

# Superstore Sales & Profit Analysis

## A Data-Driven Approach

Presented by:

- Luqman Siraj
- Mazharsolook Arshia



# 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

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Week 1-2

Data Sourcing & Pre-processing

02

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Week 3

BI Tool Familiarization & Dashboard Creation

03

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Week 4-5

Data Analysis, Interpretation & Reporting



## Key Findings: Overall Financial Performance



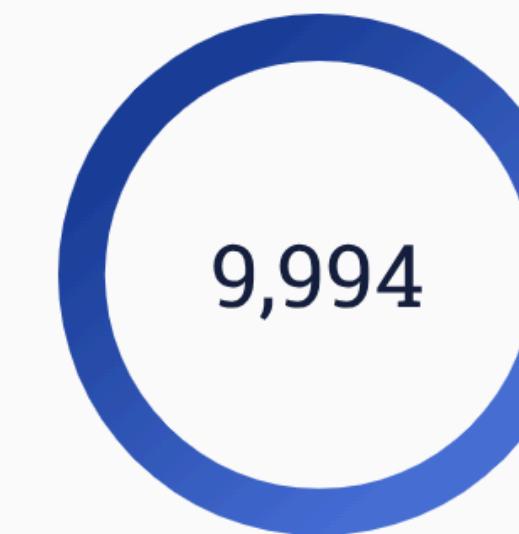
Total Sales

Generated from 2014-2017



Total Profit

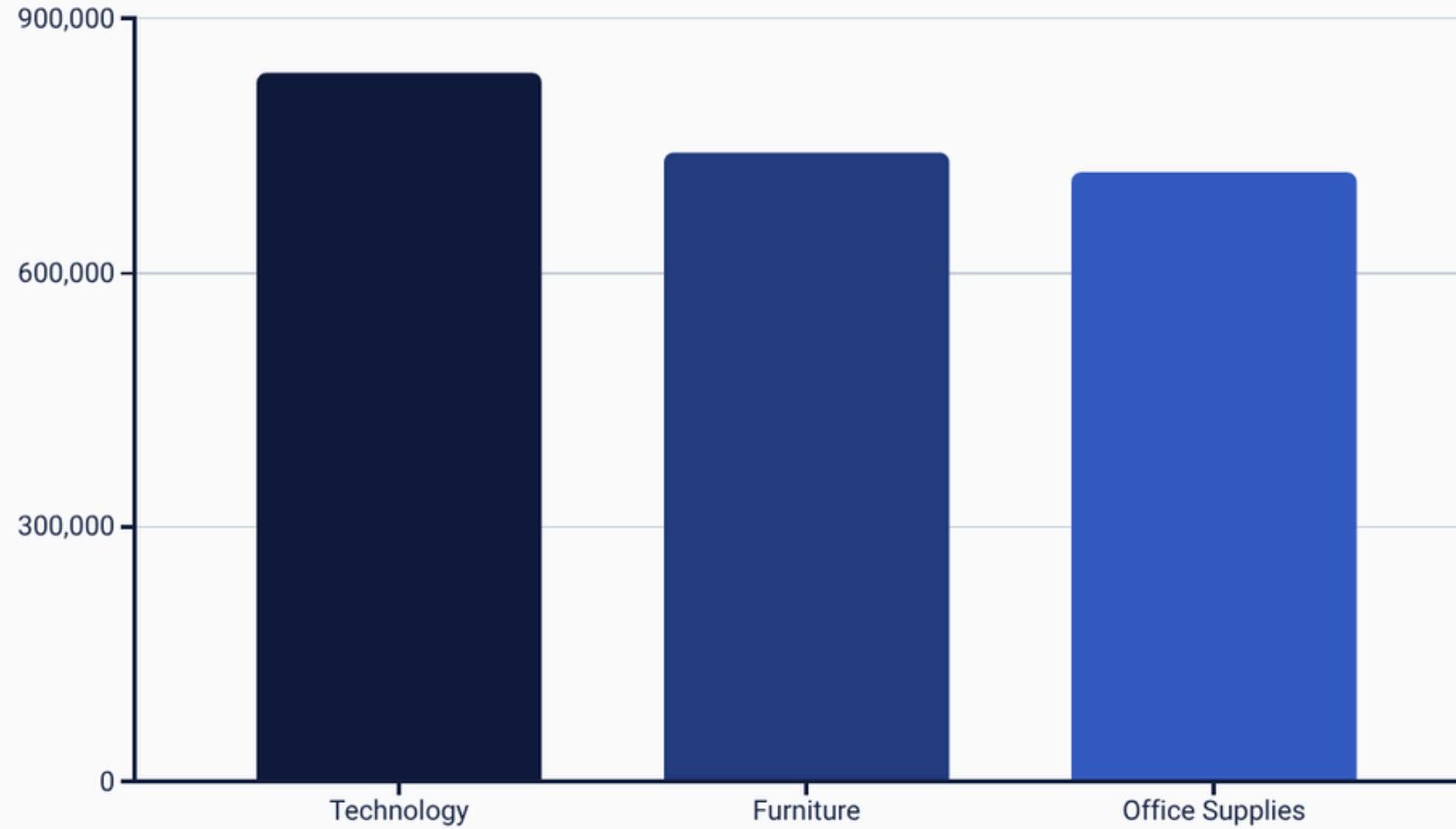
Achieved over the period



Orders Fulfilled

Representing total customer transactions

## Top Performing Categories



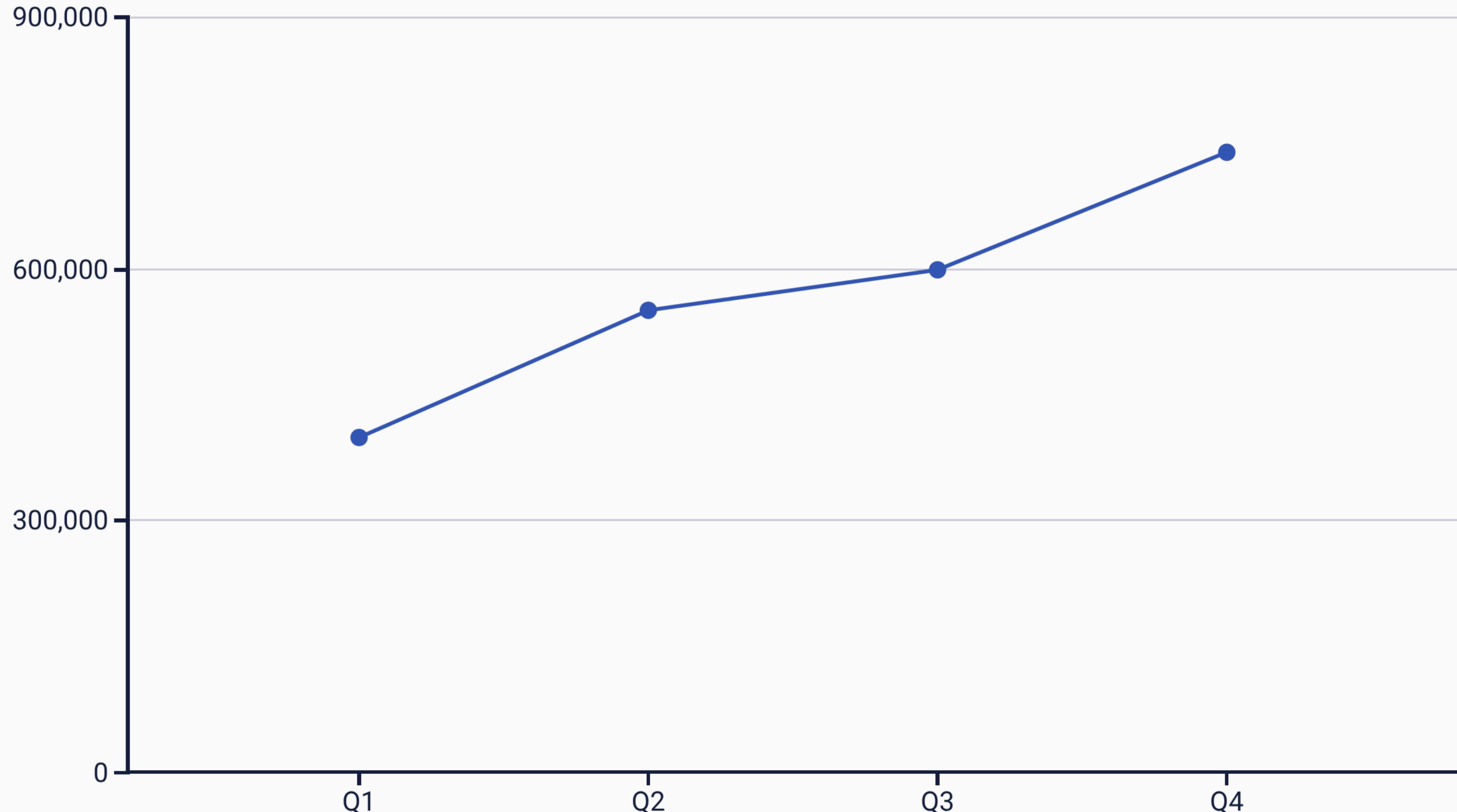
Technology leads in revenue, followed closely by Furniture and Office Supplies.

## 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