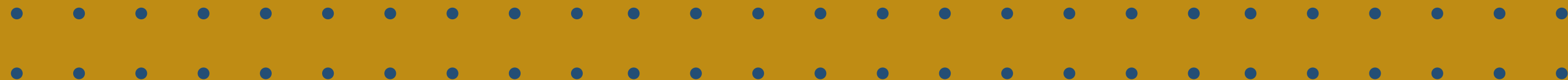


# Superstore Sales Analysis

This presentation explores key insights from the Superstore sales data set, highlighting growth, orders, shipping preferences, and sales performance across regions and categories.



# Business Growth Overview

**\$43M**

Sales in 2014

**\$22.6M**

Sales in 2011

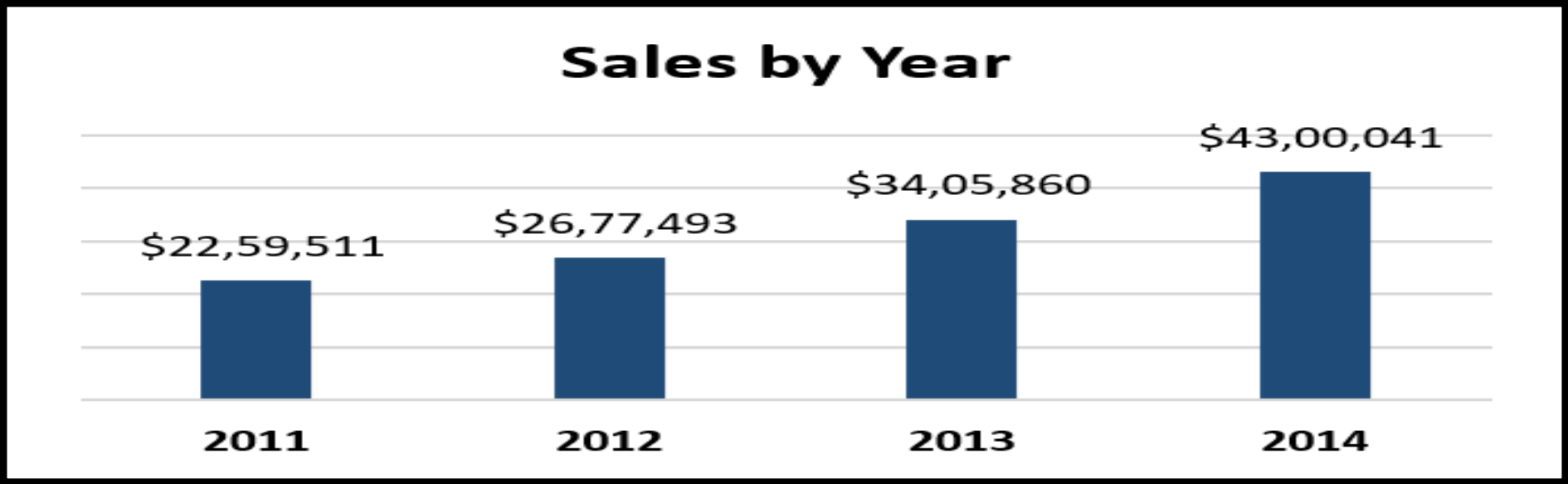
**17,531**

Orders Sold in 2014

**\$14.7M**

Profit in 2014

Sales consistently increased from \$22.6M in 2011 to \$43M in 2014.  
This steady growth shows improved customer engagement and business expansion.



