

# **SUPERSTORE SALES OVERVIEW**

## **TABLEAU PROJECT**

**PRESENTED BY,  
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BUSINESS ANALYST INTERN**

# ABOUT ME

## EDUCATION

- MSc Data Analytics
- MSc Statistics
- BSc Mathematics

## SKILLS

- Programming & Data Analysis:  
Python, C, R, SAS, SQL,  
Advanced Excel
- Visualisation:  
Tableau & Power BI

## AREAS OF INTEREST

- Data Analytics
- Business Intelligence
- Data Visualization
- Predictive Modelling

# INTRODUCTION

This project aims to provide an insightful overview of Superstore's sales and profitability across different regions, product categories, and customer segments. By analysing the Superstore dataset in Tableau, the objective is to identify key trends, patterns, and opportunities for growth.

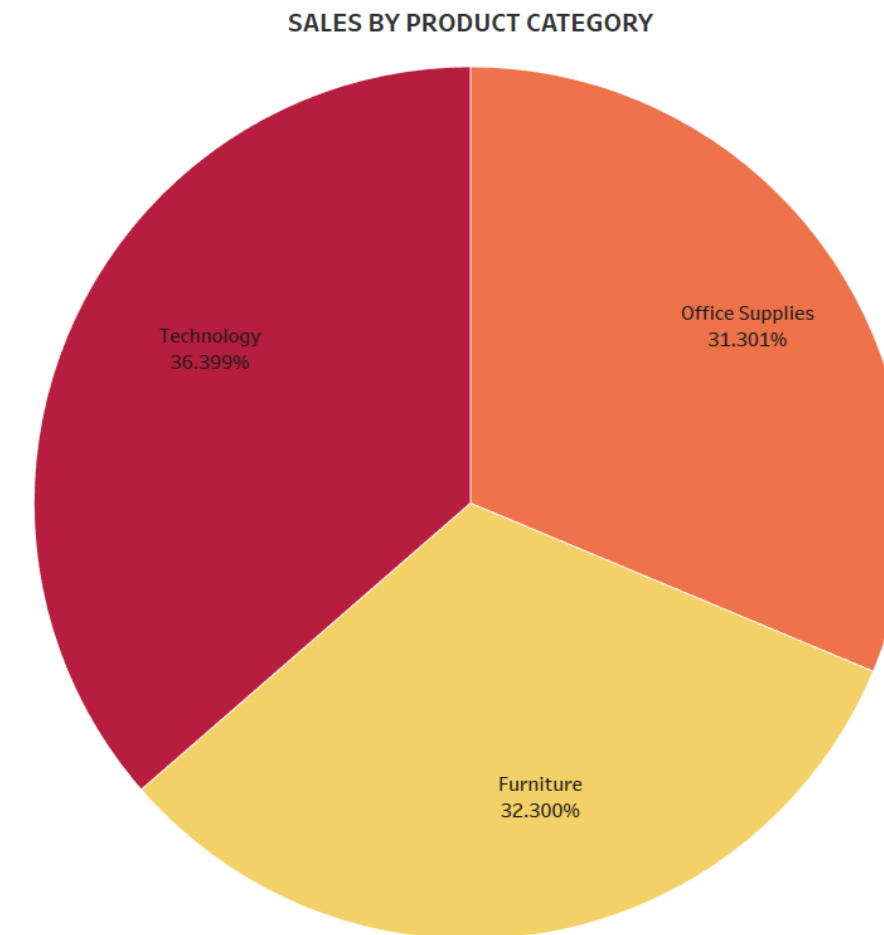
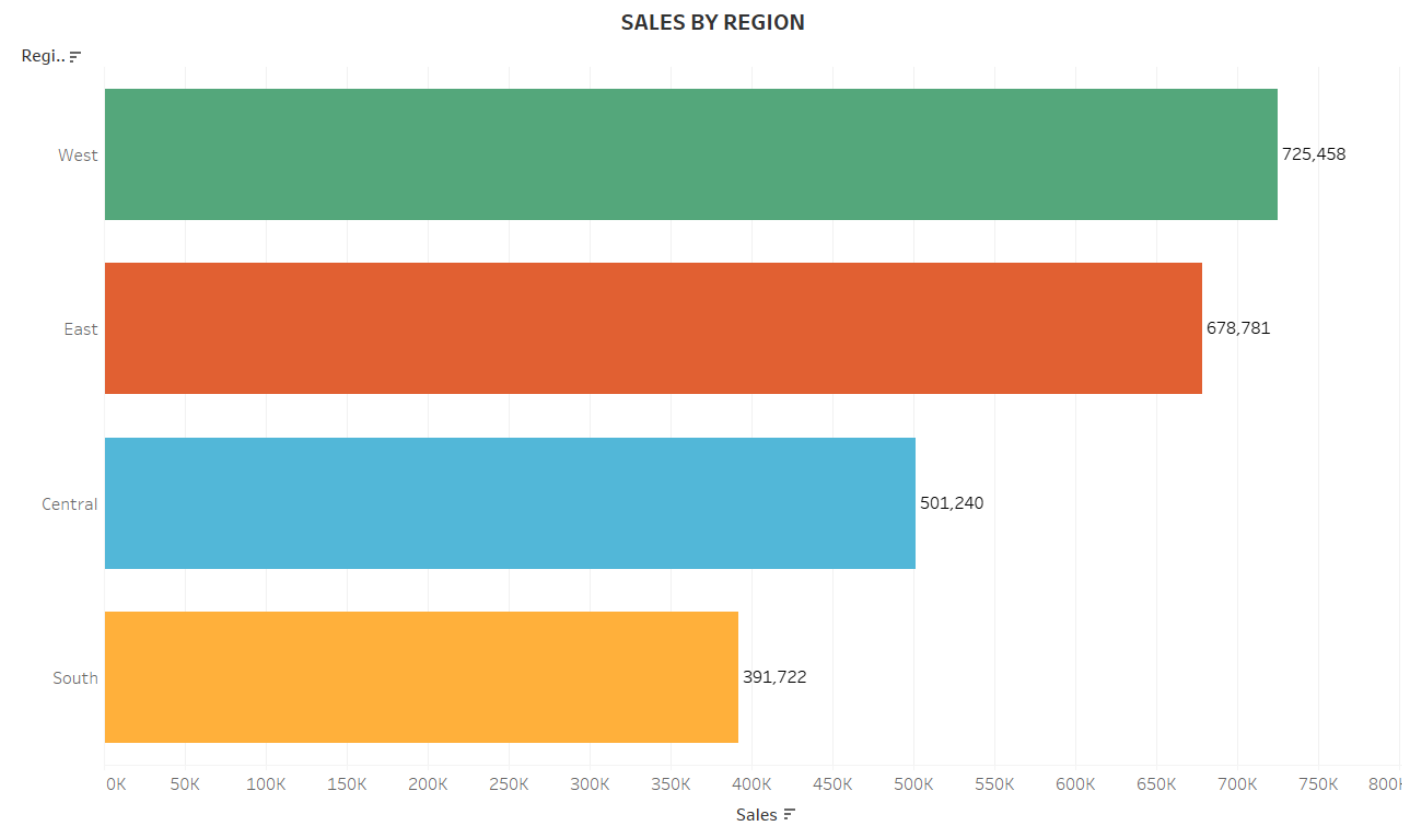
Key tasks include:

- **Data Import and Cleaning:** Imported the Superstore dataset into Tableau and reviewed the data for any inconsistencies, missing values, or outliers, especially in key fields like Sales, Profit and Region.
- **Data Visualization:** Designed and built visualisations such as bar charts, line charts, pie charts, and maps for sales and profit analysis to uncover insights.
- **Interactive Dashboard:** Combined multiple visualisations into a user-friendly interactive dashboard showcasing KPIs to provide actionable business insights.

