



United State
2019-2020

SUPER STORE SALES DASHBOARD

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AIM AND OBJECTIVE

AIM

The aim of the project is to help the store in
boosting the sales

OBJECTIVE

In This project I have taken the dataset of United State of 2 years which is in the csv format. Then I Imported this data into Power BI for visulization and also done Foecasting using Time Series Analysis to predict next 15 days sales.. To provide Insights about the data to the client



DESCREPTION

The objective can be broken down into the following detailed components:

1. Dashboard Creation :

Identify the KPI's, design an intuitive and visually appealing dashboard , add interactive visulizations and filtering capabilities to allow users to explore the data at various levels of granularity

2. Data Analysis:

Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visulization and charts

3. Sales Forecasting :

Lecerage historic data and apply time series analysis to generate sales forecasts for next 15 days

4. Actionable Insights and Recommendations:

End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarkets's goals for growth , efficiency and customer satisfaction

OVERVIEW

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DATASET

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IMPORTING INTO
POWER BI

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INSIGHTS

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Strategy





ABOUT DATASET



The dataset comprises sales data from a superstore in the United States, containing 23 columns and 5903 rows. before data cleaning each row and the data type are discuss further

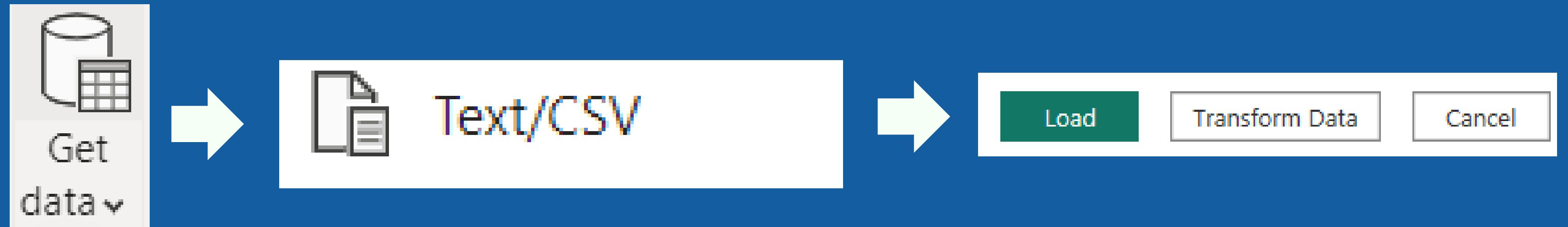




Power BI



IMPORTING DATA INTO POWER BI





DATA TRANSFORMATION



1. DATA CLEANING

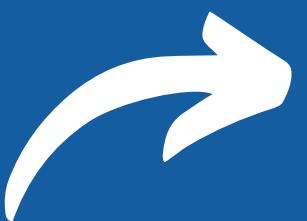
Remove Empty Columns: Two columns, ind1 and ind2, were found to be empty and were therefore removed from the dataset.

Replace Missing Values: Any cells containing "#N/A" were replaced with "0" to standardize missing values across the dataset.

APPLIED STEPS	
Source	⚙
Promoted Headers	⚙
Changed Type	
Sorted Rows	
Replaced Value	⚙
Removed Columns	✖

2. DATA NEW COLUMN USING DAX

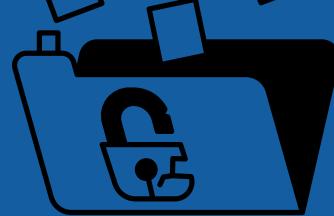
A new column named "Avg Delivery Day" was created using Data Analysis Expressions (DAX). This column calculates the average delivery day for each order by subtracting the order date from the shipping date.



