

Superstore Sales Analysis

Oeson Engagement: key insights and findings

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AREA OF INTEREST:

- Data Analyst
- Business Analyst
- Data Science



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Outlines

- Introduction
- Project Objectives
- Data Description
- Data Exploration and Preparation
- Insights
- Recommendations
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- Appreciation



Introduction

- As the head of sales, I am thrilled to introduce a strategic initiative aimed at expanding our retail products company into new markets.
- This effort is designed to foster enduring customer relationships, gain insights into local preferences, and customize our product offerings. By harnessing data-driven insights and creative marketing strategies, we will pinpoint growth opportunities and enhance our brand visibility.
- The focus of this project is to model the superstore datasets to gain valuable insights into the sales, profitability and customer behaviour across different regions.
- With the help of Tableau to develop a dynamic dashboards, we will evaluate essential performance metrics such as sales trends and customer demographics to formulate recommendations that boost revenue, streamline inventory, and enhance overall operational efficiency.

Objectives

- Analyze regional differences in sales performance, pinpointing the most and least profitable areas.
- Assess significant fluctuations or seasonal trends in sales over time. Identify which product categories yield the highest and lowest revenue.
- Recognize states with notably high or low profit margins and investigate the underlying factors driving these trends. Examine patterns, clusters, and anomalies in the correlation between sales and profit.
- Determine which customer segments contribute the most to profits and which ones generate the highest sales volume.
- Evaluate order frequency patterns to extract insights for better inventory management.
- Develop a thorough understanding of customer behavior and regional dynamics. Create an interactive dashboard for enhanced data visualization.

Data Description

- The superstore dataset contains 29 fields with 9,994 Rows of data having the OrderID, Order Data, Category and Subcategory, segments, Sales, Profit, Country, States and Region with other columns.
- Text/String Data Type: Represents text or string values such as customer names, product categories, and regions.
- Number Data Type: Represents numerical values, which can be either whole numbers or decimals examples are Order Count, Product ID, Sales Amount, Profit Margins
- Geographic Data Type: Indicates: Represents location-based values, including city, country, latitude, and longitude examples are Country, State, City, Zip Code, Latitude/Longitude.



