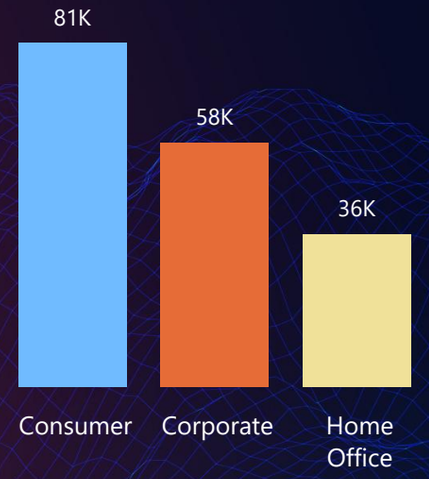
Super Store Sales Analysis

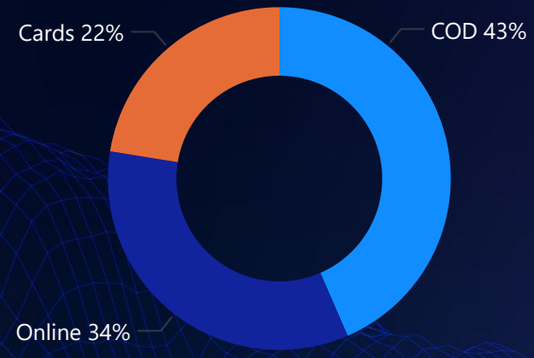
1.57M	175K	22317	3003
Total Sales	Total Profit	Total Quantity	Total Orders