Avg Delivery Day
7
6
4
7
5

```
1 Avg Delivery Day = DATEDIFF('SuperStore_Sales_Dataset'[Order Date], 'SuperStore_Sales_Dataset'[Ship Date], DAY)
```





3. Creating New Table using DAX

with the help of dax we are creating new table which will give you aggregate to find the total sales by day



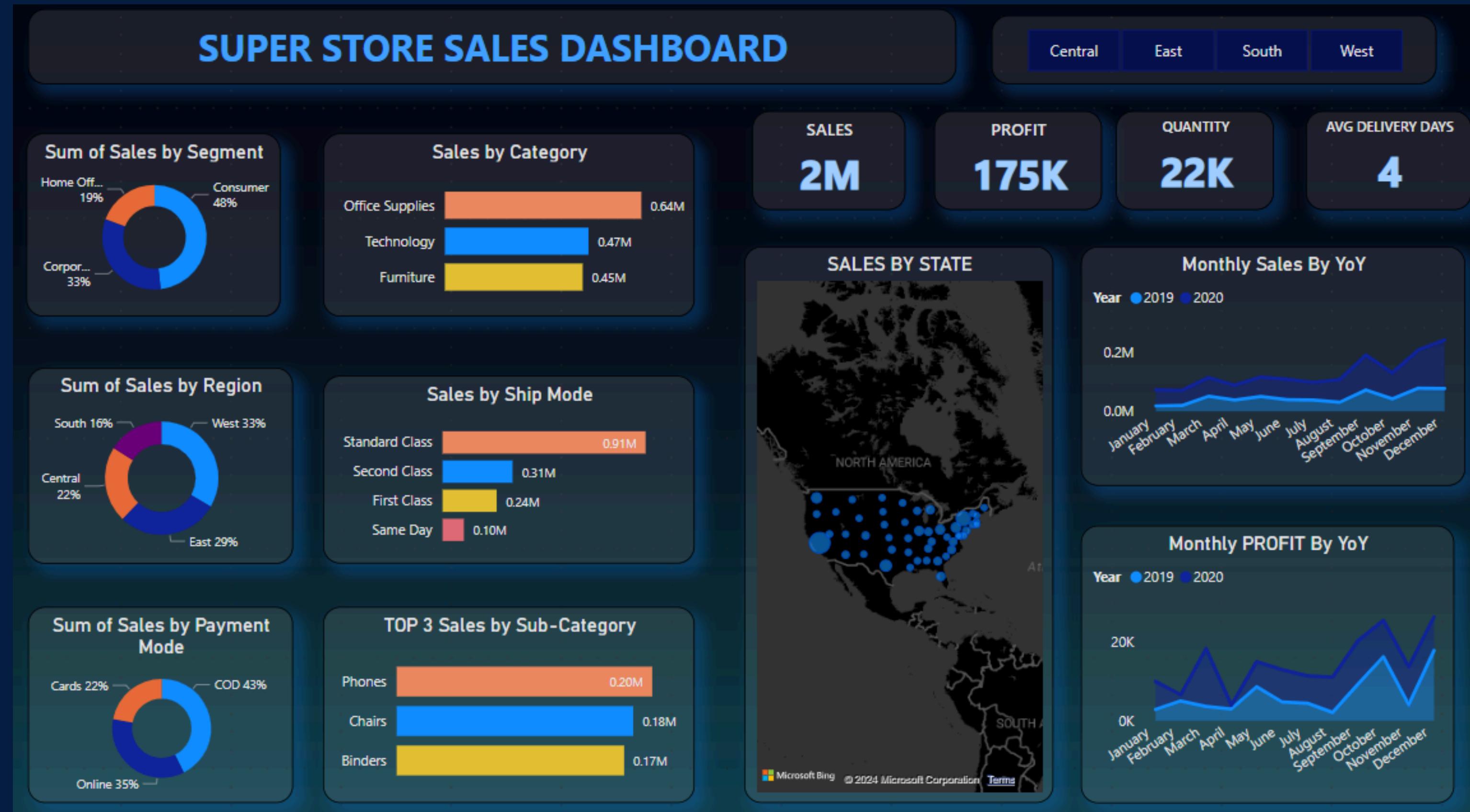
Order Date	Total Sales
01-01-2019 00:00:00	73.94
08-07-2020 00:00:00	3374.264
07-07-2020 00:00:00	2269.25
06-07-2020 00:00:00	642.378
10-07-2020 00:00:00	570.214
09-07-2020 00:00:00	2114.214
05-07-2020 00:00:00	927.354
03-07-2020 00:00:00	8148.404

