SUPERSTORE SALES ANALYSIS

Year All

Category All

Total Sales
2.3M

Total Quantity
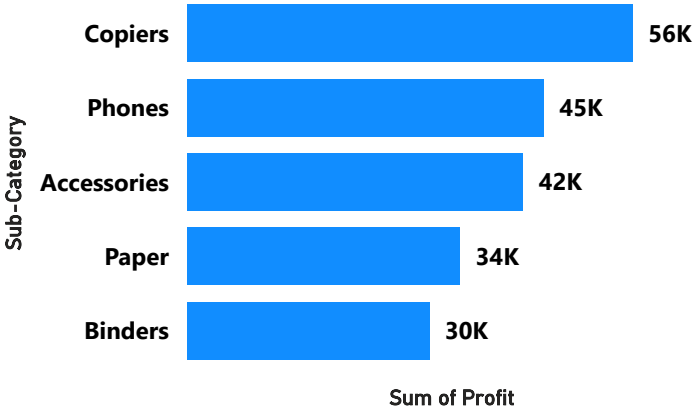38K

Total Profit
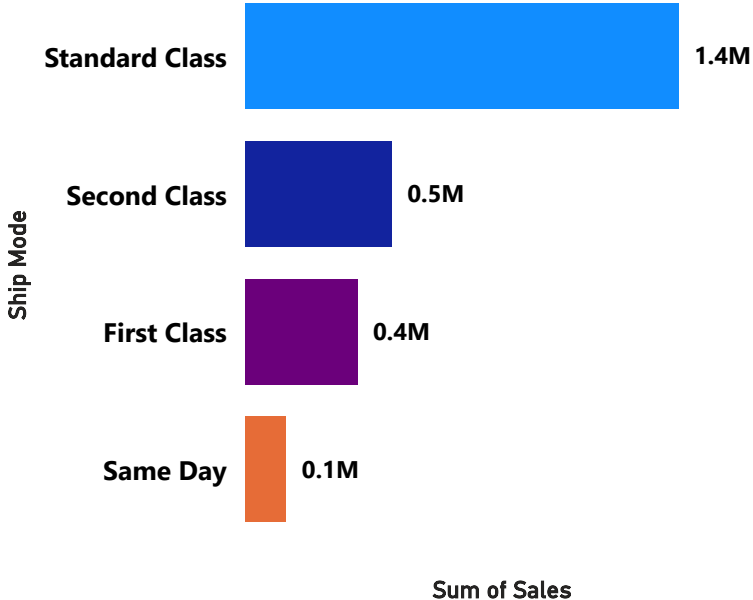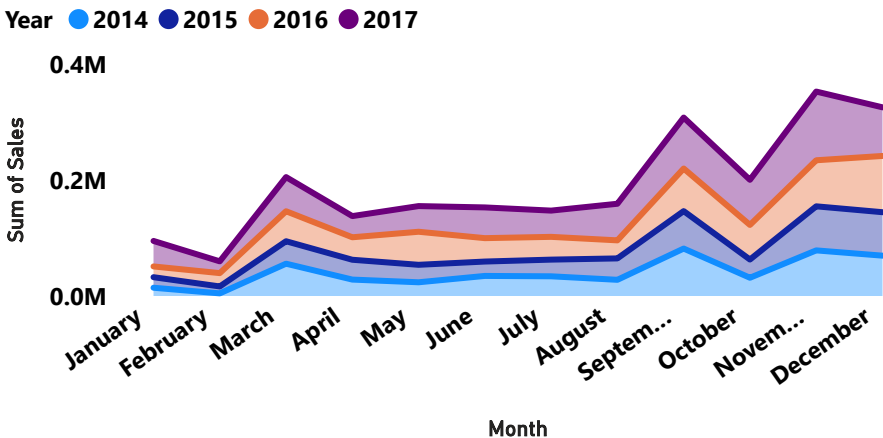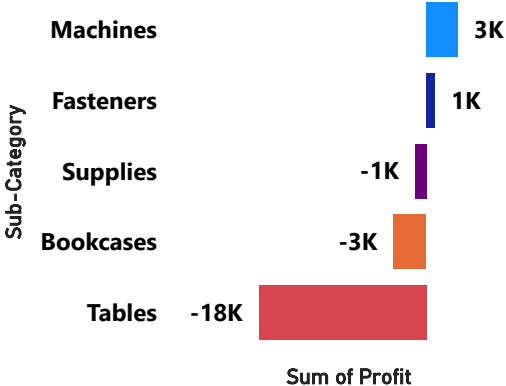286K

Avg Delivery Days
4

Sales by Ship Mode

Ship Mode

- Standard Class — 1.4M
- Second Class — 0.5M
- First Class — 0.4M
- Same Day — 0.1M

