

Super Store Sales Forecasting

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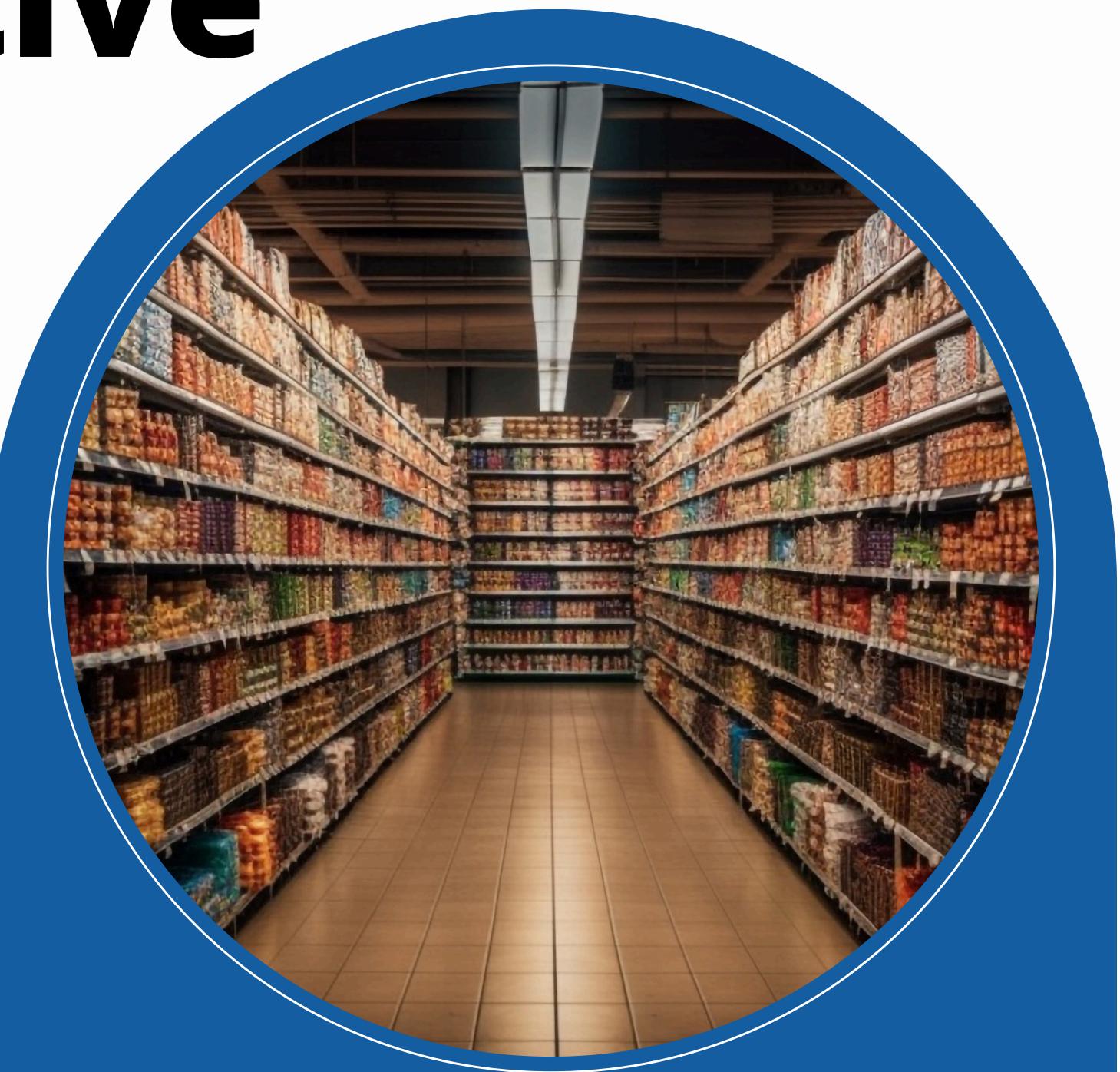
Agenda

- ▶ Project Objective
- ▶ Dashboard Screenshot
- ▶ Sales Insights
- ▶ Future Strategies
- ▶ Project Overview
- ▶ Conclusion



Project Objective

- The project aims to contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.
- The SuperStore Sales Forecasting PowerBI Dashboard project showcases a comprehensive data analytics approach to enhance business performance.
- This project involves cleaning the dataset, loading it into PowerBI, and creating an interactive dashboard to visualize key metrics and trends.