# DATASET OVERVIEW

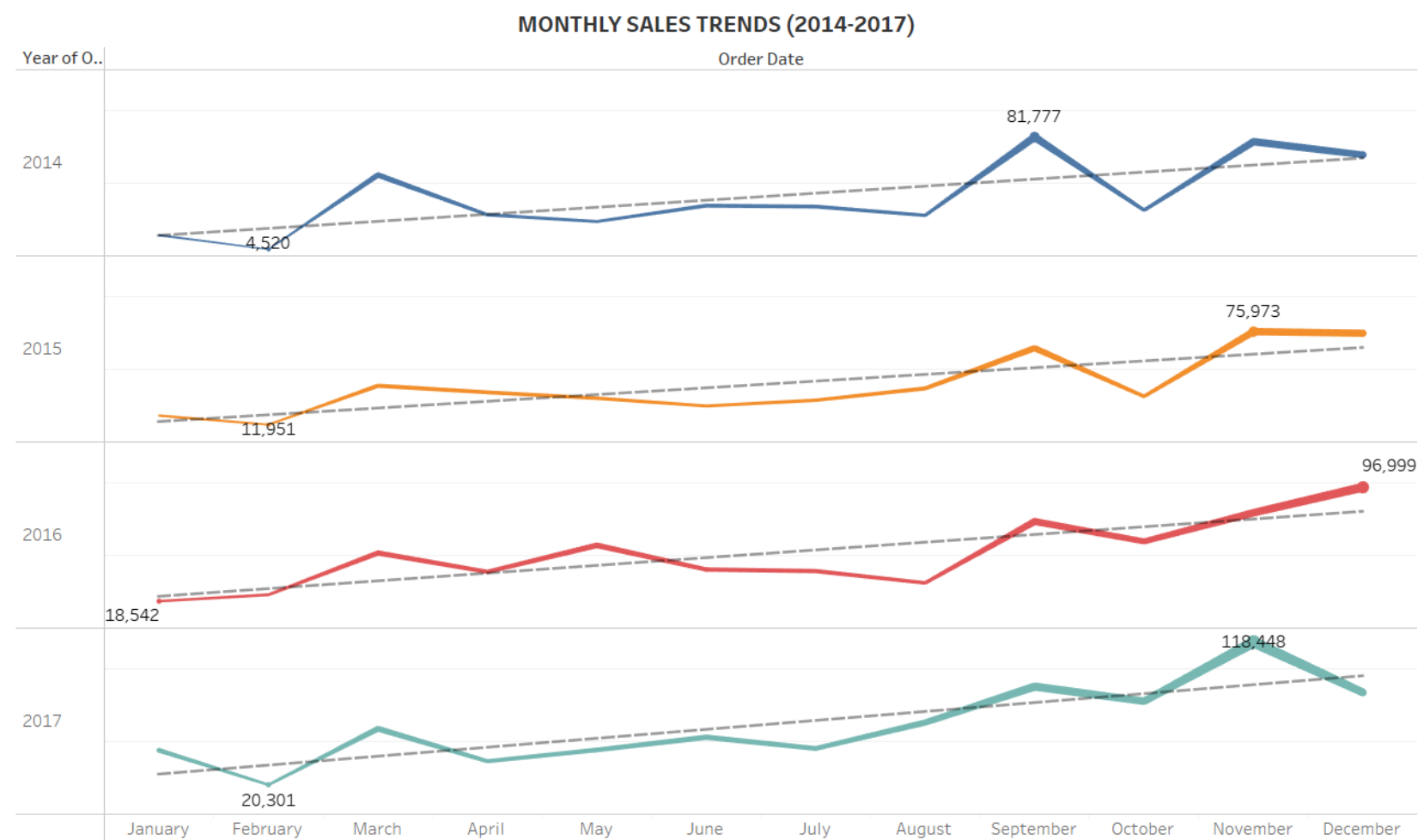
- The dataset used for this analysis comes from Sample Superstore, representing sales, profit, order and customer data across multiple regions in the U.S.
- The dataset includes three tables: Orders, Returns, and People. For this project, the Orders table was used, covering transactions from 2014 to 2017, offering a detailed view of sales trends over the years.
- The Order dataset contains 21 fields, 9994 rows and key metrics such as Sales, Profit, Quantity, and Customer details by Region to analyse sales performance, profitability, and customer behaviour across regions and product categories, aiding in business decisions.

# SALES ANALYSIS



- **Regional Focus:** While the West is the best-performing region with \$725,458, the South and Central regions might require focused efforts to boost sales. Marketing and sales strategies should address the specific needs of customers in these areas.
- **Product Category Balance:** The relatively even sales distribution across product categories suggests a well-diversified product portfolio. However, since Technology is the top performer with 36.4%, further investment in marketing or expanding product offerings in this category could drive even more growth.

