Super Store Sales Analysis

Project

About Data

- Experienced data analyst specializing in Super Store data analysis. Skilled in uncovering trends, enhancing sales strategies, and increasing profitability through data insights. Expert in data visualization and interpretation. Dedicated to leveraging data for informed decision-making and business optimization.

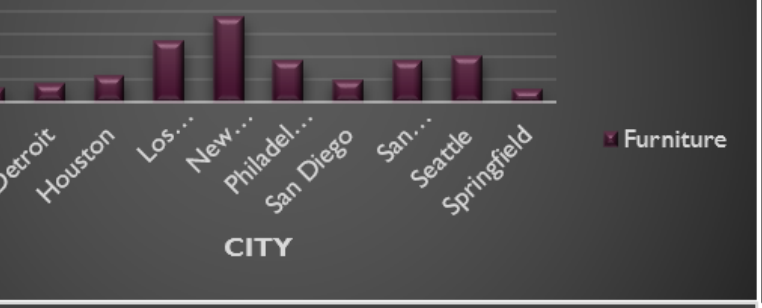
Aim of Dataset

- The aim of analysing the Super Store Sales Data is to uncover key sales trends, optimize inventory management, and enhance customer satisfaction. By leveraging data-driven insights, we strive to boost profitability, streamline operations, and make informed business decisions that drive sustained growth and efficiency.

