

# Superstore Sales Analysis

## Project Overview

This project analyzes sales data from a retail superstore to identify sales trends, product performance, regional insights, and customer behaviour using SQL and Power BI.

## Tools Used

- PostgreSQL (SQL)
- Power BI
- GitHub

## Business Questions Answered using SQL.

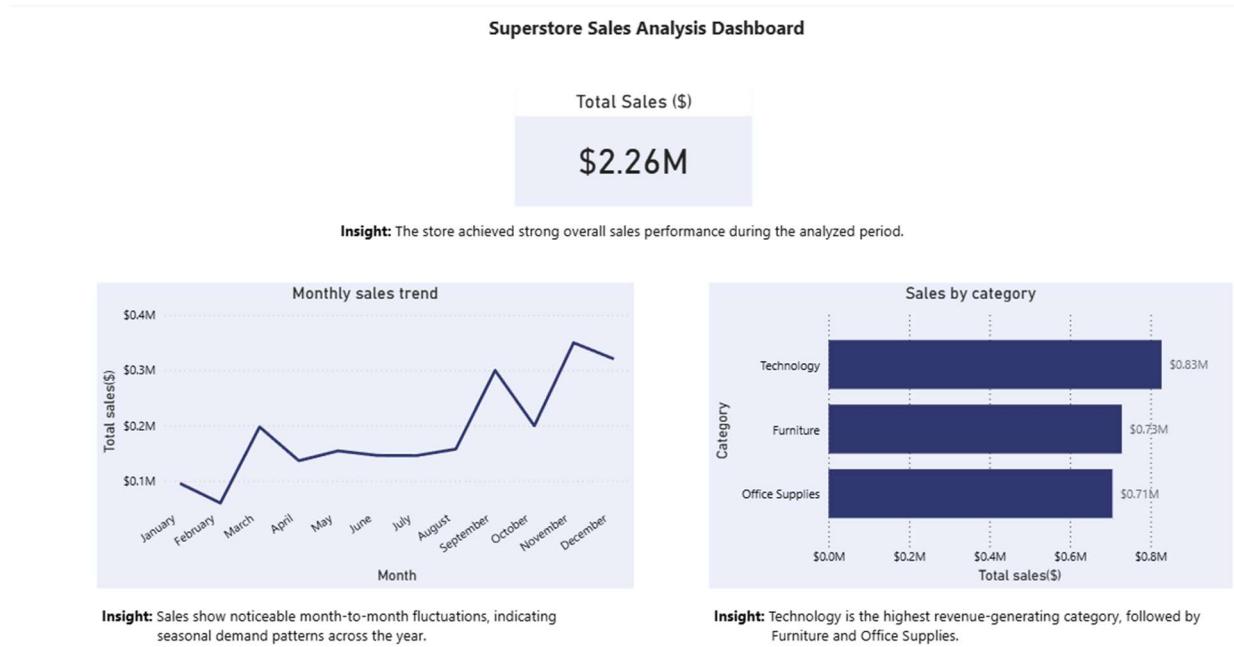
1. What is the total sales generated by the store?
2. How are sales trending over time (monthly)?
3. How do sales compare year over year?
4. Which product categories generate the highest sales?
5. Which sub-categories drive sales within each category?
6. Which regions generate the highest sales?
7. Which are the top 10 states by total sales?
8. Who are the top 10 customers by total sales?
9. How does sales vary across customer segments?
10. Are sales concentrated among a few customers?

## Key Insights

- The store generated total sales of ₹2261536.78 over the observed period.
- Sales show noticeable monthly fluctuations, indicating seasonality.
- Technology is the highest revenue-generating category.
- The West region contributes the highest share of total sales.
- Sales are highly concentrated among a small group of top customers, indicating potential dependency risk.

# Dashboards

## 1. Sales Overview Dashboard



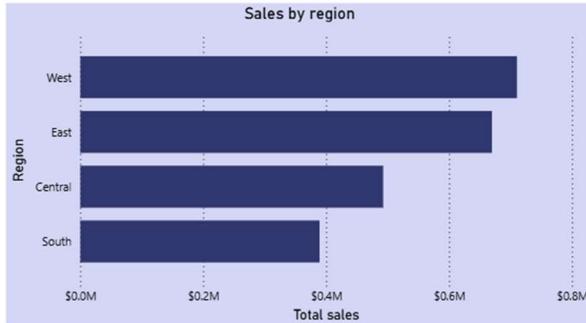
### Purpose:

Provides a high-level view of overall sales performance, monthly trends, product category contribution, and regional distribution.

### Key Insights:

- The store generated strong overall sales during the observed period.
- Monthly sales show fluctuations, indicating seasonal demand patterns.
- Technology is the top revenue-generating product category.

## 2. Customer Analysis Dashboard



**Insight:** Sales performance is uneven across regions, with the West contributing the largest share of revenue, indicating strong regional demand concentration.

**Top 10 Customers by Total Sales**

Sl. no	Customer_name	Sum of sales
1	Sean Miller	22,638.48
2	Tamara Chand	17,499.95
3	Raymond Buch	13,999.96
4	Tom Ashbrook	11,199.97
5	Hunter Lopez	10,499.97
6	Adrian Barton	9,892.74
7	Sanjit Chand	9,449.95
8	Bill Shonely	9,099.93
9	Sanjit Engle	8,749.95
10	Christopher Conant	8,399.98

**Insight:** Sales are highly concentrated among a small group of customers, indicating that a significant portion of total revenue depends on retaining these high-value accounts.

### Purpose:

Focuses on identifying high-value customers and understanding sales concentration.

### Key Insights:

- A small group of customers contributes a significant share of total revenue.
- Sales concentration highlights the importance of retaining top customers to maintain revenue stability.
- The West region is the highest-performing region in terms of total sales.

### Power BI Report

The interactive Power BI report is available in this repository:

 File: "superstore dashboard.pbix"

The SQL queries used for analysis are included in the repository.

## **Conclusion & Business Impact**

This analysis highlights the key drivers of sales performance across time, products, regions, and customers.

- Sales trends show clear month-to-month variation, indicating the presence of seasonality that can be leveraged for more effective campaign planning and inventory management.
- Product category analysis reveals that revenue is not evenly distributed, with specific categories contributing a larger share of total sales, helping prioritize high-impact product segments.
- Regional analysis shows that sales performance varies significantly by geography, with certain regions consistently outperforming others, suggesting opportunities to replicate successful regional strategies.
- Customer-level analysis indicates that a small group of customers accounts for a disproportionate share of total sales, emphasizing the importance of retaining high-value customers and managing revenue concentration risk.

Overall, this analysis enables stakeholders to move from descriptive reporting to data-driven decision-making by identifying where sales are generated, how demand changes over time, and which customers and regions matter most for sustained growth.