Sales Store Performance
2014-2017

Data From Kaggle – Superstore Sales

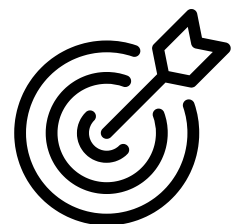**Presented By : Ifan Fadilah**

Project Overview

Dataset Source:
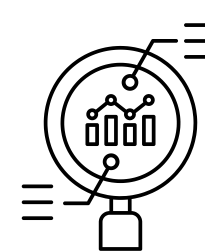SuperStore dataset from Kaggle.

Scope of Analysis:
Sales, profit, discount patterns, customer segments, and regional performance.
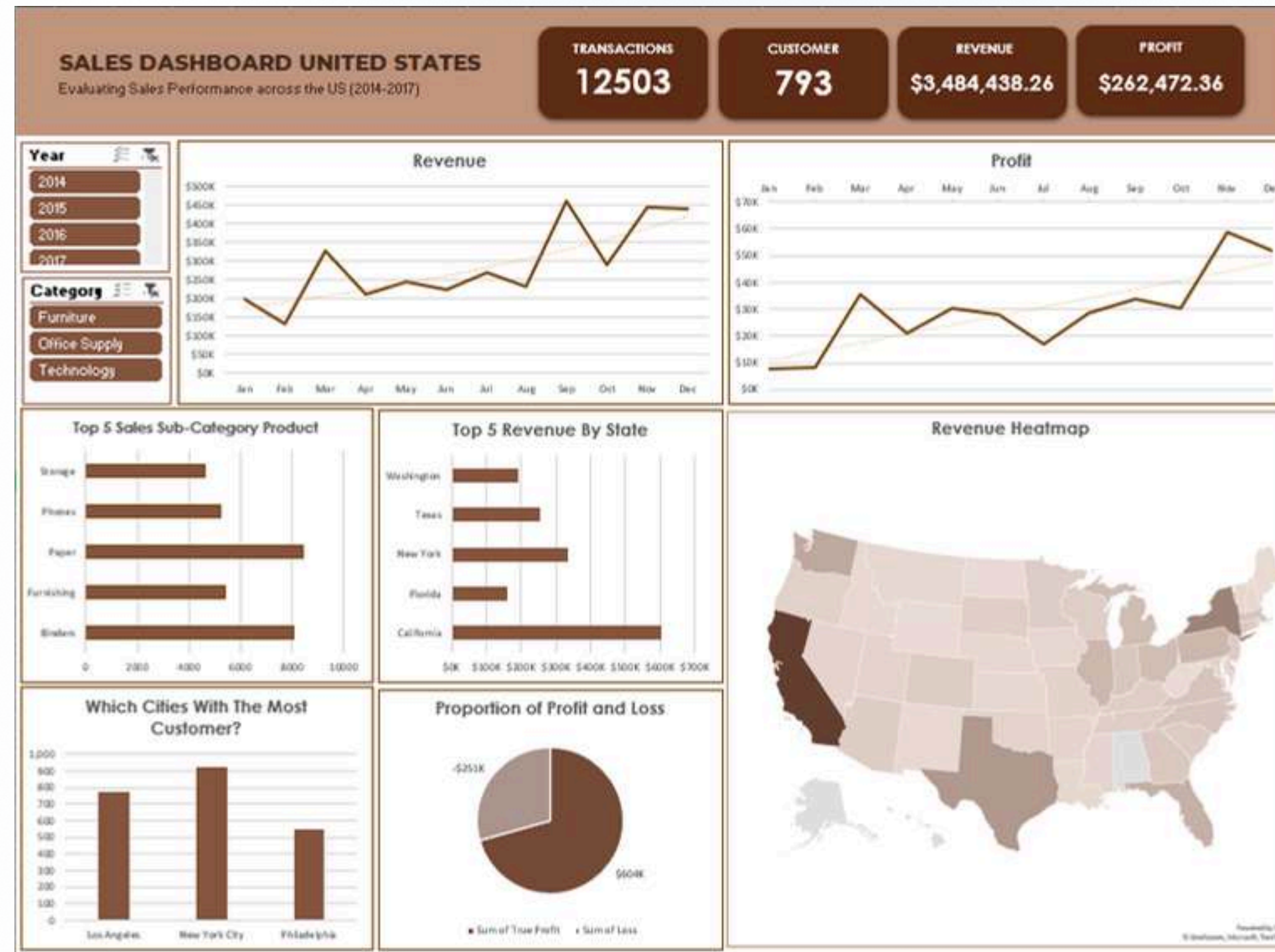
Objective:
To evaluate sales performance, identify high value segments, and highlight areas for improvement.
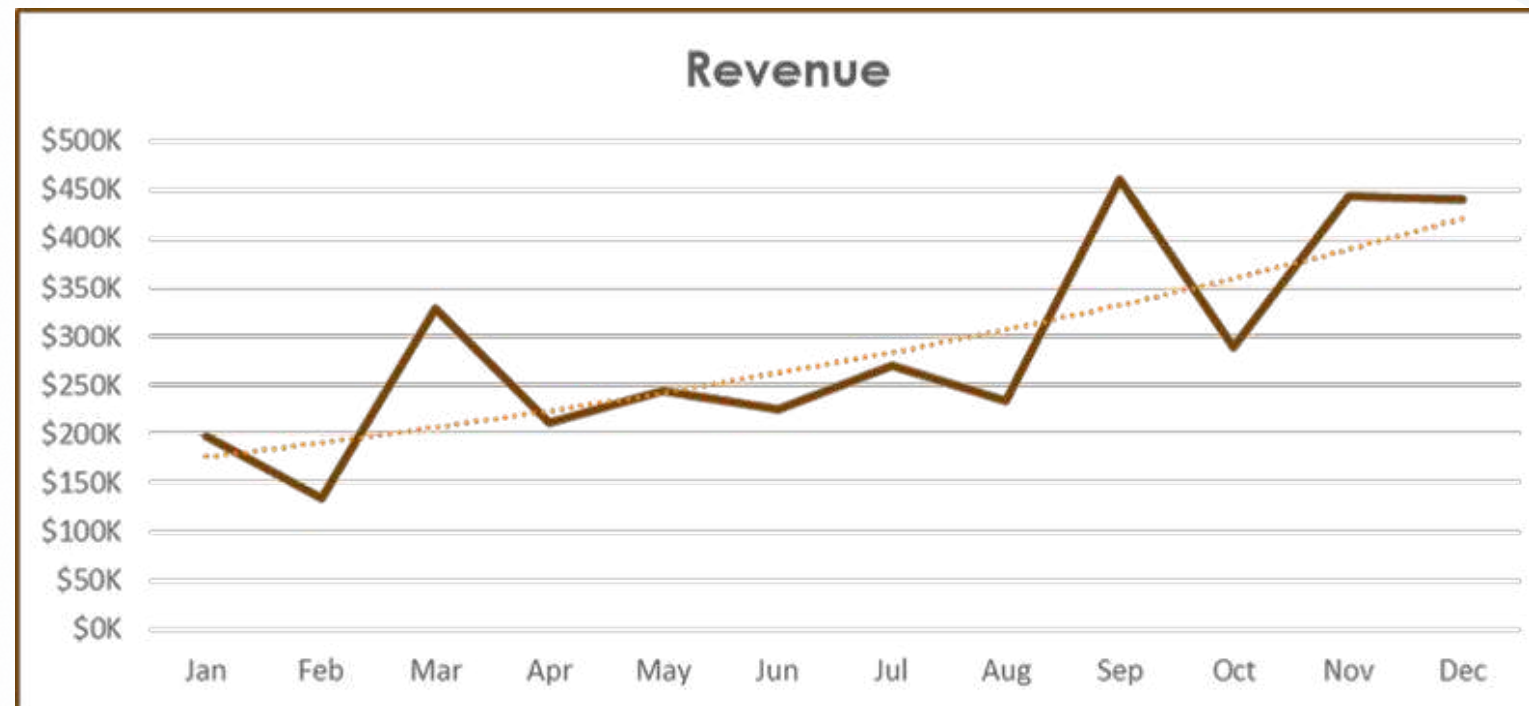
Expected Outcome:
Actionable insights to support pricing strategy, inventory focus, and business growth decisions.

