

# Sample Superstore Sales Analysis Dashboard Presentation

John Matthew F. Castro



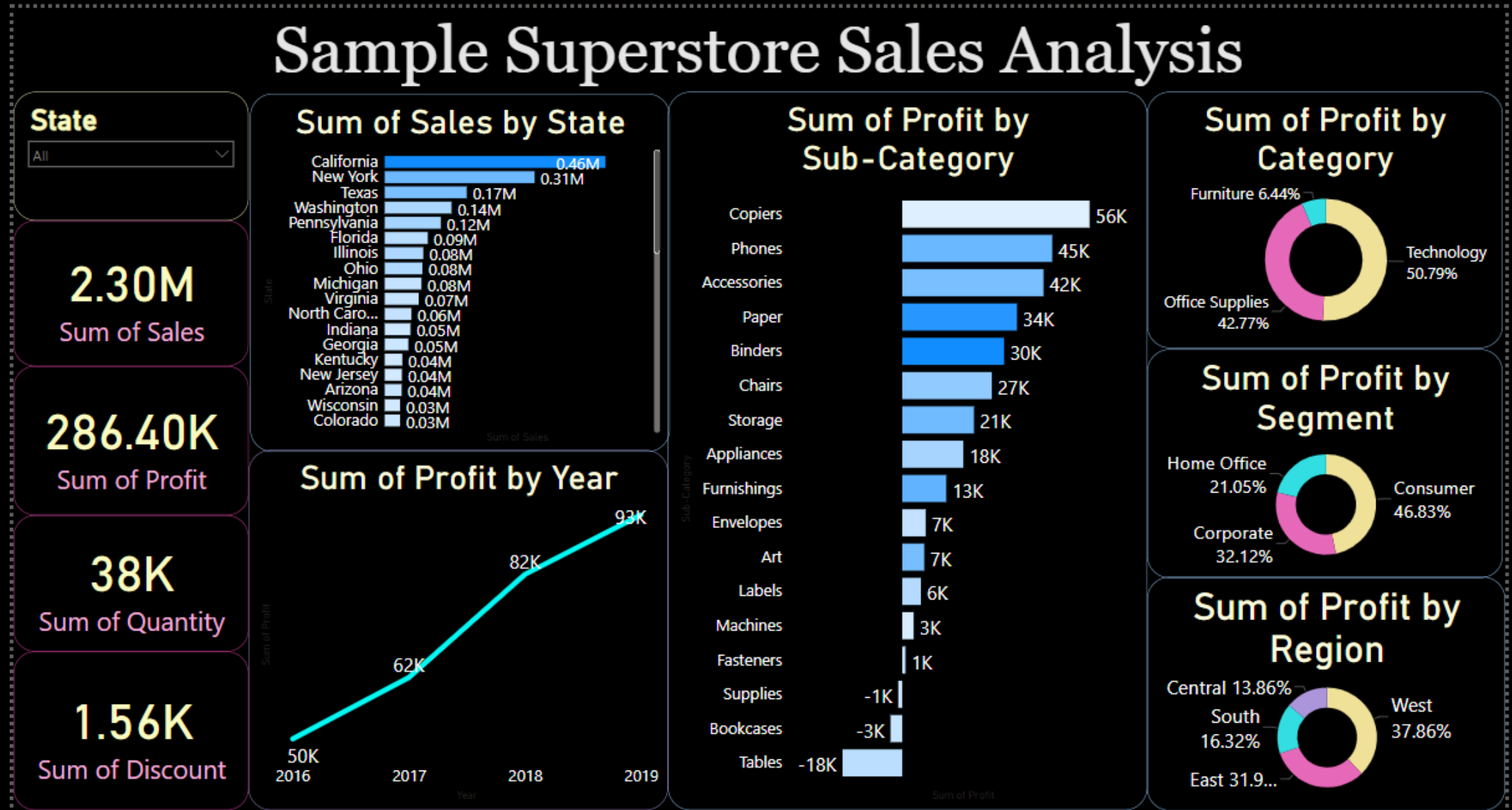
# Presentation Overview

- This presentation used the 'Sample Superstore' dataset for a dashboard analysis project. You can access this raw csv file through this link:  
[https://drive.google.com/file/d/1hf\\_6irGfDH0JjWEXjzC1sny1NEegUQB4/view?usp=share\\_link](https://drive.google.com/file/d/1hf_6irGfDH0JjWEXjzC1sny1NEegUQB4/view?usp=share_link)

# Dashboard Overview



- Here is an overview of the dashboard. As the title suggests, we are to discuss the sales analysis of Sample Superstore for the years 2016-2019. Below it are eleven panels which we will tackle as we go along the presentation.



- You will be guided accordingly throughout the presentation. Proceed by clicking [SPACE]

