

SUPERSTORE SALES ANALYSIS

Data-Driven Insights for Business Optimization

PREPARED FOR

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OBJECTIVES



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- Analyze sales trends over time, regions, and product categories.
- Identify top-performing and underperforming products.
- Evaluate customer segment contributions to revenue.
- Assess shipping efficiency and areas for improvement.



DATA SOURCES USED



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- Orders Dataset: Sales transactions.
- Customers Dataset: Customer segmentation (Consumer, Corporate, Home Office).
- Products Dataset: Category & subcategory details.



DATA CLEANING & ANALYSIS STEPS



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- Removed duplicates & handled missing values (Excel).
- Extracted insights using SQL queries.
- Built Power BI dashboards for interactive visualization.



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SALES & PERFORMANCE INSIGHTS

1. Overall Sales Growth:

+50.5% from 2015 to 2018.

2. Top-Performing Regions:

- West: 32.4% of total sales.
- South: Underperforming region (opportunity for marketing improvements).

3. Best-Selling Product Categories:

- Technology: Phones & Printers.
- Furniture: Chairs.

4. Seasonal Sales Trends:

- Highest in November & December (holiday shopping peak).
- Lowest in January.



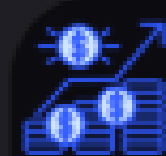
Home

Sales & Performance

Customer & Market

Operation& Shipping

Sales & Performance



Sales
\$2,261,537

Filter a year to see
Year Over Year



Orders
9,800

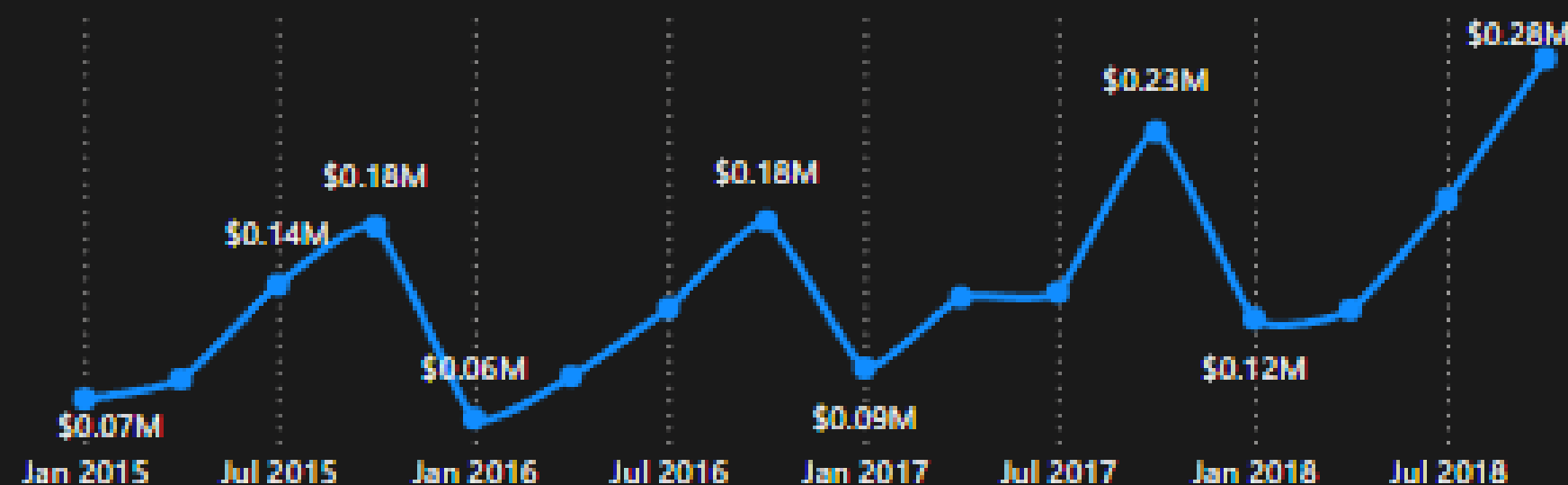
Filter a year to see
Year Over Year



Customers
793

Filter a year to see
Year Over Year

Sales Trend



Bottom Selling Product

Avery Hi-Liter ...	\$7.7
Acme Serrated...	\$7.632
Grip Seal Envel...	\$7.072
Xerox 20	\$6.48
Avery 5	\$5.76
Eureka Dispos...	\$1.624

Click for product details

Top Selling Product

Canon imageCLASS 2...	\$62K
Fellowes PB500 Electr...	\$27K
Cisco TelePresence Sy...	\$23K
HON 5400 Series Task...	\$22K
GBC DocuBind TL300 ...	\$20K
GBC Ibimaster 500 M...	\$19K

Click for product details

Category	Total Sales
Technology	\$827K
Furniture	\$729K
Office Supplies	\$705K



CUSTOMER & MARKET INSIGHTS



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1. Top-Spending Customers:

- Sean Miller (\$26,842).
- Tamara Chand (\$19,852).

