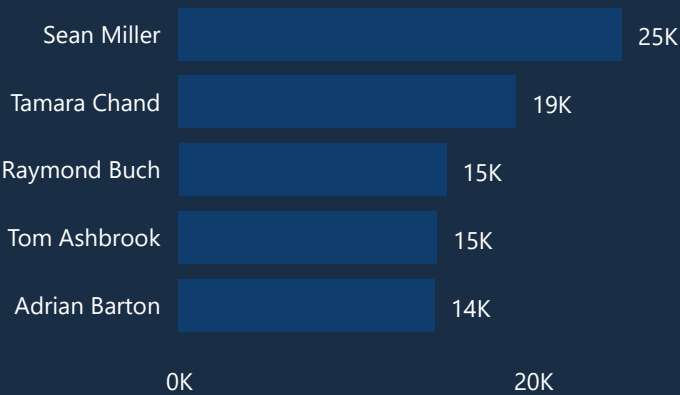
Sales by Ship Mode



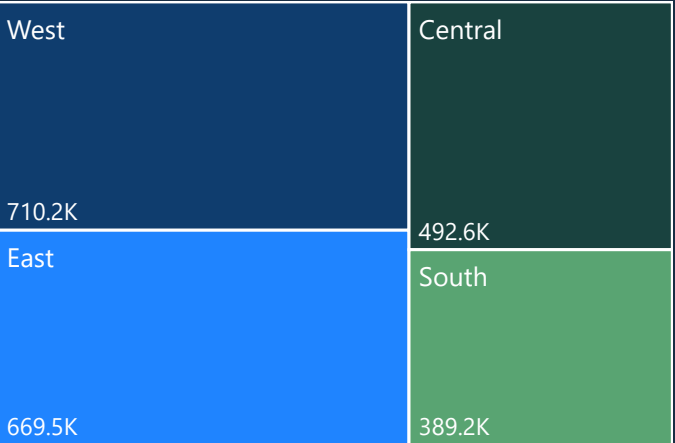
Top 5 State with Highest Sales



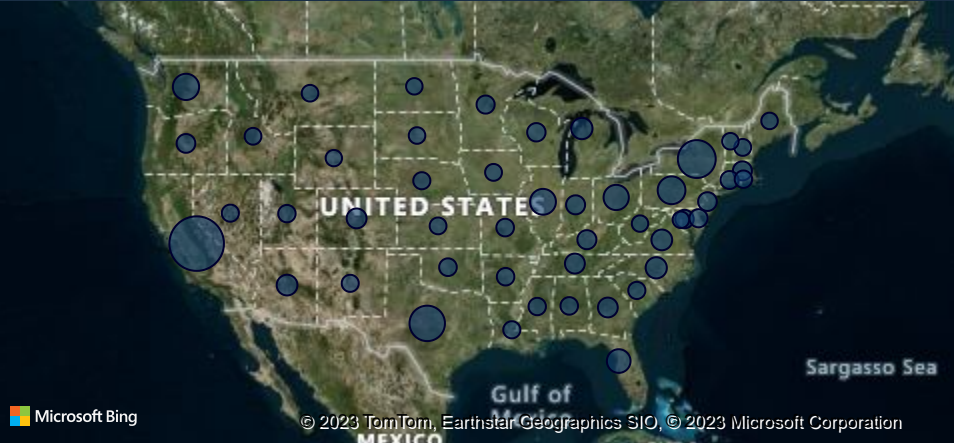
Top 5 Valuable Customers



Sales by Region



Orders by State



Analysis :

1. Superstore has total sales 2.26M for 4 years from 2015 to 2018. Highest sales in November 2018 and lowest in February 2016.
2. Consumer segment is at top for selling products.
3. In customer demographic there are top 10 Active buyers which continued bought products Christine and Mike has highest orders which is 11.
4. Technology category has highest sales which is 827.46k followed by furniture and office supplies.
5. Canon image copier has highest sales in 2018.
6. California is State which has highest sales which is west region followed by east .
7. Valuable customer who has spend highest amount Sean has spent highest than other 9.

Recommendations:

1. Focus on the consumer segment and cater to their specific needs and preferences.
2. Nurture and reward active buyers like Christine and Mike, while engaging other active customers.
3. Enhance the Technology category by expanding product offerings and providing excellent customer service.
4. Prioritize valuable customers like Sean and implement personalized strategies to retain and upsell to them.
5. Capitalize on November sales by running targeted campaigns and offering discounts during this session
6. Expand sales efforts in California, the state with the highest sales in the West region.