# Sample Superstore Sales Analysis

State

All

2.30M

Sum of Sales

286.40K

Sum of Profit

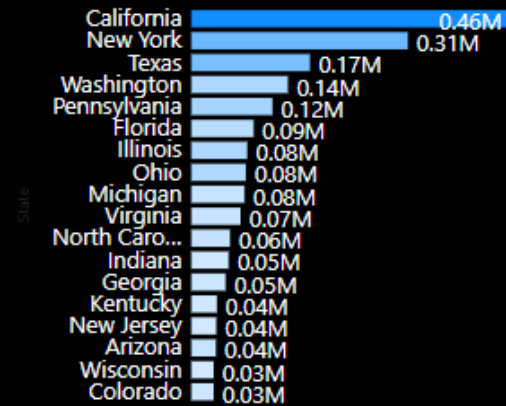
38K

Sum of Quantity

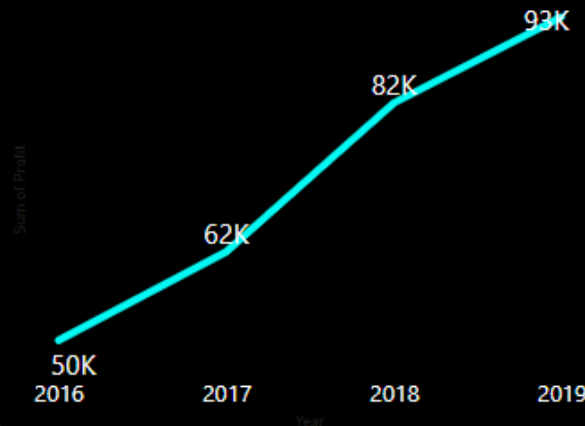
1.56K

Sum of Discount

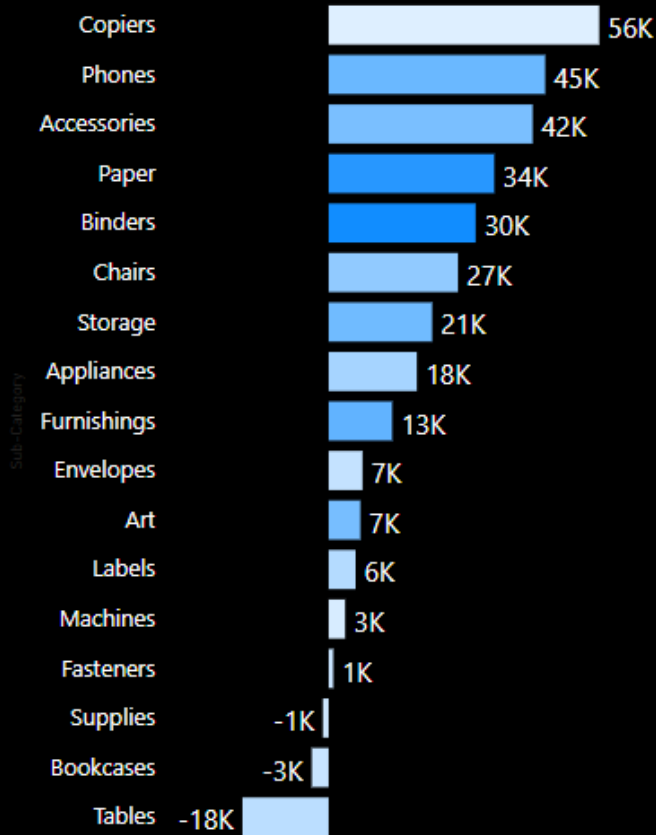
Sum of Sales by State



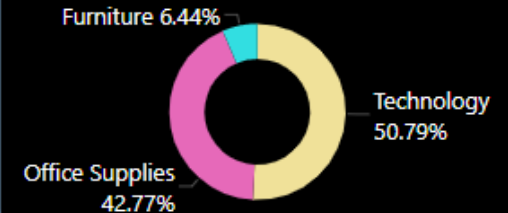
Sum of Profit by Year



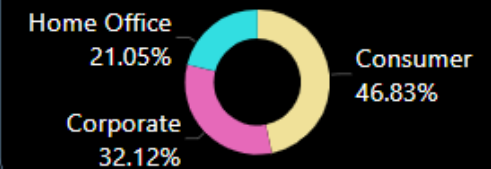
Sum of Profit by Sub-Category



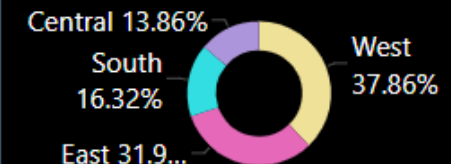
Sum of Profit by Category



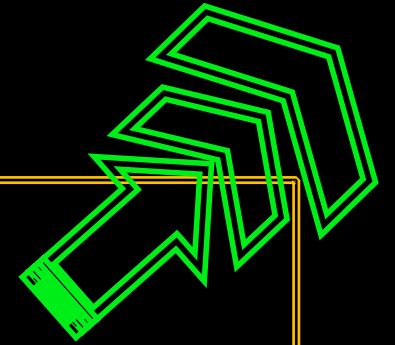
Sum of Profit by Segment



Sum of Profit by Region



# Sales Trend Analysis



# Sample Superstore Sales Analysis

State

All

2.30M

Sum of Sales

286.40K

Sum of Profit

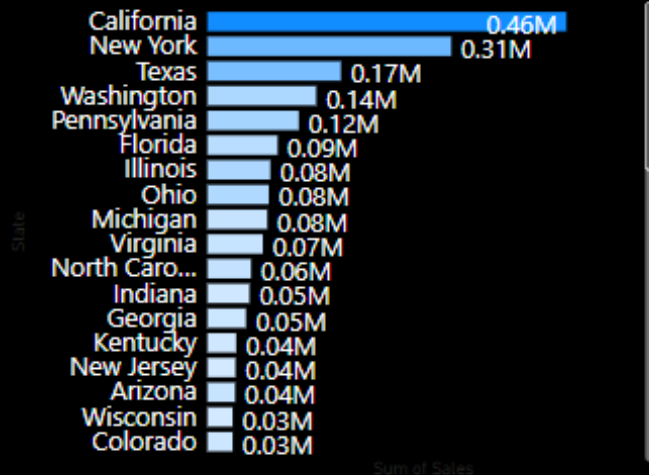
38K

Sum of Quantity

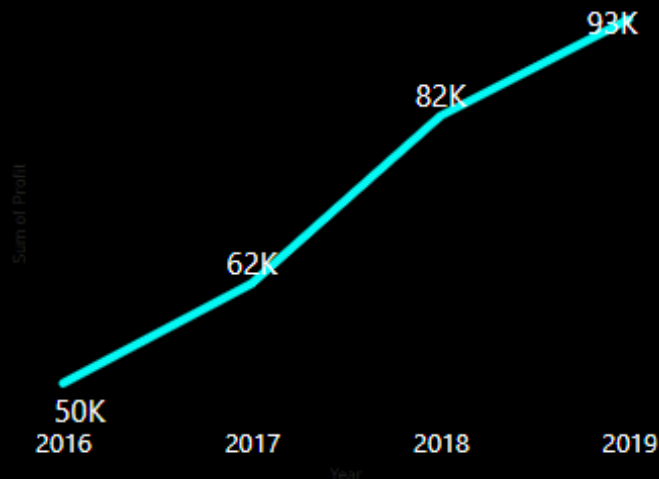
1.56K

Sum of Discount

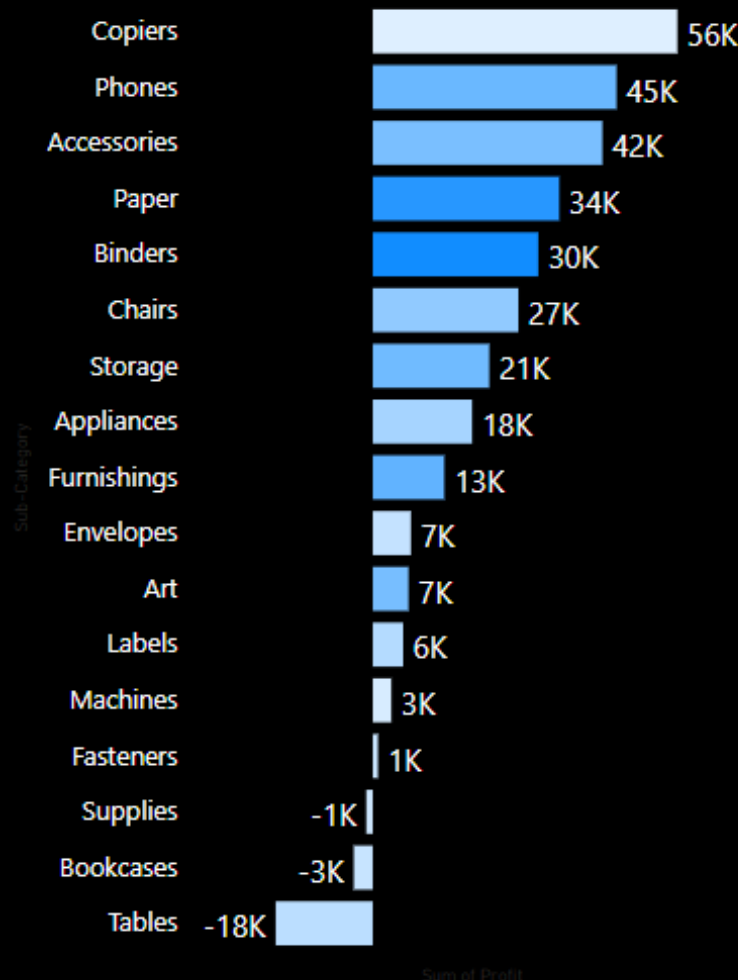
Sum of Sales by State



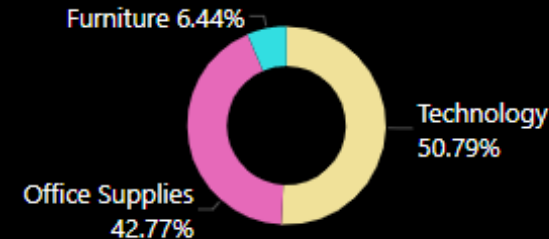
Sum of Profit by Year



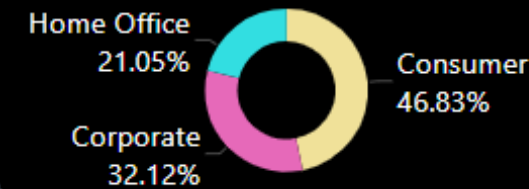
Sum of Profit by Sub-Category



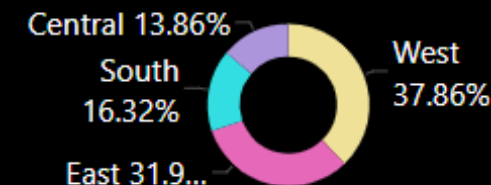
Sum of Profit by Category



Sum of Profit by Segment



Sum of Profit by Region



# Sample Superstore Sales Analysis



State

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2.30M

Sum of Sales

286.40K

Sum of Profit

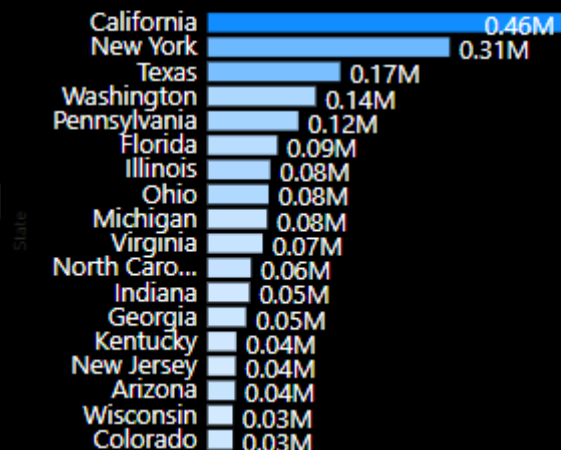
38K

Sum of Quantity

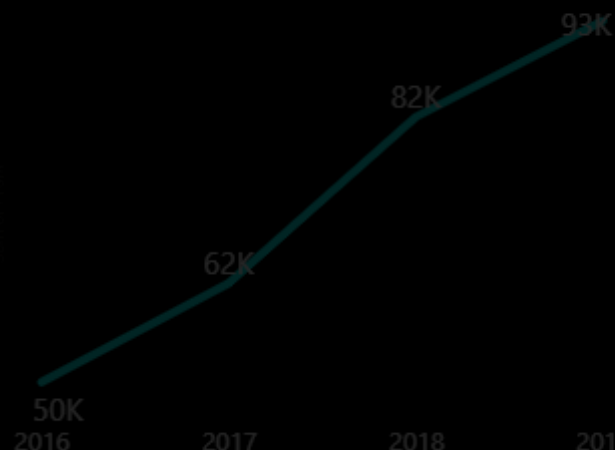
1.56K

Sum of Discount

## Sum of Sales by State



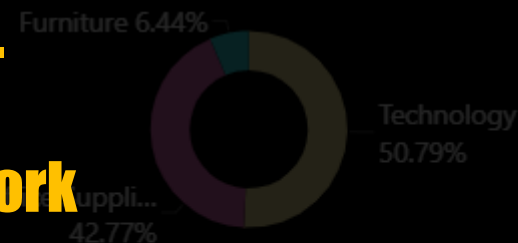
## Sum of Profit by Year



## Sum of Profit by Category

At a glance, we can see the top states that got the most sales. California had the most sales with 0.46M, followed by New York with 0.31M, and at third is Texas with 0.17M.

## Sum of Profit by Category



## Sum of Profit by Segment



## Sum of Profit by Region



The darkness of the bar indicate the count of items sold in that state. Rightfully so we see that the states that had the most sales also sold the most quantity of items sold.



# Sample Superstore Sales Analysis



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Sum of Sales

286.40K

Sum of Profit

38K

Sum of Quantity

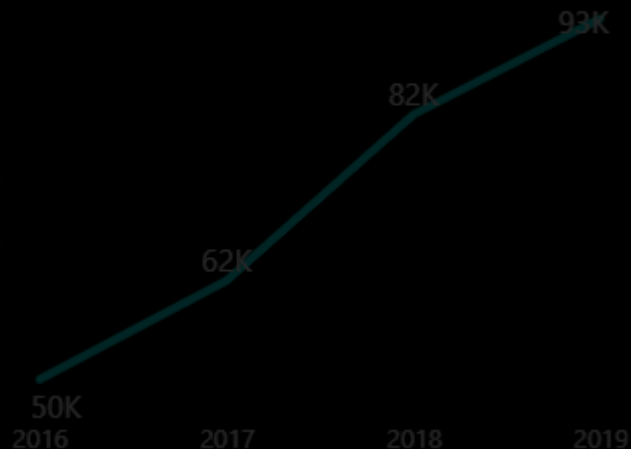
1.56K

Sum of Discount

## Sum of Sales by State

Utah	0.01M
Mississippi	0.01M
Louisiana	0.01M
Vermont	0.01M
South Caro...	0.01M
Nebraska	0.01M
New Hamp...	0.01M
Montana	0.01M
New Mexico	0.00M
Iowa	0.00M
Idaho	0.00M
Kansas	0.00M
District of ...	0.00M
Wyoming	0.00M
South Dak...	0.00M
Maine	0.00M
West Virgi...	0.00M
North Dak...	0.00M

## Sum of Profit by Year

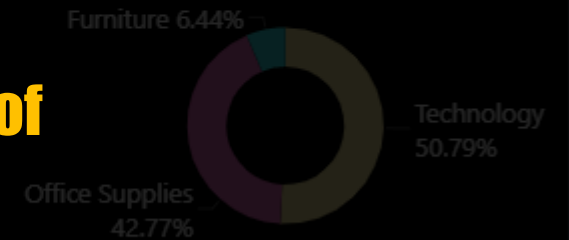


## Sum of Profit by Category

As we scroll down the panel, we can see the states that performed poorest in terms of sales.

The bottom states are comprised of North Dakota, West Virginia, Maine, South Dakota, Wyoming, and District of Columbia.

