

# Intro and Key Findings

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## Sales Overview

## Item Sales

## Strategic Recommendations

The dataset used in this project, sourced from Kaggle, contains sales and profit data from a large superstore chain. The goal is to understand which products, regions, categories, and customer segments the business should prioritize or avoid. I carried out an in-depth SQL-driven analysis of the historical sales data to identify key trends, profitability drivers, and strategic opportunities. The findings are presented throughout this Power BI report, with this page offering an executive summary of the most impactful insights.

### Key Findings

- **Revenue Growth:**
  - Sales grew from \$609.21K in 2016 to \$733.22K in 2017, reflecting a ~20.4% increase - a strong signal of top-line growth momentum.
  - Profit also rose, from \$81.8K in 2016 to \$93.44K in 2017, indicating healthy margin retention during expansion.
- **Volume Trends:**
  - Quantity sold increased steadily over four years:
    - 2014: 7,581 units
    - 2015: 7,979 units
    - 2016: 9,837 units
    - 2017: 12,000 units
  - This translates to a **compound annual growth rate (CAGR)** of 16.6% in quantity sold, signaling rising customer demand.
- **Geographical Profitability:**
  - California emerged as the most profitable state, closely followed by New York - these should remain key focus markets.
- **Seasonality:**
  - December consistently generated the highest profits, suggesting strong holiday-driven or year-end B2B sales. Strategic promotions and inventory planning should be aligned accordingly.
- **Product-Level Insights:**
  - Most Profitable Product: *Canon ImageCLASS 2200 Advanced Copier*
  - Top Loss-Maker: *Cubify CubeX 3D Printer – Triple Head Print*
  - These findings inform future inventory and product lifecycle decisions - consider phasing out or renegotiating terms for loss-making SKUs.
- **Category Performance** (by quantity sold):
  - Office Supplies: 23K units (Most sold)
  - Furniture: 8K units
  - Technology: 7K units
  - Office Supplies drive volume, but may not contribute equally to profit - deeper margin analysis is advisable.
- **Discount Strategy Impact:**
  - Broad trend: Higher discounts lead to lower profit, confirming standard margin erosion.
  - Exceptions found at 0.12 and 0.2 discount levels, where profit spikes suggest **sweet spots** for discount-led conversions — ideal candidates for A/B promotional testing.