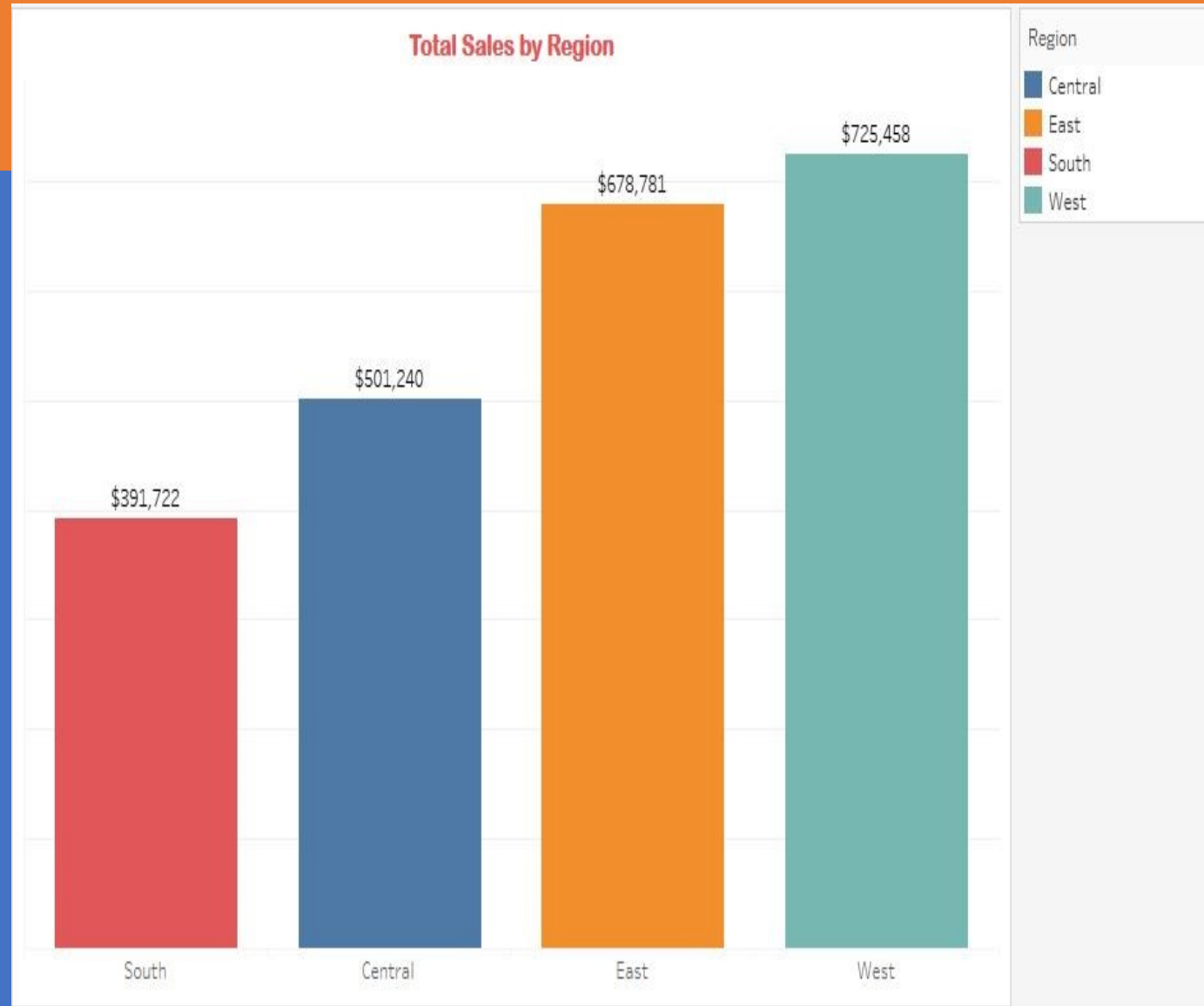
Data Exploration and Preparation

1. The datasets were organized and examined by verifying the data types, which I confirmed to be both accurate and consistent. In terms of missing values and duplicates.
2. A review of the columns revealed that there were no missing or null values present.
3. Regarding outliers, the datasets showed no outliers, as all data points were within expected ranges.

Insights

The west region has the highest sales of \$725,458 followed by East region of \$678,781 and central Region with \$501,240.

The lowest sales came from South Region with a total of \$391,722.



Insights