Super Store Sales Dashboard

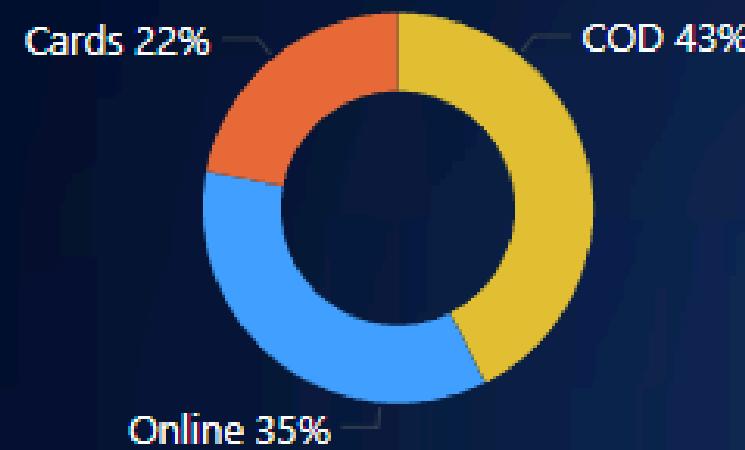
Central

East

South

West

Sales by Payment Mode



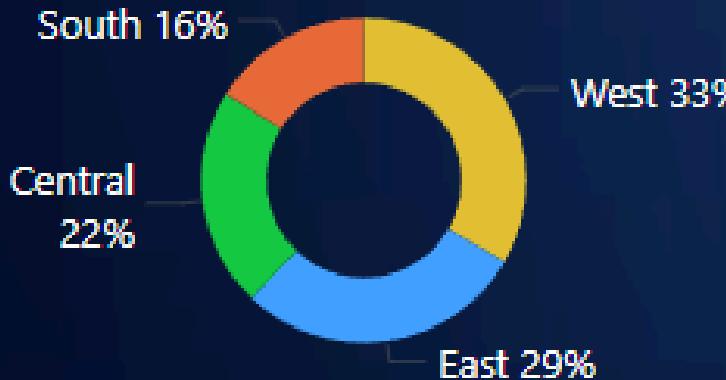
Sales
1.6M

Orders
22K

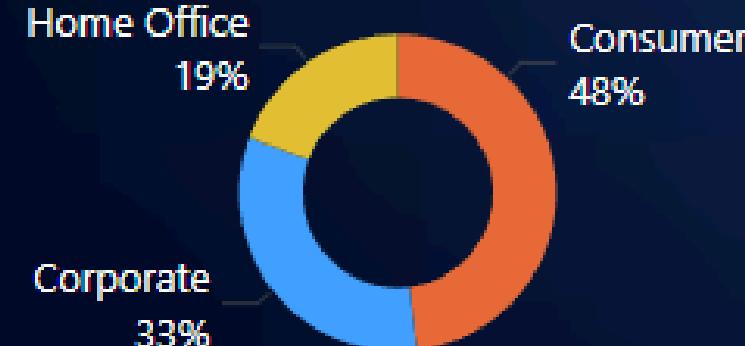
Profit
175K

Ship
4

Sales by Region

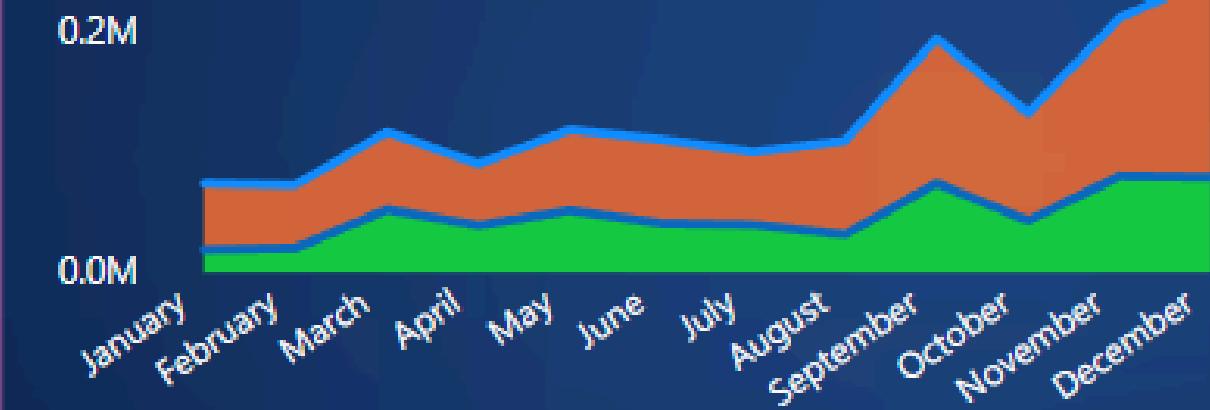


Sales by Segment

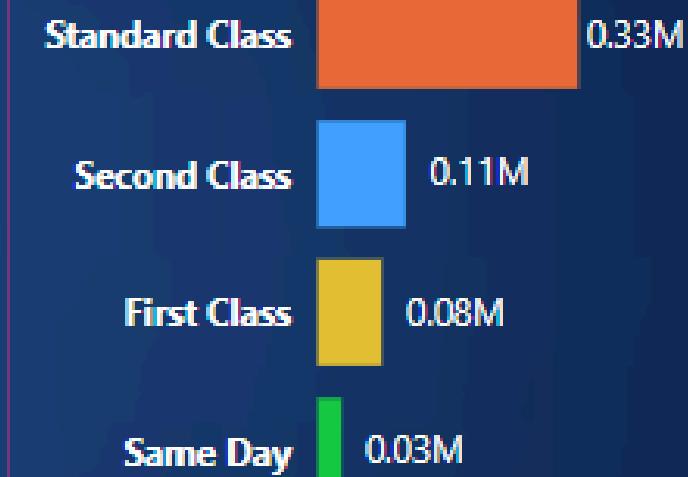


Sales by Month

Year ● 2019 ● 2020

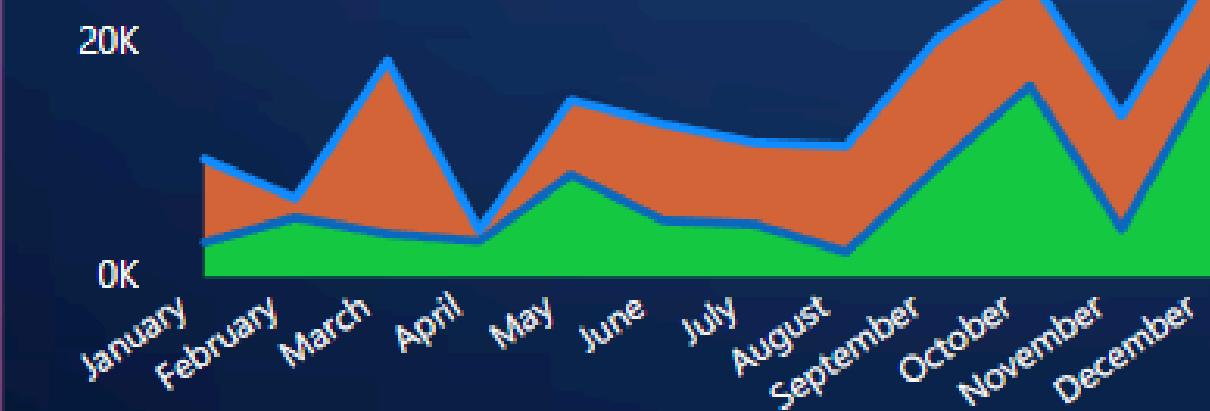


Sales by Ship Mode



Profit by Month

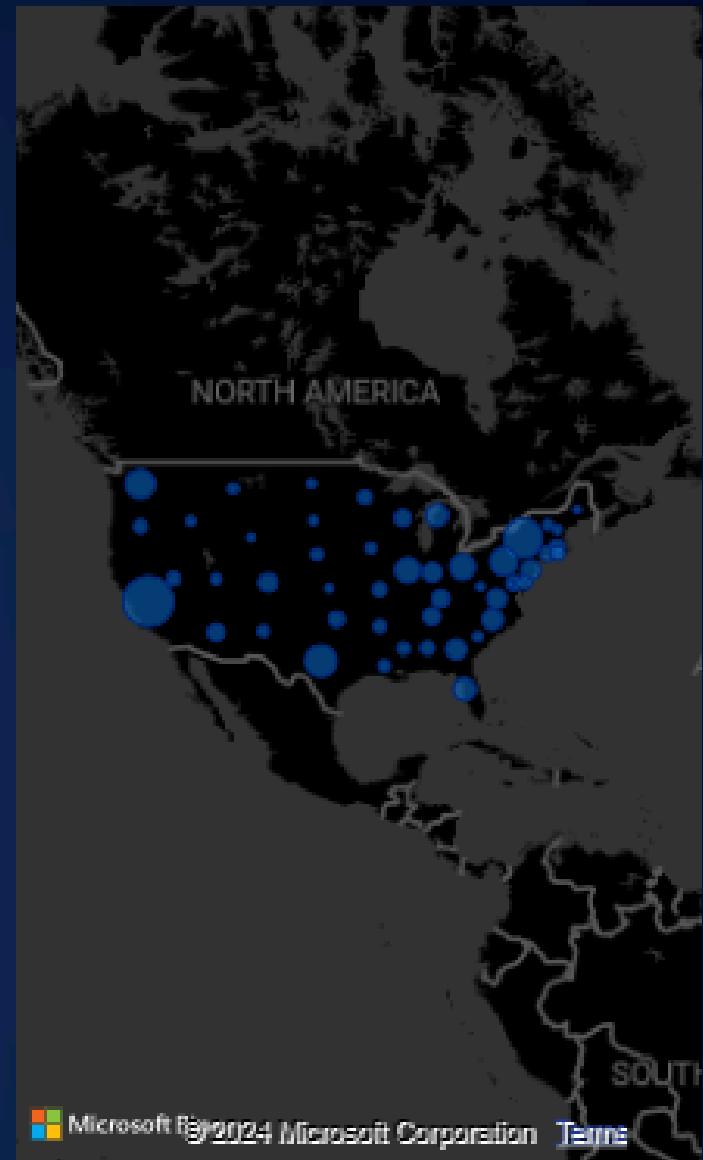
Year ● 2019 ● 2020



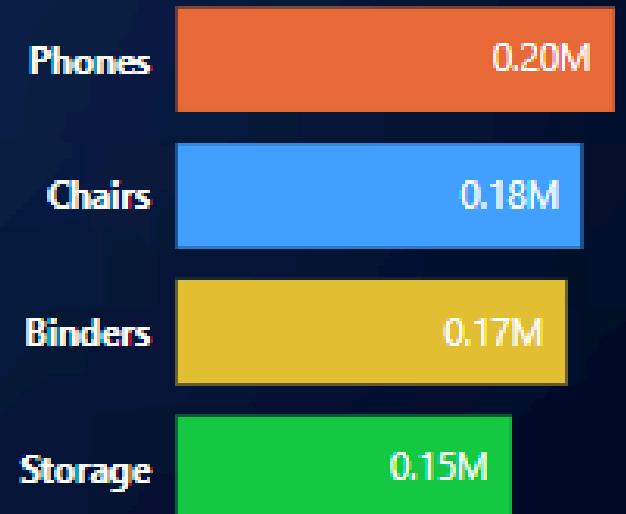