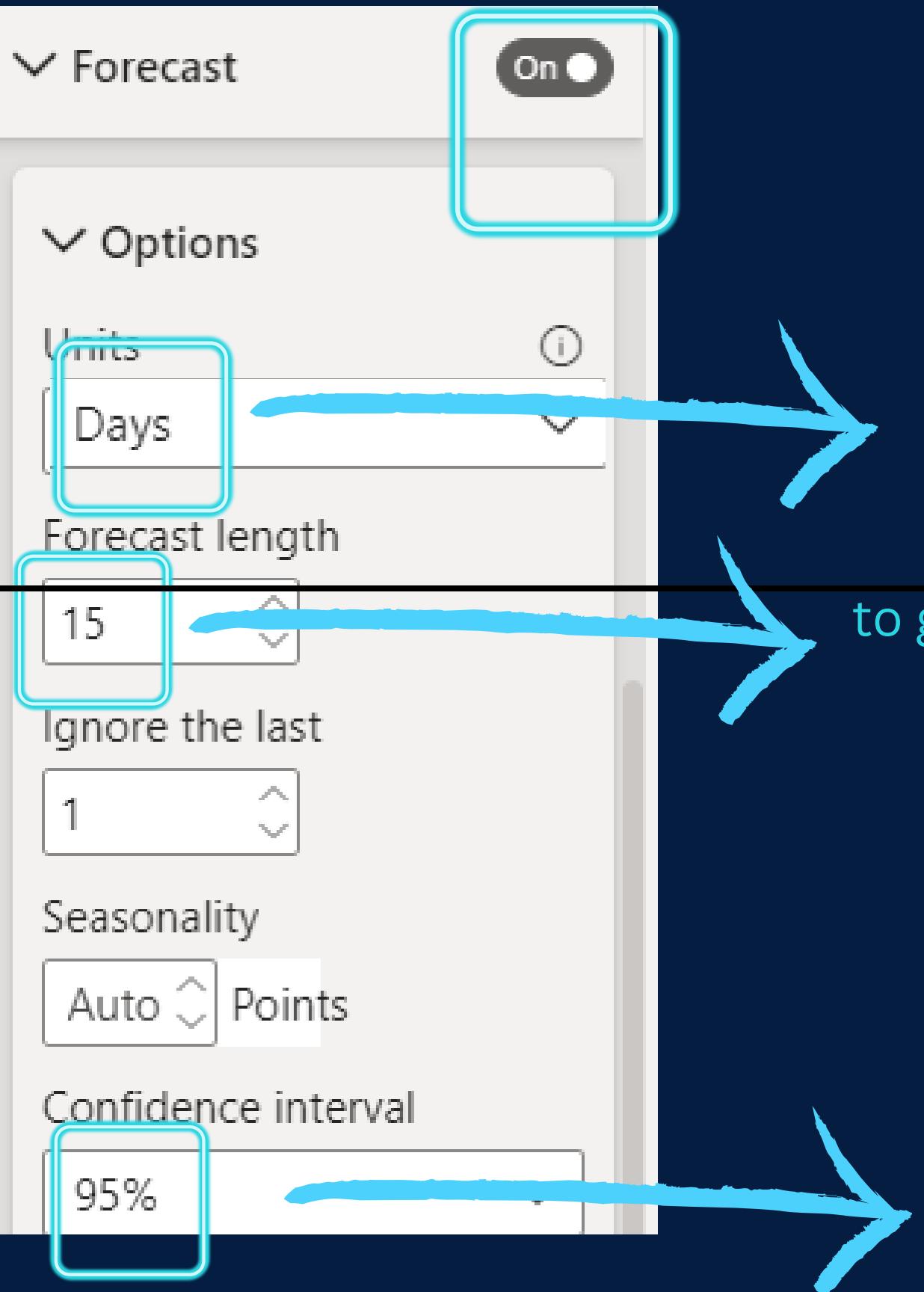
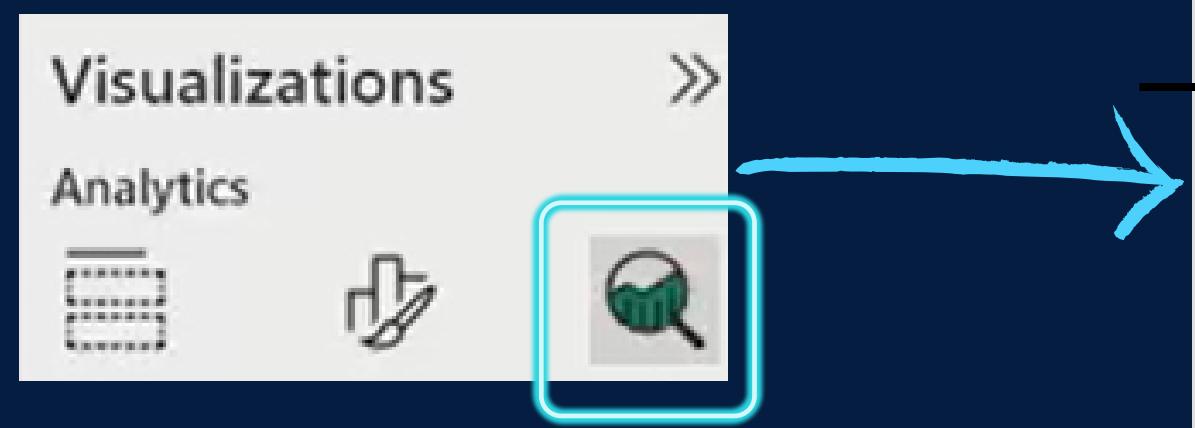
```
1 Saleforcast = SUMMARIZE('SuperStore_Sales_Dataset','SuperStore_Sales_Dataset'[Order Date],"Total Sales",sum(SuperStore_Sales_Dataset[Sales]))
```