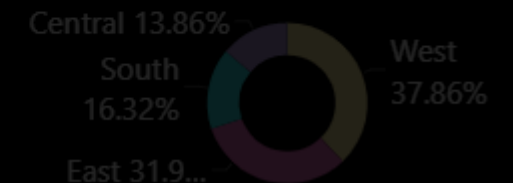
## Sum of Profit by Category



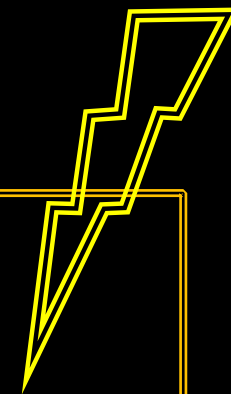
## Sum of Profit by Segment



## Sum of Profit by Region



# Profit Trend Analysis



# Sample Superstore Sales Analysis

State

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2.30M

Sum of Sales

286.40K

Sum of Profit

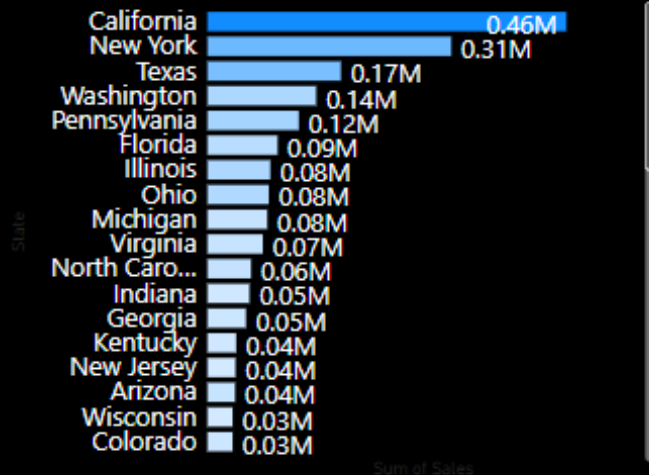
38K

Sum of Quantity

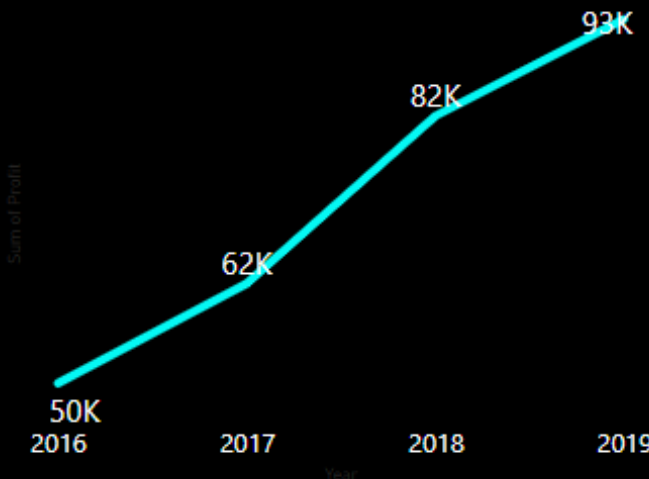
1.56K

Sum of Discount

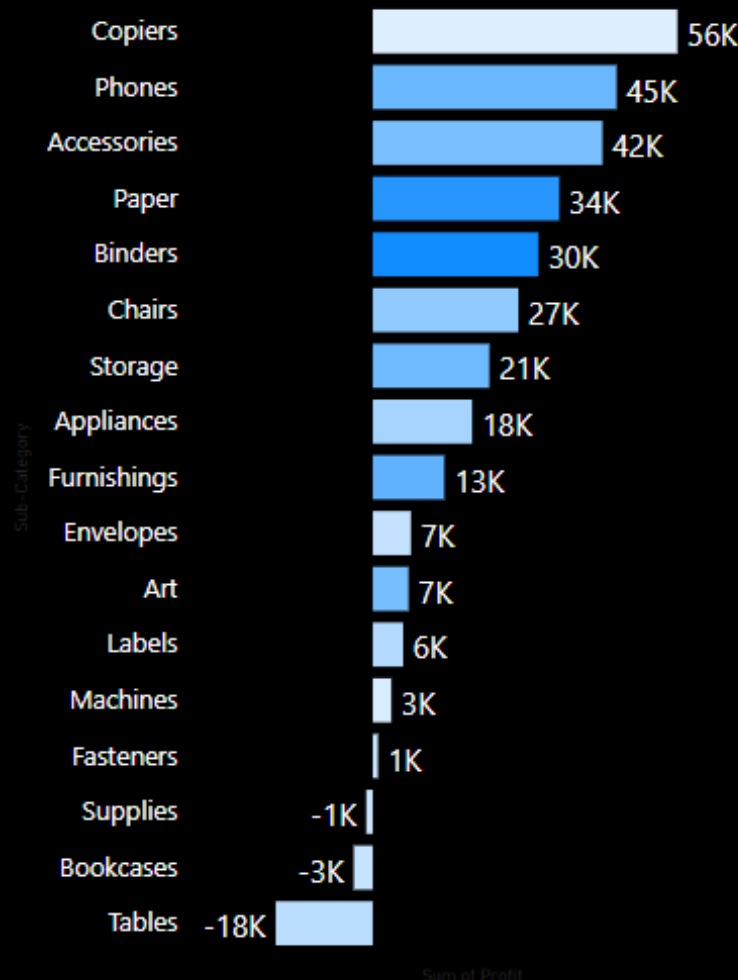
Sum of Sales by State



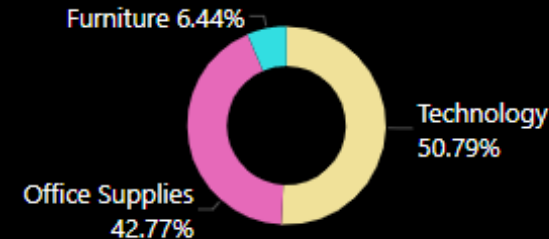
Sum of Profit by Year



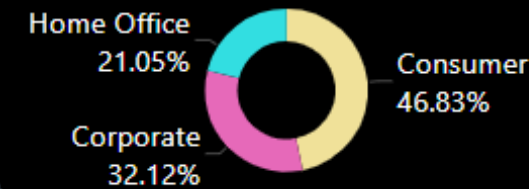
Sum of Profit by Sub-Category



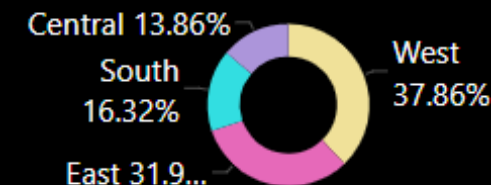
Sum of Profit by Category



Sum of Profit by Segment



Sum of Profit by Region



# Sample Superstore Sales Analysis

State

All

2.30M

Sum of Sales

286.40K

Sum of Profit

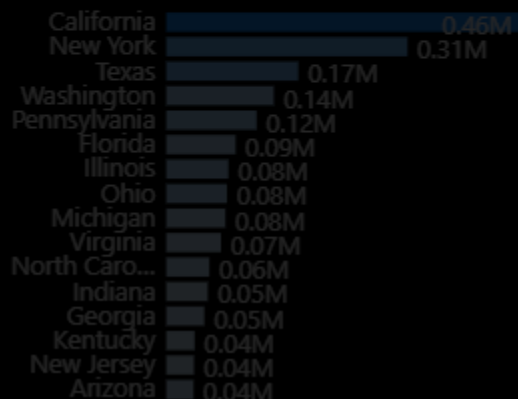
38K

Sum of Quantity

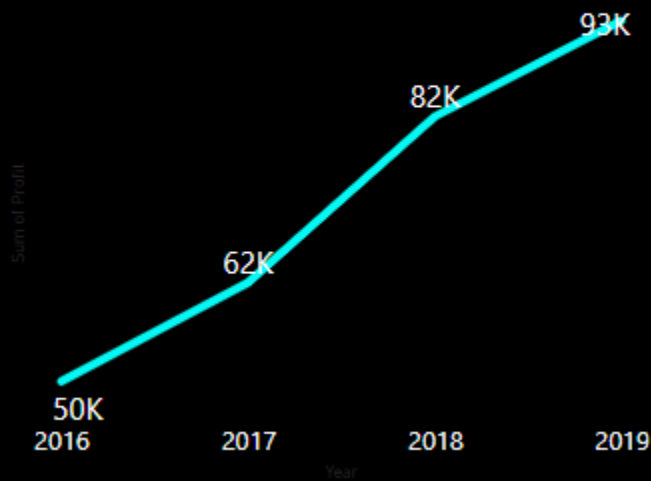
1.56K

Sum of Discount

## Sum of Sales by State



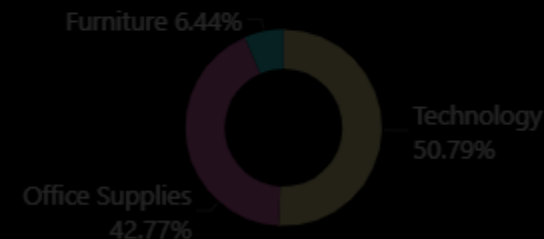
## Sum of Profit by Year



## Sum of Profit by Sub-Category



## Sum of Profit by Category



## Sum of Profit by Segment



## Sum of Profit by Region



Profits consistently increased over the period from 2016-2019. Each year the company profited more by 12K, 20K, and 11K respectively.

This shows that the company is consistently improving its profits.

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All

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286.40K

Sum of Profit

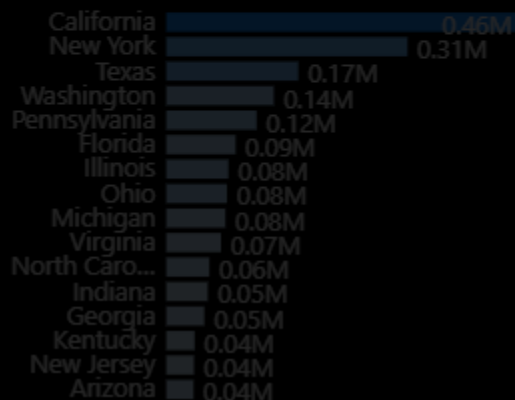
38K

Sum of Quantity

1.56K

Sum of Discount

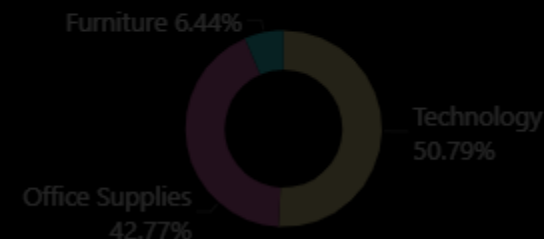
## Sum of Sales by State



## Sum of Profit by Sub-Category



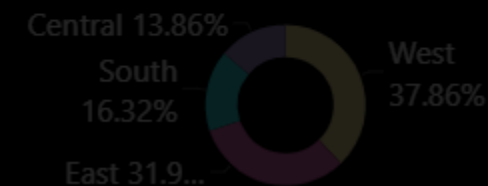
## Sum of Profit by Category



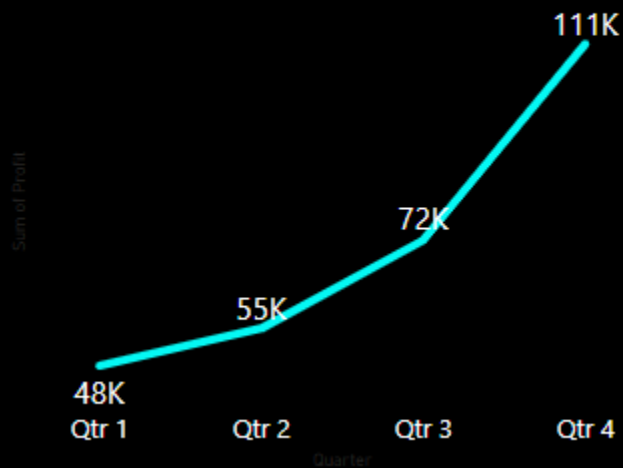
## Sum of Profit by Segment



## Sum of Profit by Region



## Sum of Profit by Quarter



Profit by quarter also show that Q4 gained the most profits for the company.

