# SUPER STORE SALES ANALYSIS

## By Thailesh Sinha

# OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on **time series analysis**, to provide valuable insights and accurate **sales forecasting**.

# SALES BY REGION

- The West region contributes the highest sales at 33.4%, making it the top-performing region.

- The East region accounts for 28.8% of total sales, indicating strong performance but slightly behind the West.

- With 21.8% sales contribution, the Central region plays a moderate role in overall sales distribution.

- The South region has the lowest sales share at 16.1%, highlighting potential areas for improvement or targeted sales strategies.

## Sales by Region

West
33.4%

Centra
21.8%

South
16.1%

East
28.8%

# SALES BY PAYMENT MODE

- COD accounts for 42.6% of total sales, making it the most preferred payment method. This indicates that a significant portion of customers prefer paying after receiving the product.

- 35.4% of sales come from online transactions, showing that digital payments are widely accepted but slightly behind COD.

- With only 22.0% of sales, card payments are the least preferred mode. This could indicate a need for better incentives, such as discounts or cashback, to encourage card usage.



Sales by Payment mode

Cards 22.0%
Online 35.4%
COD 42.6%
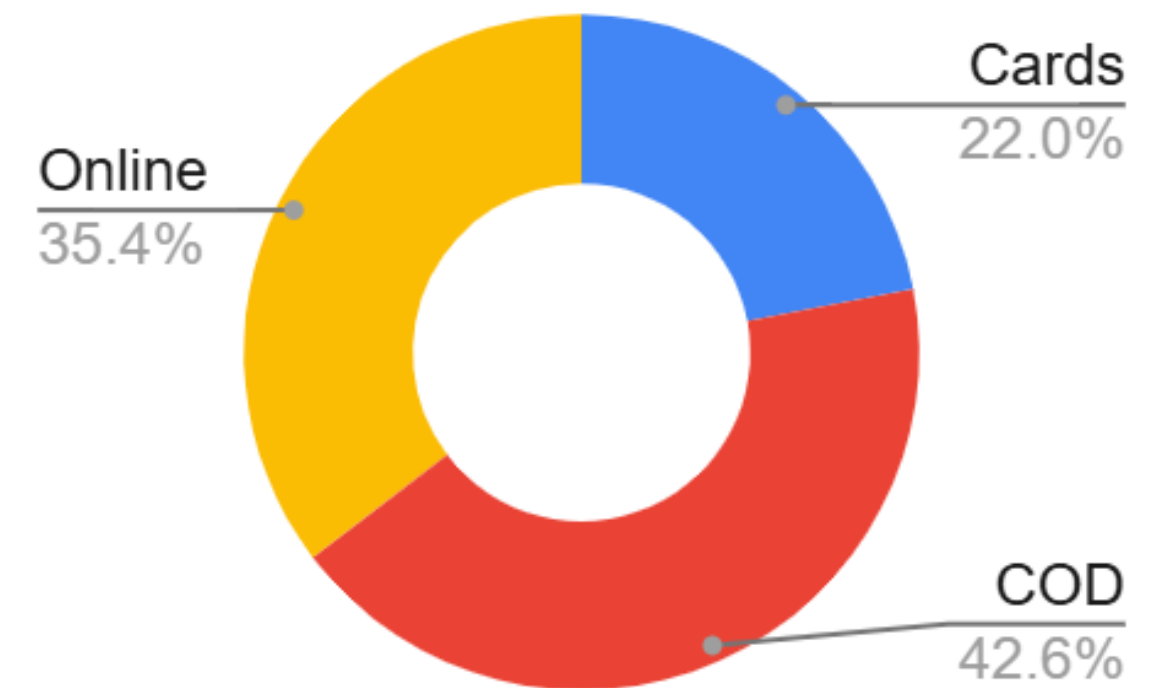
# SALES BY SEGMENT

- The Consumer segment contributes 48.1% of total sales, making it the largest customer base. This suggests that a significant portion of revenue comes from individual buyers.

