Super Store Sales Dashboard PowerBI

Objective:

The objective of this analysis is to contribute to the business's success by leveraging data analysis techniques, focusing on time series analysis. The goal is to provide valuable insights and accurate sales forecasts, ultimately supporting strategic decision-making for growth, efficiency, and customer satisfaction.

Components:

1. Dashboard Creation:

Designed an intuitive dashboard with interactive visualisations and filtering options, enabling users to explore data at different levels of detail.

2. Data Analysis Insights:

Payment Method Preferences:

Analysing payment methods, we found that cash on delivery is the most preferred method, while credit card payments are the least favoured. The business could consider promoting alternative payment options or optimising the user experience for credit card payments.
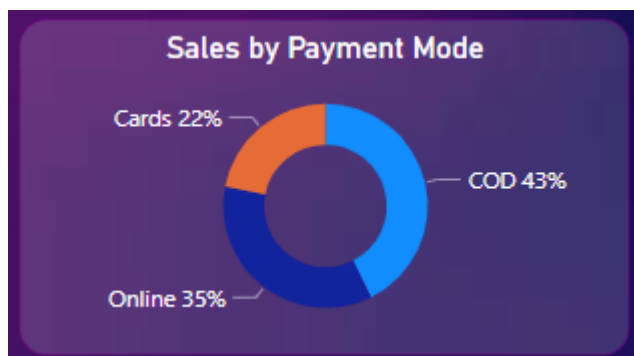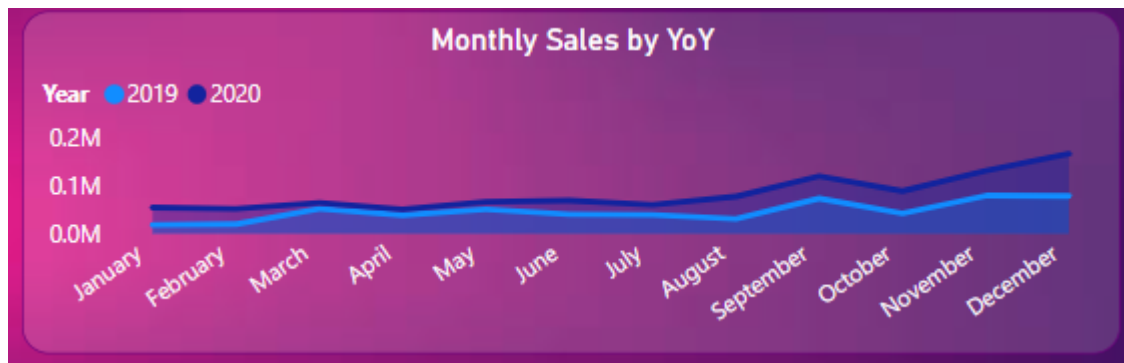

Customer Segmentation:

The data indicates that the majority of sales are attributed to individual consumers. This insight emphasises the importance of tailoring marketing strategies to attract more individual consumers while also retaining other customer segments.
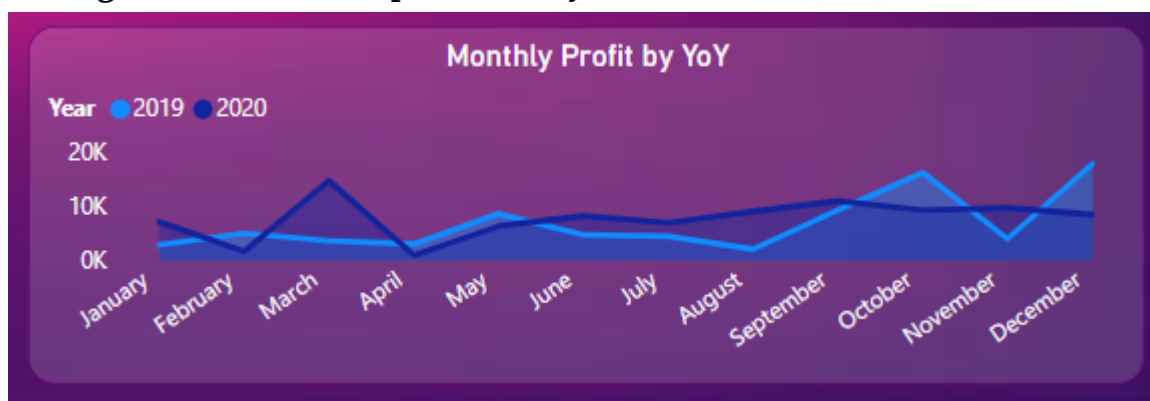
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Sales by Payment Mode

