

Superstore Sales Analysis Project – Corporate Segment

Activity 1 Summary

As a Sales Manager at Superstore Sales, I analyzed the Corporate customer segment dataset to identify high-profit and loss-making product subcategories to support strategic business decisions.

Section 1: Basic Formatting

- Adjusted all column widths for readability.
- Formatted header row with color fill and borders.

Section 2: Filtering

- Filtered data by Customer Segment.
- Created four separate worksheets: Corporate, Consumer, Home Office, Small Business.
- Performed all further analysis on the Corporate segment sheet.

Section 3: Report Making – I

- Freeze Panes applied to lock header row.
- Unwanted columns removed/hidden based on business need.
- Sales and Profit rounded to 1 decimal and formatted in US Dollar format.
- Order Date and Ship Date converted into readable date formats.

Section 4: Report Making – II

Sorting Applied:

1. Region (Alphabetical)
2. Province (Alphabetical)
3. Sales (Largest to Smallest within Province)

Conditional Formatting:

- Top 10% Sales highlighted in light green with dark green border within each Region Province group.
- Profit color scale applied: green for profit, red for losses.

Section 5: Report Making – III

- Added double bottom borders after each Region block for clean reporting.

Activity 2 Summary

1. High-Profit Product Subcategories

- Created Pivot Table by Region Product Sub-category Sum of Profit.
- Identified Top 3 most profitable subcategories in each region.
- Compared subcategory performance across regions and applied conditional formatting.

2. Loss-Making Product Subcategories

- Identified subcategories with the highest losses across all regions.
- Determined regions contributing most to losses for each subcategory.
- Documented exceptions and business observations (e.g., Tables & Chairs often purchased together).

Conclusion

The project provided actionable insights into profitable and loss-making product lines in the Corporate customer segment. Results support strategic decisions such as discontinuation, marketing intervention, or regional focus improvement.

This report reflects hands-on skills in:

- Excel Data Cleaning & Formatting
- Sorting & Filtering

- Conditional Formatting
- Pivot Table Analysis
- Business Insight Reporting