In 2017, sales reached their peak, with Technology generating \$271,731, office supplies at \$246,097, and furniture totaling \$215,387.

In comparison, Technology sales in 2016 were \$226,364, while furniture sales were \$198,901.

Notably, furniture sales surpassed office supplies, which amounted to \$183,940 that year. Additionally, 2014 outperformed 2015, with furniture sales recorded at \$170,518.

Monthly sales trends



Insights

The segment serves as a crucial indicator for total sales across the table.

The consumer category accounts for 50.6% of sales, representing more than half, while the corporate category follows with 30.7%.

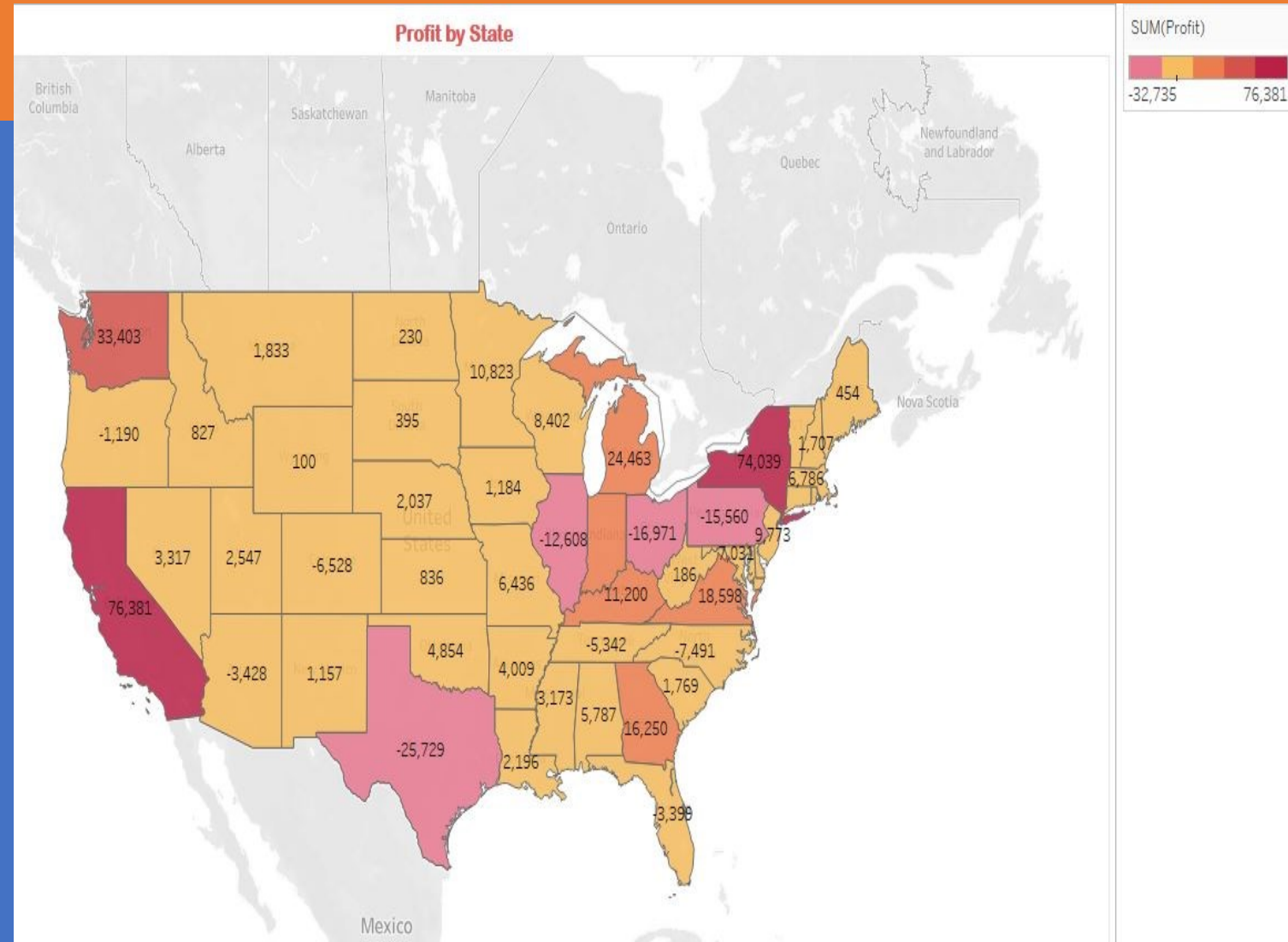
The home office category ranks lowest at 18.7%.