# Orders Sold Overview

**17,531**

Total Orders Sold

**60%**

Standard Class Shipping

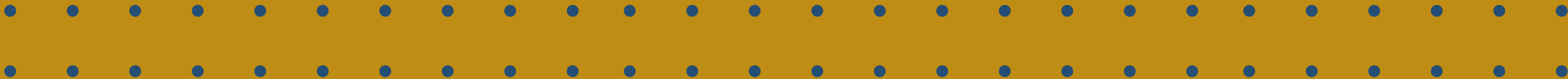
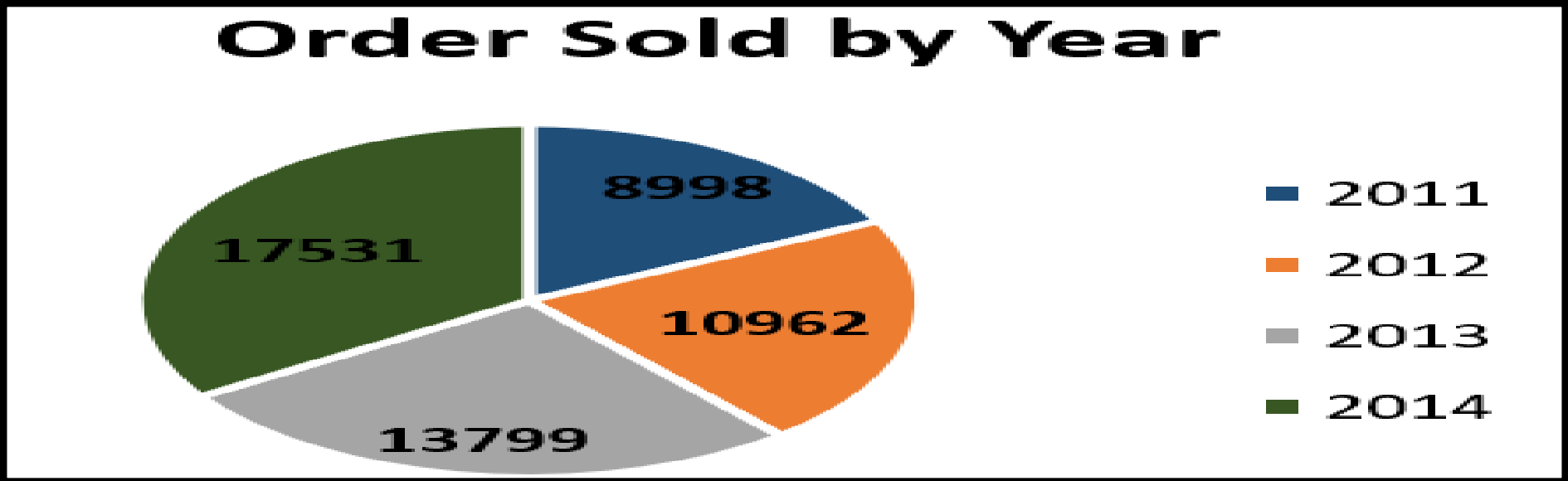
**5%**

