

1.57M

Total Sales

175K

Total Profit

22317

Total Quantity

3003

Total Orders

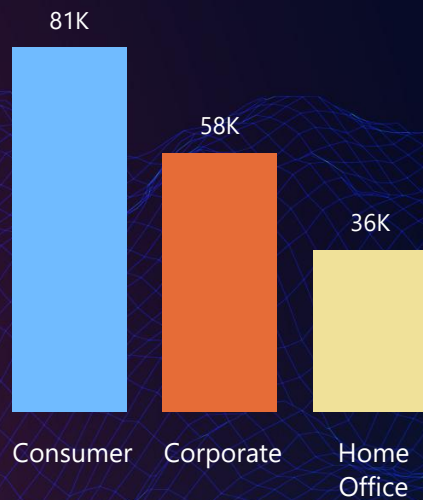
Super Store Sales Analysis

State

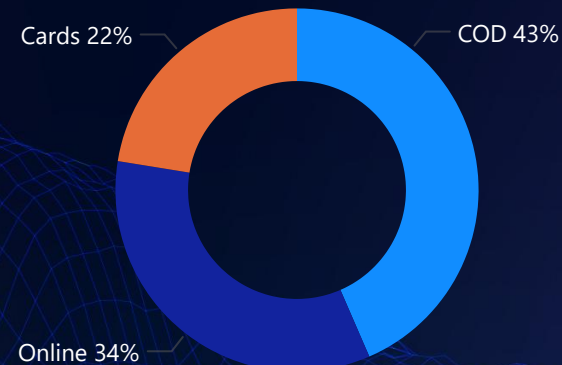
All



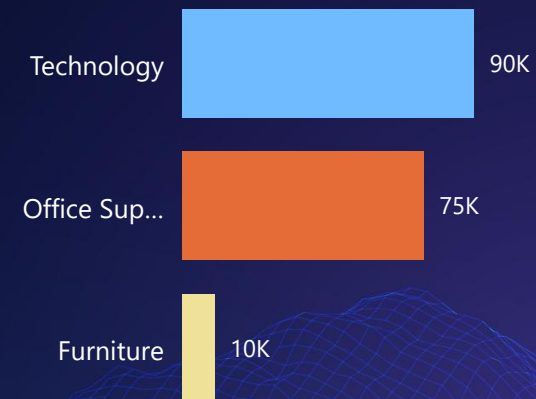
Profit by Segment



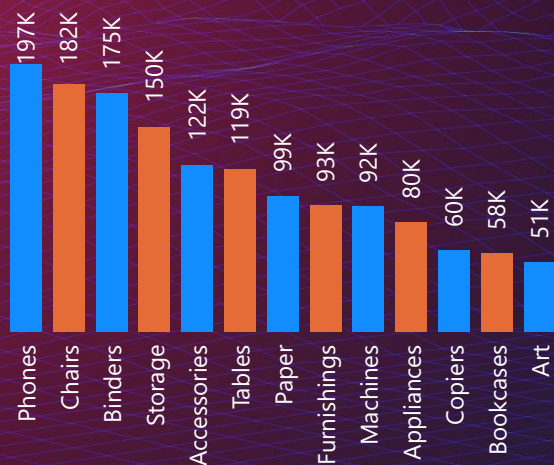
Sales by Payment Mode



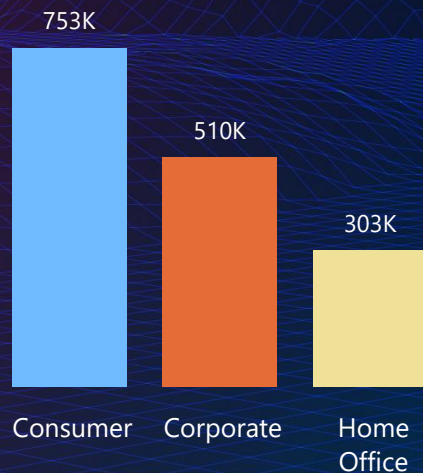
Profit by Category



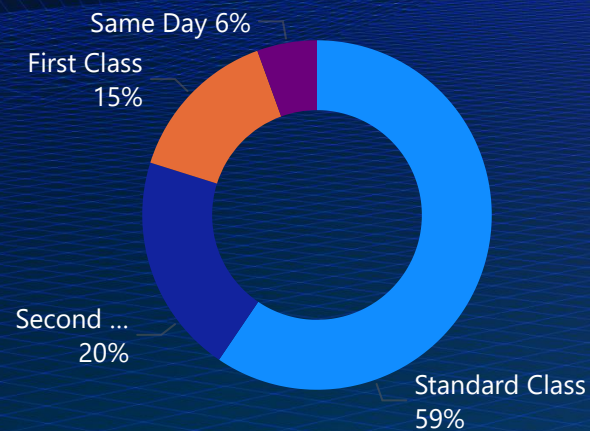