Cards 22%

COD 43%

Online 35%
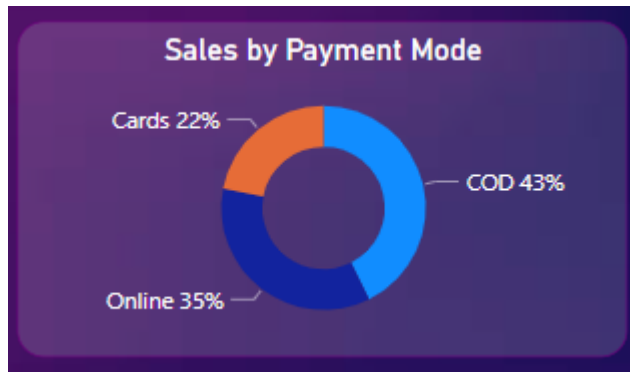
Seasonal Sales Patterns:

Notable increases in sales were observed during November and December, suggesting strong holiday shopping trends. Businesses can capitalise on this by offering special promotions and targeted marketing campaigns during these months to maximise revenue.
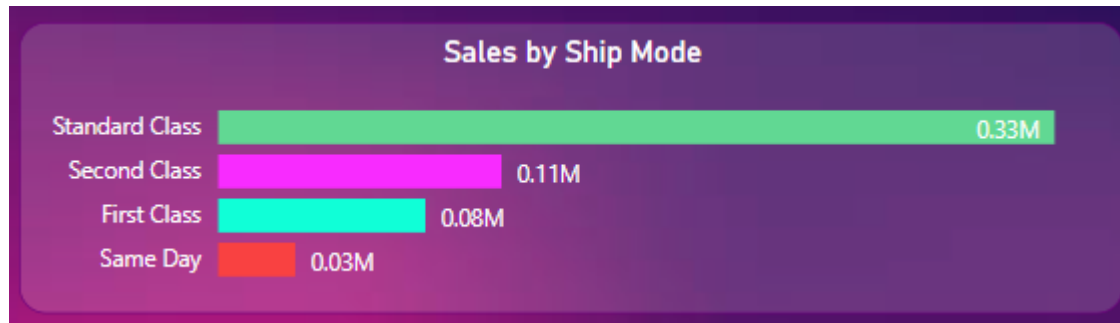

Monthly Sales by YoY

Year ● 2019 ● 2020

0.2M

0.1M

0.0M

January February March April May June July August September October November December

Profit Optimization:

October showed a significant uptick in profits. Understanding the factors contributing to this success can help the business identify effective strategies that can be implemented year-round.


Monthly Profit by YoY

Year ● 2019 ● 2020

20K

10K

0K

January February March April May June July August September October November December

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Shipping Preference:

Customers overwhelmingly prefer the standard shipping mode. This could prompt the business to review and enhance its premium shipping options or communicate the benefits of upgraded shipping to customers.

Sales by Ship Mode

Ship Mode	Sales
Standard Class	0.33M
Second Class	0.11M
First Class	0.08M
Same Day	0.03M

Product Preferences:

Office supplies emerged as the most frequently purchased category. This insight can guide inventory management and product placement strategies to ensure availability and visibility of popular items.

Sales by Category

Category	Sales
Office Supplies	0.64M
Technology	0.47M
Furniture	0.45M
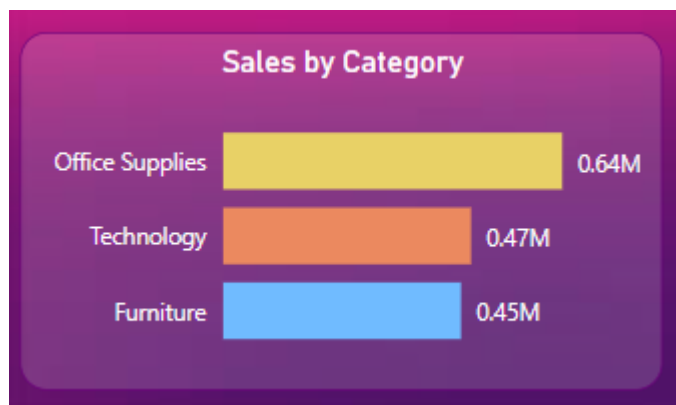
Popular Product Category:

Phones were identified as the most commonly purchased product category. Businesses can leverage this information to tailor marketing efforts and promotional campaigns around these high-demand products.