First Class Shipping

**\$933.57**

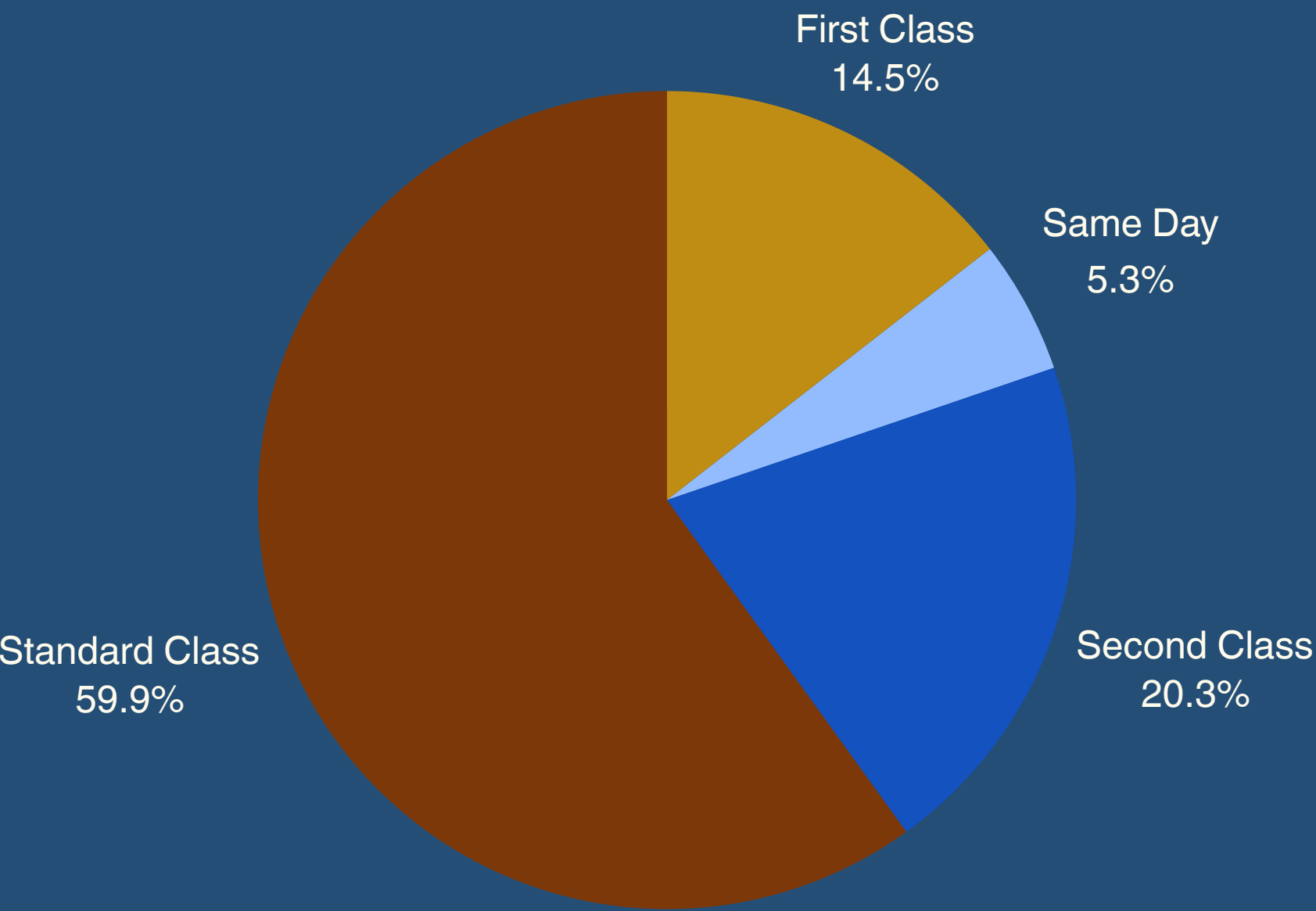
Highest Shipping Cost

The number of orders rose every year, reaching over 17,500 in 2014.  
Higher order volumes reflect increasing demand and customer base.