2. Revenue by Customer Segment:

- Consumers: 57.4% (Largest Share).
- Corporate: 34.4%.
- Home Office: 21.2%.

3. Top Cities by Sales:

- New York: \$209.4K.
- Los Angeles: \$139.0K.
- Philadelphia: \$129.9K.

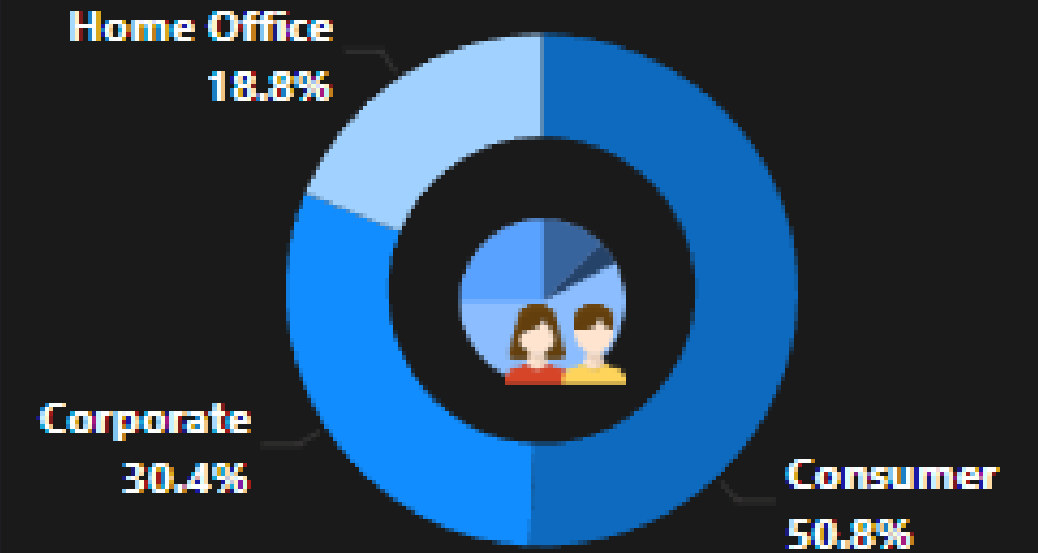
Customers & Market insights



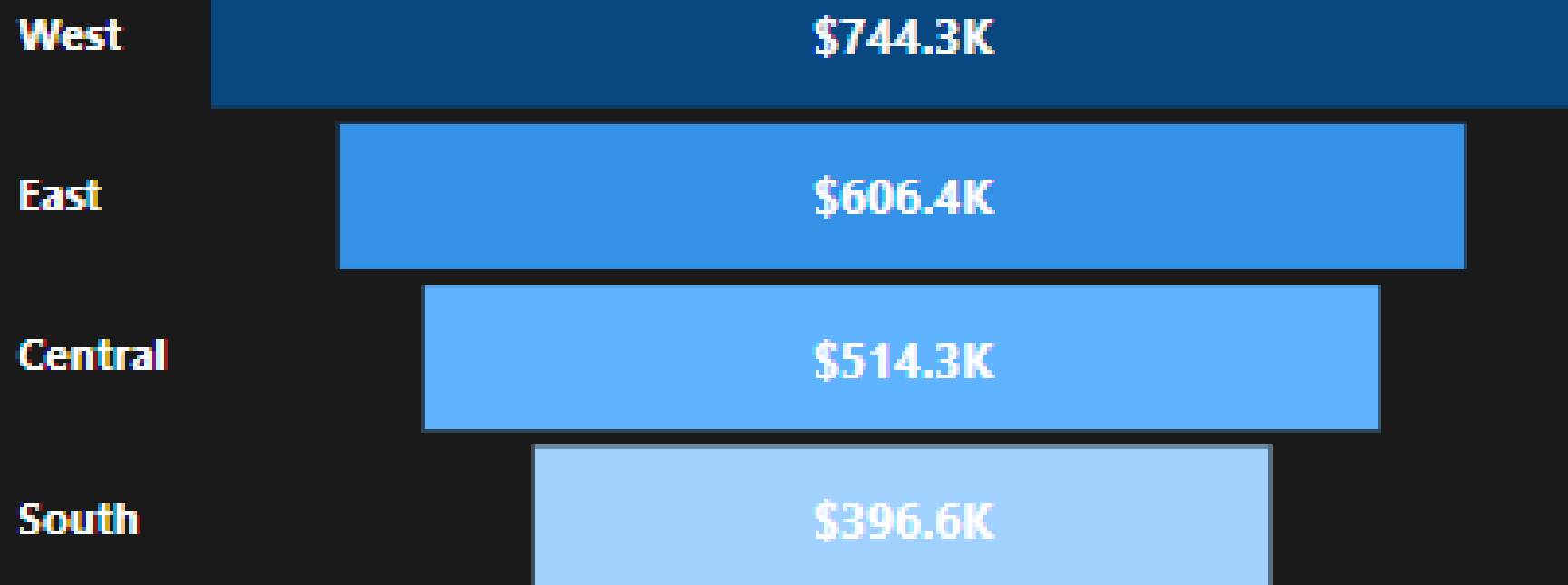