- With 32.6% of sales, the Corporate segment is also a major contributor, indicating good business-to-business (B2B) sales.

- The Home Office segment accounts for only 19.4% of total sales, suggesting that this area has potential for growth with targeted marketing strategies.

### Sales by Segment

Home Office
19.4%

Consumer
48.1%

Corporate
32.6%
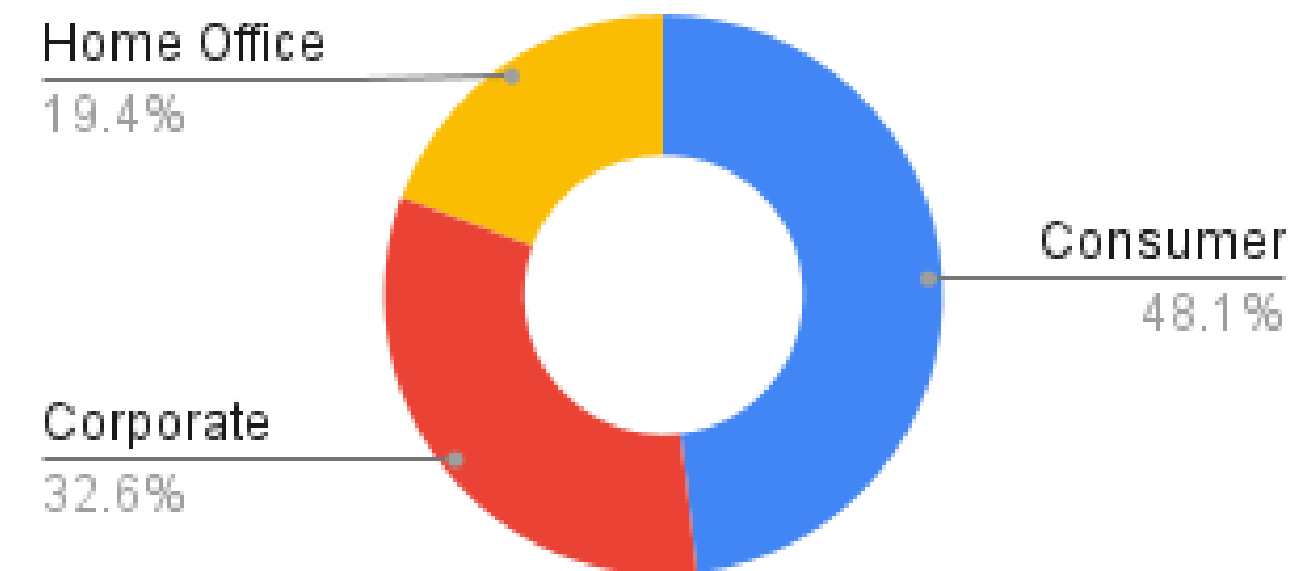
# SALES BY CATEGORY

- Office Supplies lead in sales – The Office Supplies category has the highest sales, indicating strong demand for stationery and office-related products.

- Technology follows closely – The Technology category has strong sales but is slightly behind Office Supplies. This suggests a high market potential for electronic products.

- Furniture has the lowest sales – The Furniture category has the lowest revenue, indicating either lower demand or higher competition in this segment.

## Sales by Category

| Category | Sales |
|---|---|
| Technology | |
| Office Supplies | |
| Furniture | |