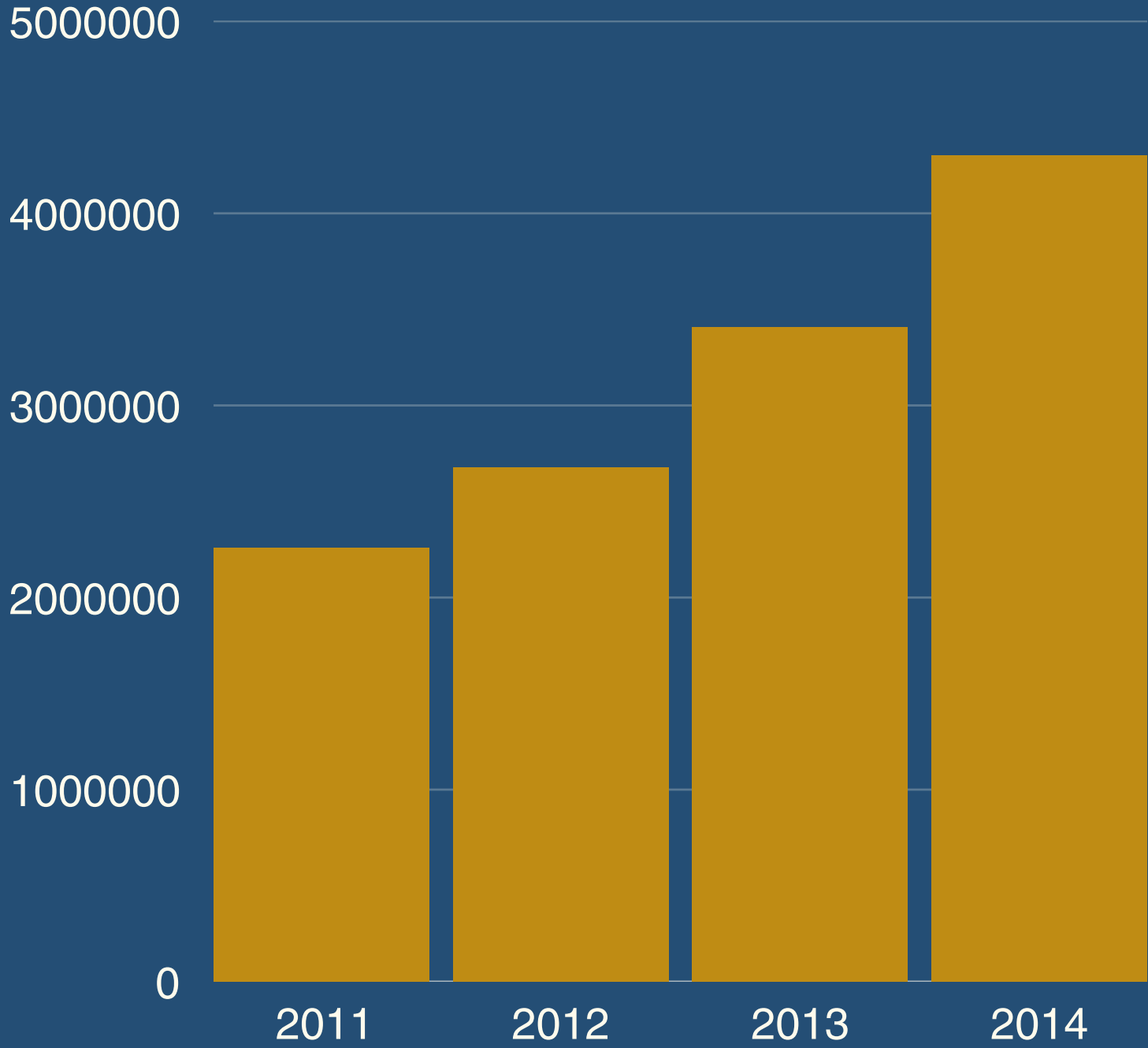
# Shipping Preferences

In our analysis, **60% of customers** preferred Standard Class shipping, indicating a trend towards cost-efficiency. Only 5% opted for First Class, suggesting room for improvement in faster delivery options.



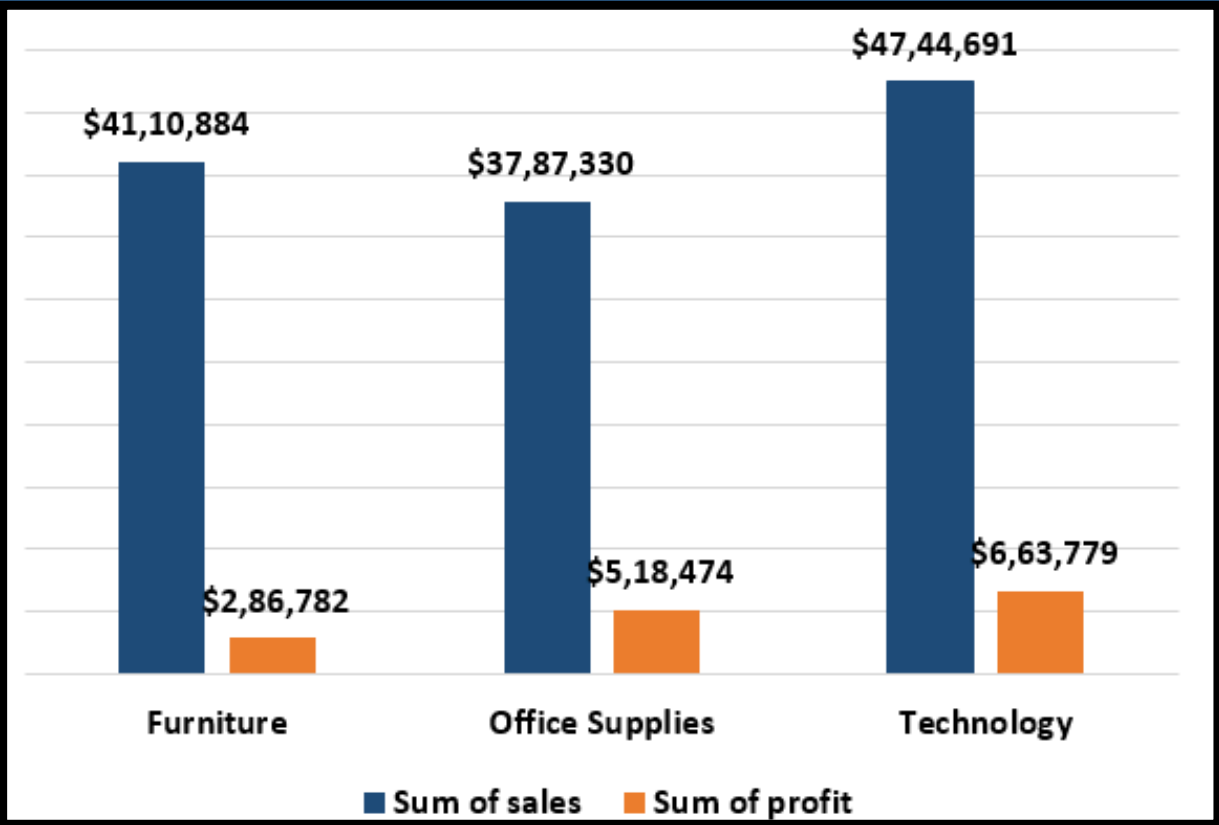
# Sales by Year

- This bar chart shows a consistent increase in annual sales from 2011 to 2014.
- Sales grew by nearly 90% over four years, indicating strong business growth and successful customer acquisition strategies.



