

SUPERSTORE SALES ANALYSIS: Driving Insights from Superstore Data

A superstore has been thriving across various regions with a diverse range of products. To sustain and enhance their growth, I performed an in-depth analysis of their sales data. This story unfolds the journey through my findings, focusing on top-performing products, underperforming products, and a comprehensive dashboard analysis segmented by region, subcategories, and customer segments.

Data Collection and Preparation:

I started with a rich dataset comprising sales records, including Order ID, Order Date, Ship Date, Ship Mode, Customer details, Product information, Sales, Quantity, Discount, and Profit. After cleaning the data (Changing the data types of numbers to currencies and to percentages, removing duplicates and coding for the data to fit the cells) and calculating the profit percentage, we were ready to dive into the analysis.

Key Findings:

i. Top Performing Products:

By creating pivot tables and analyzing the profits, I identified the top-performing products. These products significantly contribute to the overall profitability and helps to understand what resonates best with the customers. For example, Canon imageCLASS 2200 Advanced Copier emerged as the top product, with 20 quantities sold, generating an amount of \$61,600 and the highest profit margin of \$25,200 across all categories.

ii. Products to Discontinue:

We also identified the bottom 30 products that consistently underperformed. These products were dragging down the overall profit margins and discontinuing them would allow them to reallocate resources to better-performing items. For instance, Cubify CubeX 3D Printer Double Head Print showed minimal profit margins of -\$8,880 despite high sales volumes, indicating a need for reevaluation or discontinuation.

iii. Sales by Region:

West Region: The West region showed a robust performance with high sales and profit margins, particularly in categories like Technology and furniture. The top cities in this region, such as California, New York and Washington significantly contributed to the overall sales.

East Region: The East region followed closely, with notable performances in Technology and Furniture. Despite lower sales volumes compared to the West, the profit margins were impressive.

Central Region: The Central region exhibited moderate sales, with room for improvement in product variety and marketing strategies to boost sales.

South Region: The South region, while showing steady growth, had the lowest sales among the regions but a considerably high profit than the Central Region. Targeted marketing campaigns and product diversification could help in boosting the performance in this region.

iv. Profits by Subcategories:

A closer look at subcategories revealed that certain niches, like "Copiers", "Phones" and "Accessories" consistently brought in high profits. Also, subcategories like "Supplies", "Bookcases" and "tables" showed lower profitability, indicating areas for cost optimization and strategic adjustments.

v. Customer Segment Sales:

Dividing the customers into Consumer, Corporate, and Home Office, I noticed that the Consumer segment was the largest contributor to sales. The Corporate segment, while smaller, showed higher average order values, suggesting a potential area for targeted sales strategies.

vi. Top Performing Categories:

The analysis based on quantity sold, amount generated, and profit made highlighted categories like Technology and Furniture as top performers. These categories not only had high sales volumes but also impressive profit margins.

DASHBOARD HIGHLIGHTS

To visualize my findings, we created an interactive dashboard that provides a comprehensive overview of:

Sales by Region: A geographical representation showing sales distribution and profitability across regions.

Profits by Subcategories: A detailed view of which subcategories are driving profits.

Customer Segment Sales: Insights into how different customer segments are contributing to overall sales.

Top Performing Categories: A breakdown of categories with the highest sales and profits.

Conclusion:

My data-driven insights have equipped me with a clearer understanding of the superstore's performance. By focusing on the top-performing products and regions, optimizing or discontinuing underperforming products, and tailoring strategies for different customer segments, I am ready to drive future growth. The next steps include implementing targeted marketing campaigns, optimizing inventory based on profitability, and continuously monitoring performance through our dashboard.