	DESCREPTION	DATA TYPE
Row ID+O6G3A1:R6	THIS IS THE ROW ID	INT
Order ID	when you order something it will create unique id	TEXT
Order Date	date when you order the product	DATE
Ship Date	onsidering the product get delivered	DATE
Ship Mode	the mode of shipping(FIRST CLASS, Second Class , Same day ,Standard Class)	TEXT
Customer ID	the id of customer	TEXT
Customer Name	name of customer	TEXT
Segment	DIFFRENT TYPE OF CUSTOMER SEGMENTS Corporate,Consumer, Home Office	TEXT
Country	United States	TEXT
CITY	DIFFRENT CITY OF UNITED STATE	TEXT

State	DIFFRENT STATE OF UNITED STATES	TEXT
Region	DIFFRENT REGION OF UNITED STATE EAST WEST CENTRAL SOUTH	TEXT
Product ID	id of the product	TEXT
Category	CATEGORY OF PRODUCT FURNITURE , OFFICE SUPPLIES , TECHNOLOGY	TEXT
Sub-Category	THIS IS SUB CATEGORY OF PRODUCT	TEXT
Product Name	NAME OF THE PRODUCT	TEXT
Sales	Sales of product	DECIMAL
Quantity	quantiy of product	INT
Profit	THIS IS PROFIT	DECIMAL
PAYMENT MODE	Type of payment mode customer used to buy	TEXT
AVG DELIVERY DAY	THIS IS CALCULATED USING DAX	WHOLE NO