Sales by Category



Insights

With a remarkable profit of \$76,381, California stands out as the top-performing state, whereas Texas recorded the most significant loss of -\$25,729



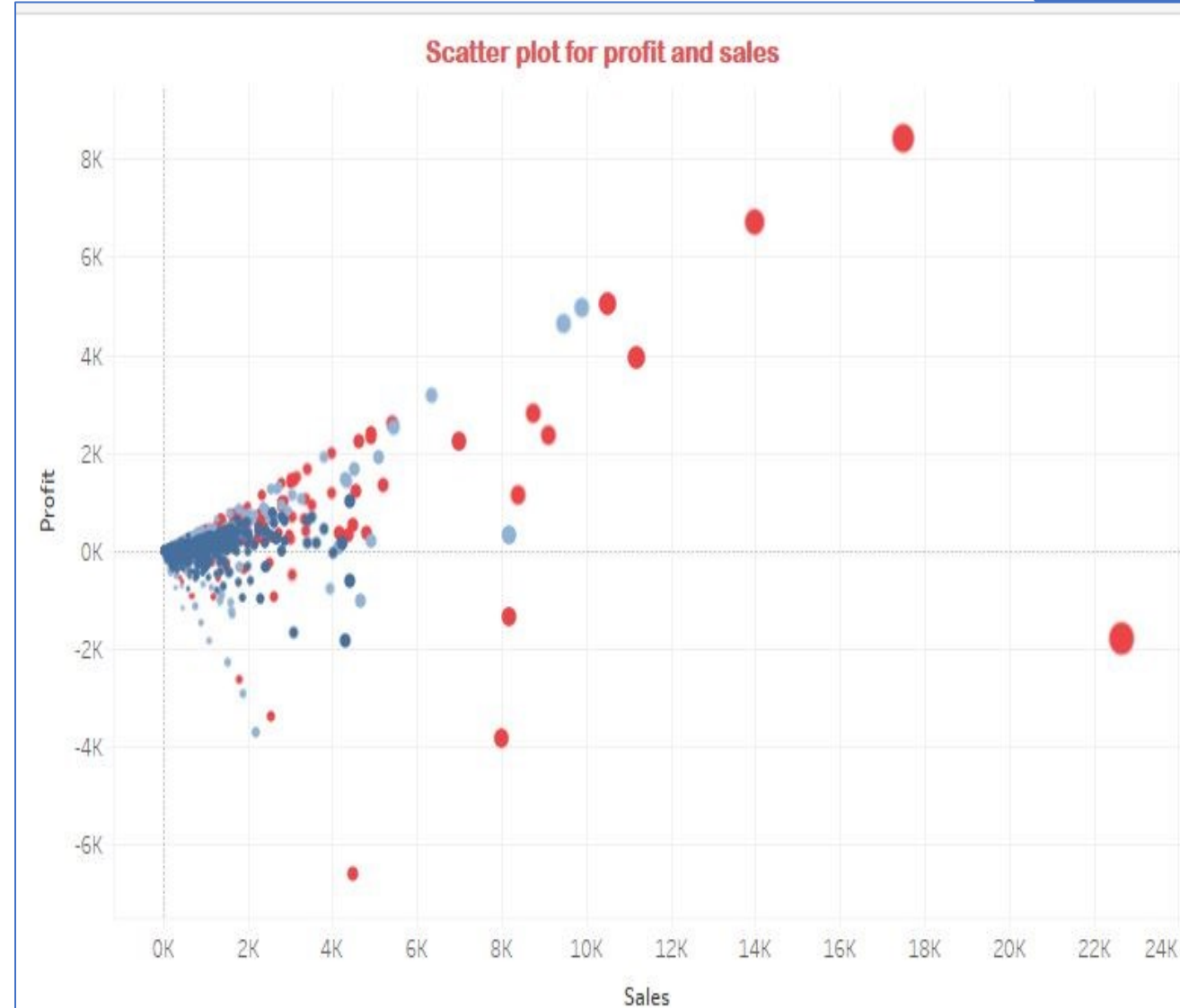
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Insights

