# Super Store Sales

# KPI Requirement

1. Total Number of Sales

    Determine the Total Number of sales  has been  done

2. Total Number of quantity

    Calculating the Total number of product quantity in our data

3. Total Number of profit

    Identiity and analyze  the Total number of profit has been earned by super store

4. Average  Time to take delivery

    Determine the average time is taking to delivery any product to the customer

# Chart's Reqiurement

1. Total Number of slales by  payment mode

   1. Visulization : Pie  chart/ bar graph

   2. Description:  The analysis reveals that 43% of sales were completed through COD, making it the most preferred payment mode. Online payments followed at 35%, while card payments accounted for 22% of the total sales

2 . Sum of sales by region

   1.  Visulization : Pie  chart/ bar graph

   2. Description:  The chart shows that the West region leads with 33%, followed by the East region at 29%, the Central region at 22%, and the South region with 16%, highlighting the variation in regional contributions to total sales.

3 . Sum of sales by segment

   1.  Visulization : Pie  chart/ bar graph

   2. Description: he consumer segment leads with 48% of total sales, followed by the corporate segment at 33%, and the home office segment at 19%, highlighting strong demand from individual customers and opportunities to grow the home office segment further.

## 4. Sales by category

1. Visulization : bar graph

2. Description: The chart indicates that Office Supplies contributed the highest sales with 0.64M, followed by Technology at 0.47M, and Furniture at 0.45M, showcasing category-wise sales distribution.

## 5. Sales by Ship Mode

1. Visulization : bar graph

2. Description: The chart shows that Standard Class generated the highest sales at 0.33M, followed by Second Class with 0.11M, First Class at 0.08M, and Same Day at 0.03M, highlighting the sales performance across delivery types

## 6. Sales by Sub-category

1. Visulization : bar graph

2. Description: The chart highlights that Phones had the highest sales at 0.20M, followed by Chairs at 0.18M, and Binders at 0.17M, reflecting the performance of top-selling items by ship mode.

# 7. Sales by country

1. Visulization : Bar graph

2. Description: The highest sales are coming from California ($0.34M), followed by New York ($0.19M) and Texas ($0.12M). States such as Washington, Pennsylvania, and Ohio contribute smaller sales, with Texas and Ohio showing potential for growth

# 8. Sales by Year of Year

1. Visulization : Area graph

2. Description: This chart illustrates the sales trend over the months for both 2019 and 2020, with the X-axis representing the month names and the Y-axis showing the sales figures. It provides a clear comparison of the monthly sales performance across the two years.

# 9. Profit by Year of Year

1. Visulization : Area graph

2. Description: The chart displays the annual profit across two years, 2019 and 2020, with months on the x-axis and profit values on the y-axis.

# Key Insight

- Sales by payment mode - The analysis reveals that 43% of sales were complete through COD

- Sales by Region - The analysis shows that the West region leads with 33%

- Sales by category - Office Supplies contributed the highest sales with 0.64M

- Sales by sub-category - The analyisis show that Standard Class generated the highest sales at 0.33M

- Sales by country- The highest sales are coming from California ($0.34M)

- Sales by year of Year- Sales has increased in 2020 compared to 2019 , On December month sales has higher than sales was in december 2019

- Profit by year of Year -
  - March 2020 vs March 2019: The profit in March 2020 was higher compared to March 2019, indicating a potential increase in demand or more efficient sales strategies implemented during that time
  - October 2019 vs October 2020: The profit in October 2019 was higher than in October 2020, which could suggest a decline in sales performance