# Sample Superstore Sales Analysis

State

All

2.30M

Sum of Sales

286.40K

Sum of Profit

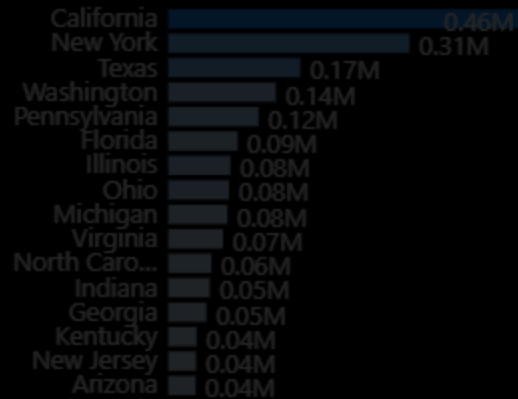
38K

Sum of Quantity

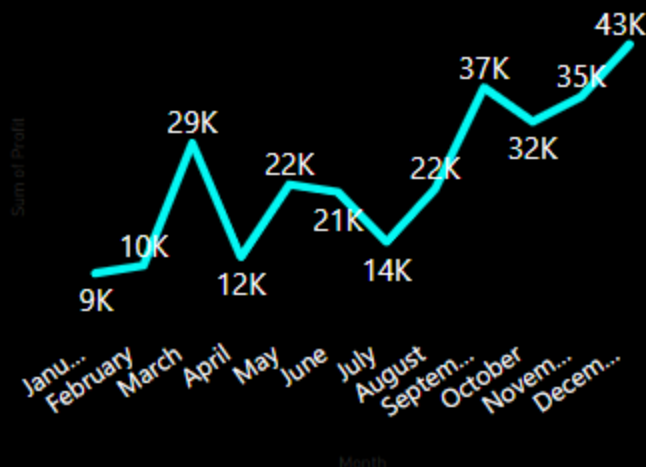
1.56K

Sum of Discount

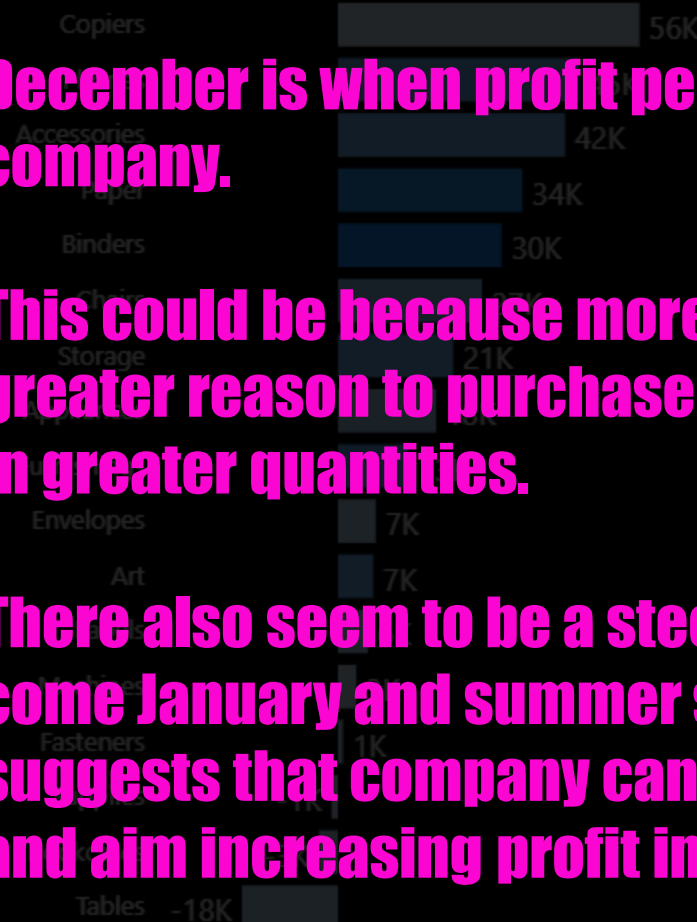
## Sum of Sales by State



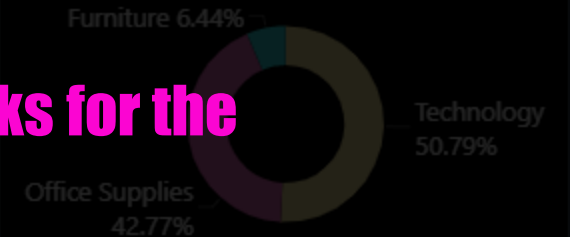
## Sum of Profit by Month



## Sum of Profit by Sub-Category



## Sum of Profit by Category



## Sum of Profit by Segment



## Sum of Profit by Region



December is when profit peaks for the company.

This could be because more people have greater reason to purchase the items as well as in greater quantities.

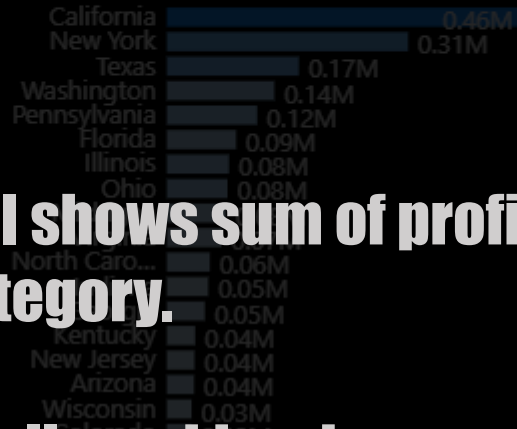
There also seem to be a steep decline in profit come January and summer season. This trend suggests that company can improve on this and aim increasing profit in these periods.

# Sample Superstore Sales Analysis

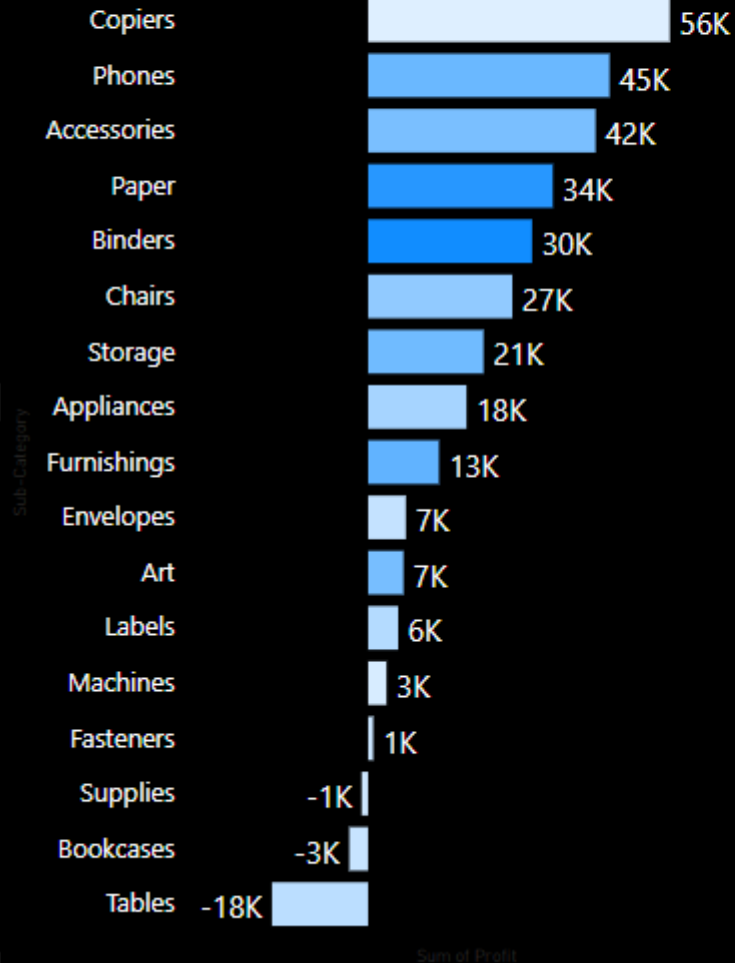
State

All

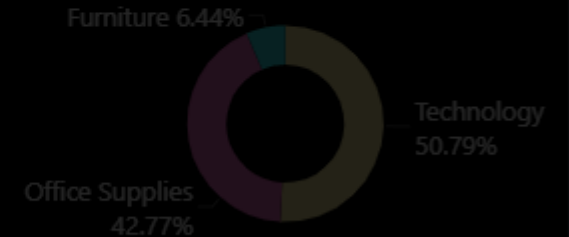
## Sum of Sales by State



## Sum of Profit by Sub-Category



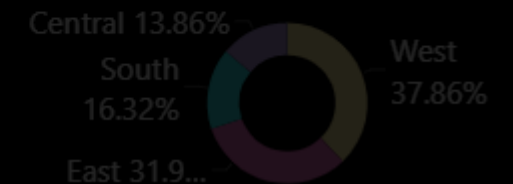
## Sum of Profit by Category



## Sum of Profit by Segment



## Sum of Profit by Region



This panel shows sum of profit by sub category.

Copiers, followed by phones and accessories, are the most profitable.