Dashboard Overview

Key Insights & Findings

Profit and revenue show a consistent upward trend from 2014 to 2017.

The total revenue generated is $3,484,438.26, while the total profit achieved is $352,759.37.

This positive growth indicates a healthy performance and strong market demand throughout the observed period.

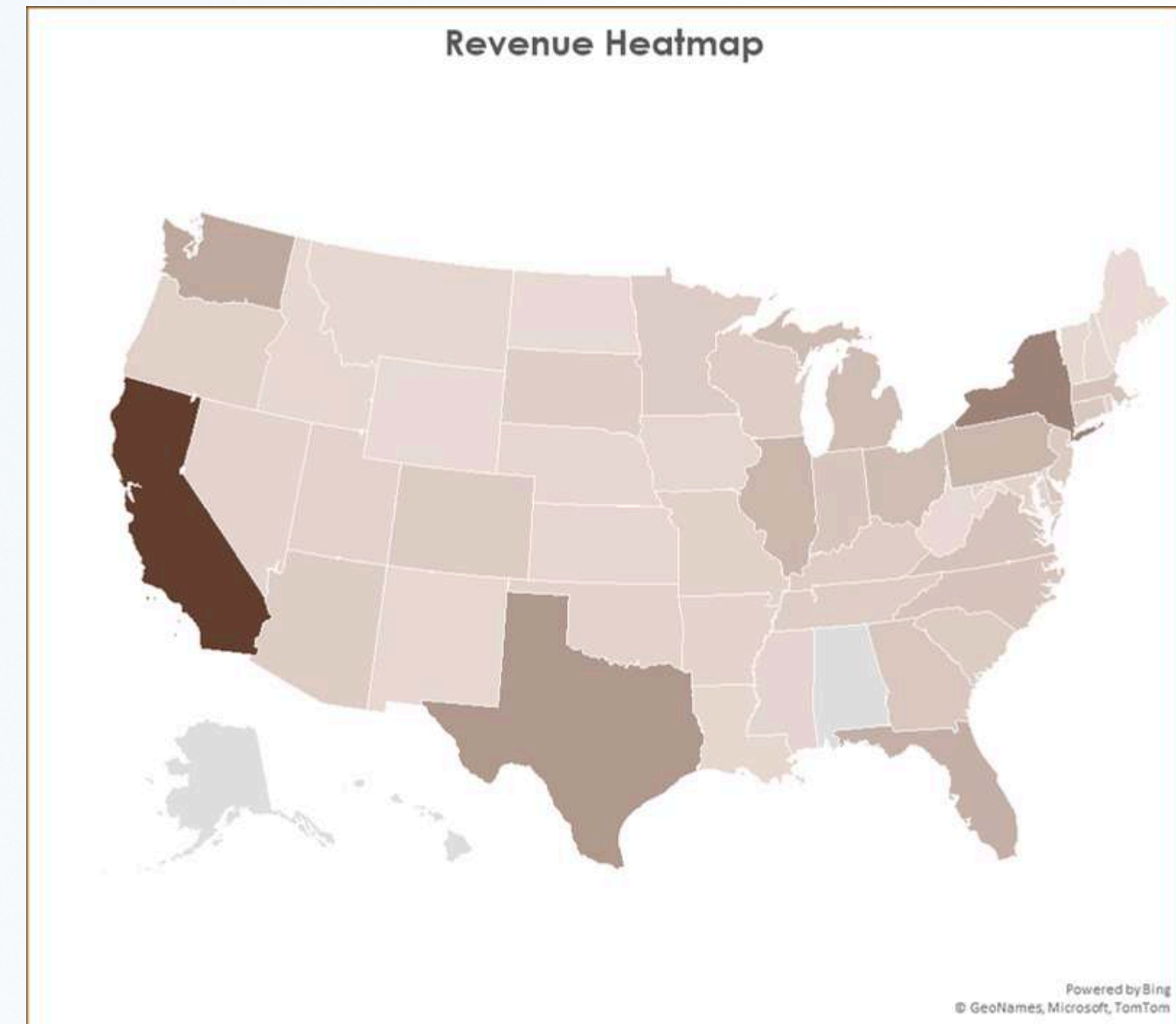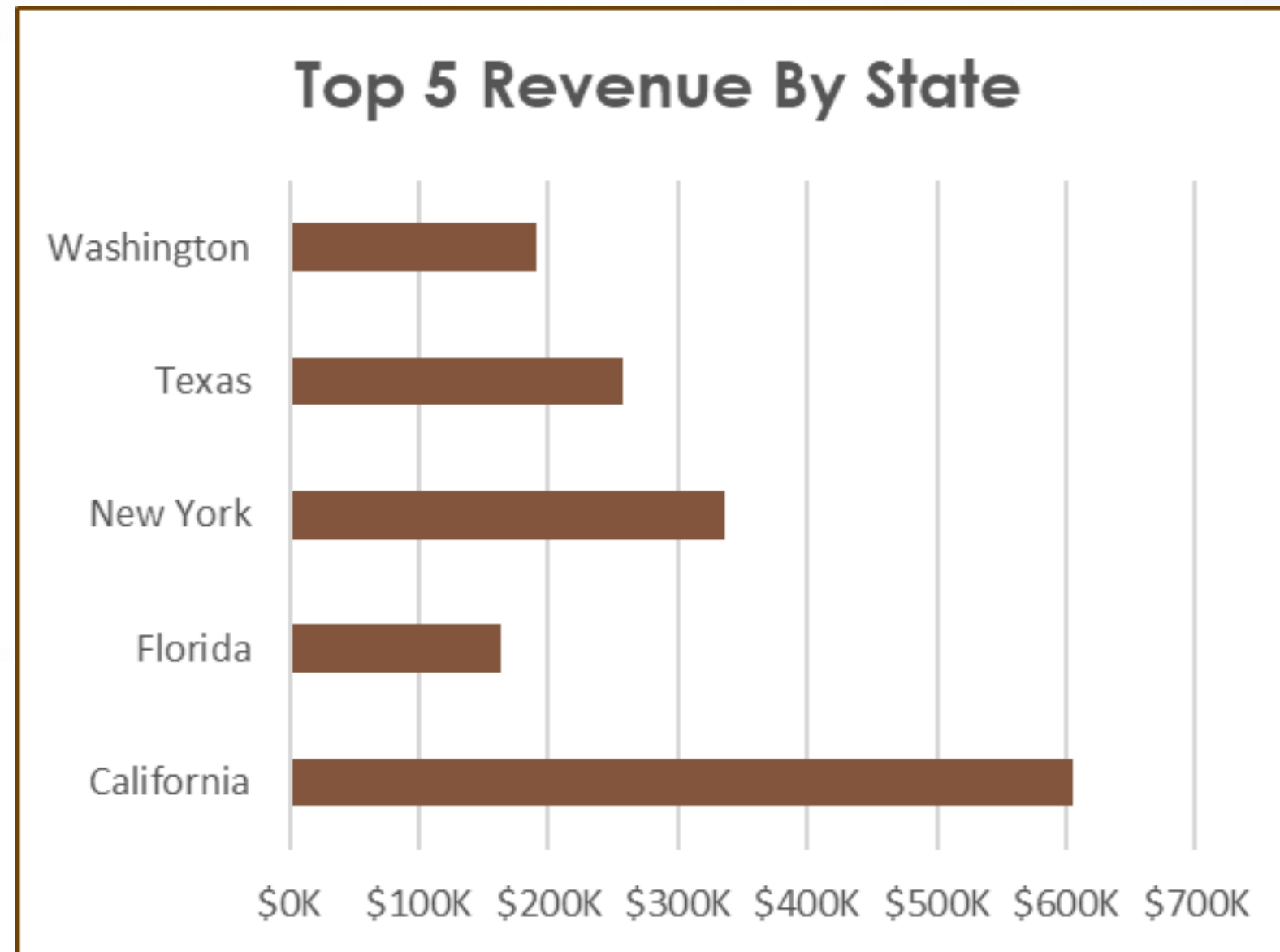# Key Insights & Findings

