

SuperStore Sales Analysis – Insight Summary

Objective

To analyze historical retail sales data and uncover actionable insights related to regional performance, category profitability, seasonal trends, and customer segmentation using Power BI.

Key Metrics Tracked

- Total Sales
- Total ProfitA
- Profit-to-Sales Ratio
- Average Order Value
- Top/Bottom Performing Sub-Categories
- Monthly and Yearly Trends

Key Business Insights

- The Central region generated the highest profit despite having lower sales than the South region.
- Furniture category, especially Tables and Bookcases, showed negative profit margins despite high sales volumes.
- Significant seasonal sales spikes observed in Q4, especially during November–December.
- High discounts negatively impacted profit margins in Technology and Furniture categories.
- Corporate segment had a better average order value than Consumer or Home Office segments.

Suggested Business Actions

- Revisit pricing and discount strategy for loss-making categories like Tables and Bookcases.
- Increase targeted promotions in Q4 to maximize seasonal trends.
- Focus retention campaigns on high-value Corporate segment customers.
- Reduce discounts or bundle offers in categories with consistent margin losses.