




Superstore



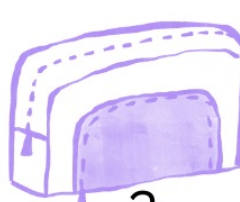
GET MORE. SAVE MORE



**HUNTING AND FINDING TREASURES
AT UNBEATABLE PRICES!**



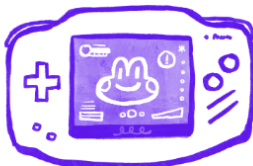
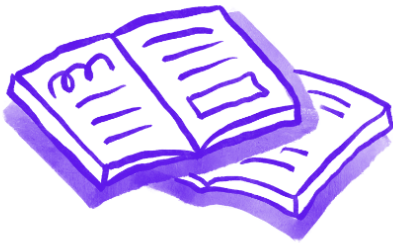
At 123 YAT St., cairo, ST 12345



For more info, please DM @Team 3 Super Store

YAT402A – GROUP 3

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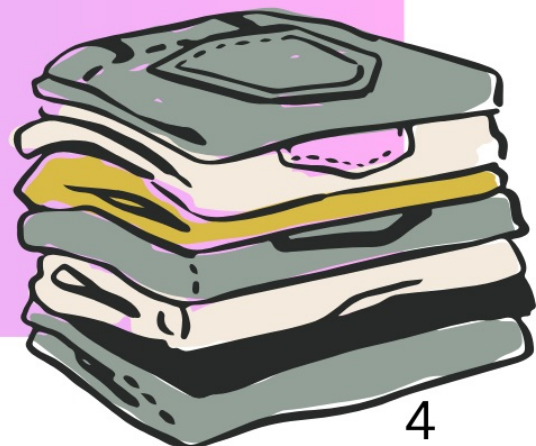


The CEO is launching a new project for the upcoming Black Friday. He needs to determine the highest-profit products, decide which items should be placed near the checkout counters, and identify which products should be displayed in high-visibility areas.



Unlocking Insights: A Holistic Approach to Data Analysis

- **Sales Analysis**
- **Profit Analysis**
- **Product Analysis**
- **Shipping Analysis**





