

BUSINESS SALES PERFORMANCE ANALYTICS

Task 1 - Future Interns Data Science & Analytics Internship

OBJECTIVE:

Analyze Superstore sales data to identify revenue trends, top-selling products, high-value categories, and regional performance to provide actionable business recommendations.

TOOLS USED:

- Microsoft Excel (Data Exploration)
- Power BI Desktop (Dashboard Creation & Visualization)

DATASET:

Superstore Sales Dataset from Kaggle

- 9,994 transactions
- Time period: 2014-2017
- 3 Categories: Technology, Furniture, Office Supplies
- 4 Regions: West, East, Central, South

KEY INSIGHTS:

1. Technology Dominates Revenue

Technology category generates the highest sales (~\$836K), representing 36% of total revenue, followed by Furniture (~\$742K) and Office Supplies (~\$719K).

2. West Region Leads Performance

West region contributes approximately 31-32% of total sales (\$725K), making it the strongest market. East follows at 29% (~\$678K). South region shows lowest performance.

3. Sales Trend Analysis

The line chart reveals sales fluctuations over time with peaks in certain quarters, indicating seasonal patterns that should be leveraged for inventory planning.

4. Top Product: Canon imageCLASS

Canon imageCLASS leads product sales, followed by Fellowes PB500 and Cisco TelePresence.

These high-value technology items drive significant revenue concentration.

5. Total Revenue Achievement

Total sales across all categories, regions, and products amount to \$2.30 million over the analyzed period.

BUSINESS RECOMMENDATIONS:

1. Focus on Technology Category

- Allocate 40-45% of inventory budget to Technology products
- Increase marketing spend for high-margin tech items
- Maintain strong stock levels for top 10 products

2. Regional Expansion Strategy

- Replicate successful West region strategies to other markets
- Investigate why South region underperforms
- Increase sales presence in Central and South regions

3. Product Portfolio Optimization

- Prioritize stocking Canon, Fellowes, and Cisco products
- Analyze profit margins on top-selling items
- Consider bundling strategies for high-value products

4. Seasonal Planning

- Prepare inventory for peak sales periods
- Implement targeted campaigns during high-conversion months
- Optimize pricing strategies based on demand patterns

5. Performance MonitoringSales_Analysis_Report

- Set up monthly KPI tracking dashboards
- Monitor category performance trends
- Track regional sales growth metrics

DELIVERABLES:

- ✓ Interactive Power BI Dashboard
- ✓ Visual representation of key metrics
- ✓ Actionable business insights
- ✓ Strategic recommendations

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Internship: Data Science & Analytics - Future Interns

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