

## **Business Intelligence Report: Analyzing Sales Growth at Superstore**

### **Introduction**

The purpose of this report is to analyze the factors contributing to the **20.36% increase in sales from 2020 to 2021** using the Tableau Sample Superstore dataset. By leveraging data visualization techniques, we aim to uncover key insights that explain this growth and provide recommendations for future business strategies.

### **Business Question**

What factors contributed to the sales growth from 2020 to 2021?

### **Data & Methodology**

- **Dataset Used:** Tableau Sample Superstore 2018-2021
- **Analysis Period:** 2020-2021
- **Tool Used:** Tableau Desktop
- **Methodology:**
  - Year-over-Year (YoY) Sales Growth Analysis
  - Category & Sub-Category Performance Analysis
  - Sales by Region & State
  - Customer Segment Analysis
  - Sales Trends Over Multiple Years

### **Visualizations & Analysis**

- **Sales Growth by Category:**
  - The **Office Supplies** category saw the highest net percentage increase in 2021 (157.48%), followed by **Technology** (81.19%).
  - Some sub-categories within **Office Supplies** and **Technology** showed negative growth (such as envelopes and machines), but the overall category still saw the most significant growth.
  - The **Furniture** category saw a small increase in sales in 2021, with most of the increase being focused within the consumer segment.

- The Consumer segment remains the largest purchaser of all three product categories.
- **Sales by Region & State:**
  - The states with the highest sales were **California, Texas, Washington, and New York**, indicating strong consumer demand in these areas.
  - Through each year, the four named states were consistently the ones with the highest sales.
- **Customer Segment Analysis:**
  - The **Consumer** segment had the highest amount in purchases in 2021.
  - The **Home Office** customer segment saw the most significant percentage growth from the previous year.
  - Furniture had seen a significant decline in sales among the **Home Office** and **Corporate** segments.
- **Sales Trends Over Multiple Years:**
  - Sales saw a major jump in 2020 and 2021, with a slight decline in 2019 compared to 2018.
  - The **Furniture** category declined across the home office and furniture segments and only saw a small increase with the consumer segment, indicating a possible drop in demand or product issues.

### **Key Insights & Business Recommendations**

- **Remote Work Influence:** The rise in Office Supplies and Technology purchases suggests an increased demand due to remote work trends between 2020 and 2021.
- **Focus on High-Growth Categories:** Given the strong performance of Technology and Office Supplies, the company should **invest more in these categories** while reassessing its approach to Furniture, which is a stagnant or declining product category.
- **Regional Expansion:** Since California, New York, Texas, and Washington are the top-performing states, **targeted marketing and inventory allocation** in these regions could drive further growth.
- **Customer Segment Optimization:** While the Consumer segment remains the largest among all product categories, **understanding the rise in Home Office and Corporate segments** could help in tailoring offerings for these groups. Office supply sales are declining among the consumer category, but have rapidly increased among the home office segment.

## **Conclusion**

The analysis indicates that the increase in sales from 2020 to 2021 was driven largely by growth in the Office Supplies and Technology categories, with the Home Office segment leading in sales growth. The consumer segment remains the largest in sales. The surge in demand for office-related products aligns with the global shift to remote work. To sustain growth, the company should prioritize high-performing categories, evaluate declining furniture sales, continue to maintain its approach to the consumer segment sales, and optimize its regional strategies.