0    200000    400000    600000
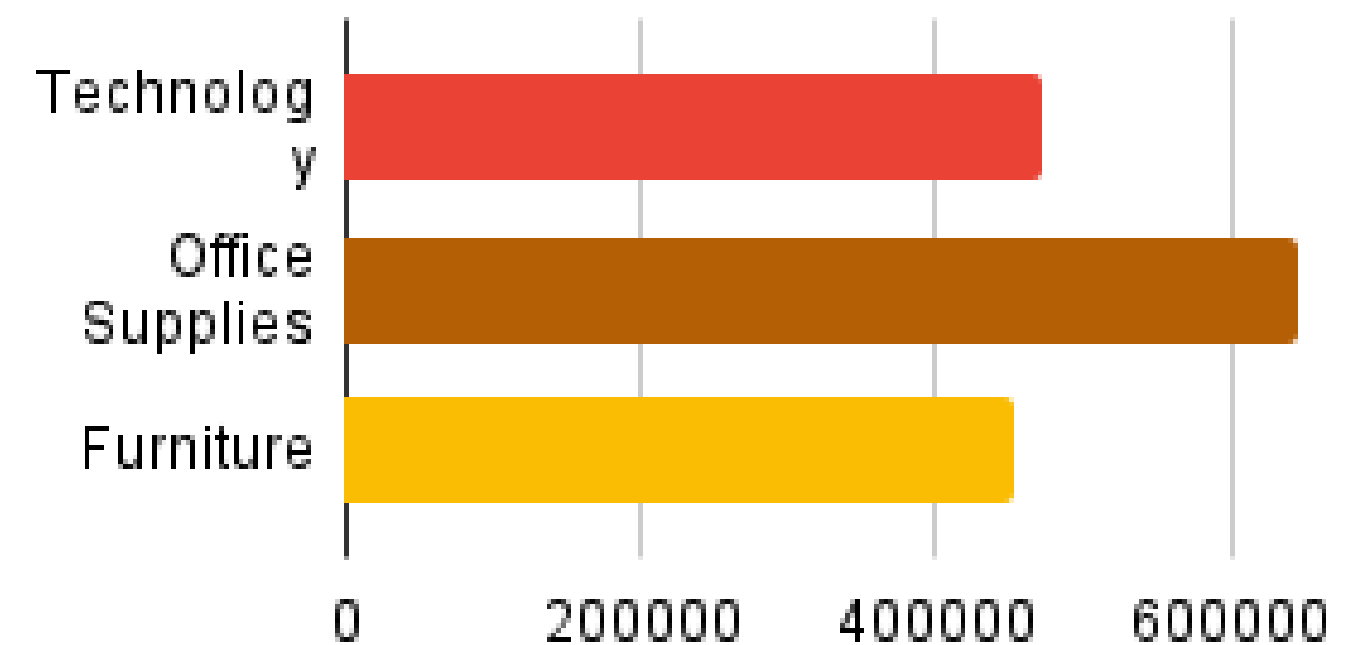
# SALES BY SHIP MODE

- Standard Class dominates sales – The majority of sales come from Standard Class shipping, indicating that customers prefer cost-effective delivery options.

- Second Class is the second most popular – Sales in Second Class shipping are significantly lower than Standard Class but still contribute a notable portion.

- First Class and Same Day have the lowest sales – First Class and Same Day delivery account for the smallest share, suggesting that customers may be hesitant to pay extra for faster shipping.

