Superstore Sales & Profit Analysis

A Data-Driven Approach

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Introduction: Unpacking Superstore Performance

Context

The Superstore retail company requires a deep dive into its sales and profitability to understand its market standing.

The Challenge

Stakeholders currently lack clear, actionable insights for effective decision-making on sales trends, regional performance, and product profitability.

Our Objective

To provide a clear, visual overview of the company's financial health from 2014-2017 using data analysis and a Business Intelligence (BI) tool.

Addressing Core Business Questions

Product Performance

How do various product categories perform in terms of sales and profitability?

Geographic Impact

Which regions and cities are driving the highest revenue?

Seasonal Patterns

What are the sales patterns and seasonal trends over time?

Strategic Opportunities

What actionable insights can we identify for future growth?

Our Data-Driven Methodology

Foundation

- **Data Source:** The "Superstore Dataset" from Kaggle, a comprehensive public dataset.
- **Tools:** Google Looker Studio, chosen for its robust visualization and interactive capabilities.

Process Timeline

01

Week 1-2

Data Sourcing & Pre-processing

02

Week 3

BI Tool Familiarization & Dashboard Creation

03

Week 4-5

Data Analysis, Interpretation & Reporting

Key Findings: Overall Financial Performance

RM2.2M

Total Sales

Generated from 2014-2017

RM286K

Total Profit

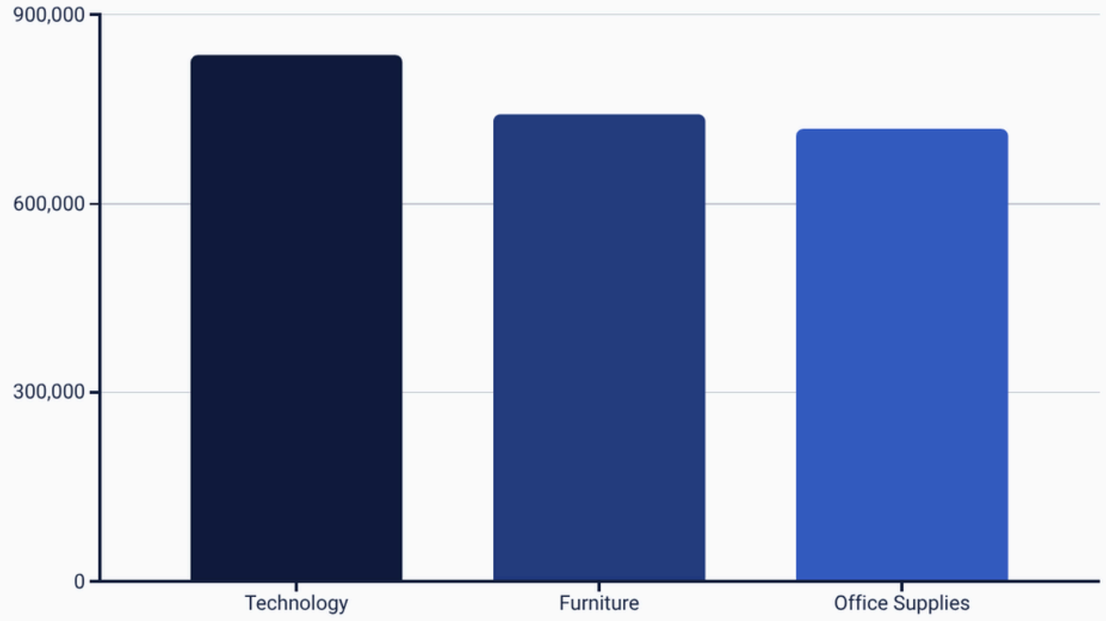
Achieved over the period

9,994

Orders Fulfilled

Representing total customer transactions

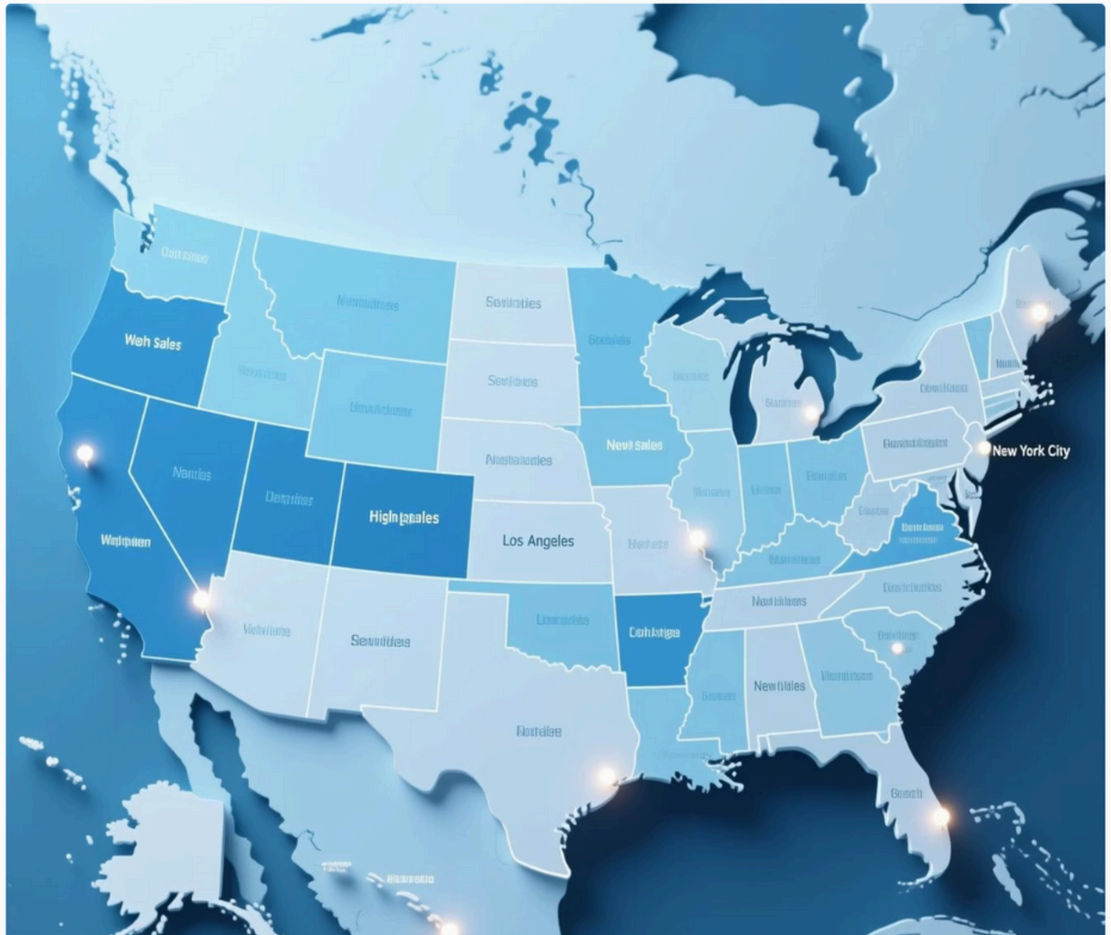
Top Performing Categories



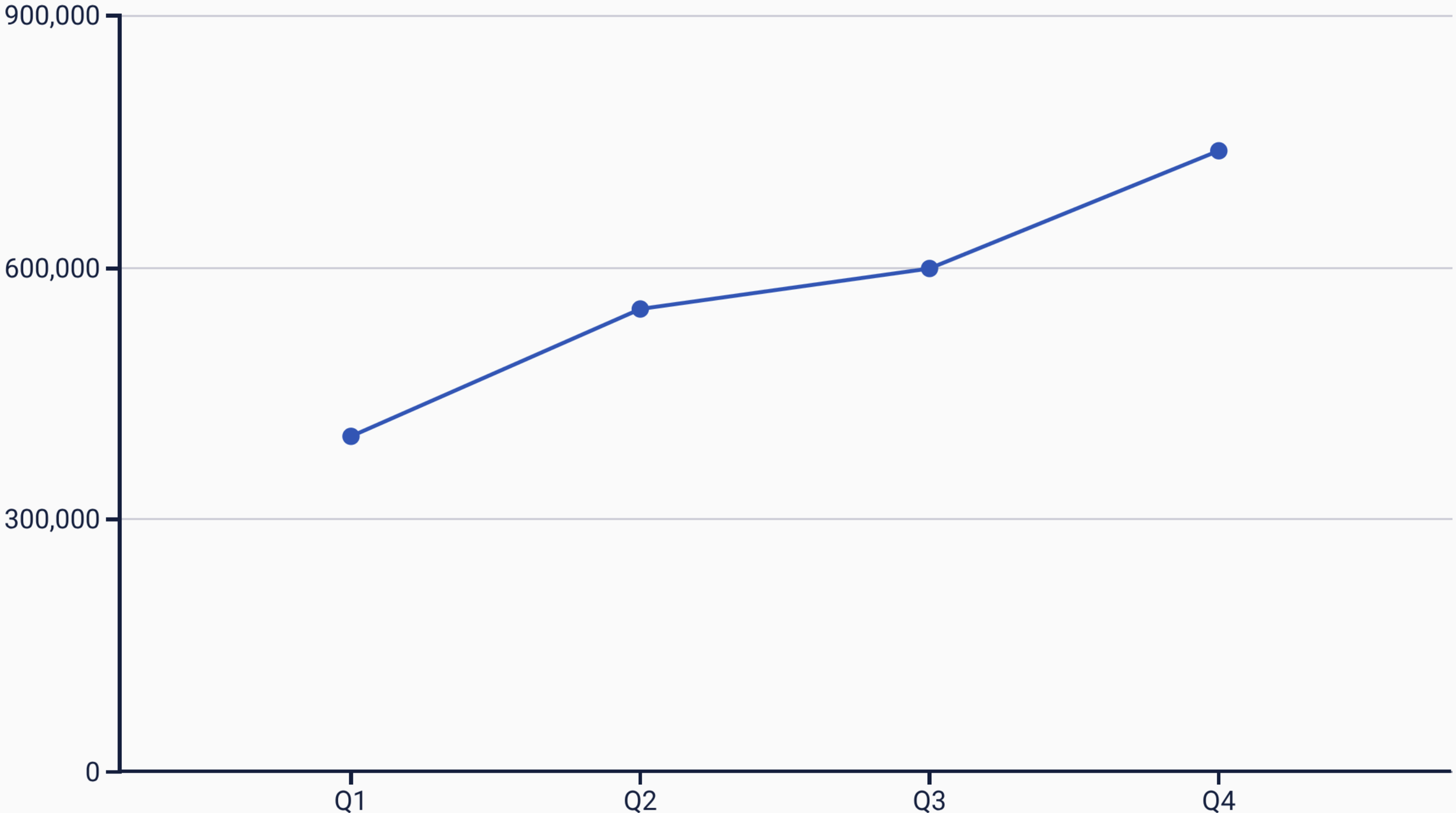
Technology leads in revenue, followed closely by Furniture and Office Supplies.

Regional & City Hotspots

- **Leading Regions:** The West and East regions contribute over 60% of total revenue, highlighting their market dominance.
- **Top Cities by Sales:** New York City, Los Angeles, and Seattle are the primary urban sales drivers.



Our temporal analysis revealed significant seasonal fluctuations in sales, with clear peaks and valleys throughout the year.



Strategic Recommendations for Growth

1

Market Expansion

Develop targeted strategies to boost performance in the underperforming Central and South regions.

2

Profitability Analysis

Investigate sourcing and pricing for high-sales categories like Technology, focusing on improving profit margins.

3

Marketing Optimization

Leverage identified seasonal trends to proactively manage inventory and launch campaigns during peak demand.

Project Summary & Conclusion

Outcome

We have successfully developed an interactive dashboard, providing comprehensive, data-driven insights into Superstore's performance.

Value Proposition

This dashboard empowers stakeholders with a strategic tool to make informed business decisions, identify new opportunities, and drive growth.

Thank You