

Global Superstore Sales Analysis

Purpose of the Analysis:

- To analyze the best performing and worst performing products in terms of profit, so that appropriate steps can be taken to drive the sales further.
- To analyze the performance of each market and region that can bring insights on the weak performing zones so that key focus areas can be identified.

Why This Analysis is Important:

- By identifying areas where we can focus more and we can improve our profitability and remain competitive in the market.
- Better visualization of overall sales, profit, and other KPI's for each year.

Data:

- There are three tables in the dataset, namely: Orders, People, Returns.
- Orders table contains the complete information about each order with columns like Order id, Order Date, Shipping Date, Customer Name and customer's other demographic information. Also the product information, sales amount etc.
- People table contains the information about unique customer names with their regions.
- Finally, Returns table contains information about order that were returned.

Steps:

- Used DAX Function to extract year from 'Order Date' and created a new column 'Year'.
- Used another function to create a new column 'Number of Delivery days' by taking a difference of 'Order Date' and 'Shipping Date'.
- Created interactive charts like 'Top 6 and Bottom 6 Products', 'Top 10 Customers', 'Sales by Segment & Market'.

Insights:

- Canon image smart copier, Cisco smart phone, Motorola smartphone, Hoover Stove are some of the top products in terms of profits.
- Products like Cubify Cubix Printer, Lexmark Monochrome Laser Printer, Bevis Round Table have been causing loss instead of profit and are one of the key focus areas to reduce losses.
- Consumer Goods are top selling product segment.
- Asia Pacific and Europe are the top markets in terms of sales volume.