Sum of Sales

Top 5 Products by Profit

Sub-Category

- Copiers — 56K
- Phones — 45K
- Accessories — 42K
- Paper — 34K
- Binders — 30K

Sum of Profit

Monthly Sales YOY

Year ● 2014 ● 2015 ● 2016 ● 2017

Sum of Sales: 0.4M, 0.2M, 0.0M

Month: January, February, March, April, May, June, July, August, Septem..., October, Novem..., December

Bottom 5 Products by Profit

Sub-Category

- Machines — 3K
- Fasteners — 1K
- Supplies — -1K
- Bookcases — -3K
- Tables — -18K

Sum of Profit

Sales by Product Category

Category

- Technology — 0.84M
- Furniture — 0.74M
- Office Supplies — 0.72M

Sum of Sales
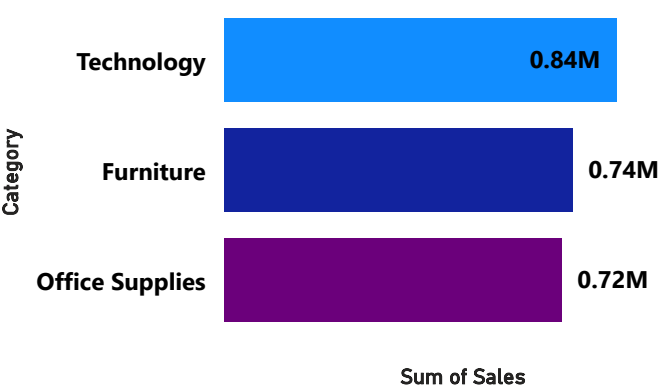
Sales by Customer Segment

- Home Office 19%
- Corporate 31%
- Consumer 51%

Sales by Region

- South 17%
- West 32%
- Central 22%
- East 30%
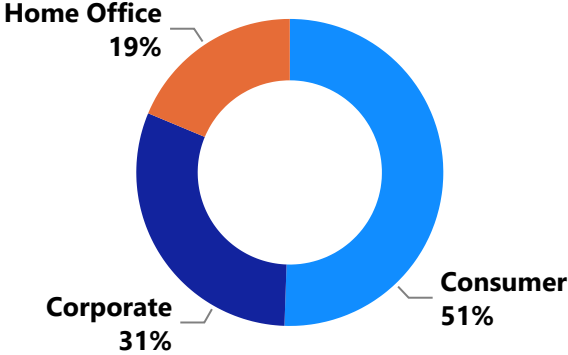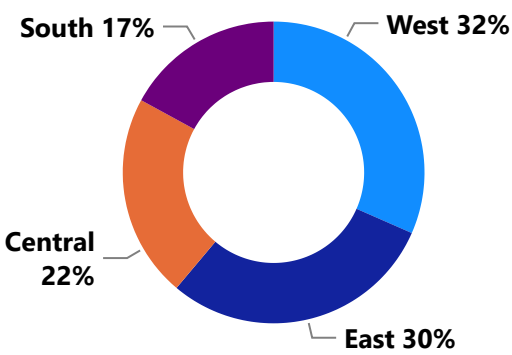
DATA SOURCE

The dataset titled Superstore_Normalized is an excel file downloaded from the Github website - https://github.com/theoyinbooke/30Days-of-Learning-Data-Analysis-Using-Power-BI-for-Students/tree/main/Data%20Modelling%20Dataset

DATA CLEANING

The dataset is clean to a good extent, so few cleaning steps were carried out using the power query editor on the powerbi desktop
- For the product table and customer table, their first rows were used as headers by selecting the "Use first row as headers" icon under the transform tab.
- Neither duplicate nor null values were found in the dataset

DATA TRANSFORMATION

- New measures were created for the Total Sales, Total Quantity, Total Profit and Average Delivery Days using the DAX approach.
- A new column (Delivery days) was added to the Sales table using the ''DATEDIFF'' DAX formula.

FINDINGS/RECOMMENDATIONS

The following insights were derived from the dashboard created
1. About 32% of the cummulative sales was gotten from the western region of the country (e.g. California) , closely followed by the eastern region (30%, e.g. NewYork), hence it can be recommended that more branches of the superstore should be opened in these two regions.
2. From the product category segment, the highest cummulative sales amount (840k) was gotten from the sale of the technological products (phones, copiers, accessories), hence more of these products should be supplied to the store as the highest amount of profit are also derived from them.
3. The highest amount of sales was always recorded between November and December of every year, this can be attributed to the months falling within the holiday period.
   Hence,
- the store should increase inventory by ensuring adequate stock levels to meet customers needs and demand during these months
- the store management is also advised to offer special deals (e.g. discounts, holiday promotions) to attract more customers during these periods
- they should enhance customer experience during this period (preparing for higher foot traffic and online orders) to get efficient delivery and excellent customer services.