Superstore Sales Analysis – Executive Summary

⬚ Objective

To analyze sales and profit performance across U.S. states, customer segments, and product categories using Excel. The aim was to identify underperforming regions with high sales but low profits and provide data-driven strategic recommendations.

⬚ Tools Used

Microsoft Excel (Pivot Tables, Charts, Conditional Formatting, Custom Formulas)

⬚ Key Insights

- • Texas, Ohio, and Pennsylvania had high sales but negative profits.
- • Delaware, Vermont, and Rhode Island showed strong margins despite lower sales.
- • Technology was the most profitable category; Office Supplies had the most losses.
- • The Home Office segment consistently underperformed.
- • Excessive discounting strongly correlated with profit losses.

⬚Recommendations

- • Audit high-sales low-profit regions for pricing and supply chain inefficiencies.
- • Invest in marketing and logistics for high-margin, low-volume states.
- • Rework discounts and product strategies for Office Supplies.
- • Expand data tracking to include customer behavior metrics (e.g., CLV, return rate).