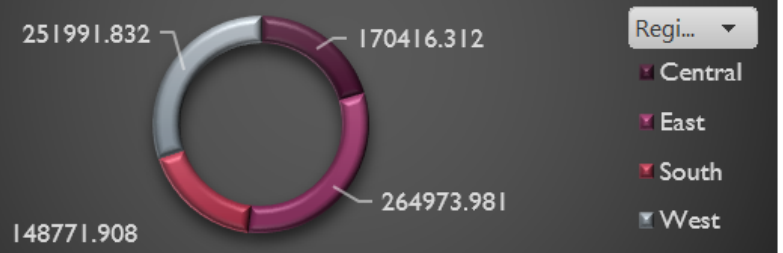
Dashboard

Super Store Sales Dashboard

ghest Sales Furniture by City

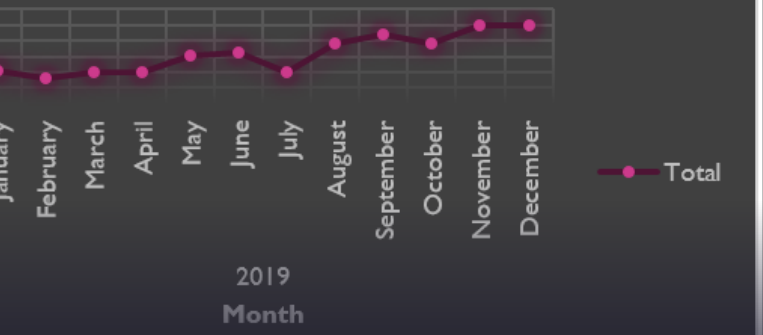


Total Sales of Technology by Region



Highest Product Price

Highest Month Sales

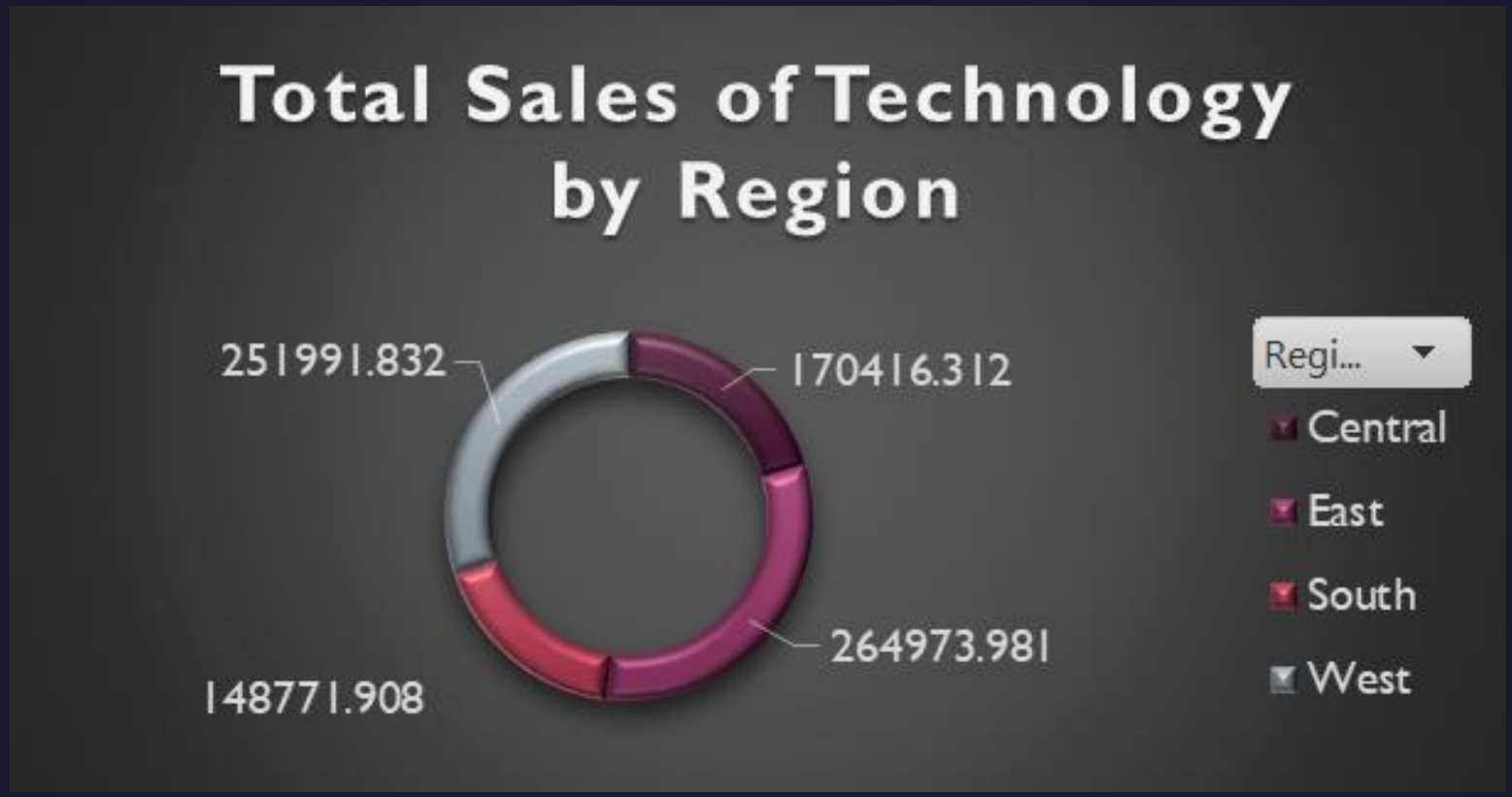


Total

Sales	Product N...	Region
0.444	1.7 Cubi...	Central
0.556	1/4 Fold ...	East
0.836	12 Color...	South
0.852	12-1/2 Di...	West
0.876	14-7/8 x ...	

