

# **SUPER STORE SALES ANALYSIS & FORECASTING**

*Presented by: Amit Prasad*



# Overview

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- ABOUT ME
- PROJECT OBJECTIVE
- PROJECT DISCRIPTION
- PROBLEM STATEMENTS
- STRATEGIES





# About ME

- Undergraduate Student at Asansol Engineering College: I am currently pursuing my B.Tech degree at Asansol Engineering College, focusing on [mention your field or specialization]. My academic journey includes a strong foundation in [mention relevant subjects or interests], and I am passionate about applying my skills to real-world projects and challenges.



# PROJECT OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

## PROJECT DESCRIPTION

The objective can be broken down into the following detailed components:

1. **Dashboard Creation:** Identify the **KPIs**, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. **Data Analysis:** Provide **valuable insights** to business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. **Sales Forecasting:** Leverage historic data and apply time **series analysis** to generate sales forecasts for next **15 days**.
4. **Actionable Insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for **growth**, efficiency, and **customer satisfaction**.

# PROBLEM QUESTIONS

What were the total sales for the supermarket in 2019 and 2020?

How has the profit margin fluctuated between 2019 and 2020?

Which payment mode is the most effective in terms of generating sales?

How has the quantity of products sold varied over the two years?

Which sub-categories are the top sellers in the supermarket?

How do sales compare across different customer segments?

What has been the average delivery time for orders, and has it improved from 2019 to 2020?

Which product categories have generated the highest sales over the two years?

Which shipping modes are the most preferred by customers in terms of sales volume?

# Strategies



## Data-Driven Decision Making:

**Identify Trends and Patterns:** Use historical data from 2019 and 2020 to spot sales trends and patterns, helping to predict future performance and make informed strategic decisions.



## Customer-Centric Approach:

**Segment Analysis:** Evaluate sales data by different customer segments to understand which groups contribute most to revenue, allowing for targeted marketing and personalized customer experiences.



## Forecasting and Optimization:

**Sales Forecasting:** Utilize Power BI's forecasting feature to predict future sales trends, aiding in inventory management, workforce planning, and setting realistic sales targets.