## Sales by Ship Mode

| Ship Mode | 0 | 250000 | 500000 | 750000 |
|---|---|---|---|---|
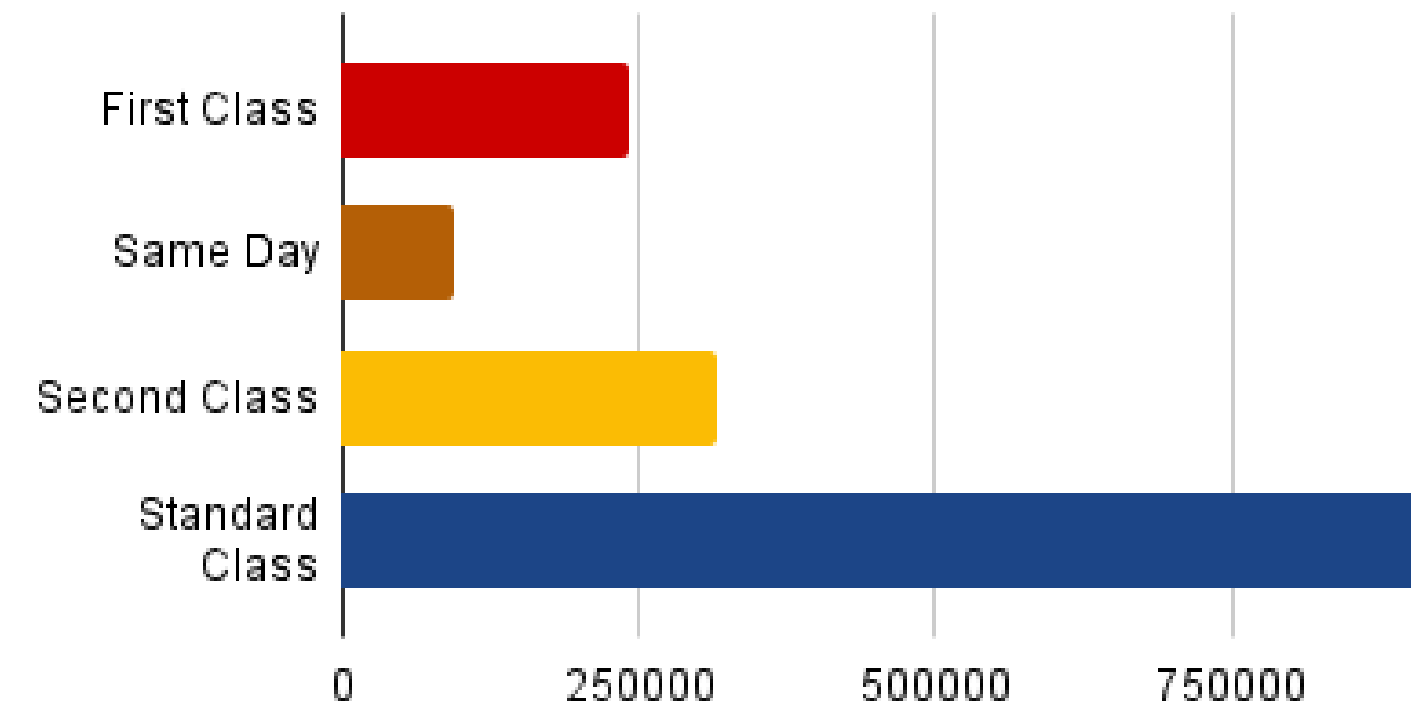
# PROFIT BY MONTH

- Profit in 2020 was consistently higher than 2019 from January to August, indicating better business performance during this period.

- A significant increase in March 2020 suggests a possible high-margin sales period or a successful campaign.

- Late 2020 profits declined – After September, profits in 2020 started decreasing, while 2019 saw a steady rise towards December.

- December 2019 had the highest profit peak – Unlike 2020, which saw a decline towards the end of the year.



