**Superstore Sales Performance Report**

Aim:

The aim of this report is to analyse the **Superstore Sales Dataset** to identify **key performance metrics**, evaluate **sales trends**, and assess **product and regional performance**. The report provides **actionable insights** and **business recommendations** to improve **profitability**, optimize **operations**, and support **strategic decision-making**.

Overview Of The Dataset:

1. **Total Records:** 1000

2. **Duplicate Records:** None

3. **Missing Values:** None

4. **Total Columns:** 14

Order Details: Order ID, Order Date, Ship Date

Customer Details: Customer Name, Customer Segment

Product Details: Category, Sub-Category, Product Name

Sales Data: Sales Amount, Profit, Discount, Quantity

Geography: Region, State

Key Metrics:

1. **Total Sales:** $514,292.93
2. **Total Profit:** $92,305.79
3. **Total Quantity Sold:** 5,491 units

Key Insights:

1. The **average order value** is approximately **$514**
2. Monthly sales reveal that **October** had the highest revenue $55,679.45 and **May** had the lowest revenue $35,462.83
3. **Top and Bottom Products By Profit:**

**Top 5 Products (Most Profitable):**

* Paper 20: $618.21
* Binders 42: $615.07
* Pens 57: $599.61
* Chairs 58: $595.11
* Laptops 19: $576.34

**Bottom 5 Products (Least Profitable):**

* Tables 42: $0.92
* Chairs 64: $1.94
* Bookcases 84: $2.15
* Phones 84: $2.53
* Printers 40: $2.59

1. **Regional Profit Distribution:**  
   **South Region** leads in profit $23,706.49, while the **West Region** lags slightly behind $22,686.86.

All regions generate similar profit margins, suggesting balanced performance across geographies.

1. **Impact Of Discounts On Profit:**

Weak correlation between **Discount** and **Profit**   
This indicates that discounts have minimal impact on profit margins—suggesting room for strategic discounting without heavily compromising profitability.

1. **Category Level Performance:**

**Furniture:** Drives the highest revenue and profit of **$177,215.44** and **$31,570.04** respectively. Despite contributing to sales, this category yields lower profits due to higher discounts and lower margins.

**Office supplies:** Generated a revenue of **$169,664.66** and profit of **$30,517.34** indicating stable performance overall.

**Technology**: Drives a good revenue **$167,412.83** and profit **$30,218.41.** Theprofit margin of **18.05%** shows strong customer demand for high-value tech products.

1. **State-Level Performance:**

**Texas** emerges as a **top-performing** state across all metrics (sales, profit, and quantity). Targeted marketing efforts here could **amplify growth**.

**Florida** and **New-York** show potential for improvement due to **moderate sales** and **high profit margin**

1. **Sub Category Level Performance:**

**Sofas** sub-category has the highest contribution (**11.42)** and Chairs has the lowest **6.9%** when compared to the overall Sales

1. **Delivery Time:**

**Technology** related products have the highest average delivery time **4.16 days** and **Furniture** has the lowest **3.91 days**

**Texas** has the **slowest average delivery time** at **4.3 days**, which is **12.56% slower** compared to the **fastest state** **New York (3.82 days)**.

Business Recommendations:

1. **Maximize Profits from Top Products:**
   * Focus marketing and inventory efforts on best-sellers like Paper 20, Binders 42, Pens 57 and other products
2. **Address Low-Margin Products:**
   * Review pricing or promotion strategies for Bookcases 39, Staplers 97, Pens 80 and other products to improve profit margins.
3. **Optimize Regional Performance:**
   * Enhance marketing campaigns in underperforming areas like the **West Region** to close the profit gap.
4. **Strategic Discounting:**
   * Leverage targeted discounts as they show **minimal impact** on profitability.
5. **Monitor Seasonal Trends:**
   * Capitalize on peak sales months like **October** by planning promotional events and stocking up.
6. **High-Volume, Low-Profit Products**:

* Products like Pens 53 and Sofas 45 sell in **higher quantities** but provide **minimal profit**. These should be either repositioned with premium versions or bundled with higher-margin products.

1. **Optimize Logistics**:

* Evaluate and enhance **supply chain efficiency** in **Texas** and **Illinois** to reduce delays. Slower delivery may negatively impact customer satisfaction.
* Consider building new warehouses in areas with high demand.