







Superstore Sales Analysis – Key Insights Summary (5000+ Orders | 2018 – 2021)




1. Sales by Region (Top Left Chart)

-  The West region has the highest total sales (₹800K+), followed by East and South.
-  The Central region has the lowest overall sales.




2. Profit by Category & Sub-Category

-  Technology category has the highest profit.
-  Copiers & Phones are the most profitable sub-categories.
-  Tables under Furniture category show significant losses.
-  Bookcases and Supplies also contribute to negative profit.




3. Top Customers by Sales

-  Steve is the top customer with ₹22,000+ in sales.
-  Other high-contributing customers include Raymond, Michelle, Kristina, and Jay Kimmel.
-  The top 10 customers contribute a major share of total sales.












4. Monthly Sales Trend

-  Sales increased consistently toward year-end every year.
-  Major spikes in sales occurred in Q4 (Oct–Dec).
-  Dips seen during mid-year (May–June).

5. Ship Mode Distribution

-  Standard Class is the most used shipping mode (2958 orders).
-  Second Class and First Class follow with ~1000 & 786 orders.
-  Same Day shipping is least used (only 264 orders).

Final Layout Example in Excel:

-  Superstore Sales Analysis – Key Insights Summary
(5000+ Orders | 2018 – 2021)
-  West region has the highest total sales (₹800K+)
-  Central region has the lowest overall sales
-  Technology is the most profitable category
-  Furniture (Tables) showed the biggest losses
-  Steve is the top customer (₹22K+ in sales)
-  Top 10 customers contribute significantly
-  Sales peaked in Q4 (Oct–Dec) each year
-  Lowest during May–June
-  Standard Class is most used (2958 orders)
-  Same Day shipping is least used (264 orders)