Top Customers



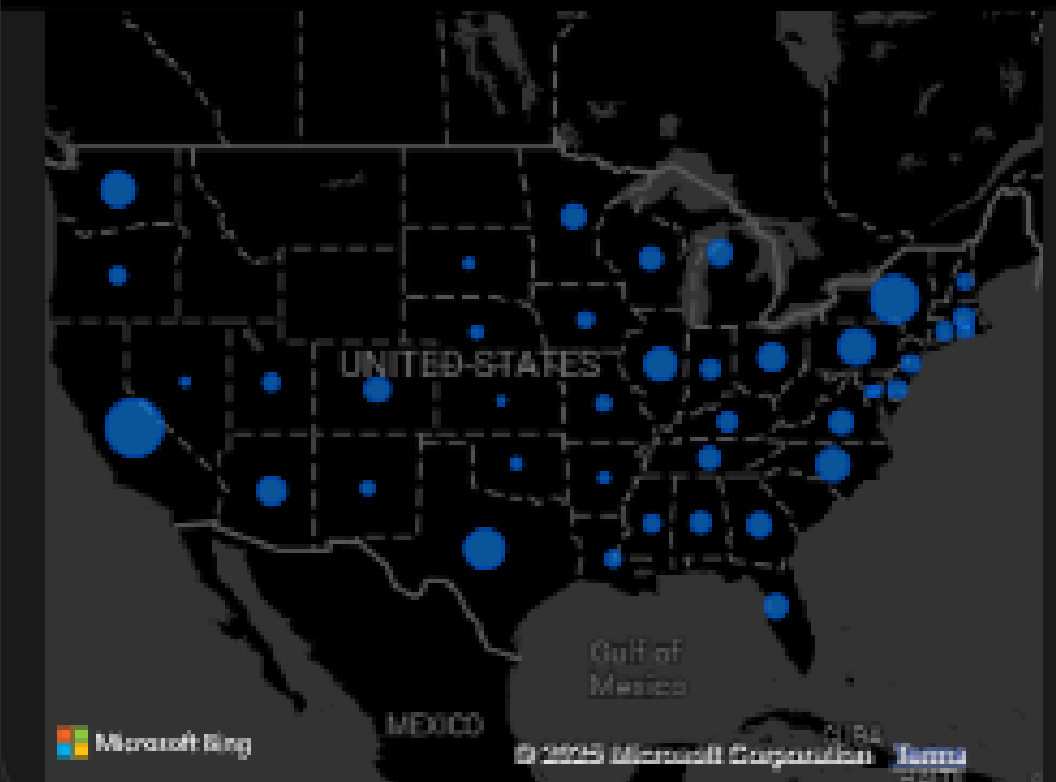
Sales by Segment



Sales by Region



Sales by State





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OPERATIONS & SHIPPING INSIGHTS

1. Most Used Shipping Modes:

- Standard Class: 59% (Most common, cost-effective).
- First Class: Higher order value.