The Technology category achieved the highest profit in 2016, totaling \$8,400 from sales of \$17,500.

However, it also experienced a loss of -\$1,871 on sales of \$22,638 in 2014, despite 2017 showing the highest profit during specific months.

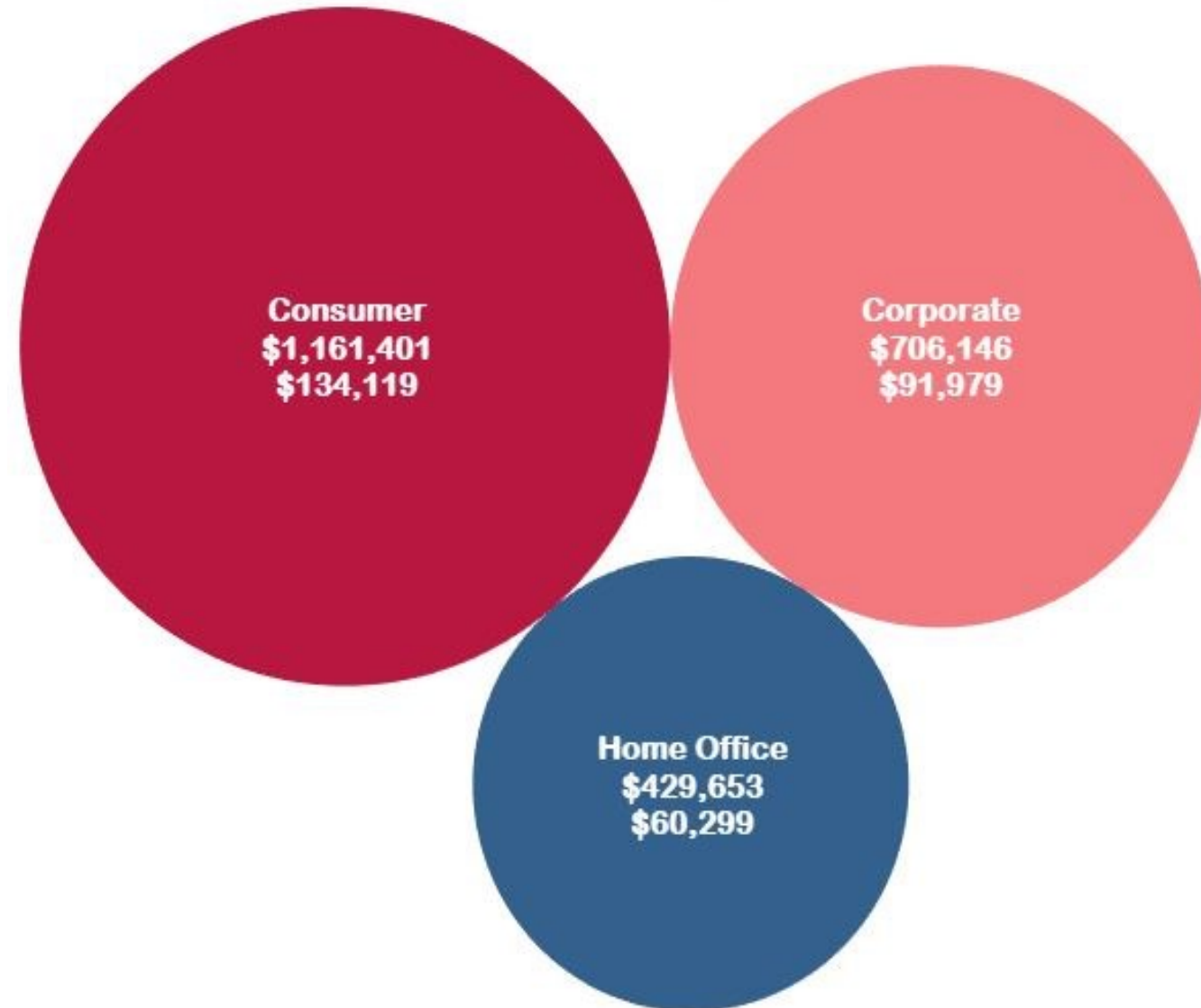
In contrast, the Furniture category recorded the lowest profit, as its sales figures lagged behind those of other categories.