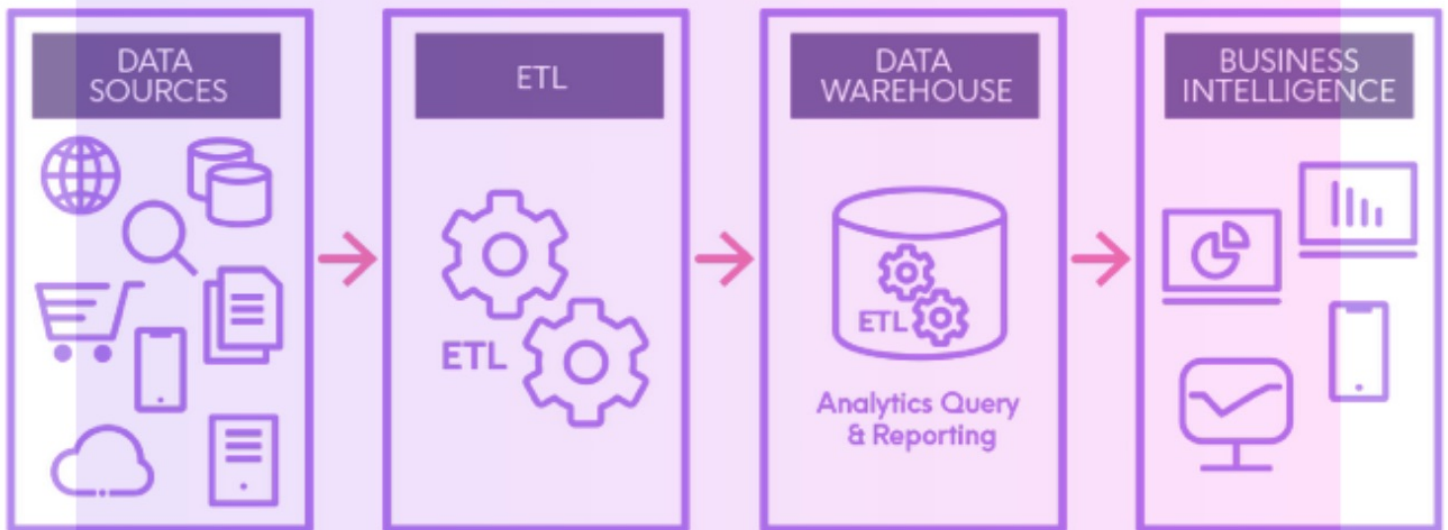
Understanding What Customers Want

Analyzing customer behavior can reveal trends in:

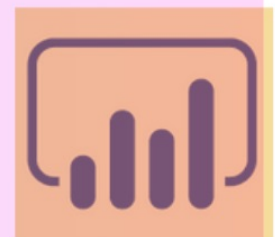
- Frequently bought items
- Seasonal product spikes
- Impulse purchase triggers
- Preferred product categories



Through **ETL & Using Dax**,
Data modeling & Visualization
on PowerBi we were able to
get clear insights.



Power BI



DAX

Insights

- Sales peak in **March, September, and November**. March sales are driven by tax season purchases of Office Supplies and Technology. September sales increase due to back-to-school demand for Furniture, Technology, and Office Supplies. November and December sales rise as customers purchase Technology products, particularly phones, as Christmas gifts.
- At **1,18,448, Nov-17** had the highest Total sales and was **2,520.59%** higher than **Feb-14**, which had the lowest Total sales at **4,520**.
- **Nov-17** accounted for **5.16%** of Total sales.
- The **highest sales** and profits are in California, New York, Pennsylvania, Texas, and Washington.
- The **lowest sales** are in South Dakota, District of Columbia, Kansas, Maryland, and Nevada.
- The **lowest profits** are in North Carolina, Arkansas, Kansas, Oregon, and Nevada.
- Their is **no sales** for the states Montana, North Dakota, Idaho, and Wyoming.
- Technology has the highest sales (**836K**) and profits (**145K**), followed by Furniture (**742K sales, 18K profits**) and Office Supplies (**719K sales, 122K profits**). The South region has the lowest overall profit, with North Carolina being the worst-performing state. The Consumer segment has the highest sales (**1.1M**), followed by Corporate (**706K**) and Home Office (**430K**).
- Identified that profit by technology is **19%** higher than office supplies followed by **688%** higher than furniture.

Recommendations

- Increase marketing efforts for Office Supplies and Technology products during March to capitalize on the tax season.
- Focus on Furniture, Technology and Office Supplies during September to target back-to-school/college sales.
- Promote Technology products, especially phones, as Christmas gifts during November and December.
- Focus on increasing sales and profits in states with low performance such as South Dakota, District of Columbia, Kansas, Maryland, Nevada, North Carolina, Arkansas, Oregon.
- Increase efforts to improve profits in the South region and the Furniture category.
- Conduct market research to understand the needs and preferences of customers in states, Montana, North Dakota, Idaho, and Wyoming. Develop a targeted marketing campaign to raise awareness of the brand and products.
- Continuously monitor and analyse sales and profit trends by product category and segment. Identify opportunities for cross-selling, upselling, and product diversification to maximize sales and profitability, particularly in the Technology, Office supplies, and Furniture categories.
- Explore ways to enhance the customer experience and strengthen customer loyalty across all segments, with a particular focus on the Consumer segment, which has the highest sales. Implement personalized marketing initiatives, loyalty programs, and customer retention strategies to drive repeat business and increase customer lifetime value.

ACHIEVEMENT



*130% Growth in 2025 Sales
compared to 2024 in
Black Friday*