Sales by Category



Sales and Profit by State



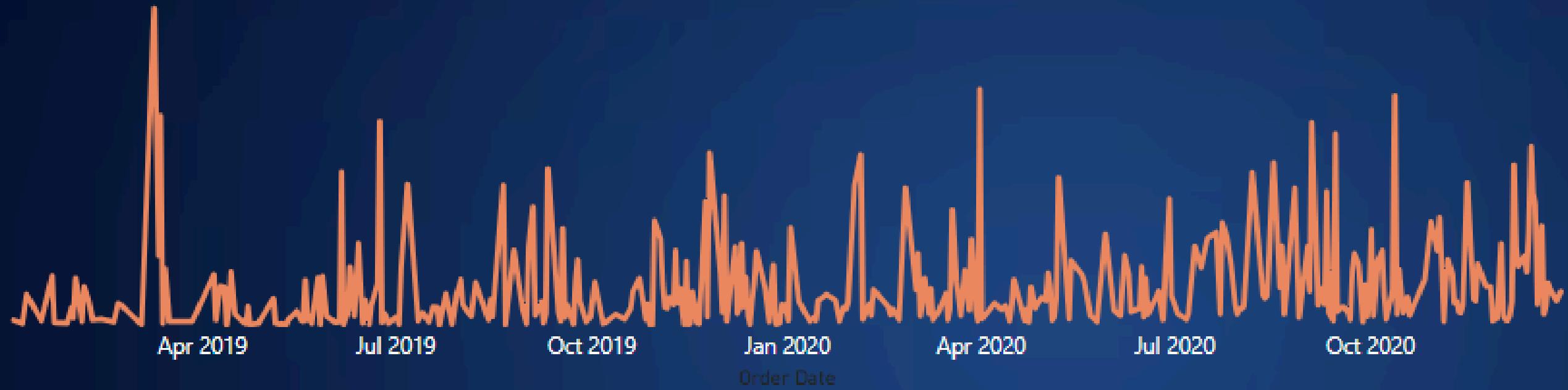
Sales by Sub-Category



SuperStore Sales Forecast - 15 Days Forecast

Sales Forecast 15 Days

Sum of Sales

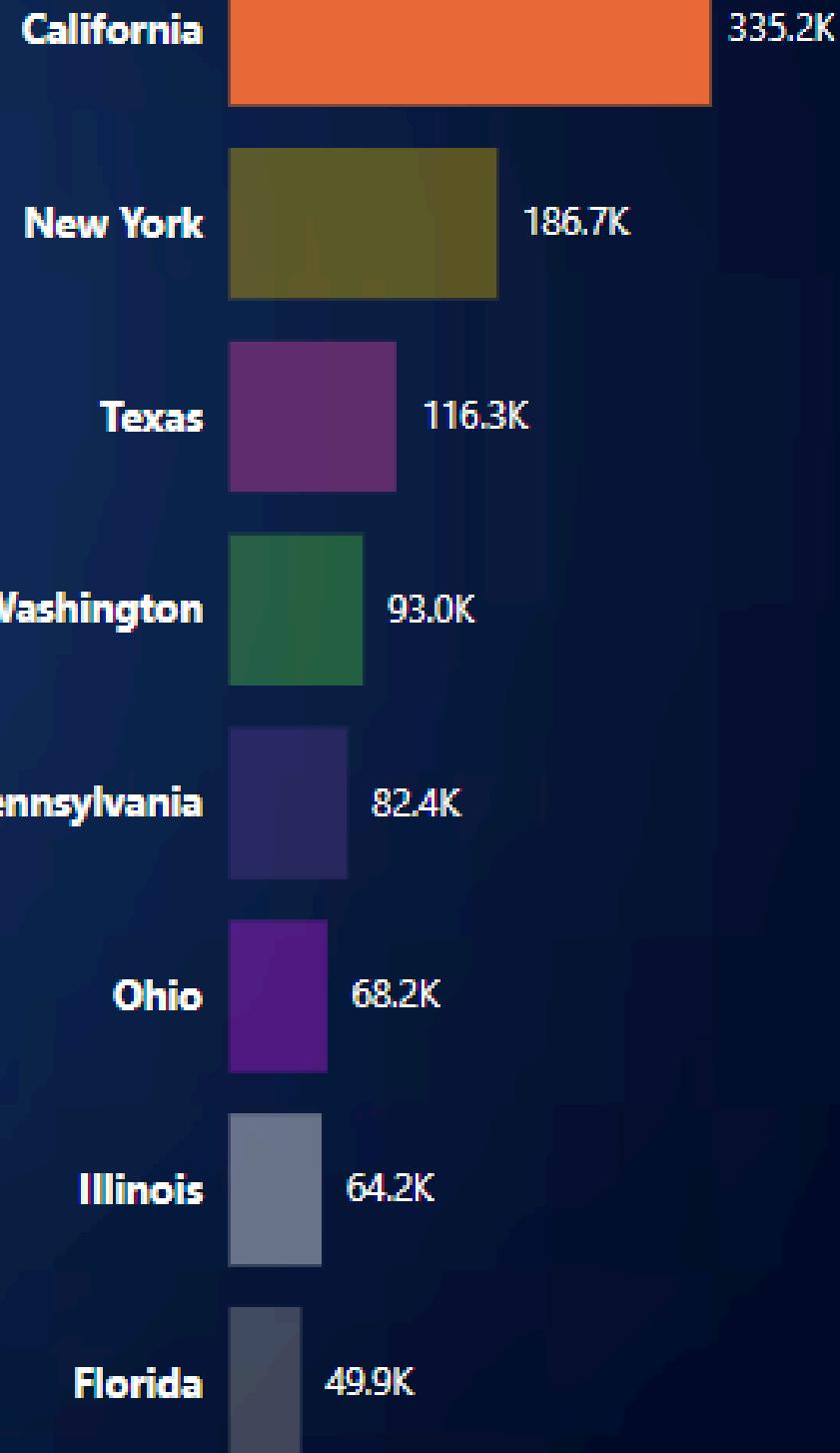


Sales Forecast 15 Days

Sum of Sales



Sales by States



Sales Insights

- 01 **Regional Performance:** The East and West regions are the strongest performers in terms of sales.
- 02 **Consumer Segment:** The consumer segment is the largest contributor to sales, followed by the corporate segment.