Profit by Month
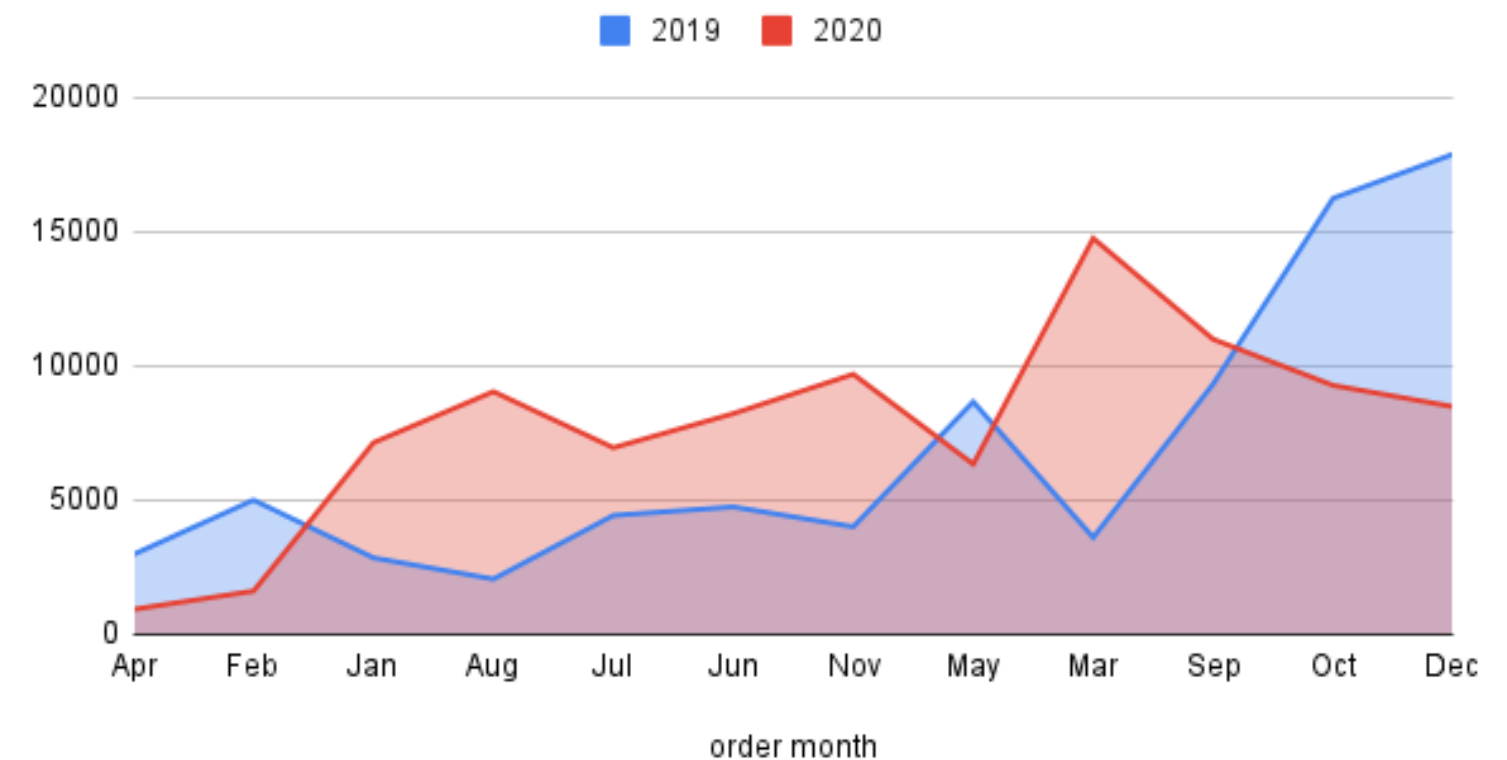
# SALES BY MONTH

- Overall, 2020 saw a noticeable increase in sales compared to 2019, indicating business growth.

- A sharp spike in December suggests a strong seasonal demand, possibly due to holiday sales.

- Sales remained relatively stable in mid-year – Both years show steady sales performance between March and September, with no significant fluctuations.

- Early 2020 sales dropped after December peak – There is a decline in sales after February, which might indicate post-holiday slowdowns.