# Sample Superstore Sales Analysis

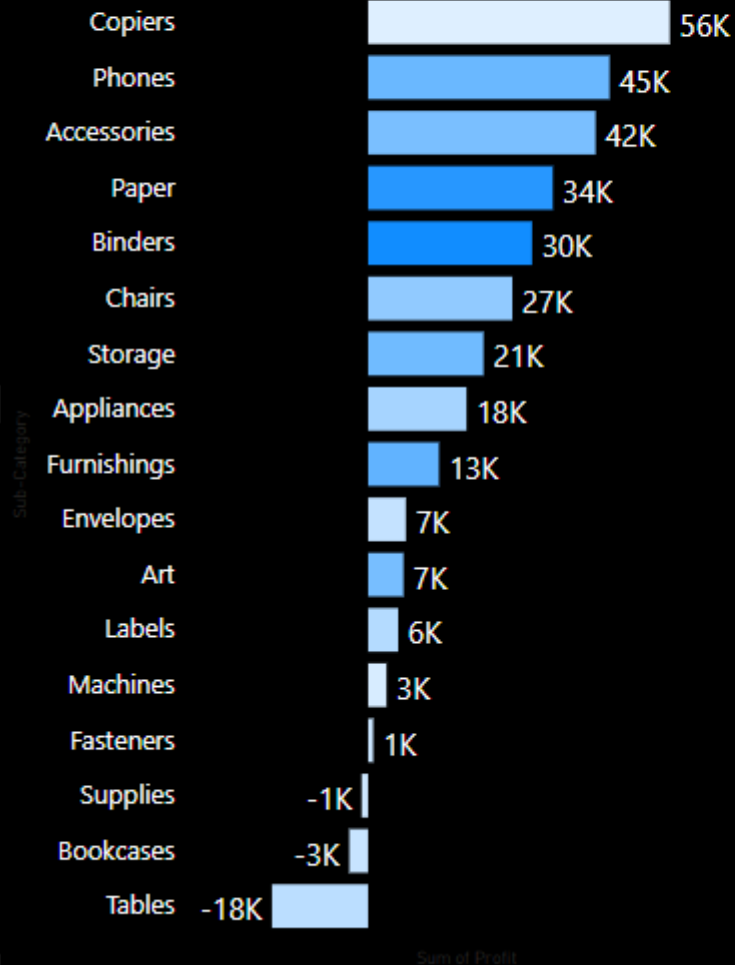
State

All

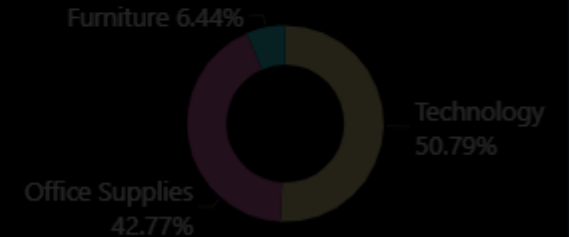
## Sum of Sales by State



## Sum of Profit by Sub-Category



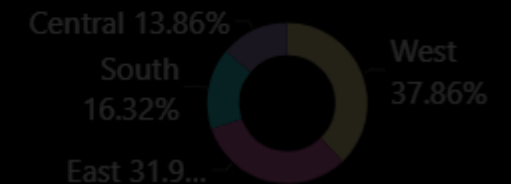
## Sum of Profit by Category



## Sum of Profit by Segment



## Sum of Profit by Region



On the other hand, the least profitable products were Tables, Bookcases, and Supplies. All of which had negative profit for the company.

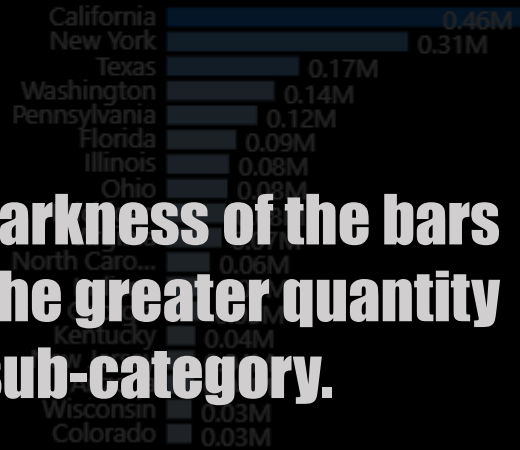


# Sample Superstore Sales Analysis

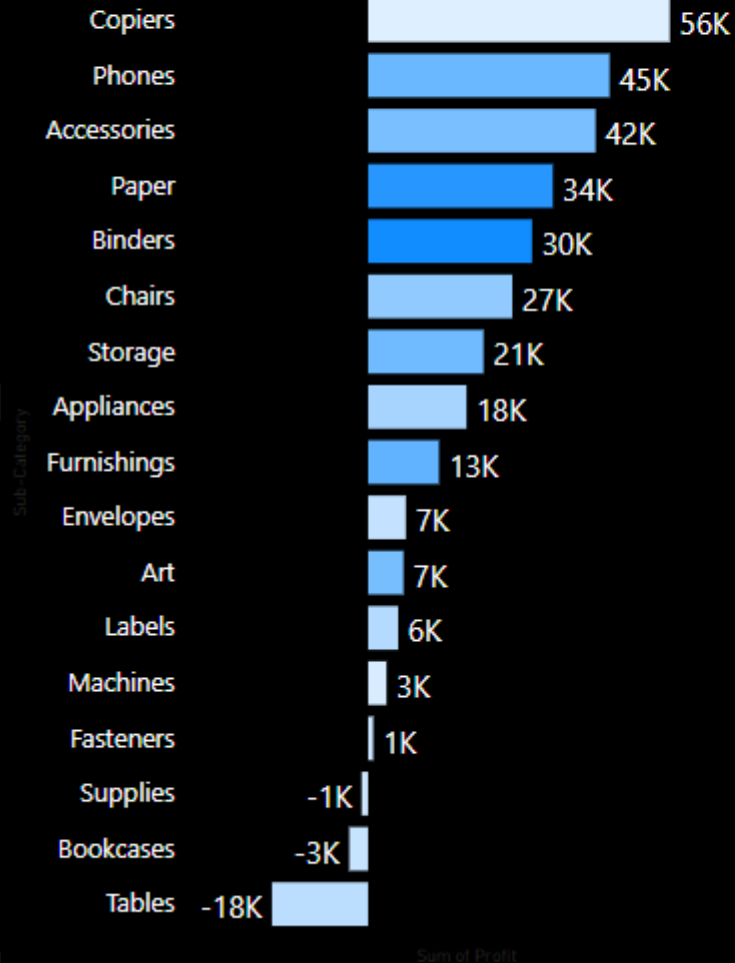
State

All

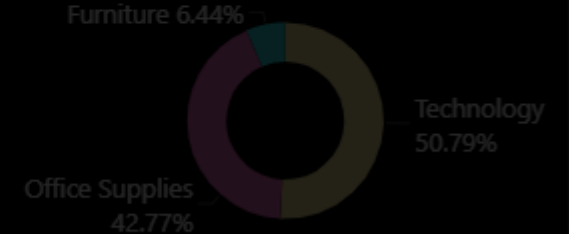
Sum of Sales by State



Sum of Profit by Sub-Category



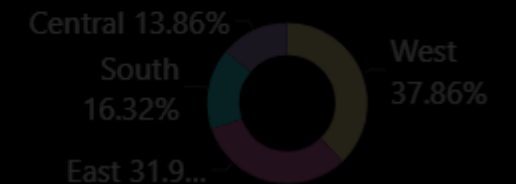
Sum of Profit by Category



Sum of Profit by Segment



Sum of Profit by Region



The hue darkness of the bars indicate the greater quantity sold per sub-category.

It seems that Paper and Binders were the most saleable quantity-wise, albeit placing 4<sup>th</sup> and 5<sup>th</sup> in the profit hierarchy respectively.

# Sample Superstore Sales Analysis

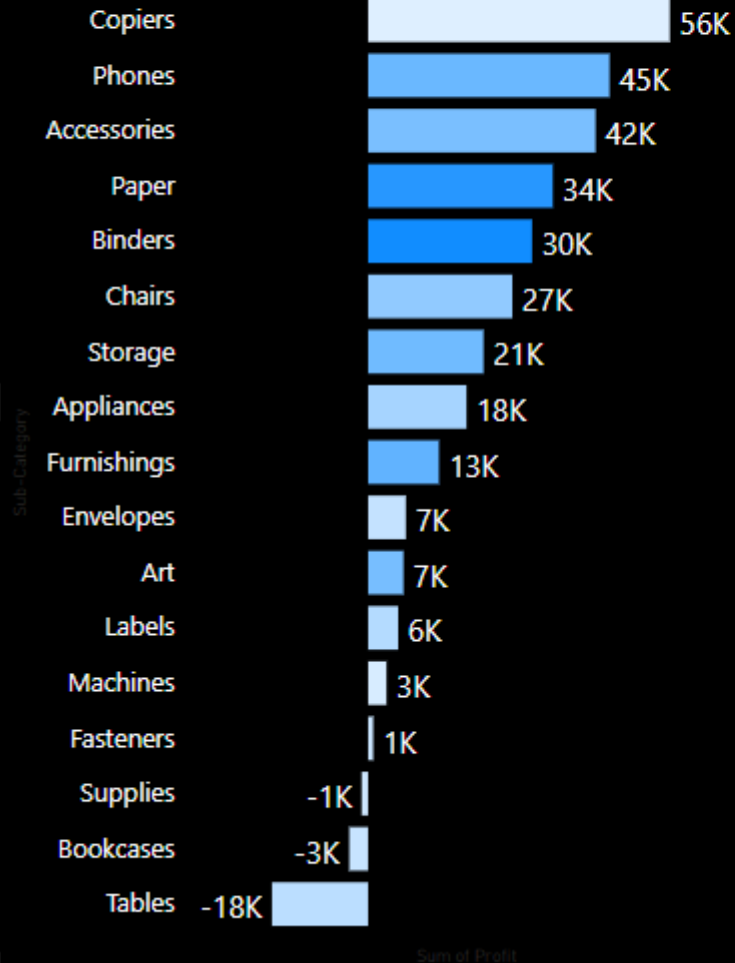
State

All

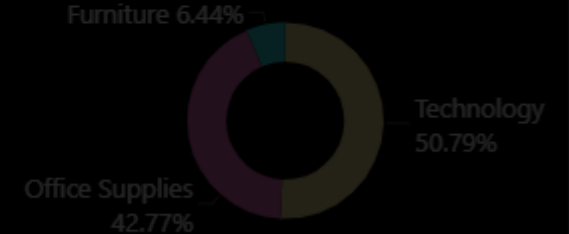
## Sum of Sales by State



## Sum of Profit by Sub-Category



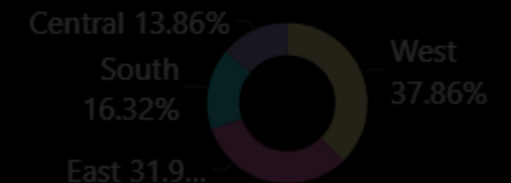
## Sum of Profit by Category



## Sum of Profit by Segment



## Sum of Profit by Region



Our findings indicate that it would be smart to stock more supplies of Copiers as they are the most profitable.

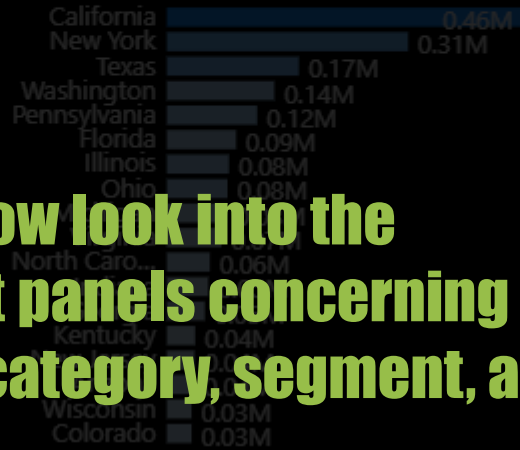
Inversely, the company can stock less Tables and the other less profitable products based on this chart.

