



Superstore Sales Analysis Report

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Data Range: 3-7-2025 – 4-7-2025

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◆ Executive Summary

This report presents a comprehensive sales analysis for Superstore, covering key performance indicators and trends derived from order and product data.

Key Highlights:

-  **Total Sales:** \$2,261,537
-  **Top Category:** [Technology]
-  **Best Performing Months:** [November, December, September]
-  **Top Product:** [HON 5400 Series Task Chairs for Big and Tall]
-  **Top Customer:** [Tom Ashbrook]
-  **Top Region:** [West]

Purpose:

To provide strategic insights that support data-driven decisions in product management, customer retention, marketing, and sales optimization.

◆ Key Performance Indicators (KPIs)

KPI	Value	Description
Total Sales	\$2,261,537	Total revenue during the analysis period

Top Product	[HON 5400 Series Task Chairs for Big and Tall]	Product with the highest revenue
Lowest Selling Product	[Avery Hi-Liter Comfort Grip Fluorescent Highlighter, Yellow Ink]	Product with the least sales
Top Customer	[Tom Ashbrook]	Highest spending customer
Top Category	[Technology]	Leading product category
Top Sub-Categories	[Chairs, Storage, Phones]	Best-performing product types
Best Months	[Nov, Dec, Sep]	Highest revenue months
Top Region	[West]	Highest performing region
Top State / City	[Washington/San Francisco]	Most active areas
Top Segment	[Consumer]	Most profitable customer segment
Top Shipping Mode	[Standard Class]	Most used delivery option

◆ Insights & Observations

Product Performance

- The top-selling product was [HON 5400 Series Task Chairs for Big and Tall] with \$957.58 in sales.
- [Avery Hi-Liter Comfort Grip Fluorescent Highlighter, Yellow Ink] consistently underperformed and may require review or removal.

Customer Analysis

- Most active customers belong to the [Consumer] segment.

Category & Sub-Category

- [Technology/Chairs] leads in sales volume and value.

- Sub-category [Fasteners] showed consistent underperformance.



Time-Based Trends

- Sales peaked during [Nov], [Dec], and [Sep].
- Significant drop in [Feb, Jan and Apr], indicating potential for targeted campaigns.



Shipping Modes

- [Standard Class] was the most preferred shipping mode.
- [Same Day / First Class] had low usage and may not justify associated costs.

◆ **Recommendations**



Marketing Focus:

Target [West] with campaigns featuring best-selling products in [Technology].



Inventory Strategy:

Increase stock for top products; consider phasing out underperforming SKUs.



Customer Loyalty:

Develop loyalty incentives for top 10 customers and frequent buyers.



Seasonal Campaigns:

Launch discounts or promotions in low-performing months.



Logistics Optimization:

Evaluate whether faster shipping modes offer actual ROI or can be minimized.

◆ **Appendix**

- [Superstore.xlsx](#)