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**FORESIGHTBI & ANALYTICS BOOTCAMP**

**Super Store Sales Report**

**Updated August, 2023**

# Business Task

Identify trends and patterns in sales over time to discover key pointers for sales development

# Findings

1. **November** has the highest number of sales of **352.46k** while **February** produced the lowest sales of **59.75k**
2. **Technology** is the category with the highest number of sales over time while **Office Supplies** has a lower patronage
3. The **Consumers** customer segment contributes a larger part to the sales with **50.6%**, having **Home office** as the lowest segment of **18.7%**

# Recommendations

While utilizing the most productive month, categories and customer segments to boost sales, emphasis should be placed on discovering the reason for the drastic fall in sales between December and January and the massive increase between February and March to gain more useful insights

## Tools Used

Power Bi x Power Query

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