# SALES ANALYSIS

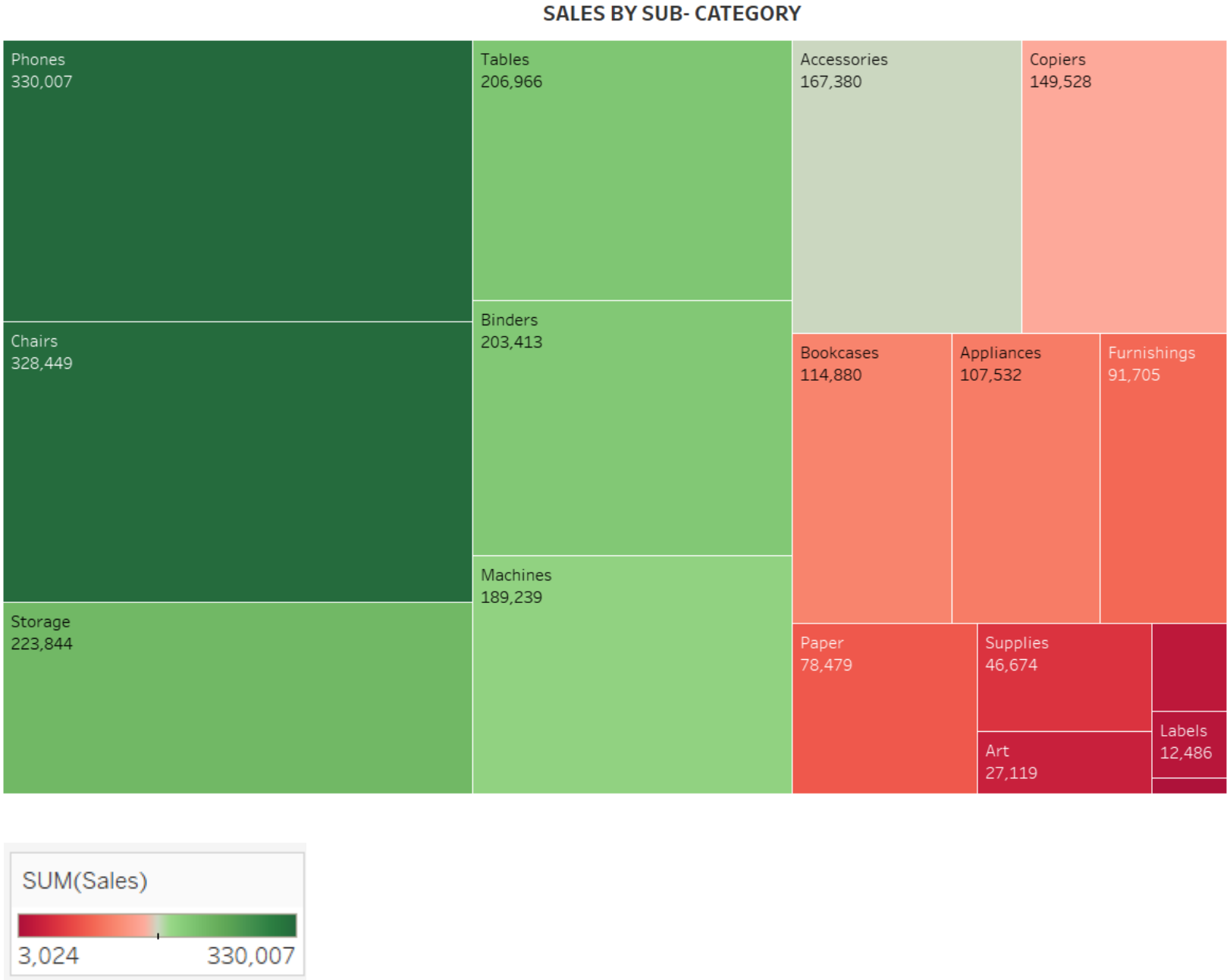


## MONTHLY SALES TRENDS (2014-2017)

- Each year shows an overall upward trend in sales, indicating growth across all years, with notable growth in 2016 and 2017.
- Sales tend to peak around November and December, indicating a strong end-of-year performance, likely driven by holiday shopping.
- 2017 shows the highest sales, peaking in November at \$118,448, marking the best performance in the observed period.
- January and February consistently have the lowest sales across all years, reflecting a post-holiday dip. Strategies could focus on improving sales during these early months to sustain overall growth.

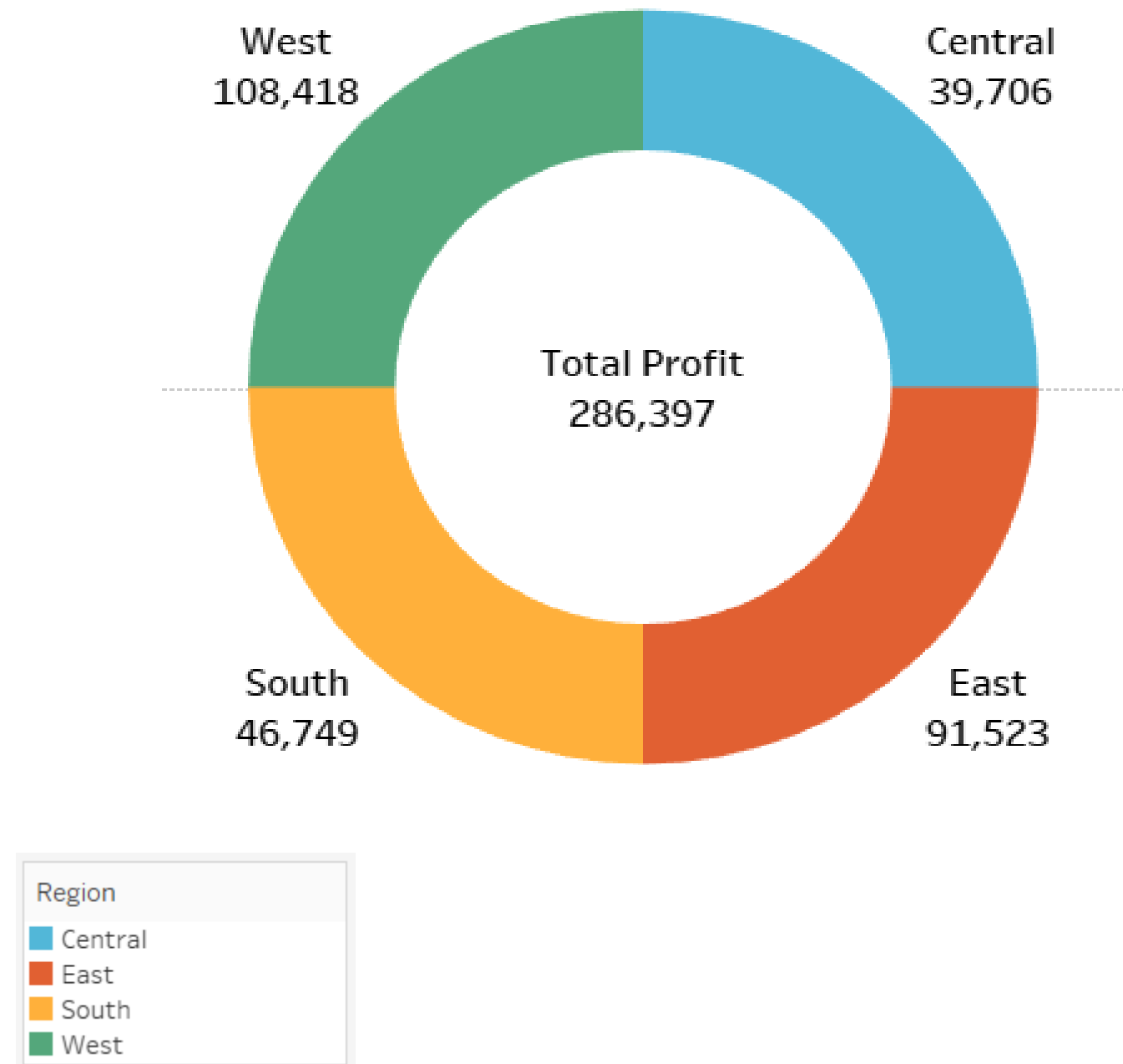


# SALES ANALYSIS



- In the Tree map, the colour gradient and size of the boxes represent the sales volume: darker green indicates higher sales, while red tones indicate lower sales.
- Phones and Chairs are the top-performing sub-categories in terms of sales, each exceeding \$300K.
- Binders, Tables, and Storage also contribute significantly to sales.
- Sub-categories like Art, Labels, and Supplies generate lower sales, indicating areas where demand is relatively lower or could be improved.