Sales by Sub-Category

Sub-Category	Sales
Phones	0.20M
Chairs	0.18M
Binders	0.17M

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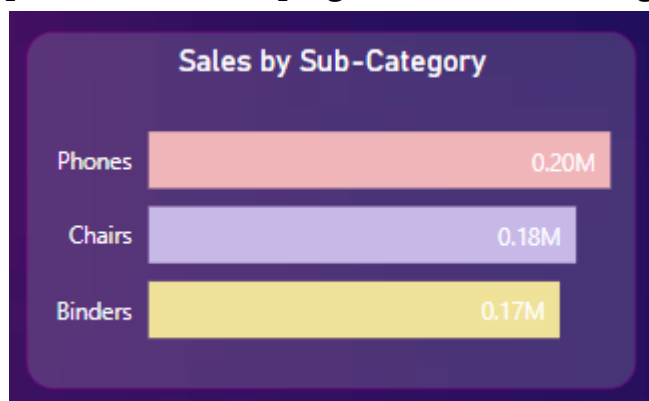
3. Sales Forecasting:

Leveraged historical data and employed time series analysis to generate accurate sales forecasts for the next 15 days. These forecasts can serve as a valuable tool for inventory management, resource allocation, and proactive decision-making.

Super Store Sales Forecast - 15 Days Forecast
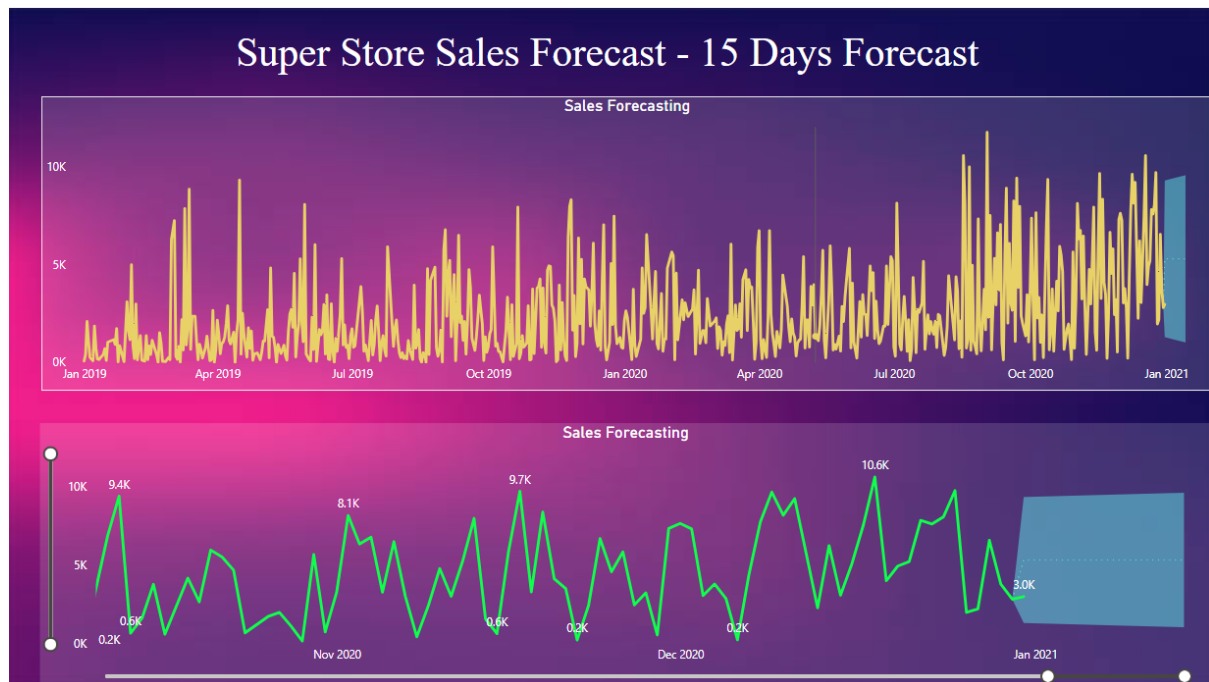
4. Actionable Insights and Recommendations:
The ultimate goal of this analysis is to provide actionable insights that empower strategic decision-making:

- Payment Method Optimization:
Investigate ways to encourage credit card payments, potentially by offering incentives or improving the checkout process.

- Customer-Centric Strategies:
Develop marketing campaigns targeting individual consumers, aligning offerings with their preferences and needs.

- Holiday Campaigns:
Plan special promotions and discounts for November and December to capitalise on peak shopping seasons.

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- Profit Analysis:
Analyse the success factors behind the profitable month of October and replicate those strategies in other months.

- Enhanced Shipping Experience:
Consider refining premium shipping options or educating customers about the benefits of faster shipping.

- Product Mix Management:
Continuously monitor and manage inventory levels of office supplies to meet customer demand.

- Phone Category Enhancement:
Invest in marketing and product availability efforts for phones to continue leveraging their popularity.

Conclusion:

This SuperStore Sales Analysis Dashboard provides actionable insights and accurate sales forecasts based on robust data analysis techniques. By implementing the recommendations derived from this analysis, the business can drive growth, optimise profitability, and enhance customer satisfaction, leading to a more successful and competitive operation.

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