State: All

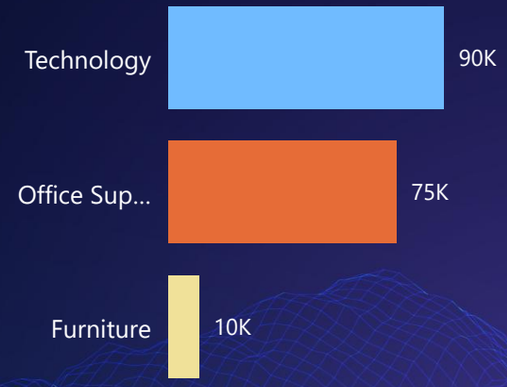
Profit by Segment



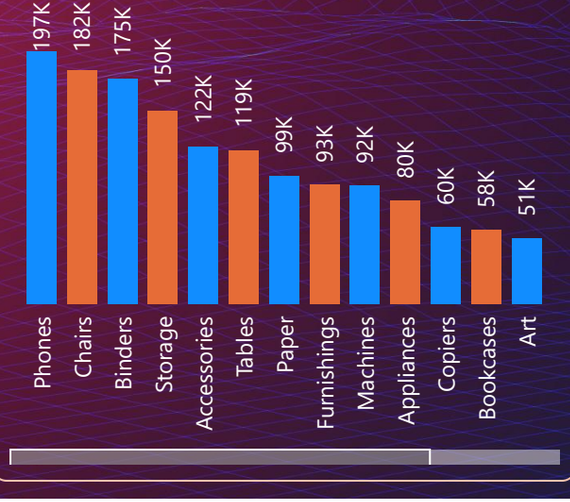
Sales by Payment Mode



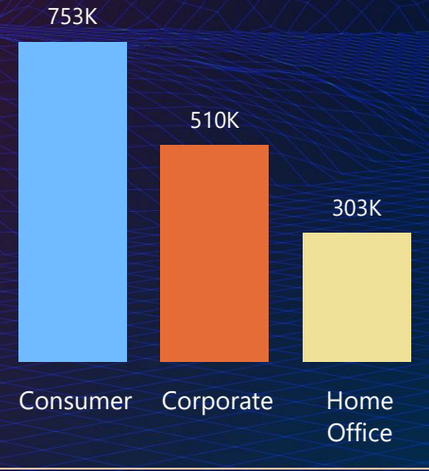
Profit by Category



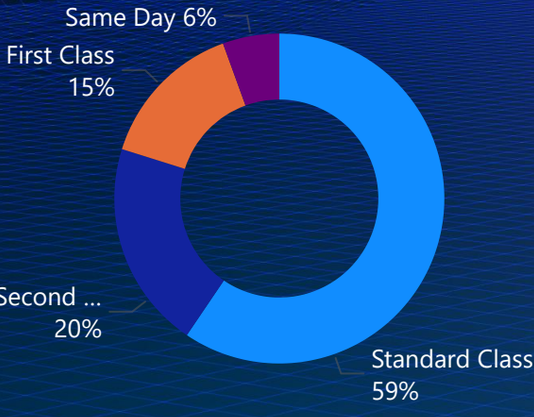
Sales of Sub-Category



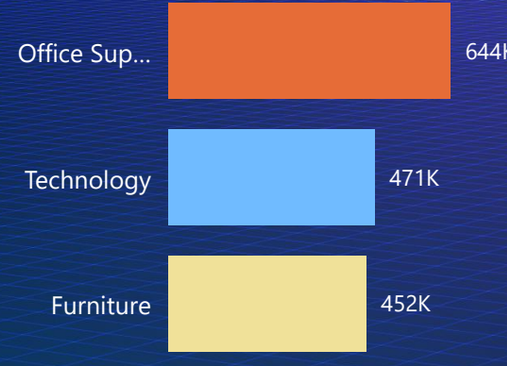
Sales by Segment

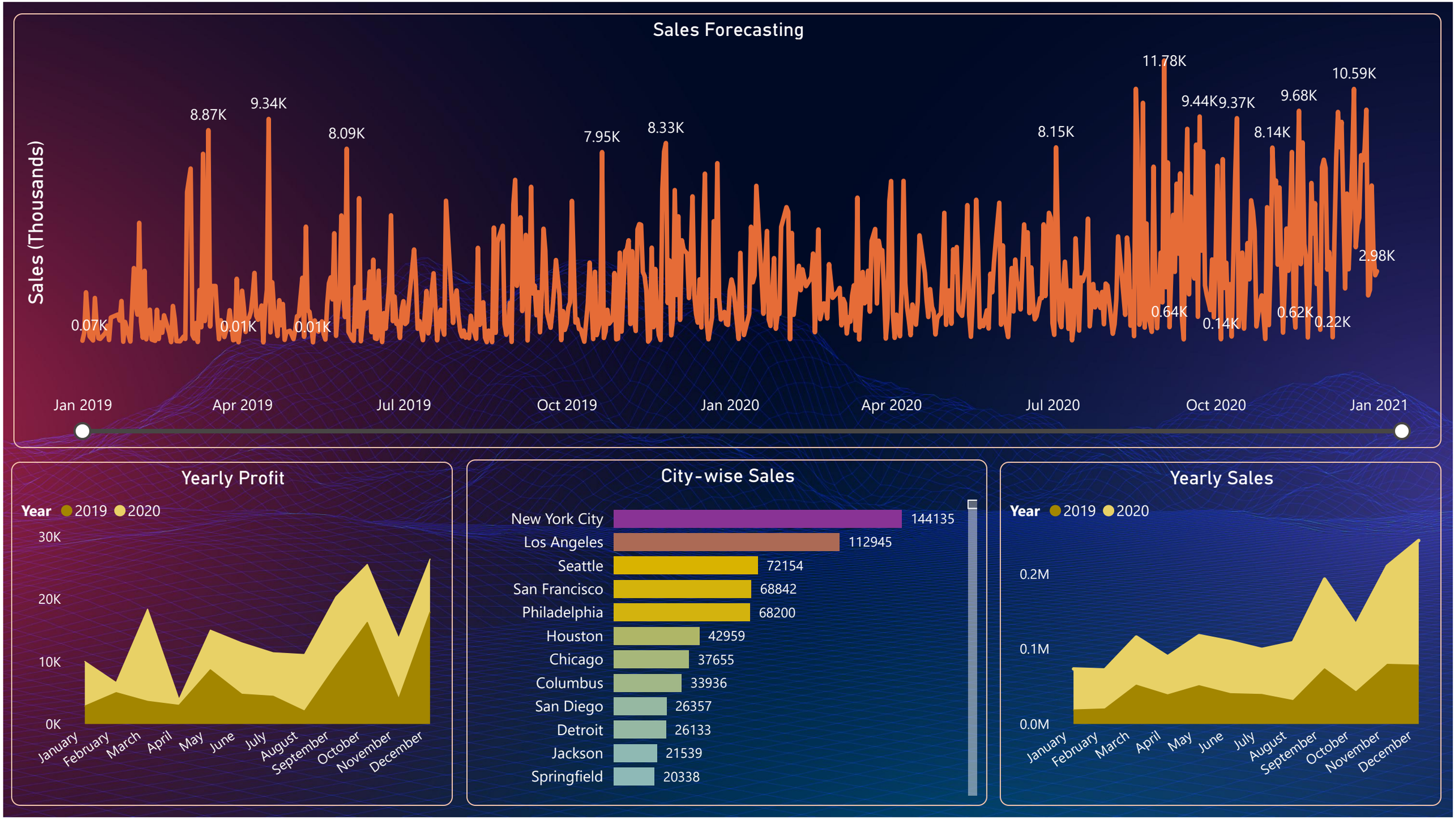


Sales by Ship Mode



Sales by Category




Sales Forecasting
Sales (Thousands)
8.87K
9.34K
8.09K
7.95K
8.33K
8.15K
11.78K
9.44K
9.37K
8.14K
9.68K
10.59K
2.98K
0.07K
0.01K
0.01K
0.64K
0.14K
0.62K
0.22K
Jan 2019
Apr 2019
Jul 2019
Oct 2019
Jan 2020
Apr 2020
Jul 2020
Oct 2020
Jan 2021
Yearly Profit
Year 2019 2020
30K
20K
10K
0K
January
February
March
April
May
June
July
August
September
October
November
December
City-wise Sales
New York City 144135
Los Angeles 112945
Seattle 72154
San Francisco 68842
Philadelphia 68200
Houston 42959
Chicago 37655
Columbus 33936
San Diego 26357
Detroit 26133
Jackson 21539
Springfield 20338
Yearly Sales
Year 2019 2020
0.2M
0.1M
0.0M
January
February
March
April
May
June
July
August
September
October
November
December

Key Insights

- Highest profit is recorded under the category of Technology whereas the lowest profit is identified in the Furniture category.
- Among the different Top 5 Sub-Categories, Phones have the highest sales, followed by Chairs, Binders, Storage, and Accessories.
- Cash On Delivery (COD) is the most used payment mode used by customers, whereas Online is the second most used payment mode, and Cards are the least used mode.
- California is the top performing state, where Sales are highest.
- Maximum number of sales were recorded in "Standard Class" shipment mode, whereas the fewest sales were identified in "Same Day Delivery" mode.
- Office Supplies products have the highest sales but proportionately can't make enough profit. Instead, the products under the Technology category have made the highest profit.
- Highest profit is recorded in October and December 2020, whereas, lowest profit is recorded in April 2020.
- Forecasting of day-by-day sales for two years.

Tools used

- Microsoft Excel: For initial data Cleaning and Preparation, use Pivot Table and Pivot Chart to summarize and sort out necessary features from the data.
- Power BI: For Data Visualization and creating Interactive Dashboard.

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LinkedIn Profile – https://www.linkedin.com/in/tuhinroy04/