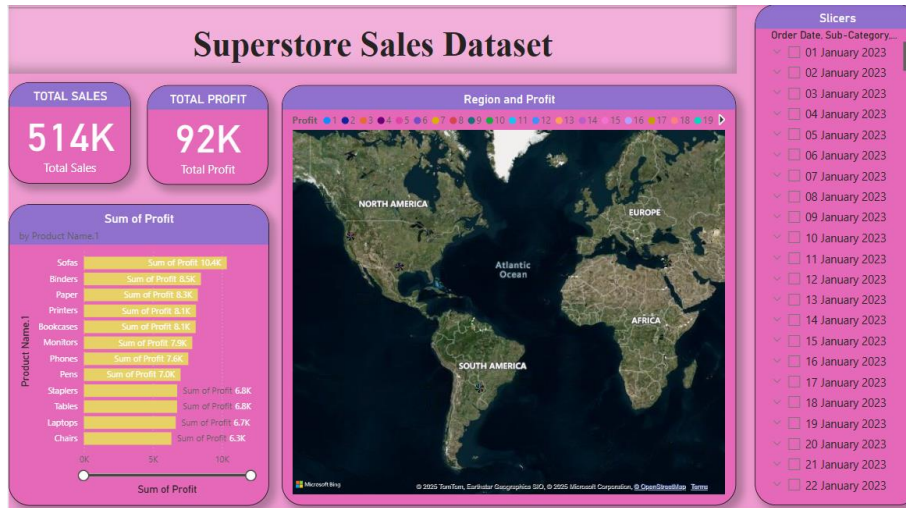


# SUPERSTORE SALES POWER BI (REPORT)

## INTRODUCTION:

The Superstore Sales Dashboard provides insights into total sales, profitability, and product performance across various categories and regions. The analysis focuses on identifying key revenue contributors, high-profit products, and areas for improvement.

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## Key Insights

### 1. Sales & Profitability Performance

- **Total Sales: 514K**
- **Total Profit: 92K**
- **Observation:** Sales are strong, but profitability should be optimized in lower-margin categories.

### 2. Top Performing Products by Profit

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Product	Profit
Sofas	10.4K
Binders	8.5K
Paper	8.3K
Printers	8.1K
Bookcases	8.1K
Monitors	7.9K

- ❖ Sofas generate the highest profit (10.4K), making them the best-performing product.
- ❖ Binders, Paper, and Printers also show strong profitability.

## Recommendation:

- Focus marketing efforts on high-profit products (Sofas, Binders).
- Expand inventory and promotions on these top-selling products

## 3. Sales & Profitability by Region

- The **profit distribution map** suggests that certain regions contribute significantly to overall sales.
- **North America and Europe** seem to be major revenue-generating regions.
- Other regions may need **targeted pricing or promotional strategies**.

## Recommendation:

- Conduct region-wise **pricing and promotional strategies** to improve profitability.
- Identify underperforming regions and optimize sales strategies.

## 4. Sub-Category Analysis & Profit Percentage

- The **Profit % by Sub-Category Pie Chart** shows that **Printers, Binders, and Phones** contribute the most to profits.
- However, some sub-categories may have lower sales despite high profit margins.

## Recommendation:

- Focus on balancing **high-margin and high-sales products**.
- Increase marketing efforts for sub-categories with strong margins but lower visibility.

## 5. Sales-Amount & Profit Relationship

- The **scatter plot** shows a strong correlation between **sales amount and profit** across different product categories.
- Certain products generate **higher sales** but lower profitability.

## Recommendation:

- Identify **low-profit but high-sales** products and reassess pricing strategies.
- Introduce **bundled deals** for these products to improve profitability.

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## 6. Customer Purchase Trends (Date-wise Slicer)

- The slicer panel allows filtering by order date, which can reveal seasonal trends.
- If certain months show higher sales, **seasonal promotions** can be planned effectively.

### **Recommendation:**

- Analyse **peak sales periods** and offer **discounts & promotions** during those times.
- Use **historical trends** to forecast future demand

## **Business Recommendations**

- ★ Increase focus on high-profit products like Sofas, Binders, and Paper Improve
- ★ regional sales strategies for underperforming areas.
- ★ Optimize pricing & discounts for low-margin, high-sales products.
- ★ Leverage seasonal sales trends by offering targeted promotions.
- ★ Enhance inventory management based on sales trends.

## **Conclusion:**

The dashboard provides valuable insights into **sales performance, product profitability, and regional trends**. By **focusing on high-profit products, optimizing pricing strategies, and leveraging seasonal trends**, the business can maximize revenue and improve profitability.