Sales of Sub-Category



Sales by Segment



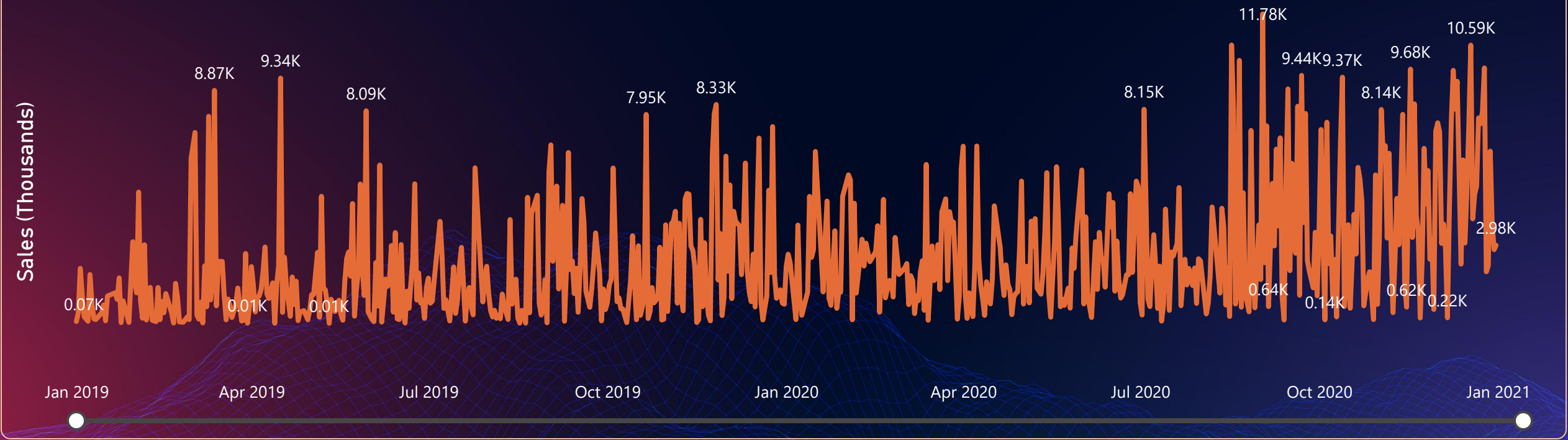
Sales by Ship Mode



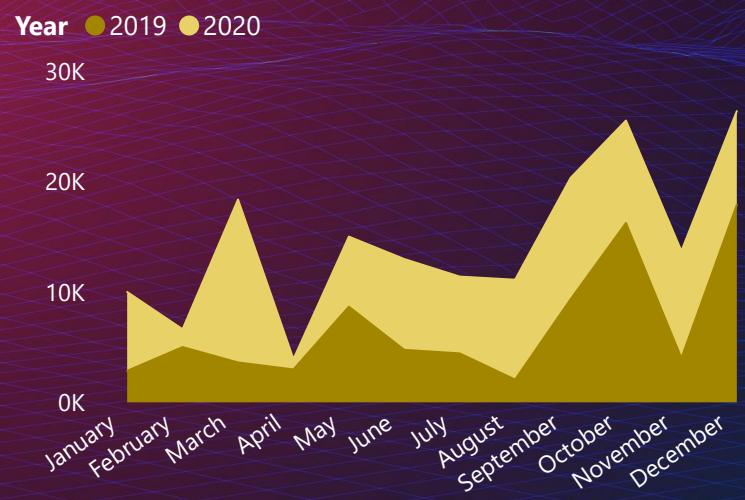
Sales by Category



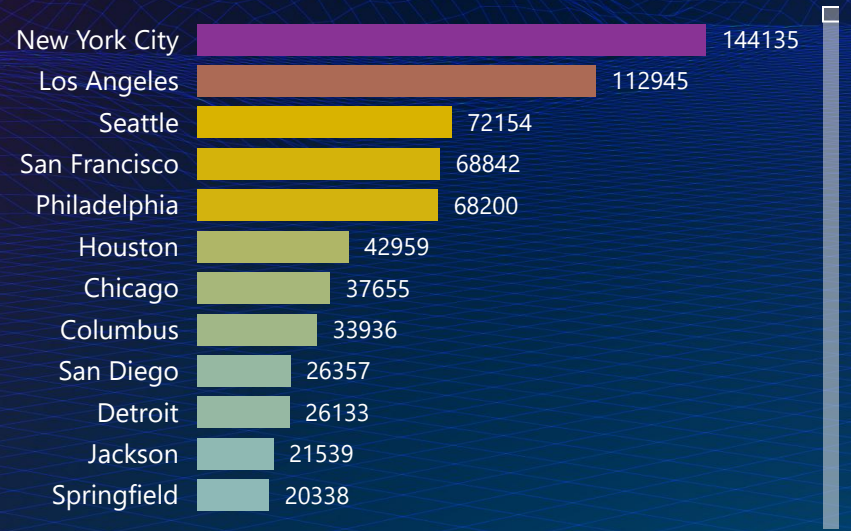
Sales Forecasting



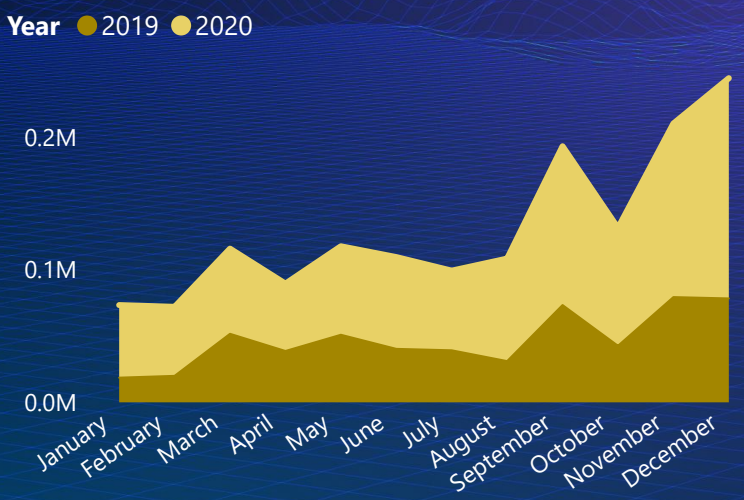
Yearly Profit



City-wise Sales



Yearly Sales



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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