Insights

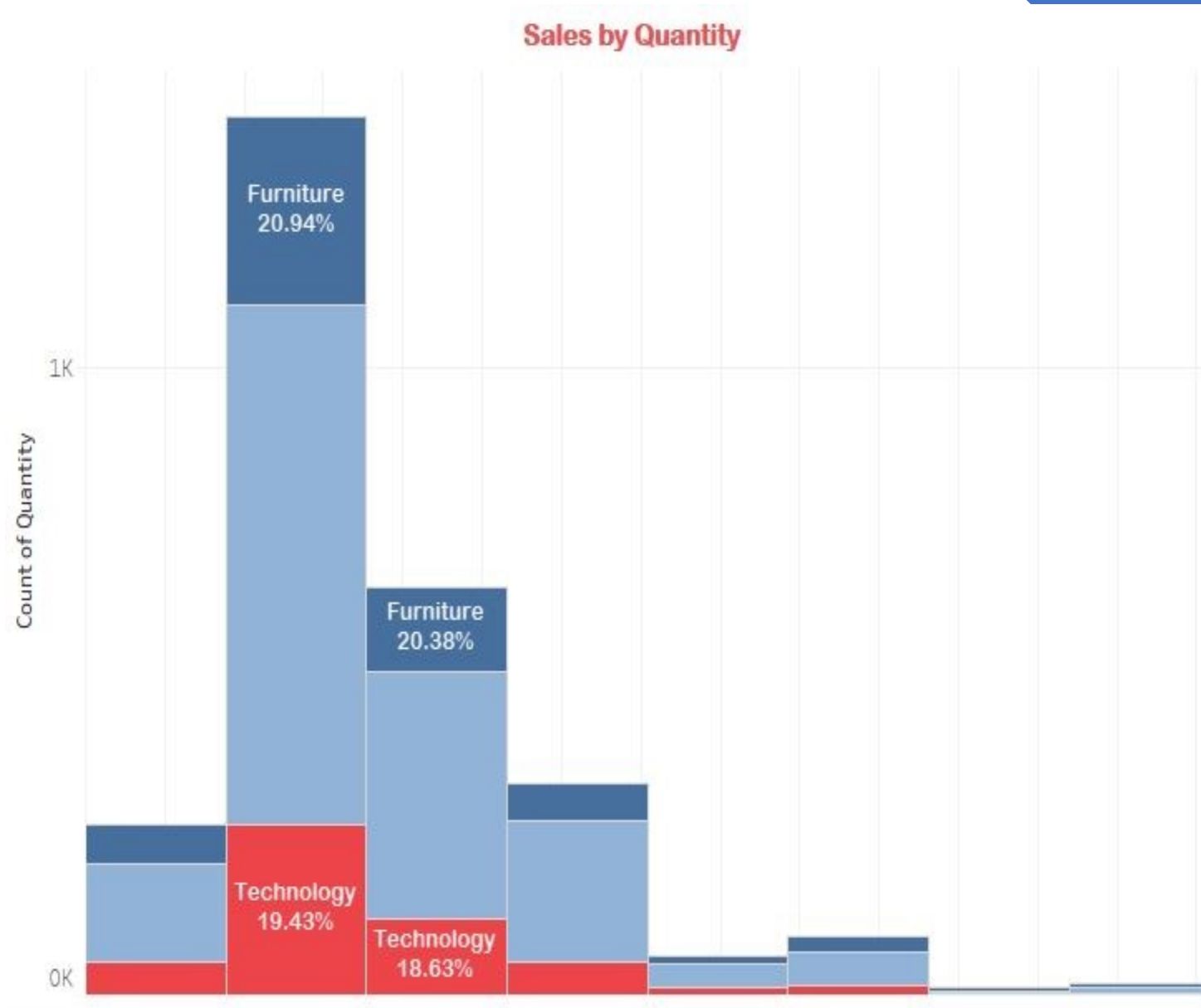
- The Consumer Segment stands out as the strongest, boasting \$1,161,401 in sales and \$134,119 in profit.
- The Corporate Segment is also performing well, with \$706,146 in sales and \$91,979 in profit, indicating a favorable outlook for bulk sales.
- The Home Office Segment is the least robust, with \$429,653 in sales and \$60,299 in profit, which points to areas that require improvement.