# Sample Superstore Sales Analysis

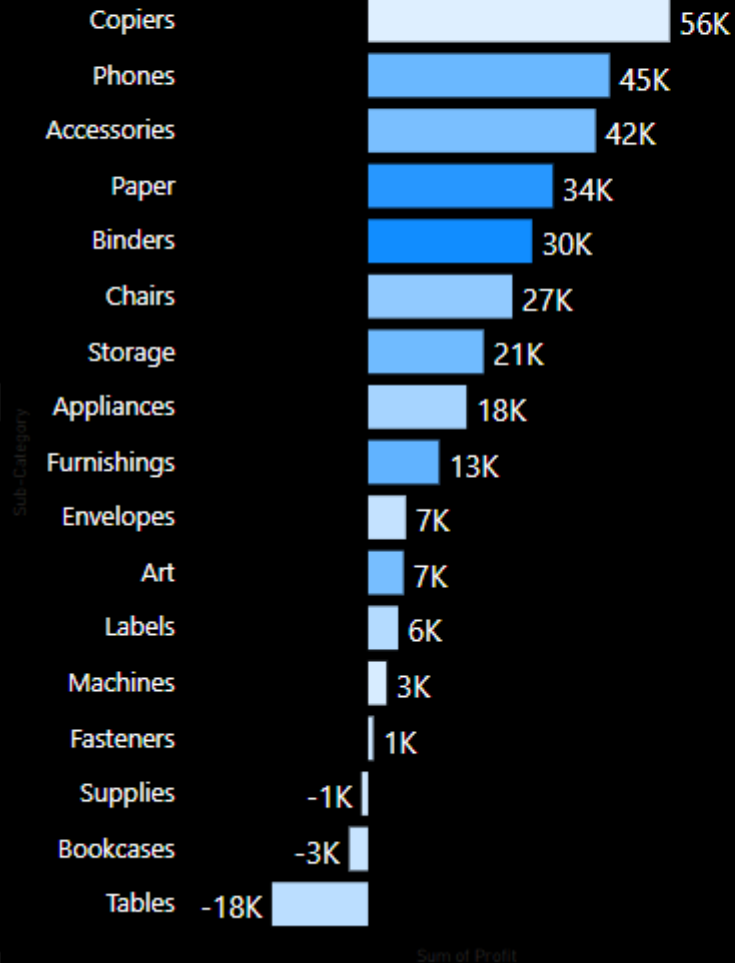
State

All

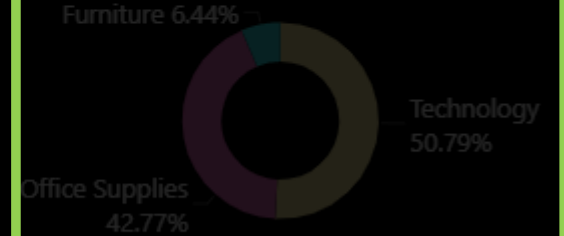
## Sum of Sales by State



## Sum of Profit by Sub-Category



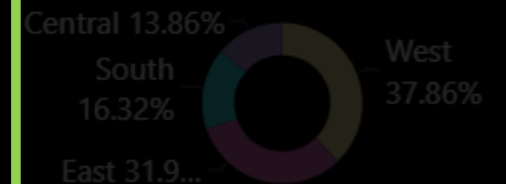
## Sum of Profit by Category



## Sum of Profit by Segment



## Sum of Profit by Region



We will now look into the rightmost panels concerning the profit by category, segment, and region.

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Sum of Sales

286.40K

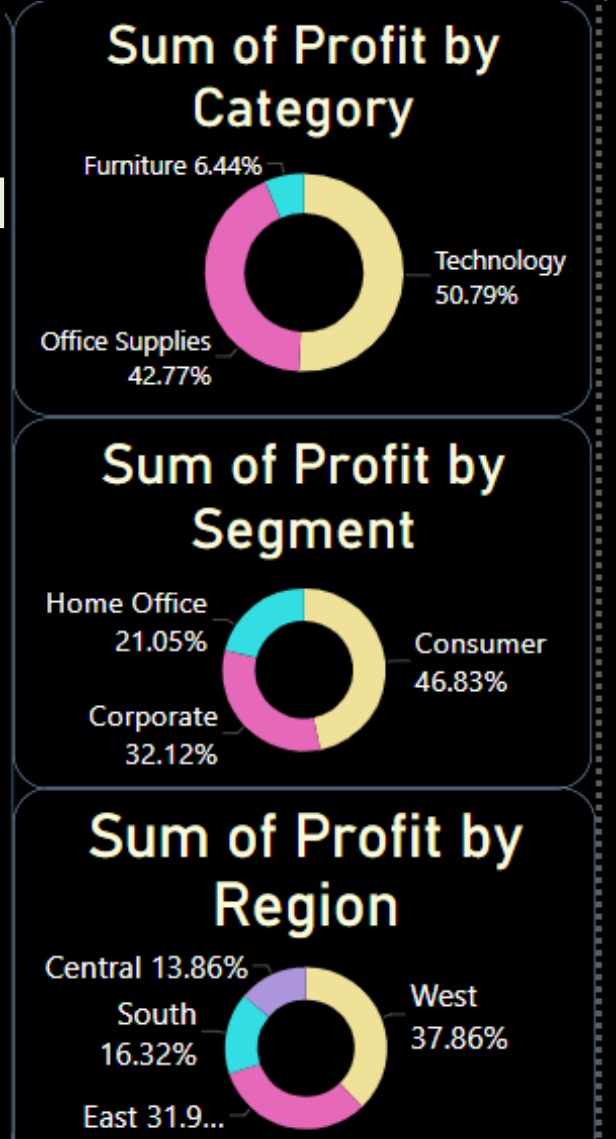
Sum of Profit

38K

Sum of Quantity

1.56K

Sum of Discount



# Sample Superstore Sales Analysis

State

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Sum of Sales

286.40K

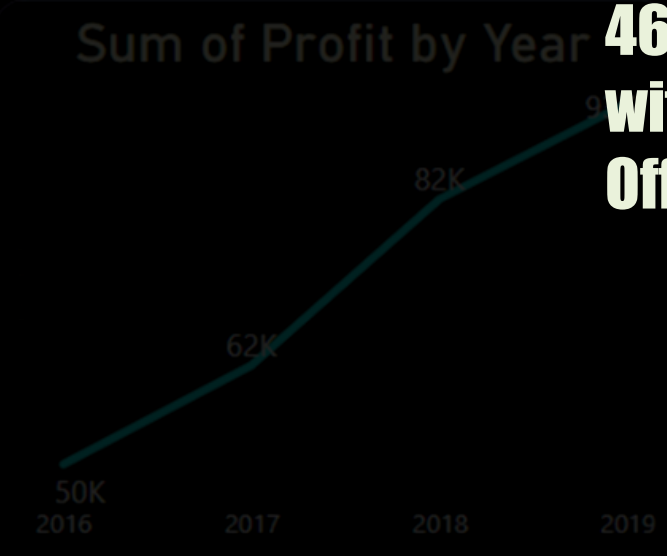
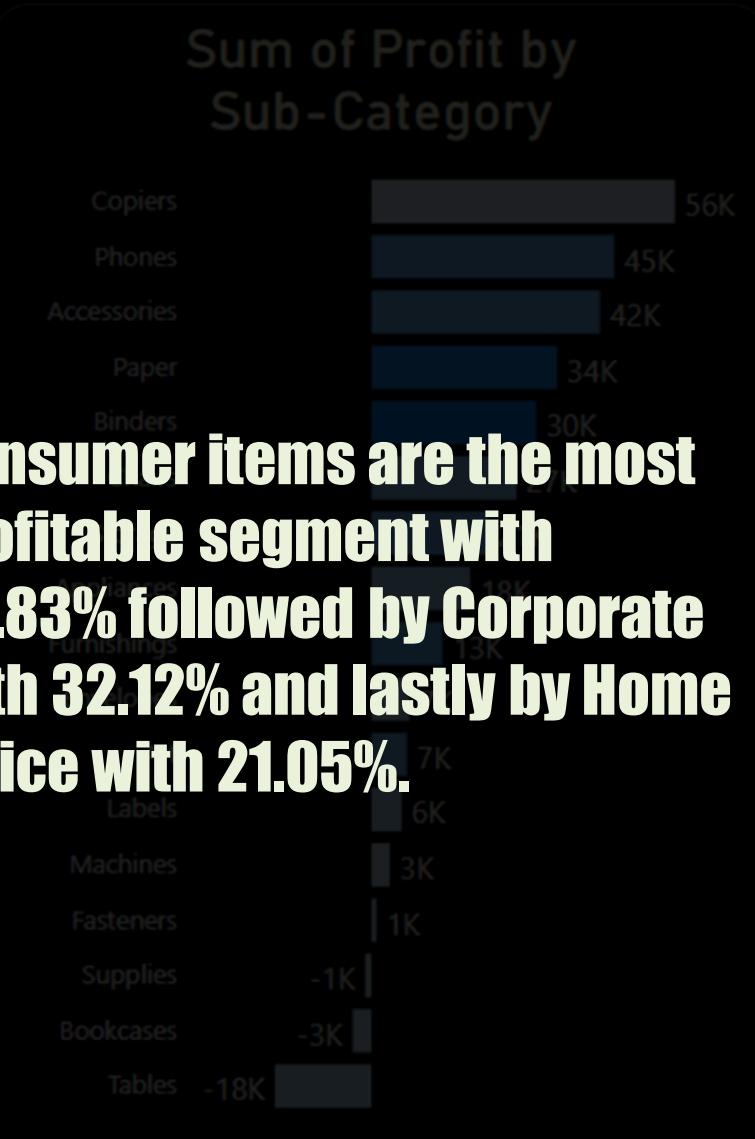
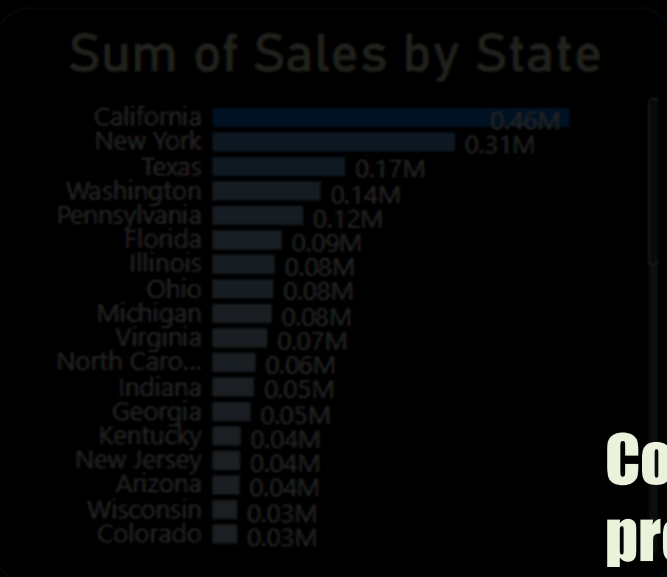
Sum of Profit

38K

Sum of Quantity

1.56K

Sum of Discount



### Sum of Profit by Category

Category	Sum of Profit
Technology	50.79%
Office Supplies	42.77%
Furniture	6.44%

### Sum of Profit by Segment

Segment	Sum of Profit
Consumer	46.83%
Home Office	21.05%
Corporate	32.12%

### Sum of Profit by Region

Region	Sum of Profit
West	37.86%
East	31.9%
South	16.32%
Central	13.86%

Consumer items are the most profitable segment with 46.83% followed by Corporate with 32.12% and lastly by Home Office with 21.05%.