Sales by Month
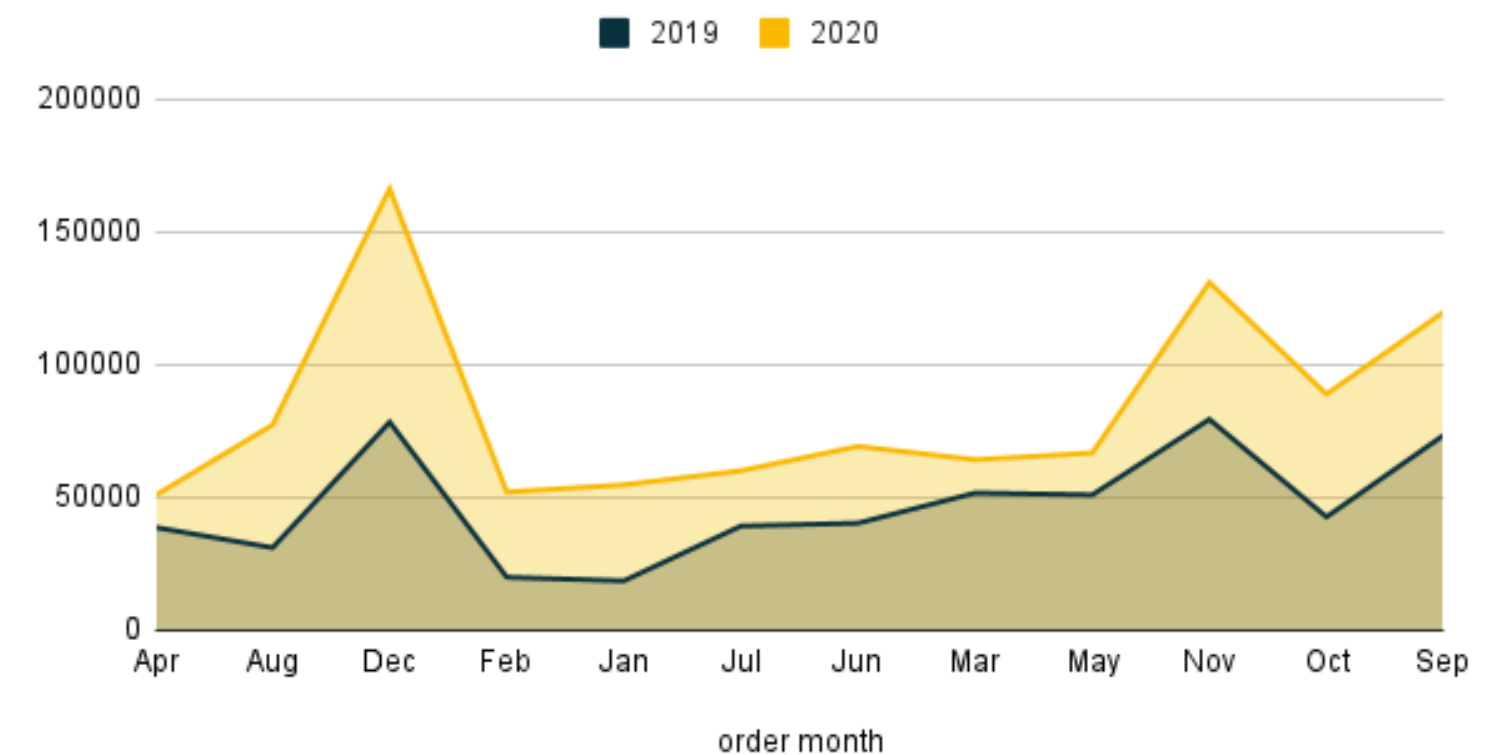
# LEARNING

Incorporated data analysis techniques, specializing in **time series analysis**, to deliver valuable **insights**, accurate **sales forecasting** and **interactive dashboard** creation, driving business success.

# RECOMMENDATIONS

- **Boost Sales in Low-Performing Regions & Segments –** Implement targeted marketing and promotions.
- **Optimize Payment Methods –** Offer incentives for digital payments to reduce COD dependency.
- **Improve Profit Consistency –** Analyze cost structures and adjust pricing to maintain profitability throughout the year.
- **Enhance Shipping Strategy –** Provide cost-effective, faster shipping options to encourage premium selections.

# CONCLUSION

The analysis of sales and profit data reveals key trends and insights that can help drive better business decisions:

- **Regional Performance –** The West region leads in sales, while the South region lags behind, indicating potential for targeted growth strategies.

- **Payment Preferences –** Cash on Delivery (COD) remains the most preferred payment method, followed by online payments, while card usage is relatively low.

- **Customer Segments –** The Consumer segment is the largest revenue contributor, but the Home Office segment presents an opportunity for expansion.

- **Product Categories –** Office Supplies generate the highest sales, while the Furniture category has the lowest revenue, suggesting room for improvement.

- **Shipping Modes –** Standard Class shipping is the most used option, while First Class and Same Day deliveries have lower adoption rates, potentially due to cost concerns.

# THANK YOU