DATA VISUALIZATION





select day

to get next 15 day sales

how much are you
confident about
your data

FORCASTING

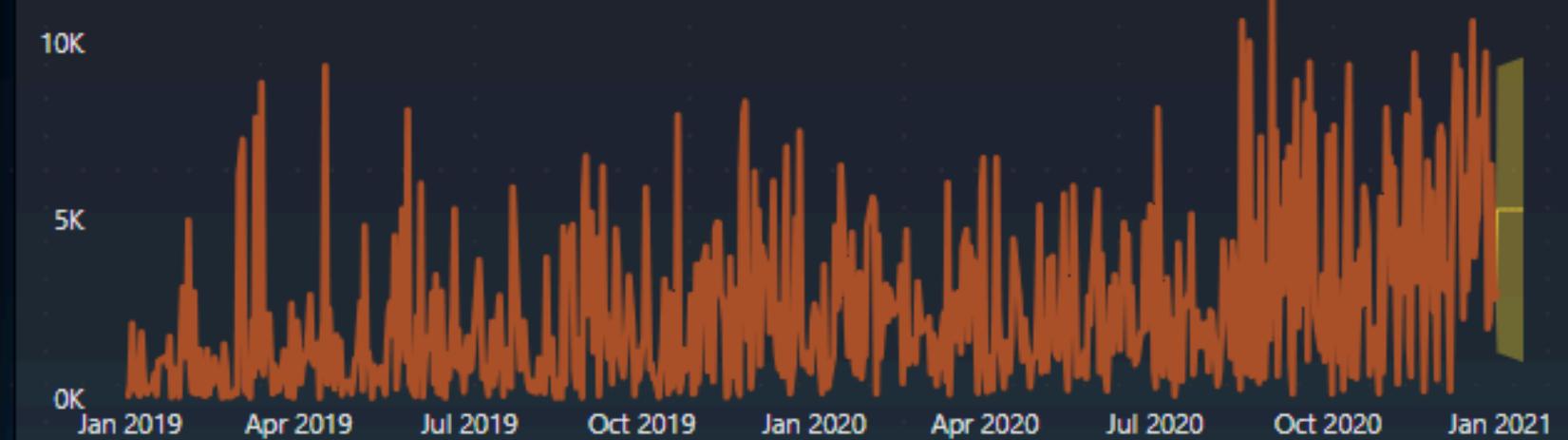
Super Store Sales Forcast-15 Days Forecast

January February March April May June July August September October November December

Sum of Sales by Month

January	0.07M
February	0.07M
March	0.12M
April	0.09M
May	0.12M
June	0.11M
July	0.10M
August	0.11M
Sept...	0.19M
October	0.13M
Novem...	0.21M
Decem...	0.24M

Sum of Sales by Year, Quarter, Month and Day



Sum of Sales by Year, Quarter, Month and Day



TOP 10 Sales By State

California	0.34M
New York	0.19M
Texas	0.12M
Washin...	0.09M
Pennsyl...	0.08M
Ohio	0.07M
Illinois	0.06M
Florida	0.05M
Michigan	0.05M
North C...	0.04M

Insights from Sales Dashboard:

1. Preferred Payment Method:

- Cash on delivery is the most preferred payment method among customers.

2. Regional Sales Performance:

- The West region leads in sales with 32%, followed by the East region with 28%.

3. Sales by Customer Segment:

- Consumer segment contributes the highest sales at 40%, followed by corporate at 33%, and home office at 19%.

4. Sales by Product Category:

- Office supplies category records the highest sales volume.

5. Preferred Shipping Mode:

- Majority of customers opt for standard class shipping mode.

6. Top Selling Sub-Categories:

- The top three selling sub-categories are mobile, chair, and binder.

7. Overall Performance Metrics:

- Total sales amount to \$2 million, with a profit of \$175,000 and a quantity of 22,000 units.

- The average delivery time is 4 days.

8. Seasonal Trends:

- December sees the highest sales volume.
- Profit peaks from October to December.

STRATEGY TO INCREASE THE SALES

1. Payment Method Optimization: Introduce incentives to encourage online payments and reduce reliance on cash on delivery.
2. Regional Focus Strategies: Implement targeted marketing campaigns and promotions in high-performing regions like the West and East.
3. Segment-specific Marketing: Tailor marketing efforts to consumer preferences within each segment to maximize sales potential.
4. Product Category Expansion: Invest in expanding product offerings in high-selling categories such as office supplies.
5. Shipping Experience Enhancement: Streamline shipping processes and offer faster delivery options to improve customer satisfaction.
6. Sub-category Promotion: Highlight top-selling sub-categories through featured promotions and marketing efforts.
7. Seasonal Sales Strategies: Plan seasonal sales and promotions to capitalize on peak sales periods observed in December.

LEARNING

Incorporated data analysis techniques, specializing in time series analysis , to deliver valuable insights , accurate sales forecasting and interactive dashboard creation, driving business success



Thank's You!

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portfolio