# PROFIT ANALYSIS



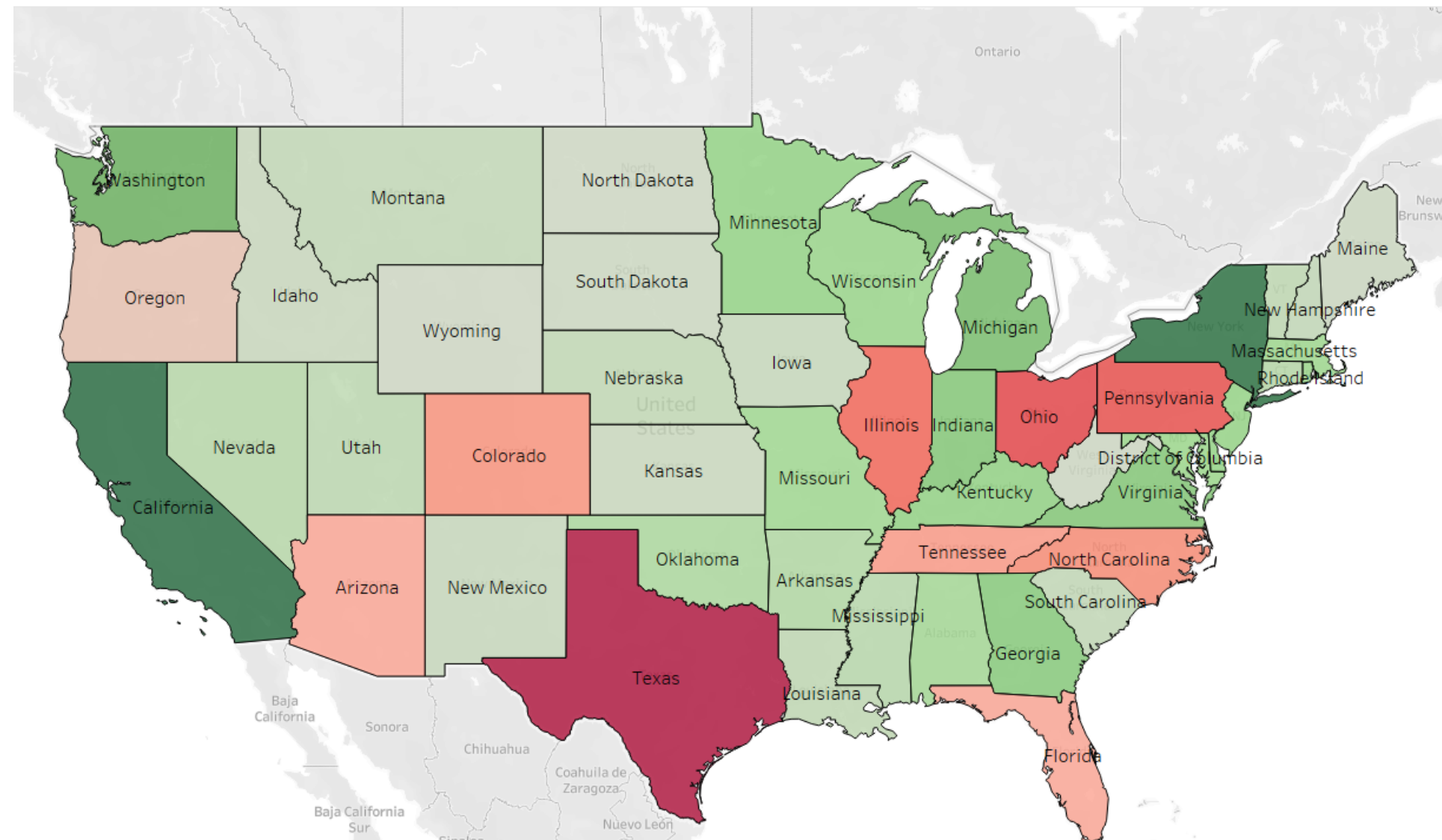
## PROFITABILITY INSIGHTS BY REGION

- This Donut chart shows total profit across all regions is \$286,397, and the size of each region's segment reflects its contribution to this total.
- West has the highest profit contribution with \$108,418, accounting for a significant portion of the total profit.
- The East region follows with a profit of \$91,523.
- The South region contributes \$46,749 in profit, which is notably less than the West and East regions.
- Central is the lowest profit-generating region, with \$39,706.



