

Dog Superstore Sales & Customer Insights Analysis

Overview

This project analyzes sales and customer data for Dog Superstore using Excel, providing insights into customer demographics, sales trends, and product performance.

Key Insights & Findings

- Customer Homeownership Status: Categorized customers as homeowners, renters, or undisclosed.
- Sales Analysis: Calculated average and total sales amounts to assess revenue trends.
- Income Segmentation: Classified customers into low, middle, or high-income tiers based on income data.
- Best-Selling Product Category: Identified top-performing categories: dog accessories, dog care, or organic dog food.
- Device Usage: Determined the most-used device for orders: PC, tablet, or phone.
- Sales Trends by Quarter: Evaluated yearly and quarterly sales performance.

Tools Used

- Excel (Data Cleaning, Pivot Tables, PowerPivot, Dashboards)

Methodology

1. Data Cleaning & Preparation:

- Removed duplicate records.
- Standardized income and sales data.
- Handled missing values for homeownership and income classification.

2. Data Analysis:

- Used **Pivot Tables** to segment sales based on different criteria.
- Applied **PowerPivot** to analyze large datasets efficiently.
- Created **dynamic dashboards** for the visual representation of sales trends.

3. Insights & Recommendations:

- Identified key sales trends to help managers optimize inventory and promotions.
- Recommended targeted marketing strategies based on income segmentation and device usage.

Impact

This analysis provided valuable insights that helped the Dog Superstore management make data-driven decisions to improve sales strategies, enhance customer targeting, and optimize product offerings.

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