# Key Drivers of Superstore Revenue & Profitability

Insights by Region and Category to Guide Strategic Decisions

**Project Summary:** End-to-end analysis of Superstore sales data using Excel and Python to identify revenue and margin drivers and recommend targeted actions.

**Problem / Goal:** The business needed a concise view of which regions and product categories drive revenue and profit — and where margin improvements would have the most impact.

**Approach:**
• Performed data cleaning and validation.
• Built Excel pivot analyses to quickly explore business KPIs for stakeholders.
• Reproduced analyses in a Python notebook for transparency and automation.
• Created executive slide visualizing Sales & Profit by Region and Profit by Category.

**Key Results:**
• West region accounts for the highest sales and profit (top region).
• Technology category yields the largest profits per unit; Furniture shows low margins.
• Identified target: optimize Furniture pricing/promotions and review shipping or discount policies in underperforming regions.

**Actionable Recommendations:**
• Margin recovery in Furniture: Review supplier terms, increase price on low-demand SKUs, and test targeted promotions.
• Regional playbook: Replicate high-performance tactics from the West in the South with tailored promotions and inventory allocation.
• Monitor & automate: Build a weekly dashboard to track margin by category and region; automate anomaly alerts (discount spikes, negative margin orders).

**Deliverables:**
• Superstore_Analysis.xlsx — Excel pivots & charts
• Superstore_Analysis.ipynb & Superstore_Analysis.html — Reproducible notebook
• Sales_Analysis.pptx — Executive summary slide

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**Repository:** https://github.com/edaraja/superstore-sales-analysis