# PROFIT ANALYSIS

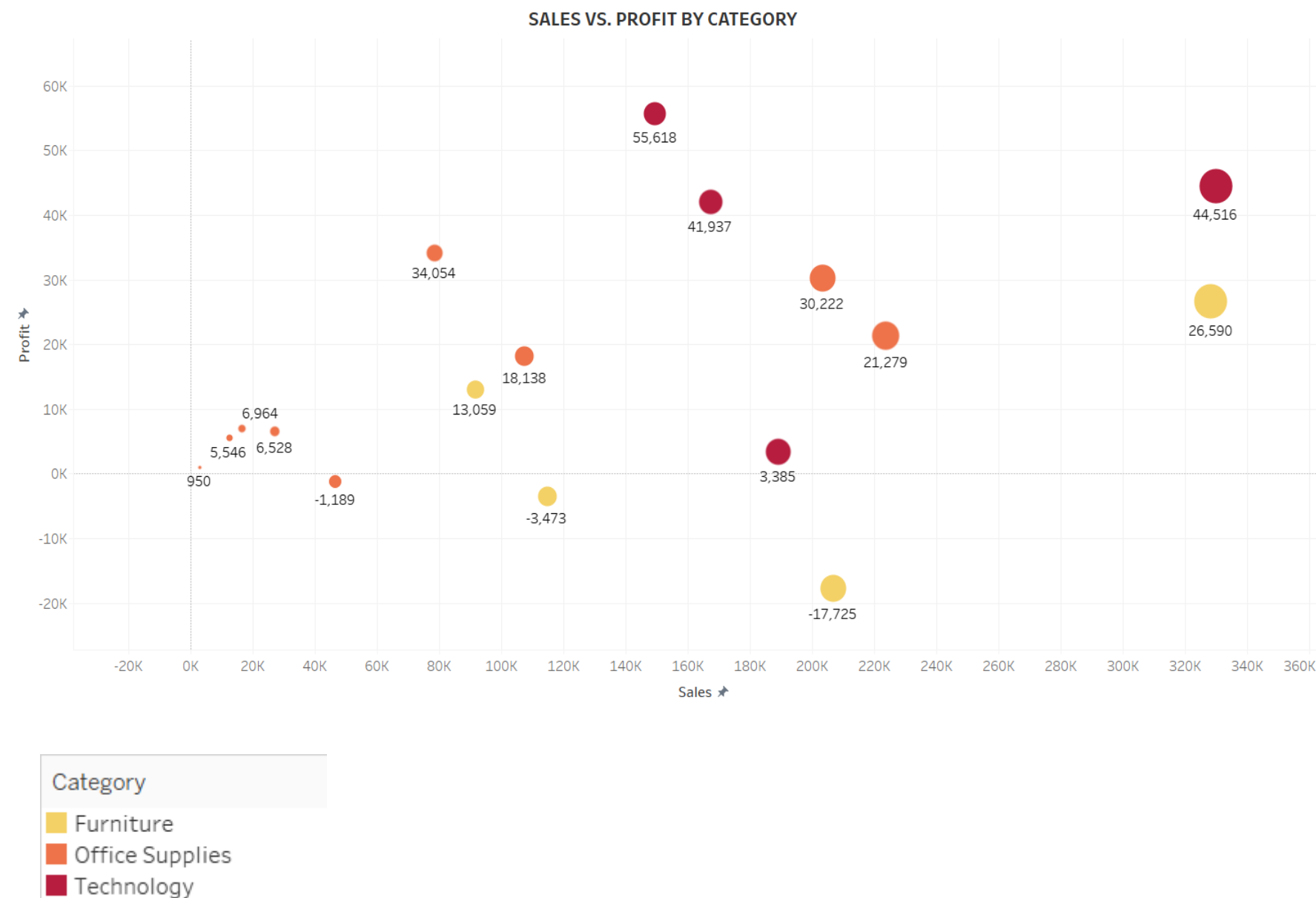
PROFIT BY STATE MAP



## PROFITABILITY INSIGHTS BY STATE

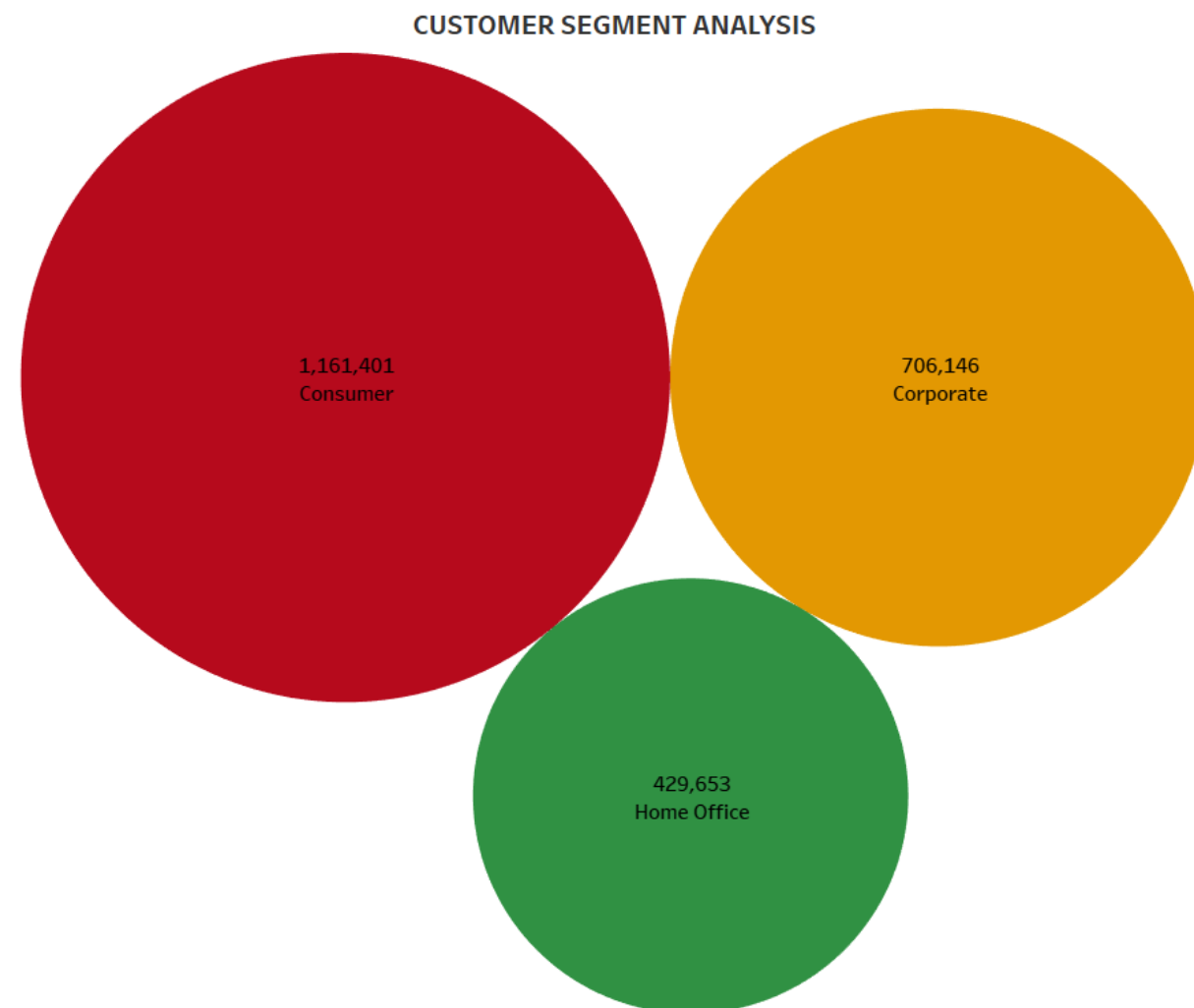
- California and New York show the highest profits, indicated by the dark green colour. These states are driving significant profit for the business.
- Texas, Pennsylvania and Ohio are in red, indicating negative profits or losses. These states are underperforming and may require further analysis or strategic adjustments.
- The Midwest and Mountain regions (e.g., Utah, Idaho, Wyoming) are neutral to slightly profitable, with less extreme outcomes.

# SALES vs. PROFIT ANALYSIS



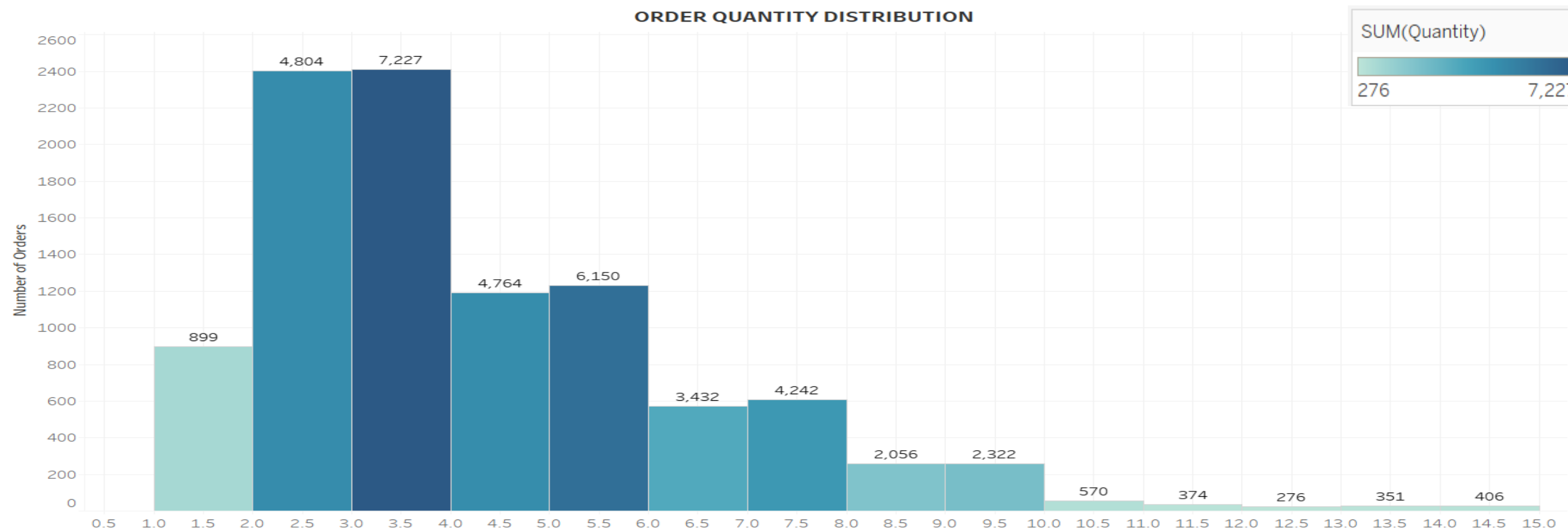
- Technology shows the highest profits and sales, with one point reaching \$55,618 in profit and \$150K in sales. Another data point shows \$44,516 in profit and \$330K in sales.
- For Office Supplies, the bubble size is smaller than Technology, indicating lower sales, but it still maintains a positive profit.
- Furniture shows both profitable and unprofitable sub-categories, indicating a need for better cost management or strategy adjustments.
- This scatter plot highlights the importance of focusing on Technology for growth and addressing the negative profit issues in the Furniture category.
- Higher Sales do not always mean Higher Profit, especially in Furniture, while Technology and Office Supplies perform more predictably in terms of profit.

