

SUPERSTORE SALES PERFORMANCE ANALYSIS



Strategic Insights into Regional Sales, Segments, and Top Products

KEY FINDINGS AT A GLANCE

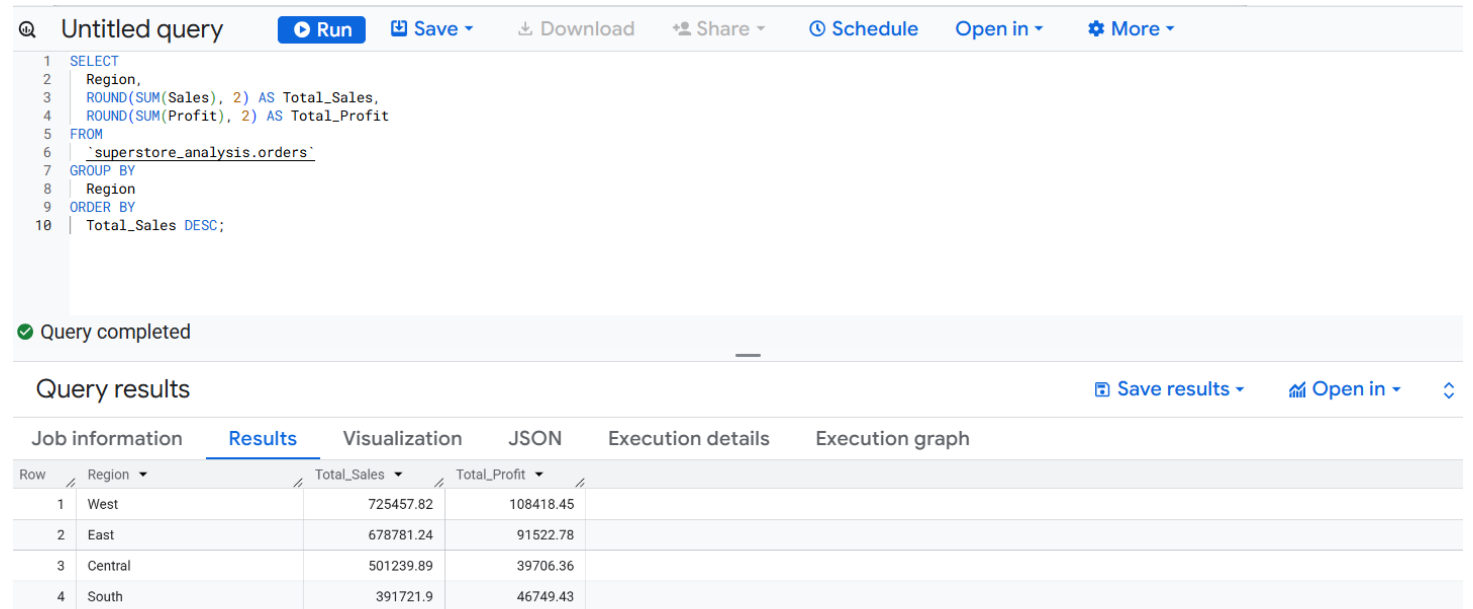
- Regional Dominance: The West Region is currently the top revenue driver, outperforming other areas.
- Segment Profitability: The "Consumer" segment generates the highest sales volume, but profitability varies across segments.
- Top Products: "Phones" and "Chairs" are the leading sub-categories, contributing significantly to overall revenue.
- Recommendation: Focus marketing efforts on the West region and optimize inventory for high-demand sub-categories like Phones.

TECH STACK & WORKFLOW

- Data Source: Sample Superstore Dataset.
- SQL (Google BigQuery): Used for data extraction, cleaning, and aggregation.
- Tableau: Used for data visualization and trend analysis.
- Process:
 - Uploaded raw CSV data to BigQuery.
 - Executed SQL queries to aggregate sales by Region, Segment, and Category.
 - Exported processed data to Tableau for final visualization.