- 03 **Year-End Sales Surge:** There is a notable increase in both sales and profit towards the end of the year, especially in November and December.
- 04 **Popular Categories:** Office supplies lead in sales, followed closely by technology and furniture.
- 05 **Preferred Payment Modes:** COD is the most popular payment mode, followed by online payments and card payments.

Future Strategies

- 01 **Expand Marketing in Strong Regions:** Increase localized marketing and promotions in the East and West regions to capitalize on their high performance.
- 02 **Improve Customer Experience:** Enhance support, loyalty programs, and personalized marketing for consumers; offer bulk deals and partnerships for corporate clients.
- 03 **Prepare for Seasonal Peaks:** Stock up and launch targeted campaigns ahead of the year-end sales surge, using historical data to predict other peak periods.
- 04 **Optimize Top Categories:** Expand product lines in office supplies, technology, and furniture, and implement cross-selling and up-selling strategies.
- 05 **Streamline Payment Processes:** Improve cash on delivery operations for efficiency and promote online and card payments with incentives.

Project Overview

- The SuperStore Sales Forecasting PowerBI Dashboard project showcases a comprehensive data analytics approach to enhance business performance.
- By incorporating data cleaning techniques and loading the dataset into PowerBI, an interactive dashboard was created to visualize key metrics and trends.
- Utilizing DAX queries for in-depth analysis and sales forecasting, the project provides actionable insights for growth, identifies high-performing products, and supports data-driven decision-making to boost overall business success.

THANK YOU!



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