

# Superstore Sales Dashboard

## Analysis Report

### Executive Summary

This analytical report provides a deep dive into the sales performance of the Superstore business using interactive Power BI dashboards. The visual insights extracted from historical data cover sales trends, regional performance, product profitability, and segment-wise breakdowns. The analysis reveals seasonal fluctuations, category-specific profit variances, and regional sales leadership that can guide strategic decision-making.

### Key Performance Metrics

<u>Metric</u>	<u>Value</u>
Total Sales	\$2.30M
Total Quantity Sold	38,000 Units
Total Profit	\$286.40K
Average Discount	16%
Average Profit Margin:	~12.4% (Profit ÷ Sales)

### Quarterly Sales Trend (2014–2017)

- **Peak Quarter:** Q3 2017, with the highest sales recorded at over \$200K.
- **Lowest Quarter:** Q2 2014, with the weakest performance nearing \$85K.
- **Sales Decline:** After Q3 2017, there's a **consistent decline in quarterly sales**, indicating possible seasonal drop-offs or reduced demand.
- **Growth Pattern:** Steady sales growth was observed from 2014 Q2 to 2017 Q3.

**Insight:**

Leverage Q3 trends for product launches or marketing campaigns. Investigate the downturn post-Q3 2017 for corrective actions.

## **Net Profit by Sub-Category**

- **Top Profit-Generating Sub-Categories:**
  - **Copiers** (~\$55K)
  - **Phones** (~\$50K)
  - **Accessories** and **Paper** (steady profitability)
- **Loss-Making Sub-Categories:**
  - **Tables** and **Bookcases**, with **Tables** posting nearly **-\$18K** in loss.

**Insight:**

Focus on bundling or promoting high-margin sub-categories like Copiers and Phones. Consider re-negotiating supplier terms or discounting policies for loss-heavy Furniture items.

## **Regional Sales Performance**

<u>Region</u>	<u>Sales</u>
West	~\$800K
East	~\$720K
Central	~\$550K
South	~\$400K

- **West** leads in both sales and profitability.
- **South** has the weakest performance; potential for growth via geo-targeted campaigns or logistics improvements.

## **Sales Trends & Order Volume (Monthly)**

- **Trend Analysis:** Line charts illustrate monthly fluctuations in both sales and the number of orders.
- **Seasonality:** Certain months like November and December show a significant spike in sales, likely due to holiday shopping.

**Insight:**

Sales tend to peak during Q4, suggesting an opportunity for marketing campaigns and inventory optimization during these months.

**Sales by Product Category**

Category	Sales	Contribution
Technology	\$836.15K	36.4%
Furniture	\$742K	32.3%
Office Supplies	\$719.05K	31.3%

- **Technology** dominates the sales with strong profitability.
- **Furniture** generates comparable sales but suffers from poor profit margins due to losses in sub-categories.
- **Office Supplies** maintains steady performance.

**Product Category & Sub-Category Analysis**

- **Sales by Category:** The dataset consists of three major categories: **Furniture**, **Office Supplies**, and **Technology**.
- **Profitability:** While **Technology** shows high sales and profit margins, **Furniture**, especially sub-categories like **Tables**, shows low or even negative profitability.
- **Top Sub-Categories:** Sub-categories such as **Phones**, **Chairs**, and **Binders** contribute significantly to sales.

**Insight:**

Improving cost efficiency in Furniture or reassessing pricing strategies may be

essential. Boosting promotion of high-profit items like Phones and Copiers could enhance overall profitability.

## **Regional & Geographic Performance**

- **Sales by State/Region:** Choropleth maps and bar graphs highlight top and bottom performing states.
- **Key Contributors:** States like **California, New York,** and **Texas** lead in total revenue.
- **Underperforming Areas:** Several southern states show low sales and profitability.

### **Insight:**

Expansion or re-targeting strategies could be considered for states with low market penetration, while loyalty programs could reinforce performance in top states.

## **Customer Segmentation**

- **Segment-Based Analysis:** The three primary customer segments – **Consumer, Corporate,** and **Home Office** – are compared for their respective contributions.
- **Corporate clients** generally produce larger orders but vary in profitability.

### **Insight:**

Tailored marketing for each customer segment can help optimize retention and conversion.

## **Business Observations & Recommendations**

### **1. Prioritize High-Profit Sub-Categories**

- Continue investing in the Technology category, especially high-margin sub-categories like Copiers and Phones.
- Promote fast-moving Office Supplies that drive volume and contribute positively to profit margins.

### **2. Reevaluate the Furniture Segment**

- Furniture, particularly Tables, is a significant profit leakage area.
- Investigate the cost structure, optimize pricing, reduce over-discounting, and explore bundling strategies to improve profitability.
- Consider renegotiating supplier contracts or improving delivery efficiency.

### **3. Regional Growth Strategy**

- The South and Central regions underperform relative to East and West.
- Implement targeted promotions, enhance logistics, and consider expanding digital or physical presence to boost market coverage.
- Tailor offers based on regional preferences and demand.

### **4. Maximize Seasonal Sales (Q3 & Q4)**

- Sales peak in Q3 and Q4, especially around holidays.
- Begin inventory planning, campaign design, and team readiness early to capture peak demand.
- Introduce seasonal bundles or limited-time promotions to boost conversions.

### **5. Optimize Discount Strategy**

- The average discount offered is 16%, which may be eroding profit margins.
- Reassess discount policies, especially on low-margin and loss-making sub-categories.
- Use targeted discounts only for inventory clearance or volume deals.

### **6. Customer Segment Personalization**

- Corporate clients generate high-value orders — engage them through CRM-based targeting, loyalty rewards, and tailored offers.
- Continue segment-specific strategies for Consumers and Home Office users to improve retention and cross-selling.