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**286.40K**  
Total Profit

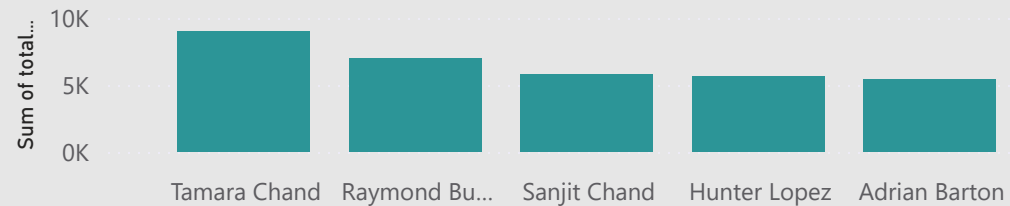
**2.30M**  
Sales

**2.01M**  
Cost of Goods

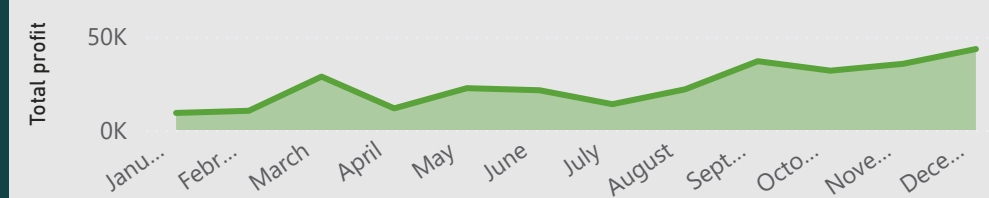
**38K**  
Quantity

**9994**  
Number of Customers

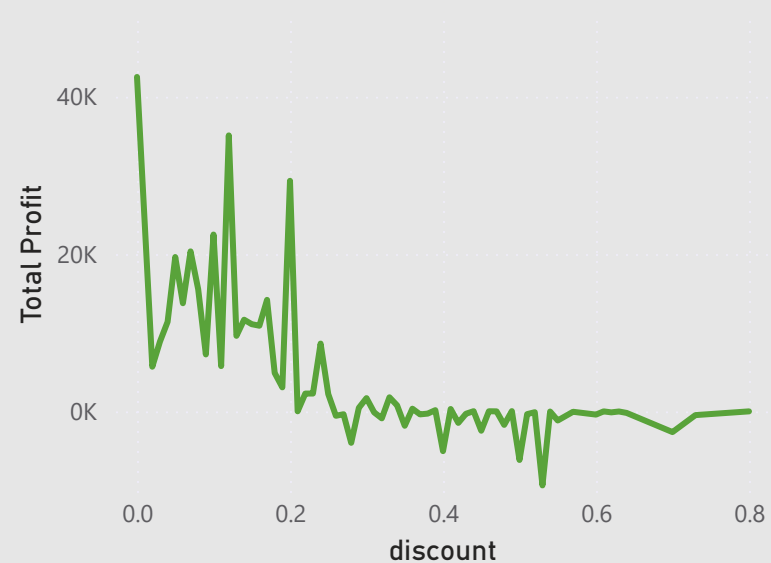
Top 5 Profitable Customers



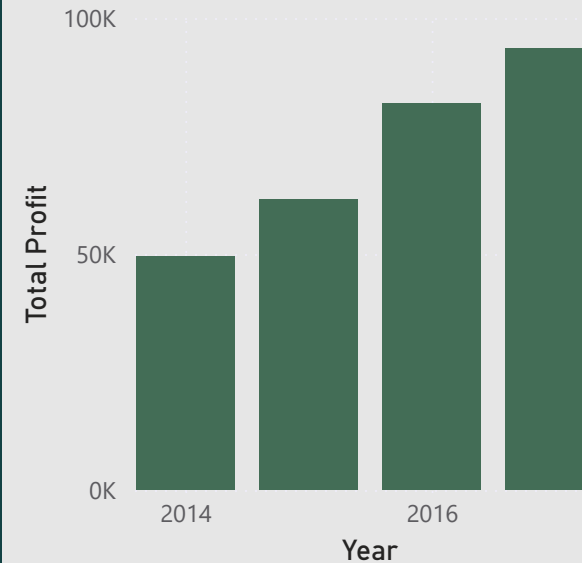
Total profit by Month Name



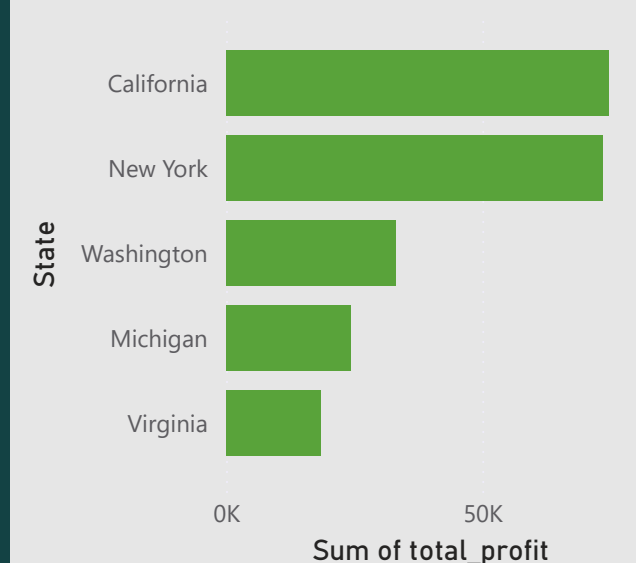
Total Profit by discount