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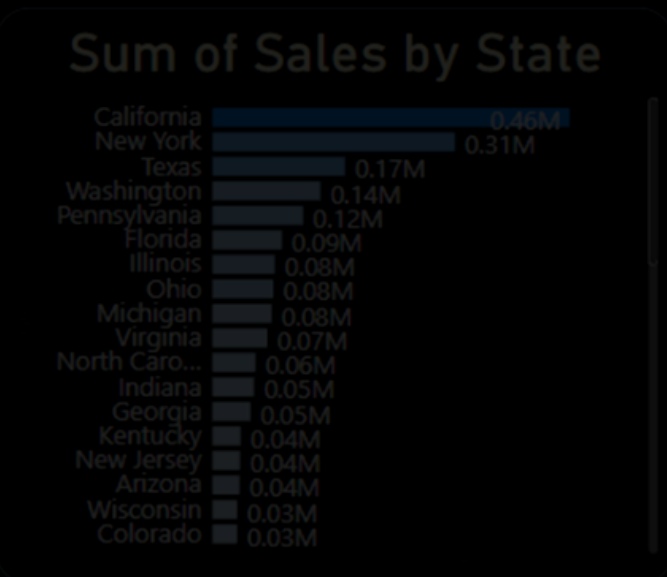
Sum of Profit

38K

Sum of Quantity

1.56K

Sum of Discount



### Sum of Profit by Category

Category	Sum of Profit
Technology	50.79%
Office Supplies	42.77%
Furniture	6.44%

### Sum of Profit by Segment

Segment	Sum of Profit
Consumer	46.83%
Corporate	32.12%
Home Office	21.05%

### Sum of Profit by Region

Region	Sum of Profit
West	37.86%
East	31.9%
South	16.32%
Central	13.86%

The West region has been the best market with 37.86% of profit share followed by the East (31.9%), South(16.32%), and lastly by Central Region (13.86%).



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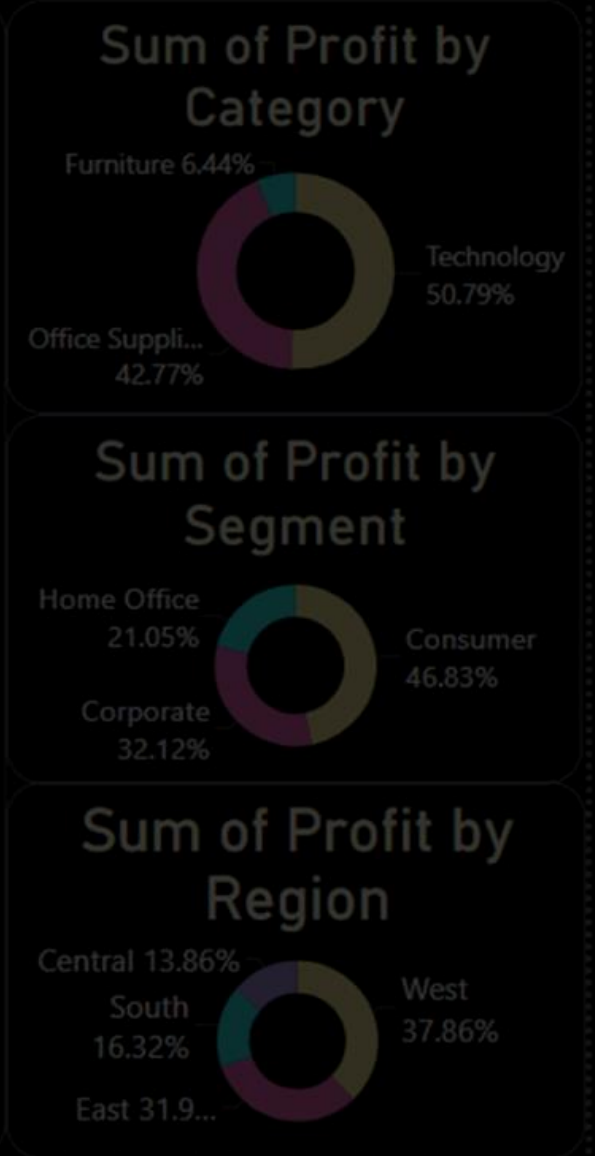
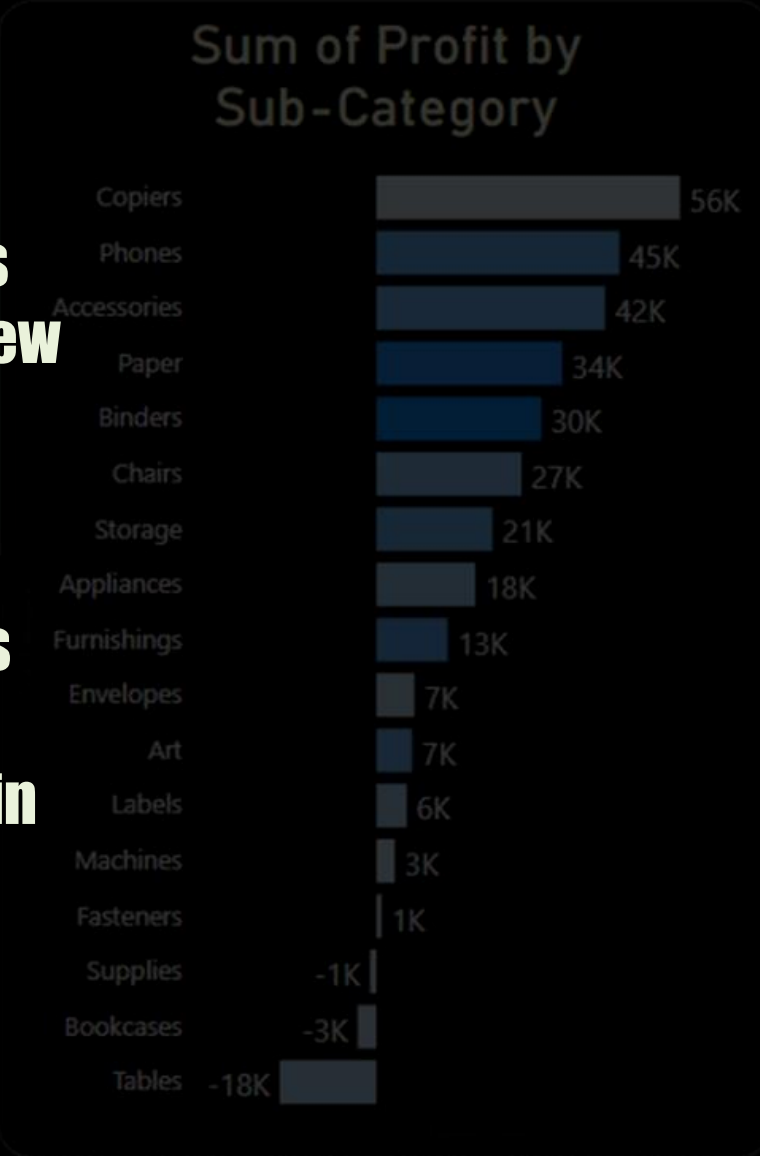
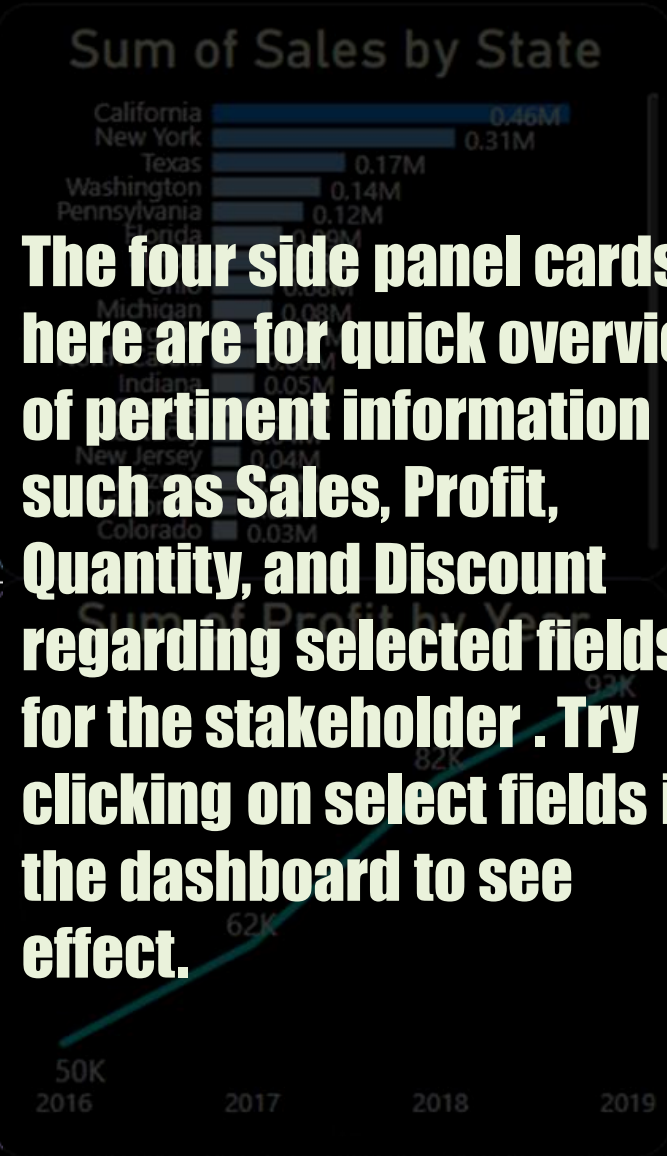
Sum of Profit

38K

Sum of Quantity

1.56K

Sum of Discount



The four side panel cards here are for quick overview of pertinent information such as Sales, Profit, Quantity, and Discount regarding selected fields for the stakeholder . Try clicking on select fields in the dashboard to see effect.