# SALES vs. PROFIT ANALYSIS



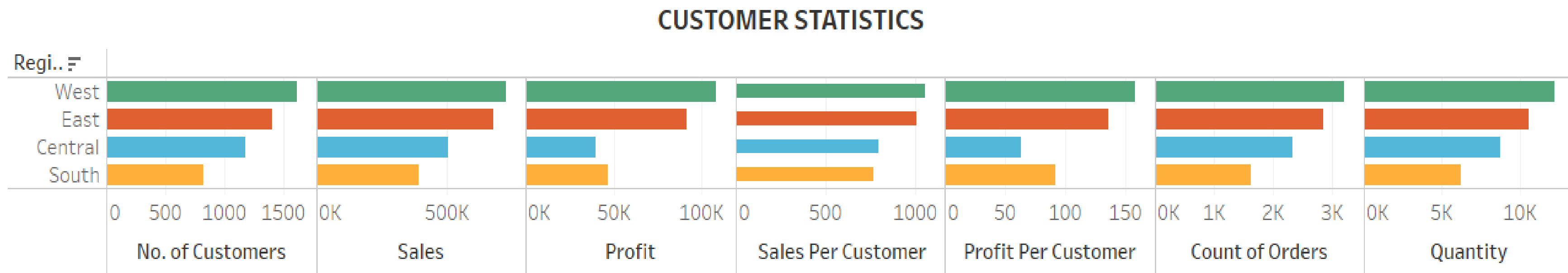
- The Consumer segment has the largest bubble, representing both the highest sales (\$1,161,401) and the highest profit (Profit indicated by bubble size). This suggests that the Consumer segment is the most profitable, with both high sales volume and significant profit margins.
- The Corporate segment, with a smaller profit than Consumer but larger than Home Office, has substantial profitability and strong sales at \$706,146, though lower than Consumer.
- The smallest bubble represents the Home Office segment, with both the smallest sales (\$429,653) and the smallest profit. This suggests that this segment contributes the least in terms of both revenue and profit.

# ORDER QUANTITY DISTRIBUTION



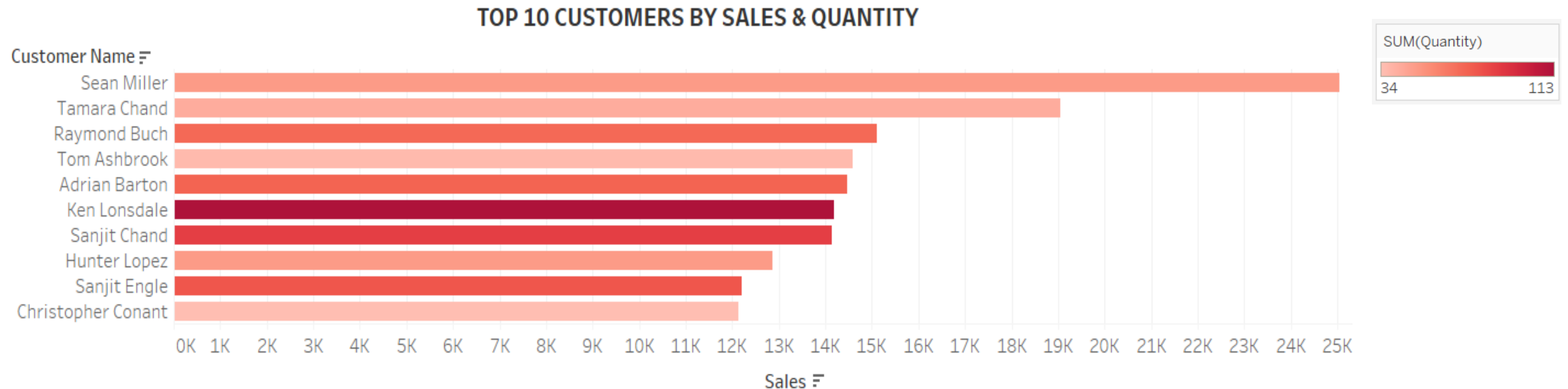
- The right-skewed (or positively skewed) distribution of Order Quantity suggests that the majority of orders fall within the 2-6 quantity range, with the peak around 3-4 items per order.
- Orders with a quantity of 9 or more are much less frequent.
- Implications for Inventory Management: This pattern suggests that the business should focus on stocking smaller quantities (2-6) more frequently, as they represent the bulk of orders, while high-quantity orders are rare and may not require as much inventory. A more balanced inventory should focus on lower quantity items to optimize storage and turnover.

# CUSTOMER STATISTICS



- West region leads in most metrics including the number of customers, sales, profit, and orders, making it the strongest performing region overall.
- East region is the second-best performer across all categories, with strong sales and customer engagement but slightly lower than the West.
- Central region shows moderate performance, particularly in sales per customer and profit per customer, indicating efficient revenue generation despite fewer total customers and orders.
- The South region underperforms across all metrics, suggesting potential for growth in customer acquisition and revenue generation.
- This breakdown helps identify regional strengths and areas for sales, customer engagement, and profitability improvement.

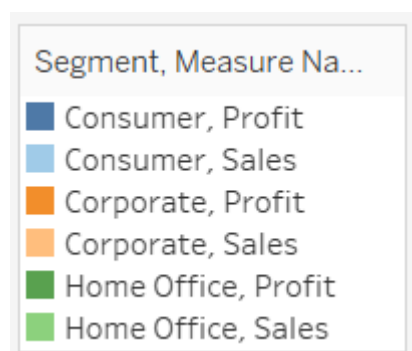
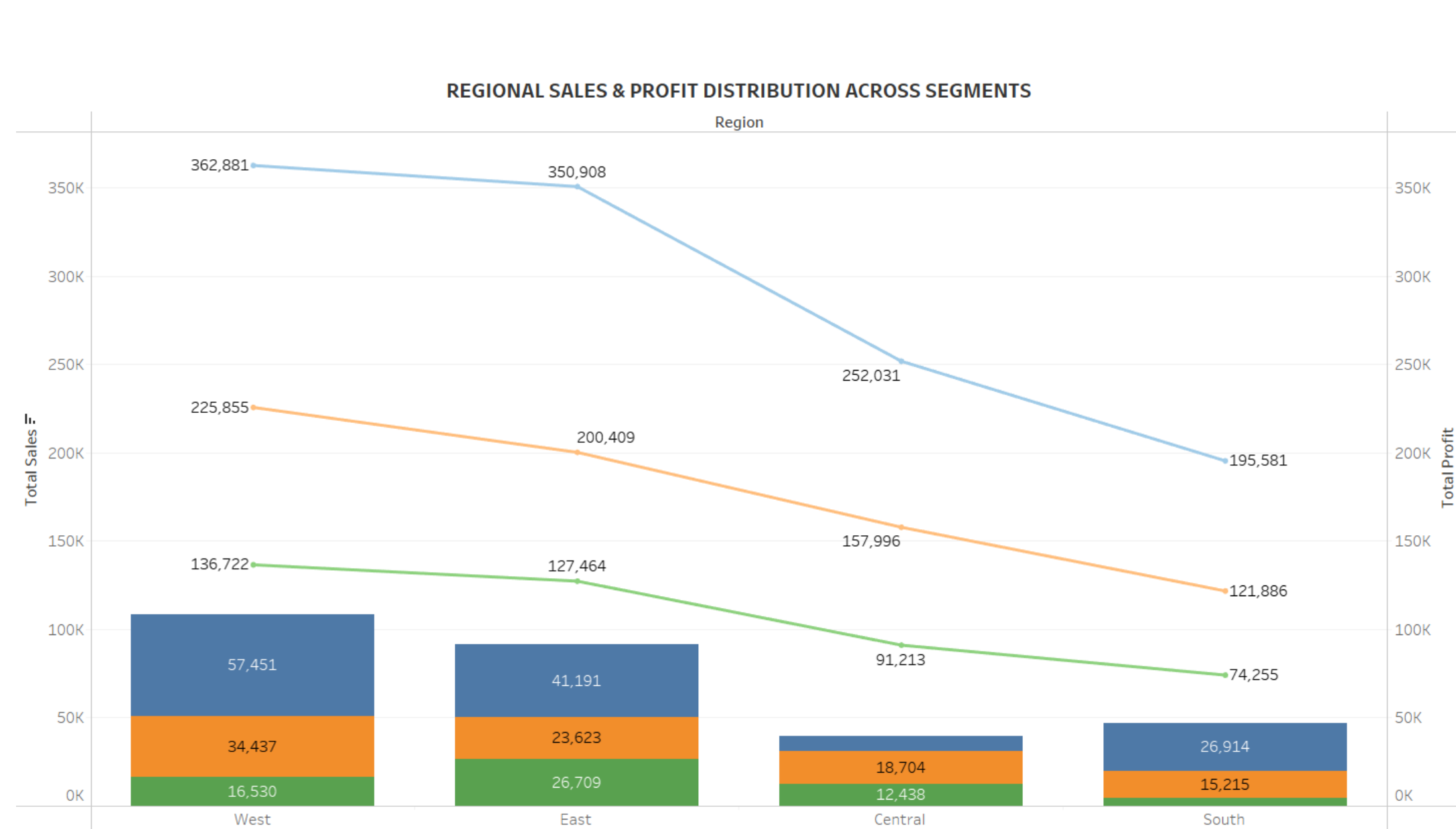
# CUSTOMER ANALYSIS