# SUPER STORE DASHBAORD

select city

All

Central

East

South

West

SALES

1.6M

PROFIT

175K

QUANTITY  
SELL

22K

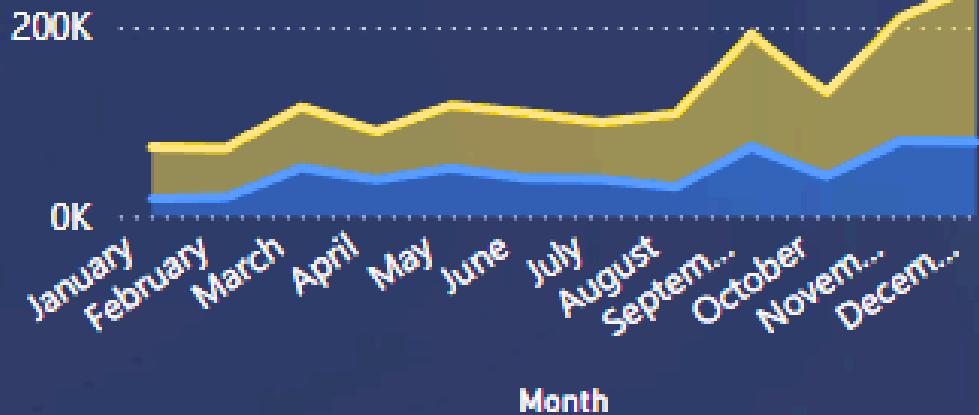
Avg Delivery

4

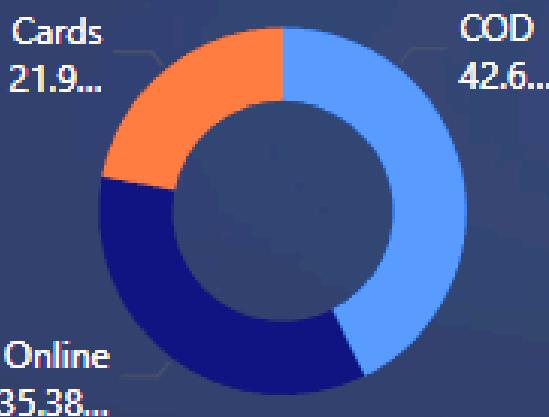
## Sales by Month and Year

Year ● 2019 ● 2020

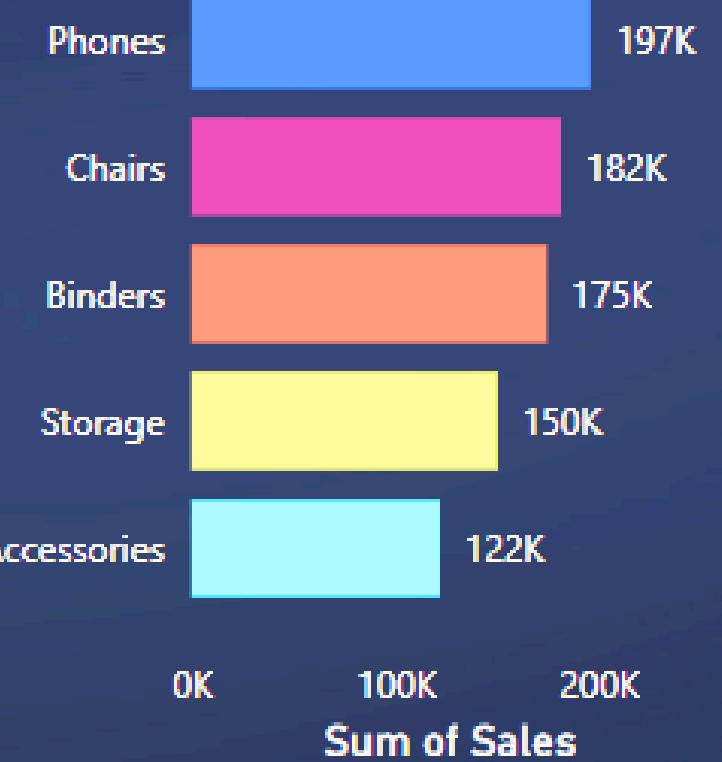
Sum of Sales



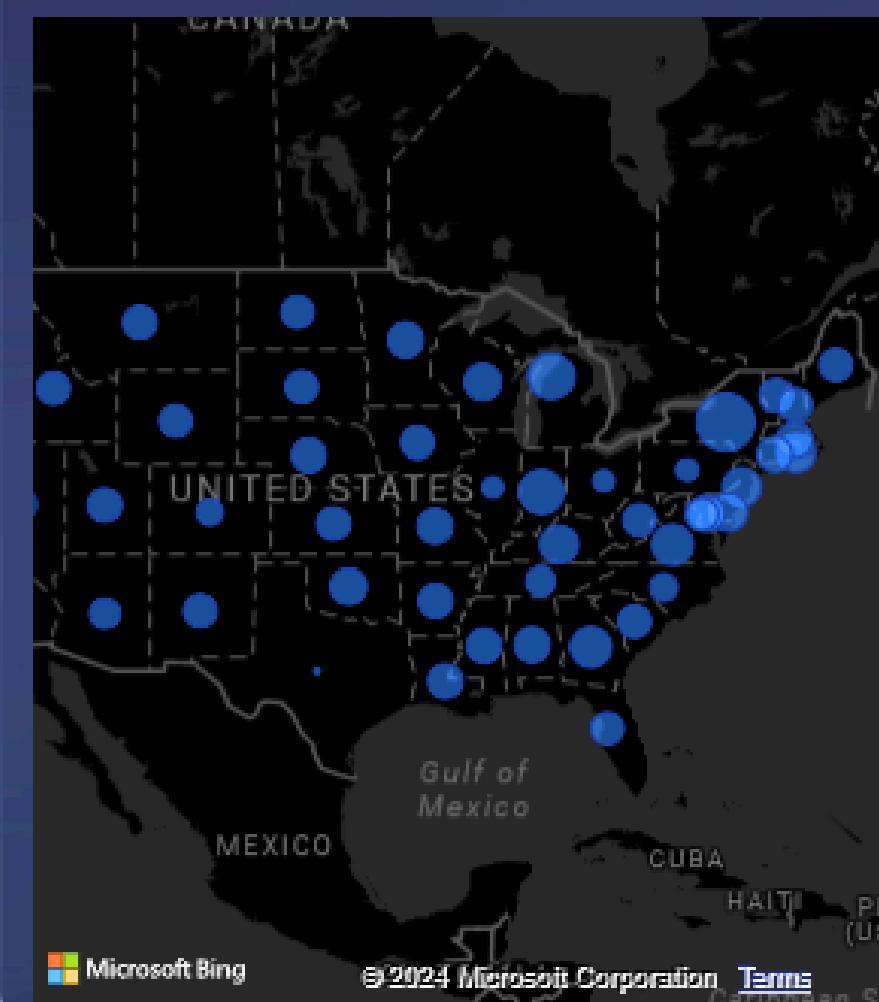