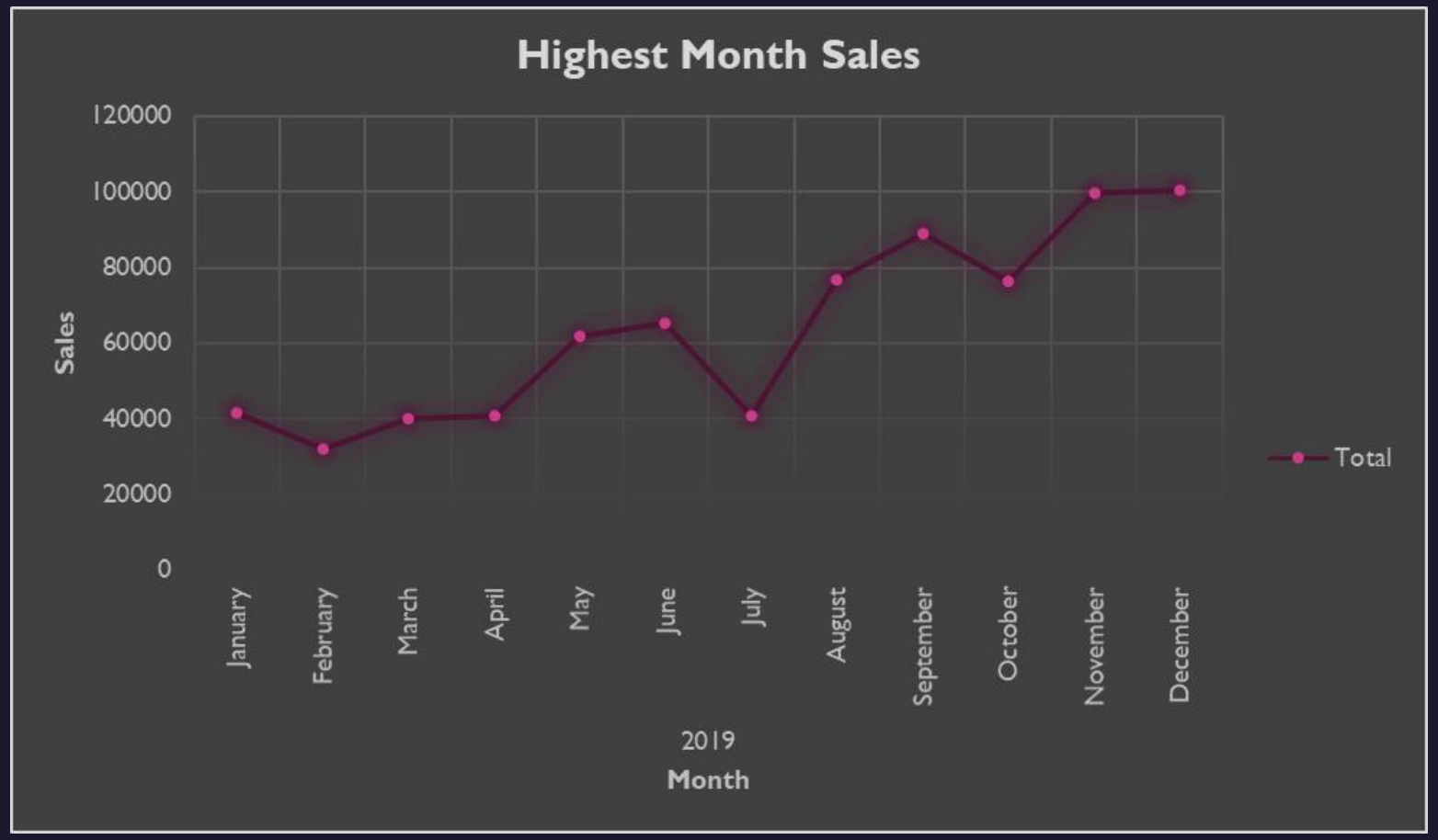
Q1 High Furniture Sales in a specific City?
Answer: Analyzing Superstore data shows New York City's highest furniture sales reaching $75,691.049. Visualizing this data helps uncover valuable insights, guiding businesses to focus on high demand areas.

Q2 High Technology Sales in a specific Region?
Answer: Analysing Superstore data reveals that the Technology category leads with 32% of the highest sales in the East Region.