- Sean Miller has the highest sales, around \$25K, with a relatively high quantity ordered.
- Ken Lonsdale and Sanjit Chand have the next highest sales, both contributing over \$14K in sales, with Ken having ordered the highest quantity (113 units).
- There is a correlation between the quantity ordered and sales value, with customers who ordered more items generally having higher sales, except for a few outliers like Tamara Chand, who has lower quantities but high sales. This suggests that the products ordered by Tamara might have a higher price per unit compared to other customers.



# REGIONAL SALES & PROFIT DISTRIBUTION ACROSS SEGMENTS



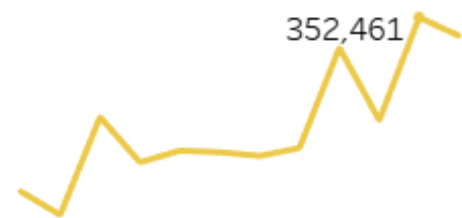
- In this Dual-Axis Chart, stacked bars represent total profit by region and segment and lines represent total sales across different regions and segments.
- West and East regions lead in sales and profit, outperforming Central and South.
- The Consumer segment drives the most sales and profit across all regions.
- Central and South regions show lower performance, indicating growth potential.

# SUPERSTORE SALES OVERVIEW DASHBOARD

## SALES

\$733,215

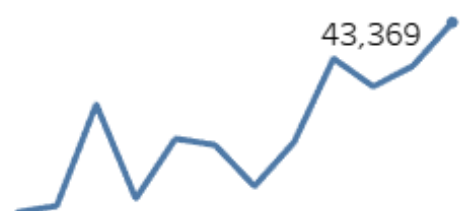
+20.4% Vs. PY



## PROFIT

\$93,439

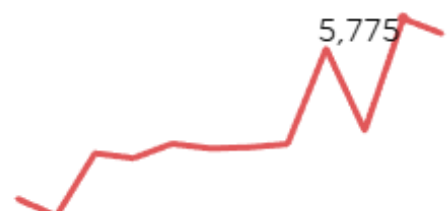
+14.2% Vs. PY



## ORDER QUANTITY

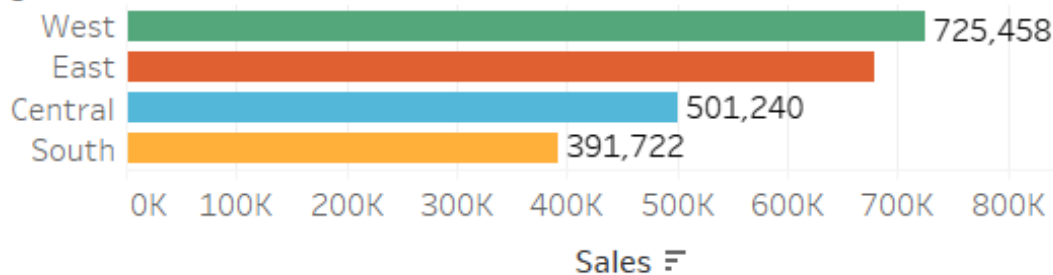
\$12,476

+26.8% Vs. PY



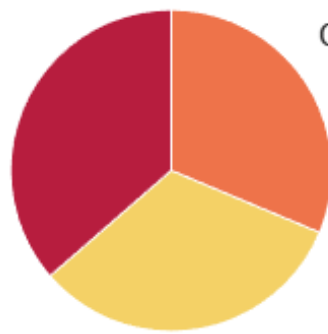
## SALES BY REGION

Region



## SALES BY PRODUCT CATEGORY

Technology  
36.399%



Office Supplies  
31.301%

Furniture  
32.300%

## PROFIT MARGIN

12.47%

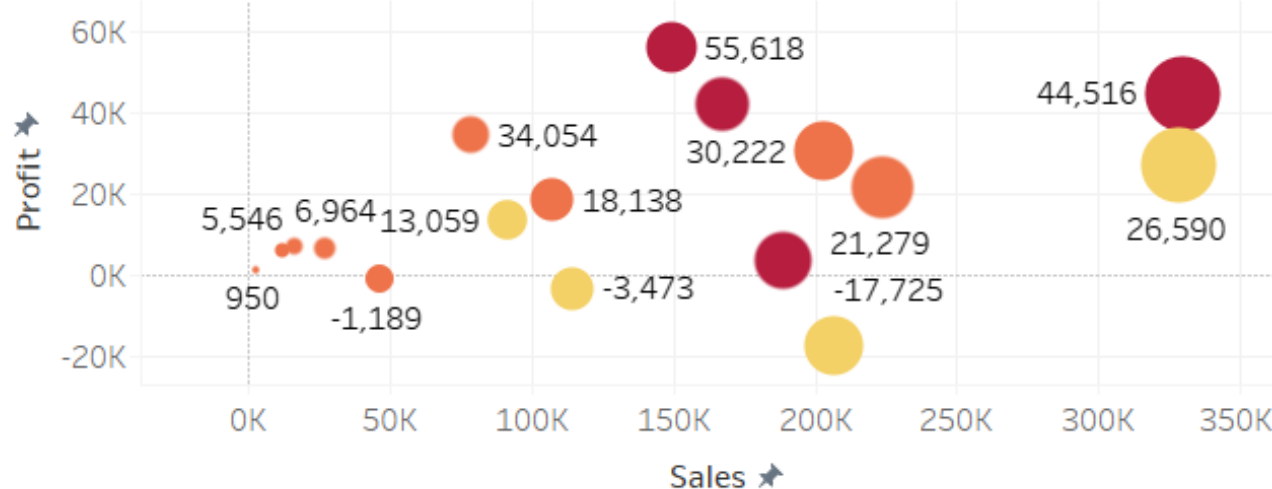
## CUSTOMERS

793

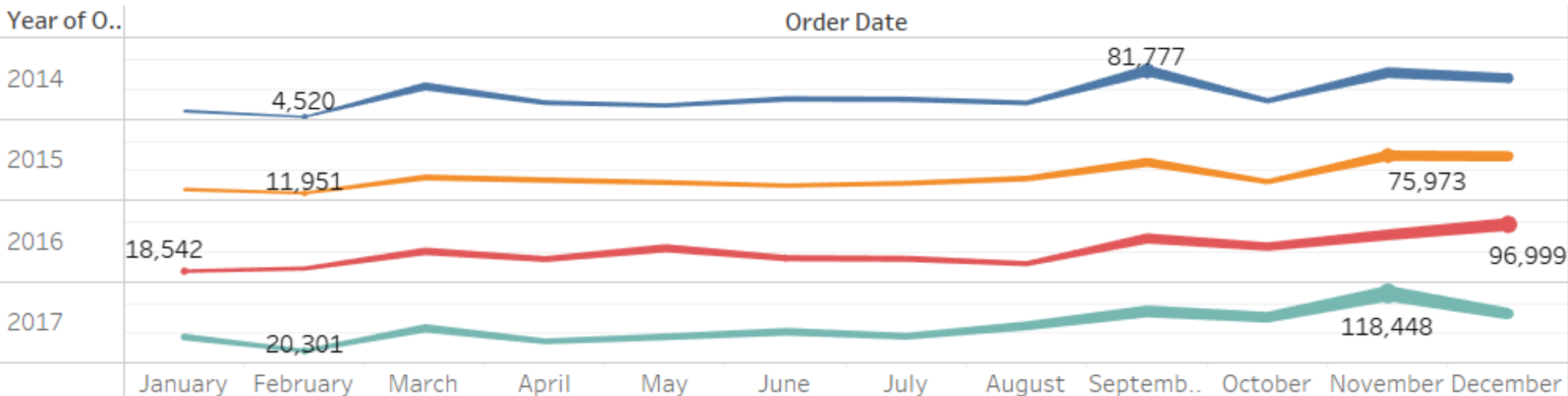
## AVERAGE ORDER VALUE

\$ 229.9

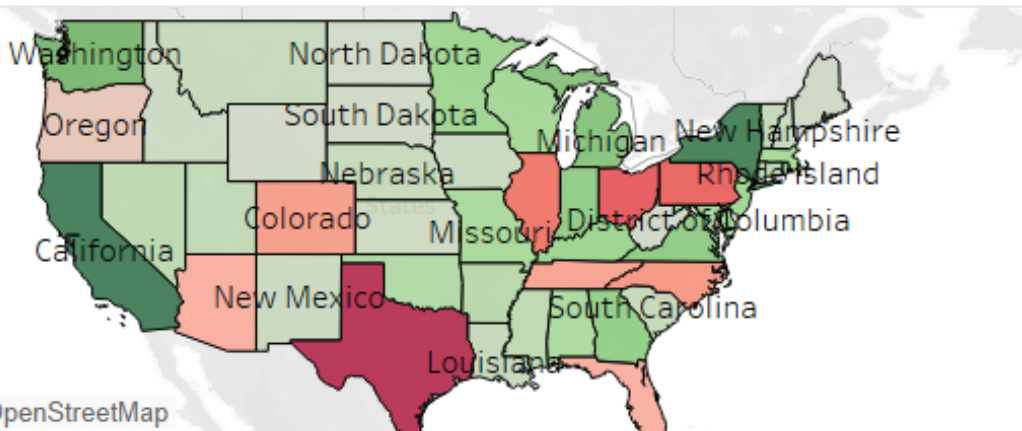
## SALES VS. PROFIT BY CATEGORY



## MONTHLY SALES TRENDS (2014-2017)

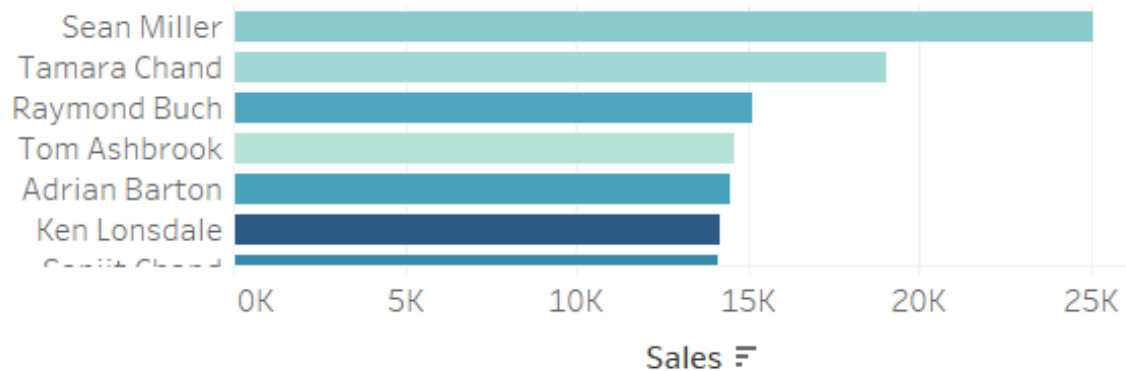


## PROFIT BY STATE MAP

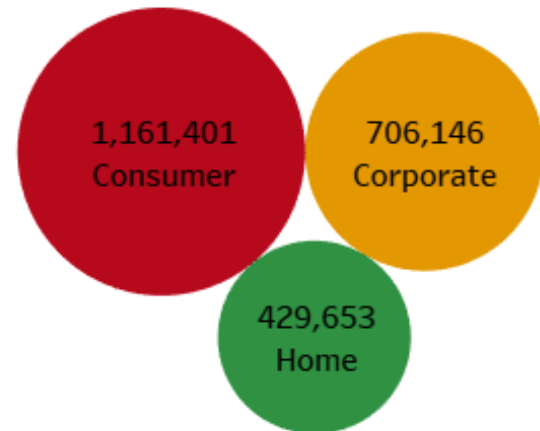


## TOP 10 CUSTOMERS BY SALES & QUANTITY

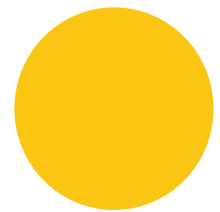
Customer Name



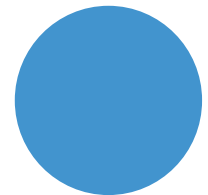
## CUSTOMER SEGMENT ANALYSIS



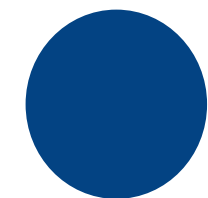