Top 5 Sales Sub-Category Product
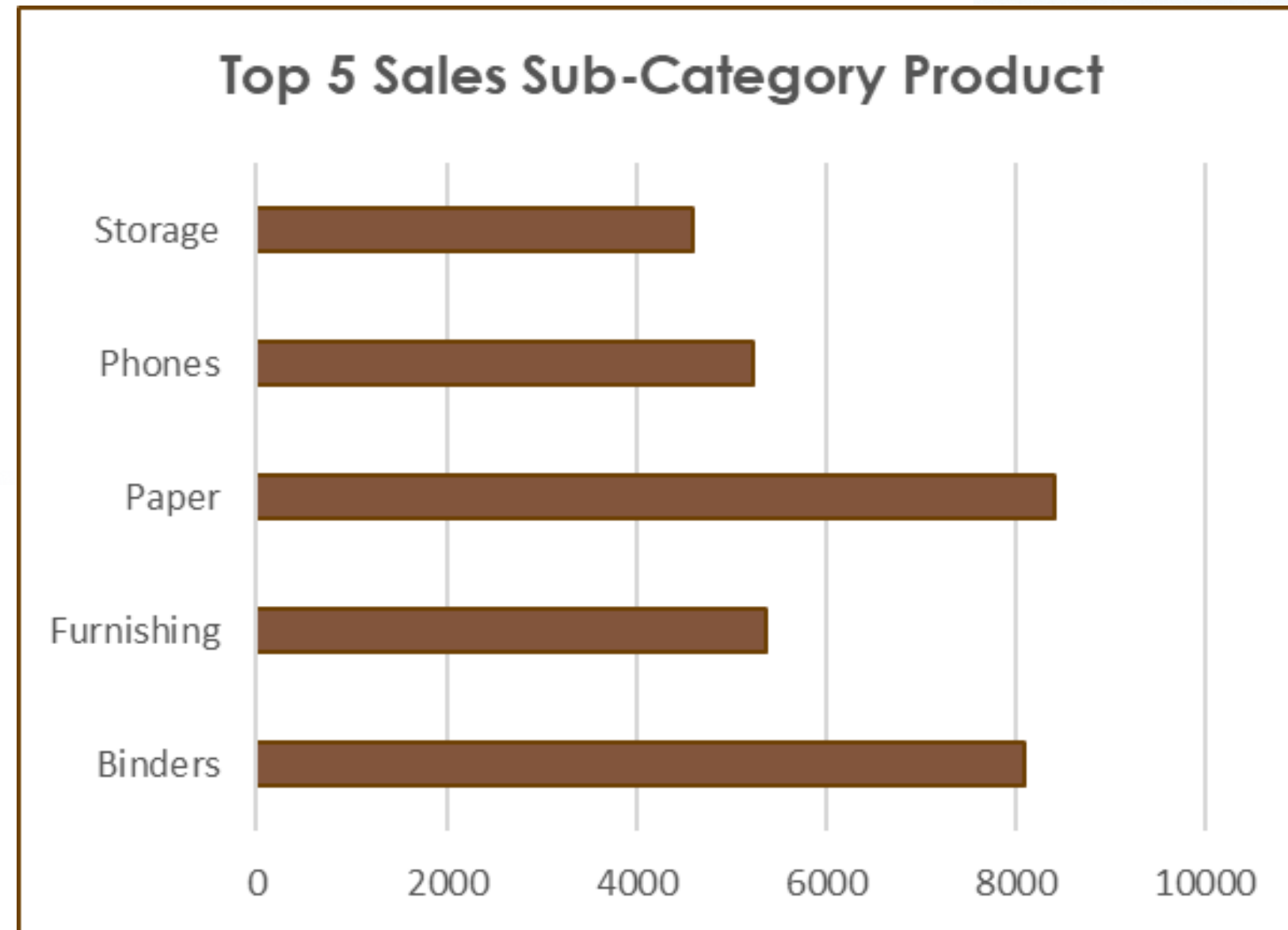
Paper sales demonstrated consistent dominance each year, except in 2017.