Total Profit by Year



Most Profitable States



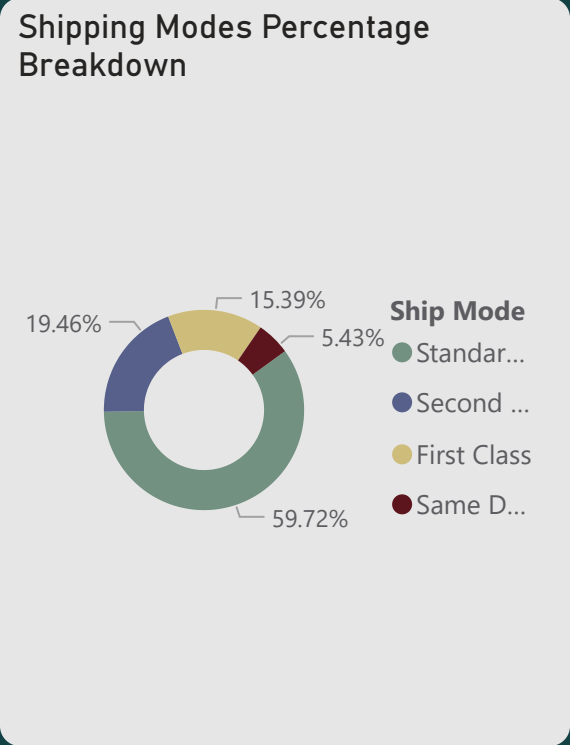
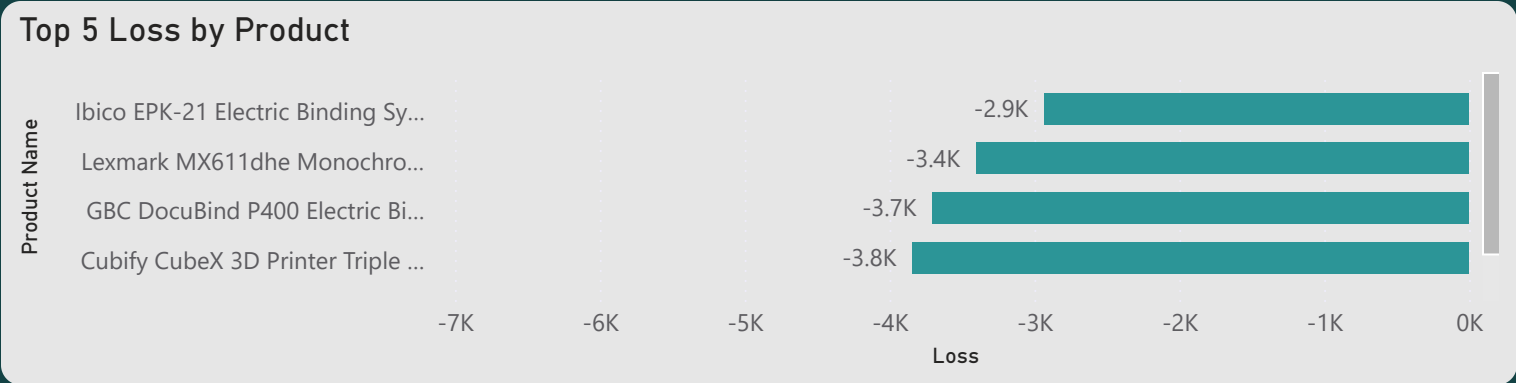
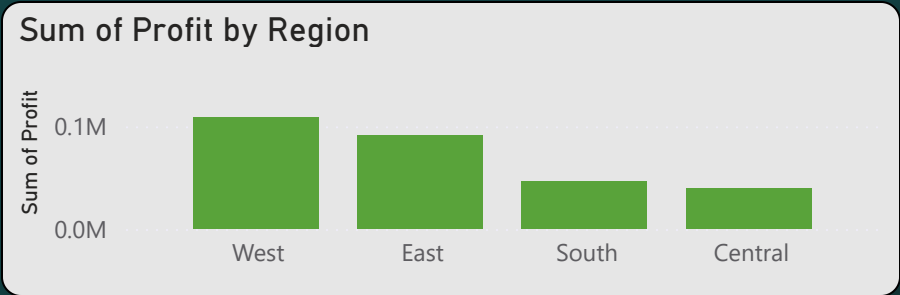
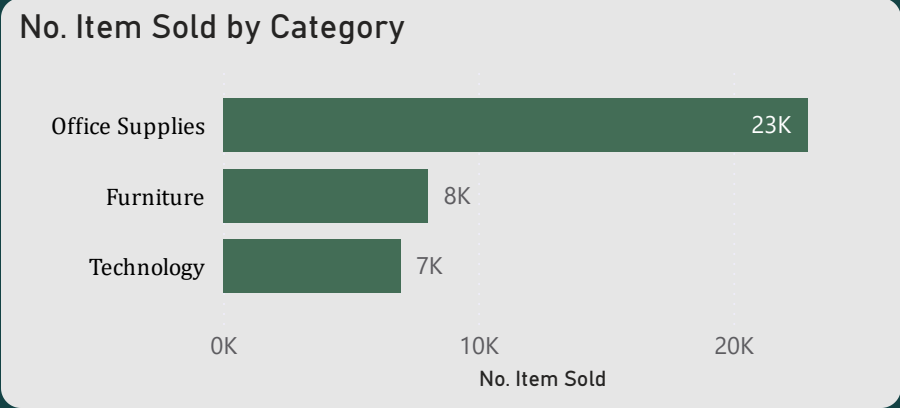
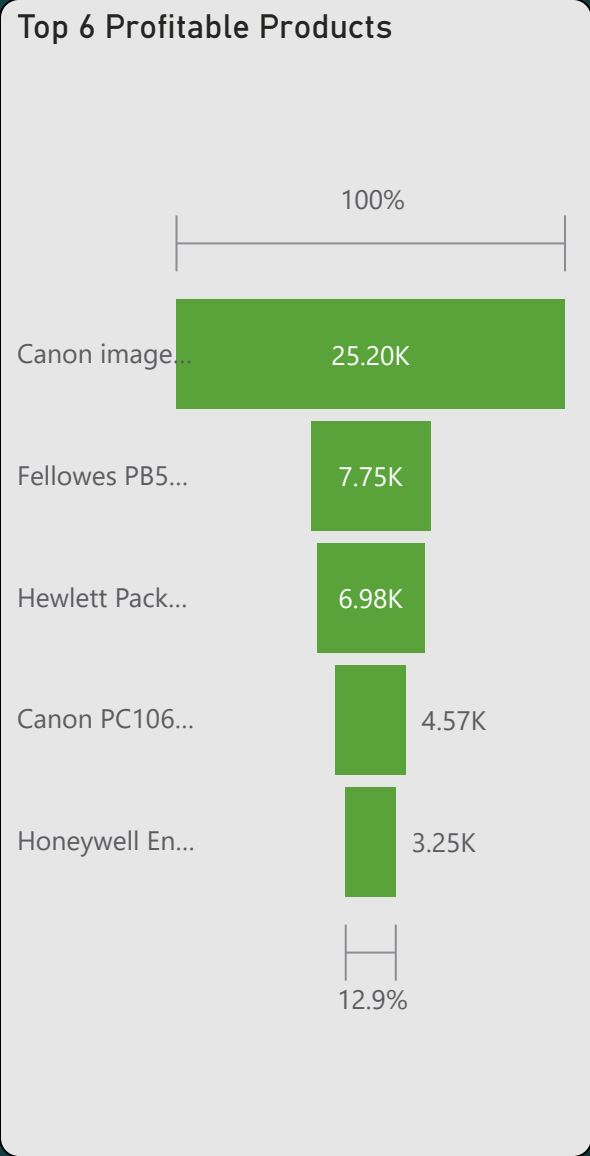
# Item Overview

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# Strategic Recommendations

1. **Double down on California and New York**

- Consider hyper-targeted campaigns or region-specific bundles.

2. **Leverage December momentum**

- Plan marketing early, optimize supply chain sooner, and launch exclusive seasonal offers.

3. **Phase out underperforming products**

- Reallocate marketing spend to high-margin, high-turnover items.

4. **Test optimized discounting**

- Look at 0.12 and 0.2 thresholds to maximize profitability while remaining competitive.

5. **Explore upselling in high-volume but low-margin categories**

- For example, pair Office Supplies with technology or premium furniture bundles.