

GLOBAL SUPERSTORE SALES ANALYSIS — CASE STUDY

Tool: Microsoft Excel
Role: Business Analyst
Objective: Analyze Global Superstore’s sales and profitability data to identify performance trends, high-value customers, and margin optimization opportunities.

Project Overview:

This project uses Global Superstore’s multi-year transactional dataset to derive actionable business insights. I performed end-to-end data analysis using Excel — from data cleaning and modeling to dashboard creation and executive reporting.

Process:

Step	Action
1	Cleaned raw data using Power Query (removed nulls, corrected data types, added Profit Margin, Order Year/Month).
2	Analyzed sales performance using Pivot Tables (regional, segment-wise, category-wise).
3	Built an interactive dashboard with slicers, KPIs, and dynamic charts.
4	Created a business report summarizing findings and recommendations.

Key Insights

- Total Sales: ₹12.6M | Total Profit: ₹1.47M | Profit Margin: 11.6%
- Technology & Office Supplies = most profitable; Furniture underperforms.
- Consumer segment = 51% of total sales.
- The East region shows the highest profit margin; the West region has the highest sales.
- Discounts beyond 20% significantly reduce profits.
- Q4 consistently shows seasonal spikes (Nov–Dec).

Dashboard Highlights

KPIs: Total Sales, Total Profit, Profit Margin %, Avg Discount %

Visuals:

- Sales by Region (Map)
- Segment Contribution (Donut)
- Profitability by Category/Sub-Category (Bar Chart)
- Monthly Trend (Line Chart)
- Top 10 Customers (Bar Chart)
- Discount vs Profit (Scatter Chart)

Slicers: Region, Segment, Category, Ship Mode

Recommendations

1. Cap discounts at 20% to prevent profit loss.
2. Review Furniture pricing (especially Tables).
3. Leverage East region's operational model across others.
4. Prioritize the Consumer segment for retention campaigns.
5. Strengthen Same-Day shipping, as it yields higher margins.

Outcome

The final Excel dashboard delivers a concise, interactive view of business performance — enabling data-driven decision-making for sales, profitability, and customer targeting.