## Total Sales by Payment Mode



## Total Sales by Sub-Category



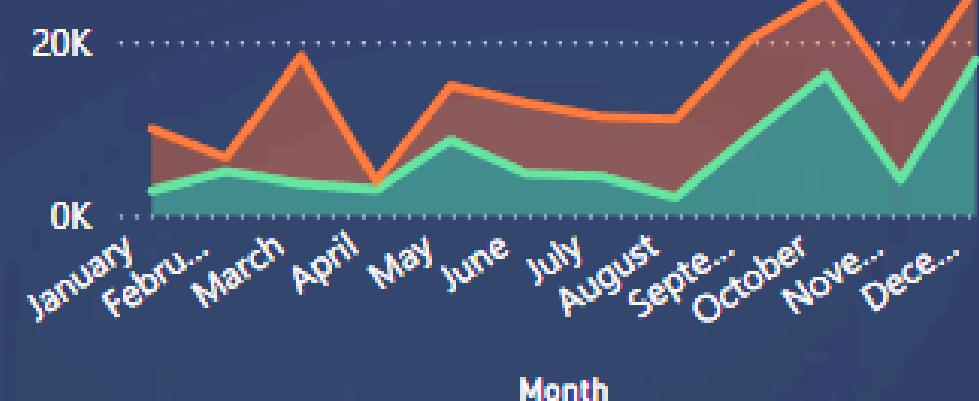
## Sum of Profit by State



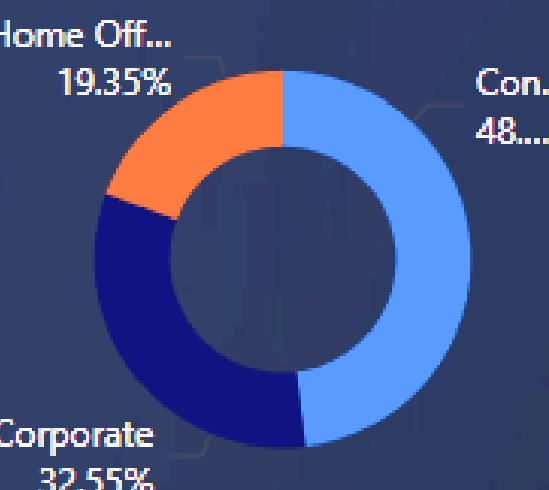
## Profit by Month and Year

Year ● 2019 ● 2020

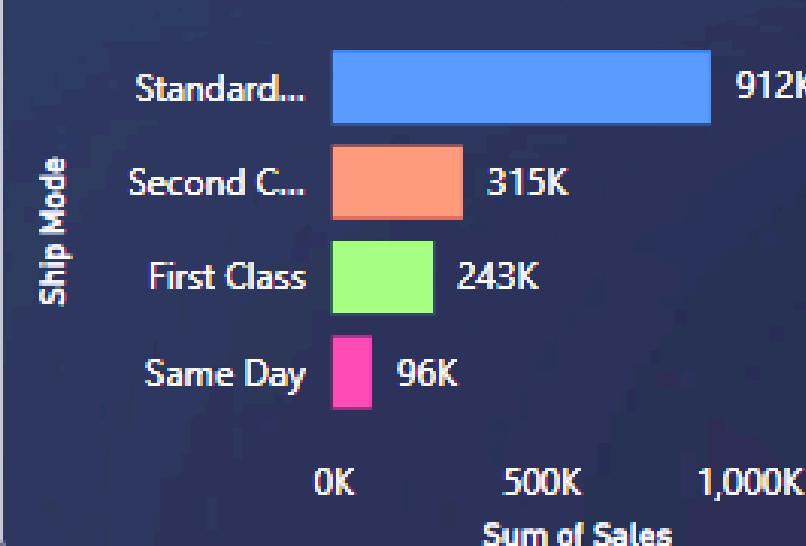
Sum of Profit



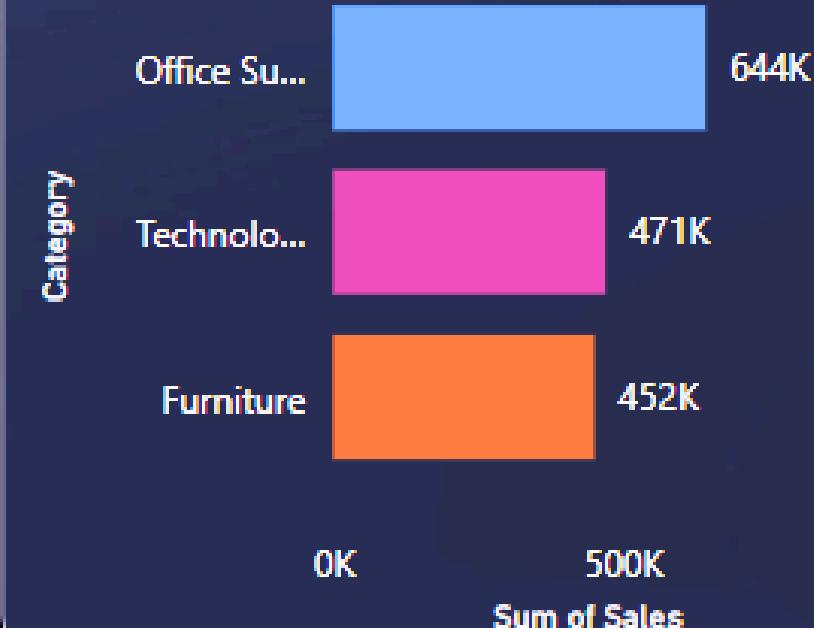
## Total Sales by Segment



## Total Sales by Ship Mode

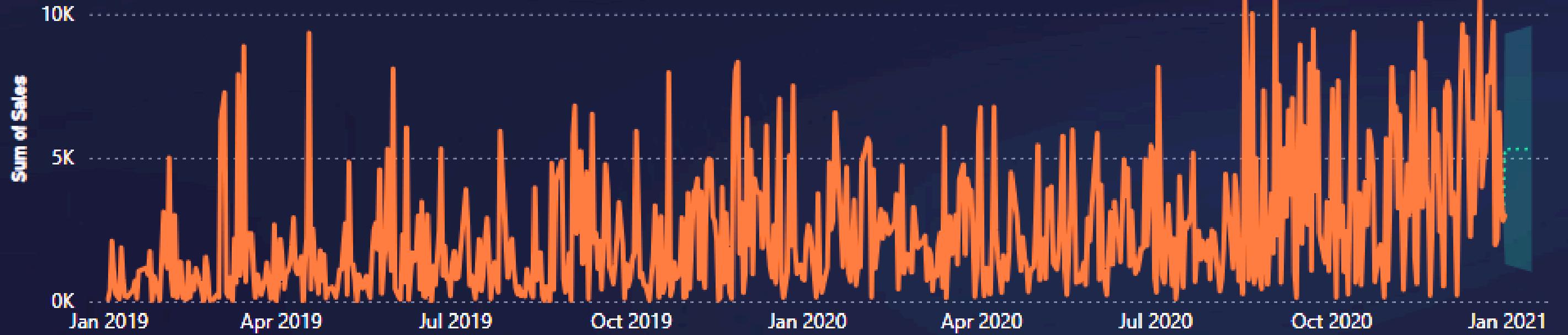


