

Superstore Sales Analysis Report

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Tools Used: Excel, SQL, Power BI

Executive Summary

The Superstore dataset was analyzed using Excel, SQL, and Power BI to assess sales, profit, and customer behavior across regions and categories. The company achieved \$1.10M in sales, \$132.5K in profit, and a profit margin of 12.05%. While revenue growth is strong, profitability can be improved through strategic interventions.

Key Findings

- Regional Performance: West and East dominate sales; Central and South lag behind.
- Category Insights: Technology performs best; Furniture and Office Supplies drag margins.
- Trend Analysis: Sales steadily rise with a clear Q4 seasonal peak.
- Geographical Insights: California and New York are top performers, but some high-sales states have low profits.

Recommendations

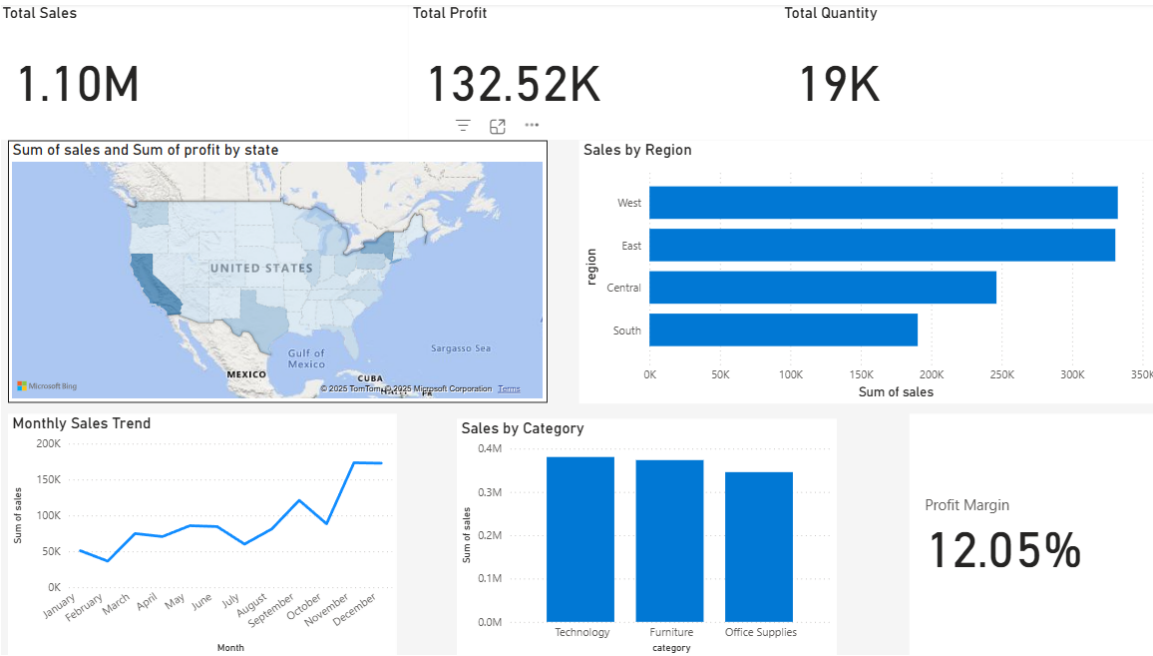
1. Expand Regional Growth: Increase targeted campaigns in Central and South; apply successful strategies from West/East to weaker regions.
2. Optimize Category Profitability: Reassess Furniture & Office Supplies pricing and supplier costs; leverage Technology for bundled promotions and cross-selling.
3. Seasonal Preparedness: Align inventory and promotions with Q4 demand spikes; use forecasting to optimize stock levels.
4. Customer Segmentation Strategy: Identify high-value customers in Corporate and Consumer groups; implement loyalty and retention programs.
5. Profitability Enhancement: Investigate states with high sales but poor margins; streamline logistics and reduce discounting where possible.

Conclusion

This analysis highlights strong revenue growth potential, but also reveals structural weaknesses in profitability. By targeting underperforming regions, optimizing product categories, and aligning with seasonal demand, the business can achieve sustainable growth and improve margins beyond 15% in the next cycle.

Dashboard Snapshot

Insert Power BI dashboard screenshot below:



Sum of sales and Sum of profit by state



Sales by Region



region	Sum of sales
West	320K
East	310K
Central	240K
South	180K

Monthly Sales Trend



Month	Sum of sales
January	40K
February	30K
March	70K
April	75K
May	85K
June	80K
July	70K
August	60K
September	110K
October	90K
November	170K
December	170K

Sales by Category



category	Sum of sales
Technology	0.38M
Furniture	0.37M
Office Supplies	0.34M

Profit Margin

12.05%