Customer segment Analysis



Insights

- Office supplies account for the highest sales percentages in various categories, with figures of 66.07%, 61.00%, and 59.63%.
- Furniture comes in second, showing sales of 20.94% and 20.38%.
- Technology lags with the lowest total of orders at 19.43%, followed by 18.63% and 16.17%.





Sales Superstore Dashboard

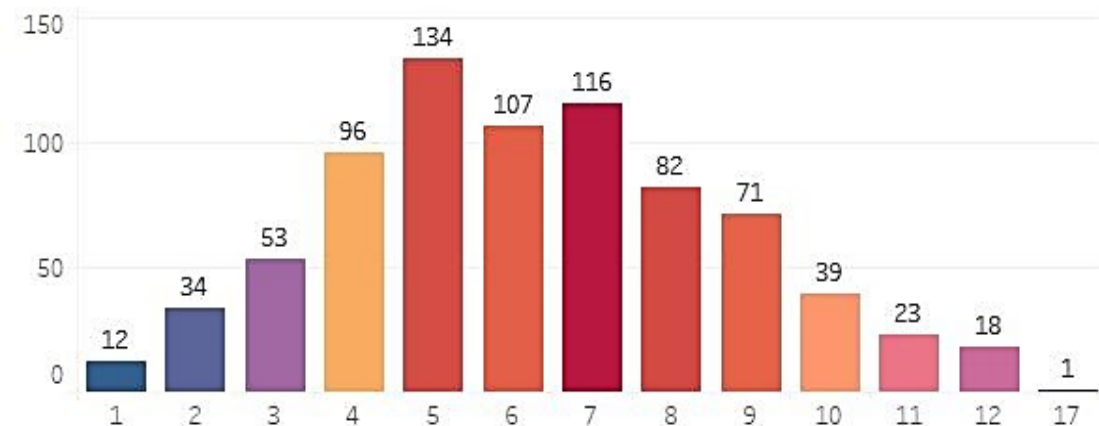
\$679K
Total Sales

\$92K
Total Profit

1,401
Total Order

674
Total Customer

Customer Order

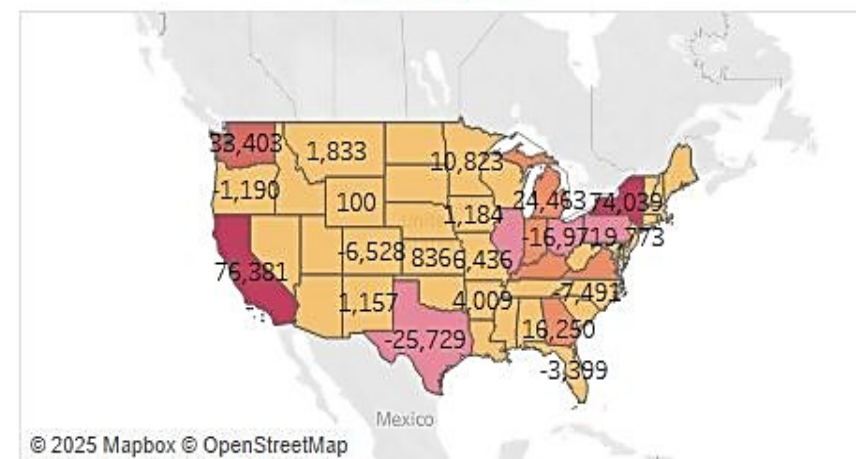


Sales of product by Year

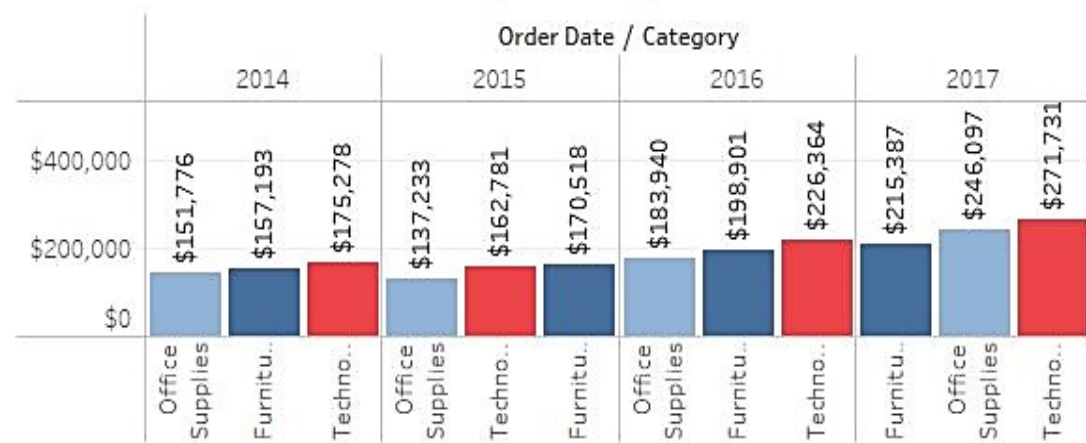
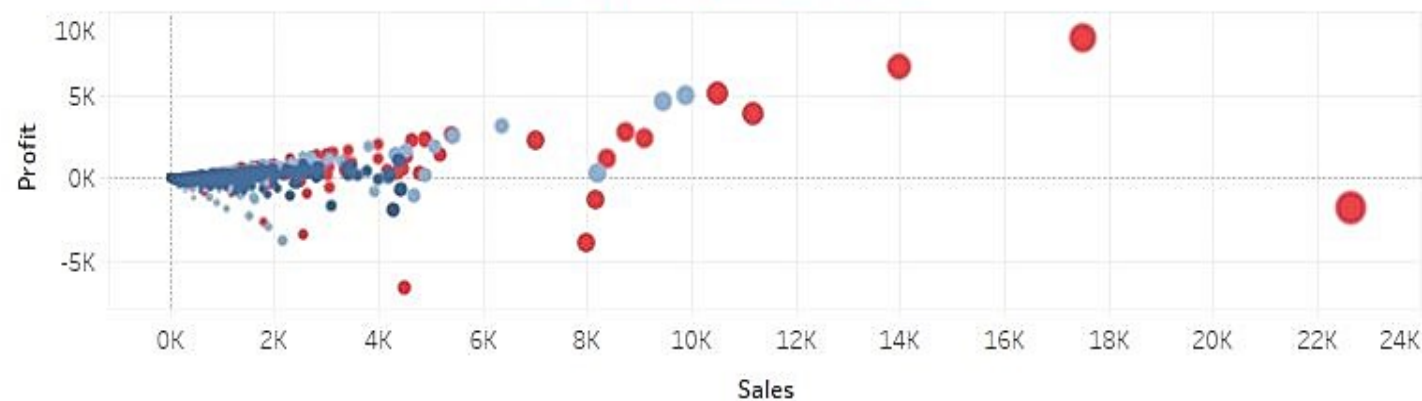
Sales by Category