## Total Sales by Category

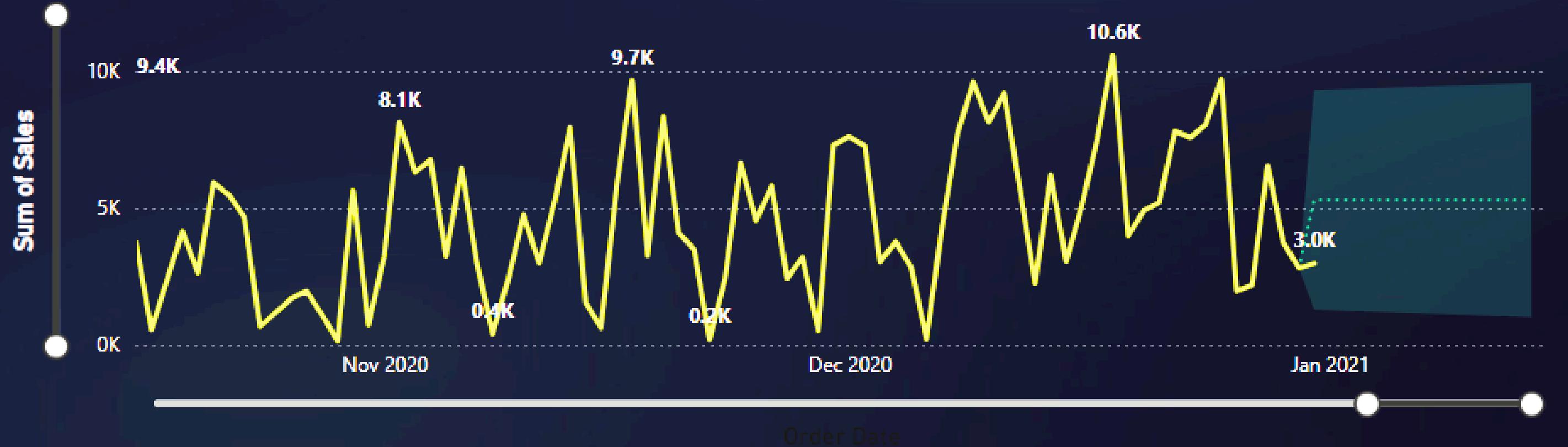


# Super Store Sales Forecast - 15 Days Forecast

Sum of Sales by Order Date



Sum of Sales by Order Date



Sum of Sales by State



# LEARNINGS

**Data Analysis Proficiency:** Developed expertise in time series analysis, providing valuable insights and accurate sales forecasting.

**Operational Insights:** Identified trends and operational efficiencies, optimizing inventory and delivery processes.

**Customer Behavior:** Gained a deep understanding of customer preferences, enhancing targeted marketing and customer satisfaction.

**Interactive Dashboards:** Created interactive dashboards that support data-driven decision-making and strategic planning, driving business success.



# THANK YOU

For watching this presentation



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