The total revenue generated from paper products exceeded $8,000, highlighting its strong contribution across most periods.

Key Insights & Findings

Top 5 Revenue By State

Revenue Heatmap

California consistently leads U.S. revenue performance each year, contributing more than $600,000 in total. Its strong and stable sales position underscores California's role as the primary driver of national revenue within the dataset.

Key Insights & Findings

## Which Cities With The Most Customer?

New York City has the highest number of customers, exceeding 900, followed by Los Angeles and Philadelphia.

However, despite the large customer base in these three cities, their combined revenue still does not surpass California's total earnings.

Key Insights & Findings

Proportion of Profit and Loss

-$251K

$604K

- Sum of True Profit
- Sum of Loss
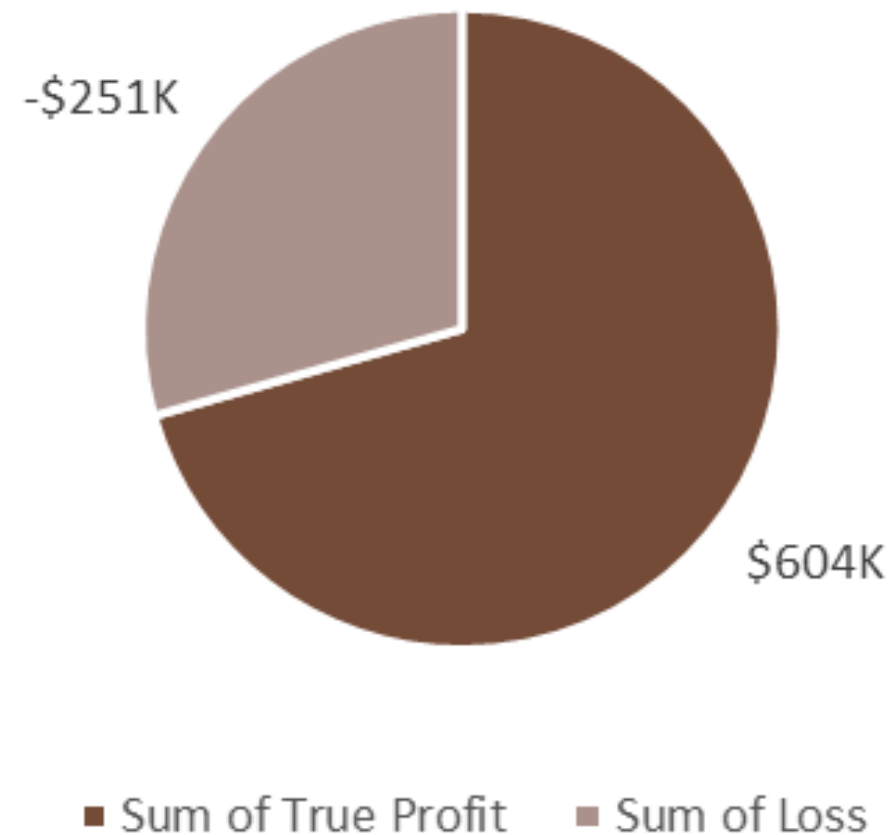
The chart shows that total profit reached approximately $604K, while losses were also significant at around $251K.

As a result, the net profit achieved is only about $352K.

Summary Insight

Revenue and profit showed a steady upward trend from 2014 to 2017, reaching total revenue of $3.48M and net profit of $352K.

Paper consistently ranked among the top-performing categories, contributing over $8,000 in revenue, except in 2017.

California dominated U.S. revenue every year, generating more than $600K and remaining the strongest regional contributor.

New York City had the largest customer base (over 900 customers), followed by Los Angeles and Philadelphia, yet their combined revenue still fell short of California's total.

Despite generating $604K in gross profit, the business also recorded $251K in losses, resulting in a net profit of only $352K—indicating opportunities to reduce operational inefficiencies and discount-related losses.
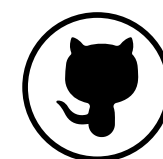
Thank
You

Contact Me

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Full Project

https://github.com/ifanfadd/sales-performance-analysis