Profit by State



Scatter plot for profit and sales





Sales Superstore Dashboard

\$2,297K
Total Sales

\$286K
Total Profit

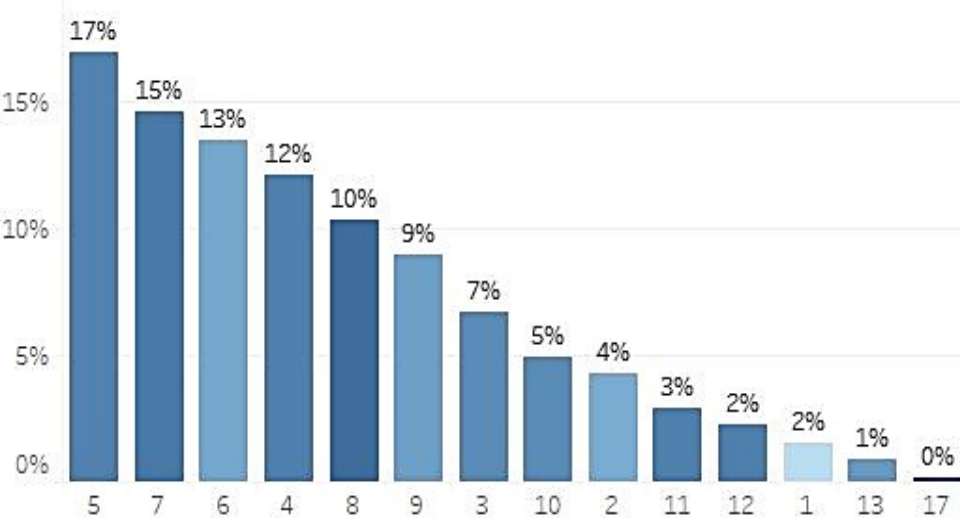
5,009
Total Order

793
Total Customer

Total Sales by Region



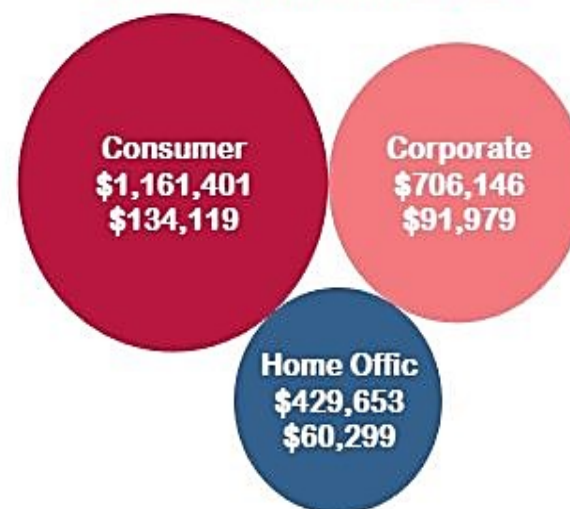
Customer % Total



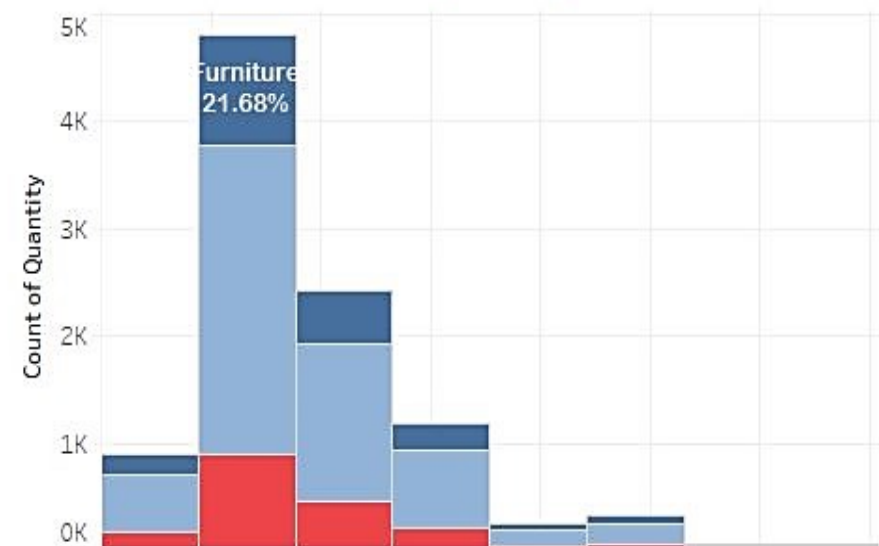
Monthly Sales Trends



Customer segment Analysis



Sales by Quantity



Recommendation

- Seasonal promotions and effective inventory management during the months of September and November are crucial for enhancing profits and revenue generation. Additionally, implementing improved strategies to drive sales in January and February is essential.
- Focusing on sub-categories such as technology, furniture, and electronics can optimize sales and lead to increased revenue. Regions with strong performance, such as California and Michigan, contribute significantly to sales and profitability.
- Conversely, the southern region has shown the lowest sales performance, warranting further investigation into the underlying causes. It may be beneficial to consider repositioning products based on customer feedback and market analysis.
- Offering incentives and promotions tailored to specific consumer segments can boost sales volumes while also encouraging repeat purchases and fostering brand loyalty.
- Gathering strategic customer feedback will be instrumental in elevating the home office's sales performance.



Conclusion

This analysis has facilitated the identification of critical insights and regional sales performance strengths, focusing on maximizing growth in high-performing areas. This approach is expected to enhance income generation by year-end..

The findings underscore significant opportunities to enhance sales, refine pricing strategies, and boost profitability. Additionally, fostering collaboration among sales, marketing, and inventory management teams is essential to ensure that insights derived from sales performance analysis.

The dashboard serves as a valuable tool for businesses to pinpoint growth opportunities, optimize pricing strategies, allocate budgets effectively, and enhance customer retention efforts.

Focusing on high-performing regions, leveraging the Technology category, and expanding bulk and corporate sales will be pivotal in driving revenue growth. Seasonal trends reveal peak months where targeted marketing initiatives can significantly elevate sales, while improved inventory management

By following these recommendations, businesses can achieve sustainable growth, enhance customer retention, and secure long-term profitability, thereby establishing a robust competitive edge in the market.

Thank you

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Thank you

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