# Product Performance

This page discusses the **key insights** regarding product categories, highlighting how Technology has dominated in **sales and profit**, while Furniture has struggled to maintain profitability in the competitive market landscape.



## Technology Insights

Leading category with high profit margins

Significant growth in consumer demand

Innovations driving new sales opportunities

## Furniture Insights

Lower profit margins compared to others

Need for improved marketing strategies

Challenges in inventory management persist





# SUPERSTORE SALES DASHBOARD

Year



2011

2012

2013

2014

Total Sales

\$1,26,42,905



Total Profit

\$14,69,035



Avg. Discount

14%



Total Order

51,290



Total Quantity

1,78,312

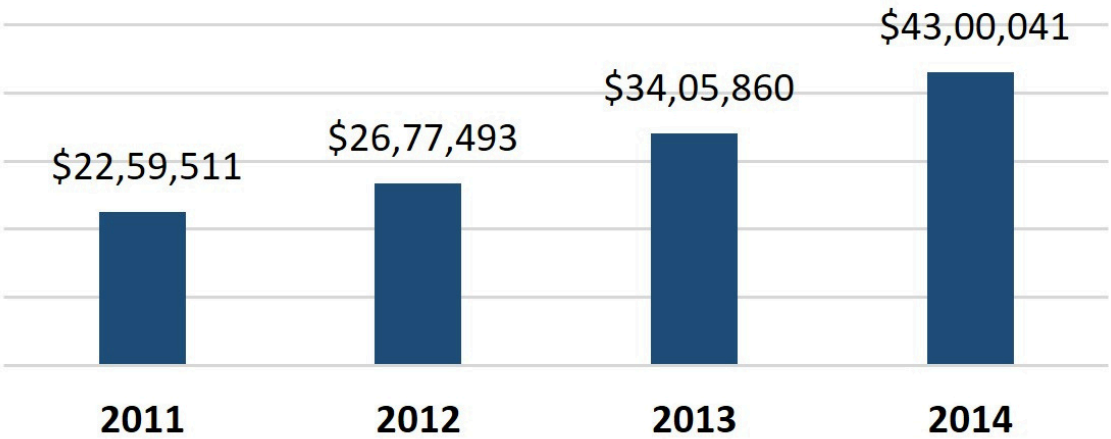


Max. Ship cost

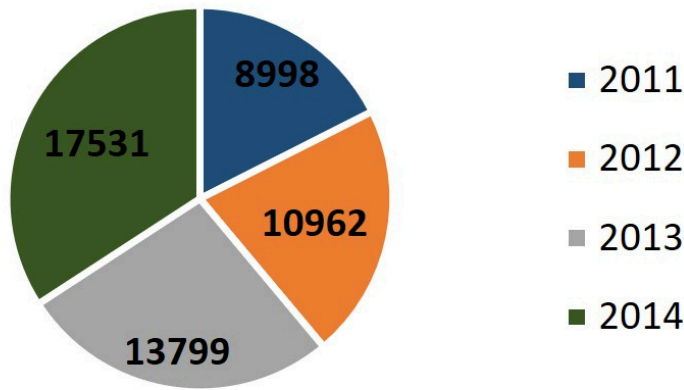
\$933.57



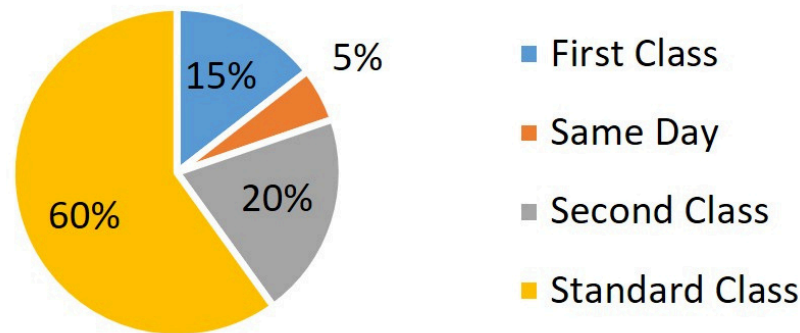
Sales by Year



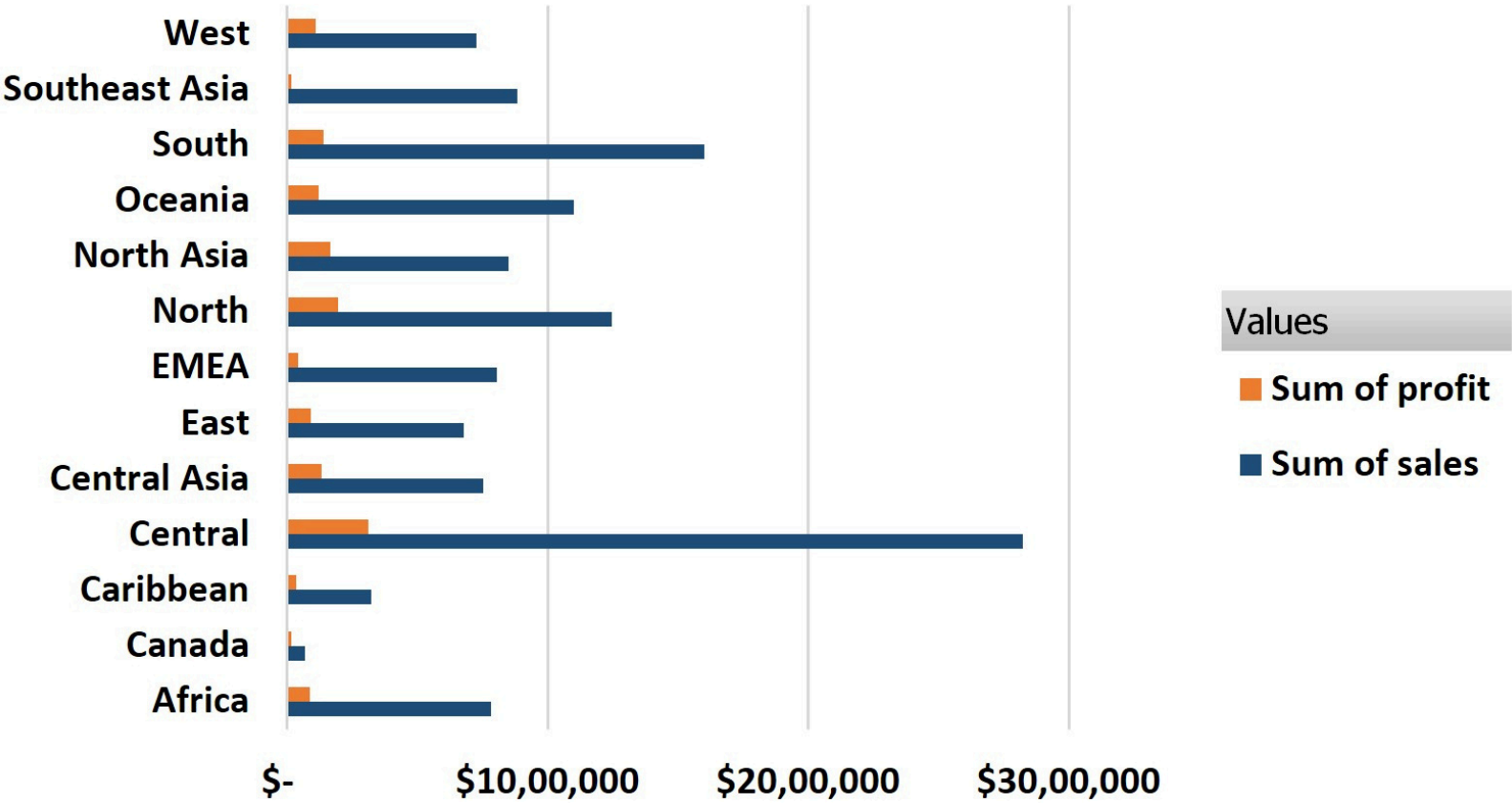
Order Sold by Year



Sales by Ship Mode



Region Wise Sales and Profit



Category Wise Sales & Profit