# KEY INSIGHTS FROM DASHBOARD



The dashboard's KPIs highlight strong sales growth (20.4%), profit increase (14.2%), rising order volume (26.8%), a healthy profit margin (12.47%), and a solid Average Order Value (AOV) of 229.9, offering key insights into financial health, customer trends, and operational efficiency.



Sales, profit, and order trends over time, along with regional and product performance breakdowns, help track growth opportunities, identify successful areas, and guide resource allocation strategies.



Insights into customer segmentation and top customers by sales and quantity provide a clear view of the most valuable customers, guiding targeted marketing and retention strategies.

# CONCLUSION & RECOMMENDATIONS

This project provided a comprehensive analysis of Superstore's sales and profit trends, customer behaviour, and regional performance from 2014 to 2017.

- **Consistent Growth:** Strong sales growth (20.4%) and profit increase (14.2%) reflect the business's expanding customer base and improved operational efficiency. Monthly sales trends highlight peak performance during holiday months, with slower sales in the early months (January, February).
- **Regional Variations:** The West region outperformed in both sales and profit, while the Central and South regions offer potential growth opportunities through targeted strategies.
- **Customer Segmentation:** The Consumer segment is the most profitable, indicating the need to prioritize this segment in marketing and retention efforts.
- **Product Performance:** Technology products consistently delivered the highest profits, while Furniture had mixed results, suggesting a need for improved cost management.
- **Focus on Growth Opportunities:** Invest in marketing and engagement strategies for underperforming regions like Central and South, while expanding successful product lines like Technology and improving cost efficiency in Furniture.
- **Optimize Inventory and Customer Strategy:** Align inventory with demand trends, focusing on smaller order quantities, and implement targeted marketing for top customers to boost loyalty and sales.

# THANK YOU



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