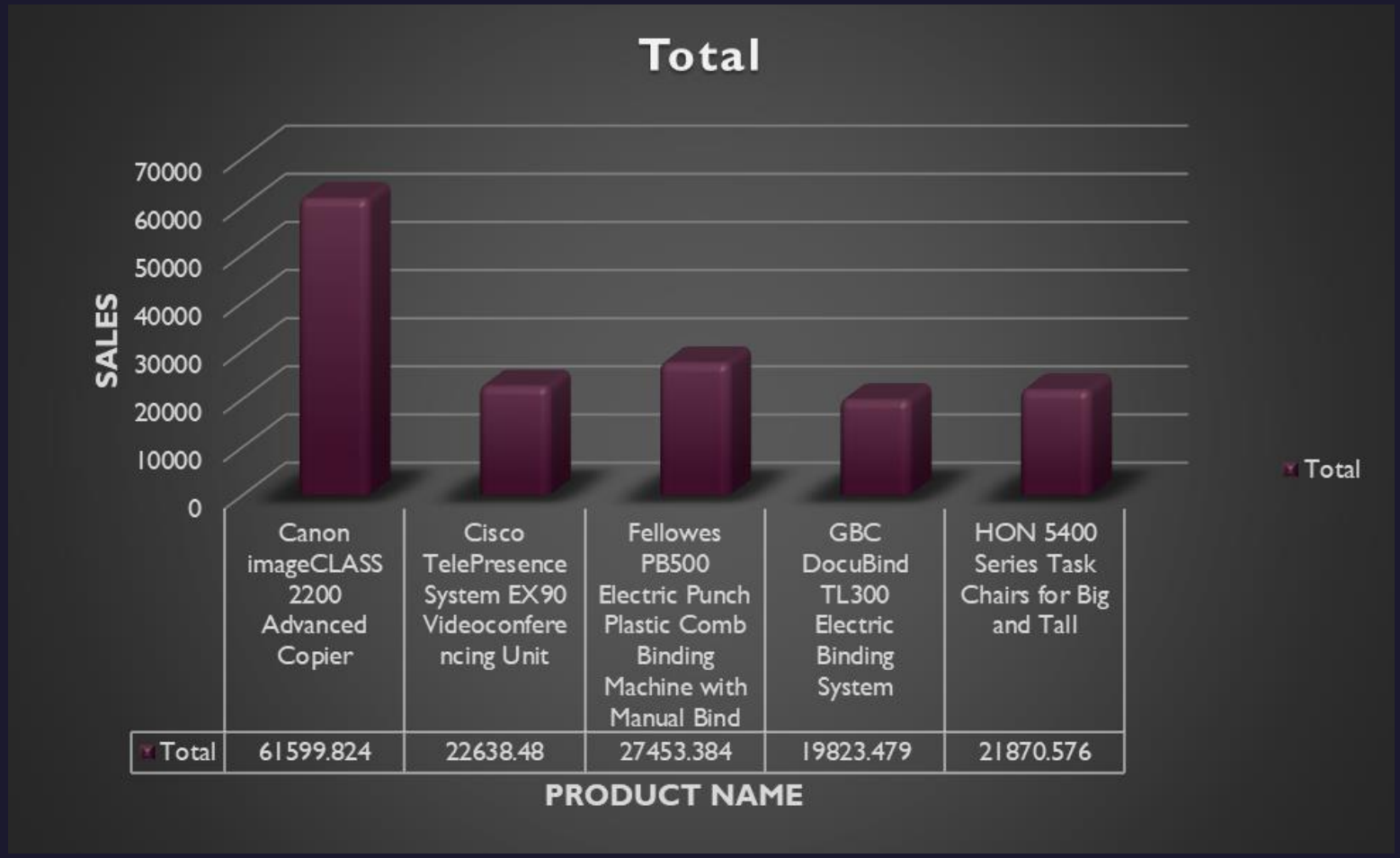


Q3 High Price Product Name?
Answer: Analyzing Superstore sales data reveals the highest-Price product: the Cisco TelePresence System EX90 Videoconferencing Unit, priced at $3,773.08.

Q4 High Sales Month in a specific Year?
Answer: Analyzing Superstore data shows that December 2019 had the highest sales, totaling $100,622.87.



Q5 Highly Sales Product?
Answer: Analyzing Superstore sales data reveals the highest-selling product: the Canon image CLASS 2200 Advanced Copier, with sales reaching $61,599.82.



Summary

- The Super Store Sales Data Analysis reveals critical sales trends, identifies top-performing products, and highlights areas for improvement. By analysing customer behaviour and optimizing inventory management, this analysis provides actionable insights to enhance profitability, streamline operations, and drive sustainable business growth.