

Tadeusz Ebert

Data Analyst Portfolio | 2025

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Superstore Sales Performance Dashboard (Excel)

Retail Profitability and Regional Performance Analysis

Overview

This Excel dashboard evaluates retail sales performance across product categories, regions, and time (2014–2017). It tracks key metrics such as total sales, profit, and profit margin to identify growth trends, top-performing products, and regional inefficiencies.

Key Findings

- **Overall Performance:** Nearly 10K orders generated **\$2.3M in sales** and **\$286K in profit**, with an average profit margin of **12.5%**.
- **Regional Trends:** The **West region** achieved the highest profitability (~15%), while the **Central region** lagged behind (~8%), suggesting margin optimization opportunities.
- **Category Insights:** **Office Supplies** and **Technology** lead with ~17% margins, whereas **Furniture** trails at only ~2%, indicating pricing or cost inefficiencies.
- **Product Concentration:** Top-selling items are dominated by **office equipment and supplies**, revealing a narrow product revenue base.

Recommendations

- **Improve Central Region Margins:** Reassess pricing, shipping, or discount strategies to raise profitability in underperforming regions.
- **Optimize Furniture Category:** Evaluate supplier costs and pricing to align margins closer to category leaders.
- **Leverage High-Margin Segments:** Focus marketing and sales resources on **Technology** and **Office Supplies** to maximize ROI.
- **Plan Around Seasonality:** Use historical sales peaks (Q4) to forecast inventory needs and improve turnover efficiency.

Skills Demonstrated

- Sales & Profitability Analysis
- Excel Dashboard Design & Visualization
- Regional & Category Performance Insights
- Trend Forecasting & Data Storytelling