# Sample Superstore Sales Analysis

State

California

Alabama

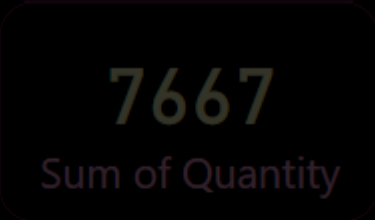
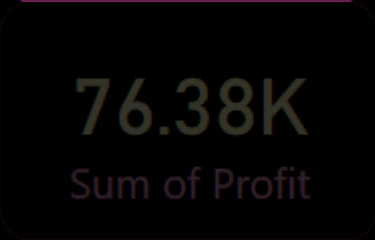
Arizona

Arkansas

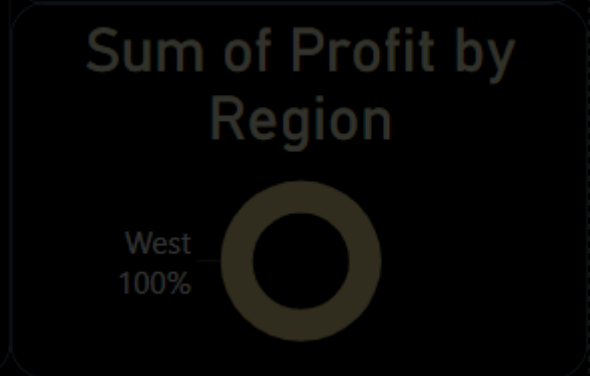
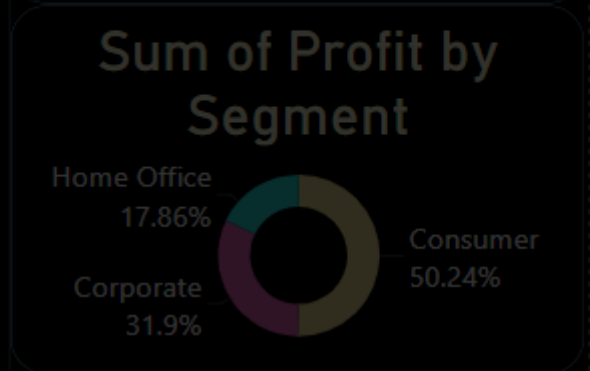
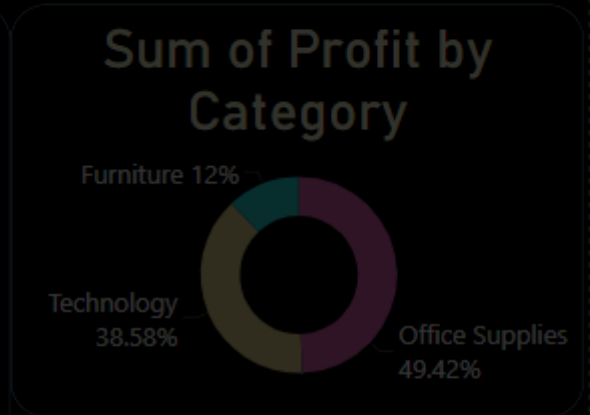
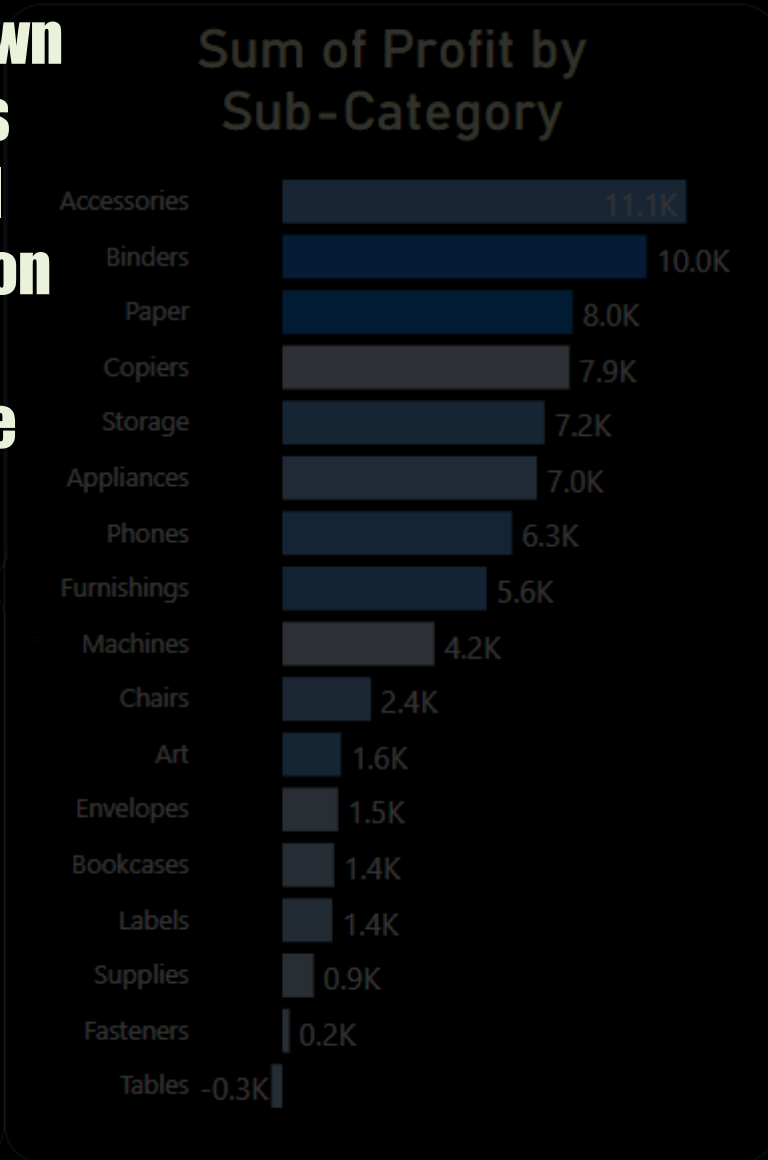
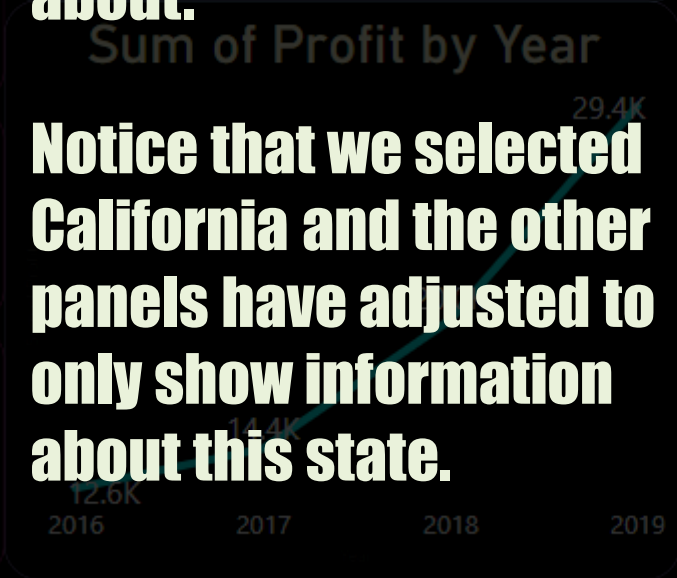
California

Colorado

Connecticut



This panel has a drop down menu showing the states arranged in alphabetical order to serve as an option for the stakeholder to manually select the state he/she is concerned about.





# Sample Superstore Sales Analysis

State

- California
- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☒ California
- ☐ Colorado
- ☐ Connecticut

Sum of Sales

76.38K

Sum of Profit

7667

Sum of Quantity

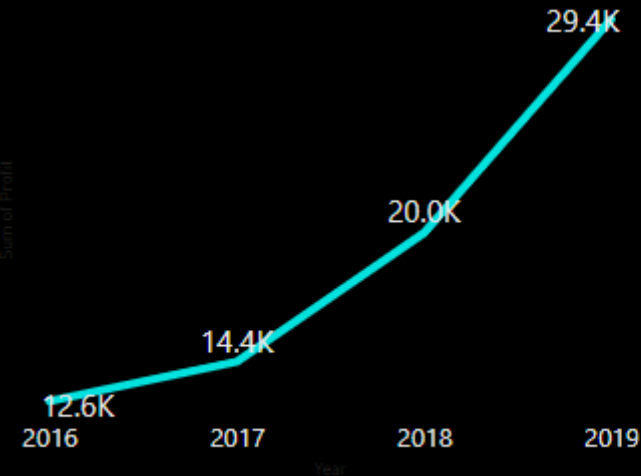
145.60

Sum of Discount

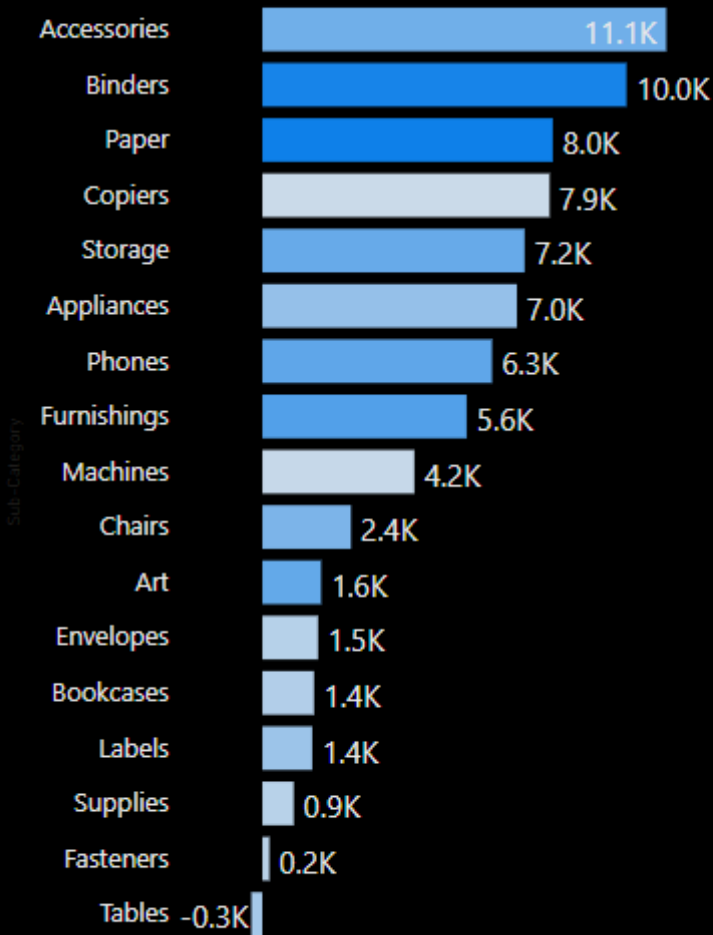
Sum of Sales by State



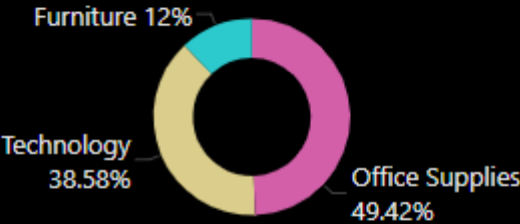
Sum of Profit by Year



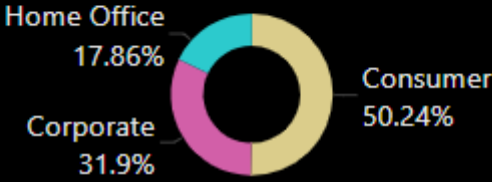
Sum of Profit by Sub-Category



Sum of Profit by Category



Sum of Profit by Segment



Sum of Profit by Region



This is the end of the dashboard presentation. You may refer to the Power BI file related to this presentation for better interactivity.

Thank you.

You can raise questions and inquiries to my email:  
[jmblitz95@gmail.com](mailto:jmblitz95@gmail.com)