2. Average Delivery Time: 4 Days.

3. Delayed Shipments:

- 18.2% of shipments are late (West region worst affected).

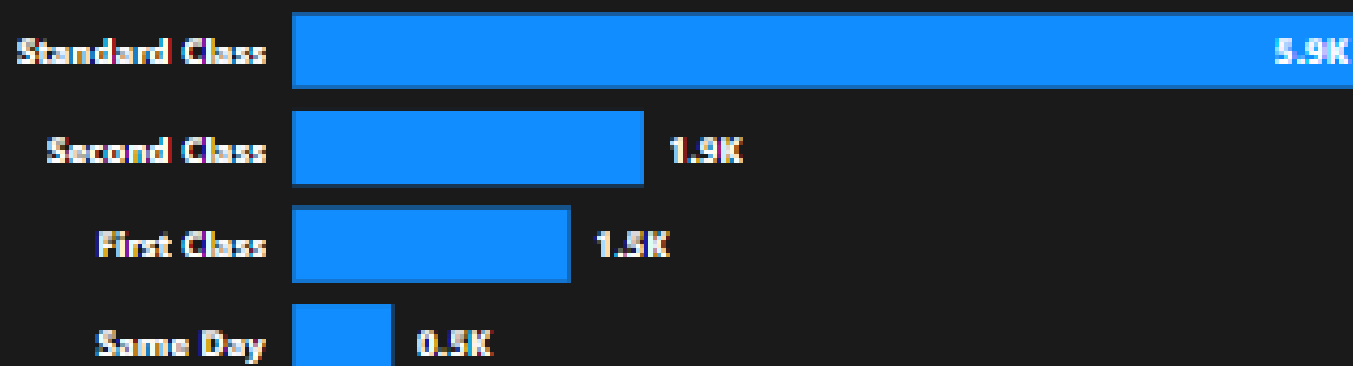
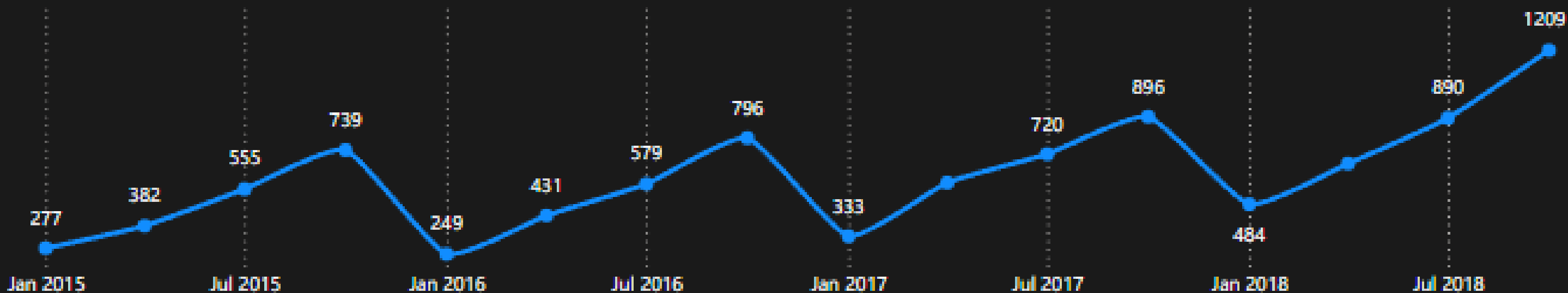
4. Impact on Sales:

- Faster shipping modes correlate with higher order values.



SuperStore

Operation& Shipping



Region	Total Orders	Late_Deliveries%
West	3160	39.9%
East	2709	38.7%
Central	2334	36.5%
South	1597	37.7%



RECOMMENDATIONS



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1. Focus on most profitable categories (Technology & Furniture).
2. Improve marketing & logistics in the South region.
3. Address shipping delays in the West region.
4. Introduce loyalty programs for high-value customers.
5. Monitor Power BI dashboards for real-time updates.



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CONCLUSION

- Data-driven insights enhance profitability & efficiency.
- Power BI dashboards enable real-time tracking.
- Strategic actions can improve sales, logistics, & customer retention.



THANK YOU

QUESTIONS & DISCUSSION