DATA EXTRACTION VIA SQL

- Below is an example of the SQL query used to analyze Regional Sales performance.
- Caption: *Query: Aggregating Total Sales and Profit by Region.*



The screenshot shows a SQL query editor with a query titled 'Untitled query'. The query is as follows:

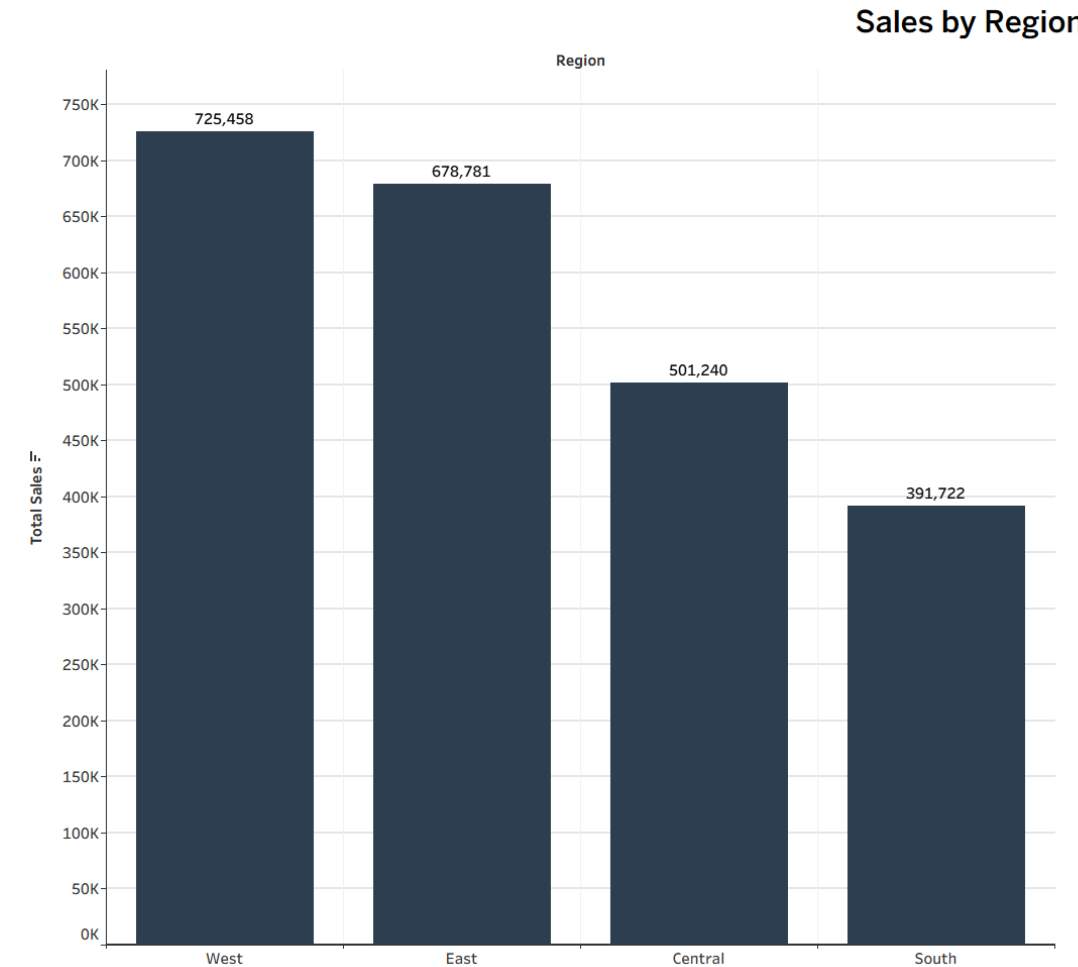
```
1 SELECT
2   Region,
3   ROUND(SUM(Sales), 2) AS Total_Sales,
4   ROUND(SUM(Profit), 2) AS Total_Profit
5 FROM
6   'superstore_analysis.orders'
7 GROUP BY
8   Region
9 ORDER BY
10  Total_Sales DESC;
```

Below the query editor, a status bar indicates 'Query completed'. The 'Query results' section is active, showing a table with 4 rows and 4 columns: Row, Region, Total_Sales, and Total_Profit. The results are as follows:

Row	Region	Total_Sales	Total_Profit
1	West	725457.82	108418.45
2	East	678781.24	91522.78
3	Central	501239.89	39706.36
4	South	391721.9	46749.43

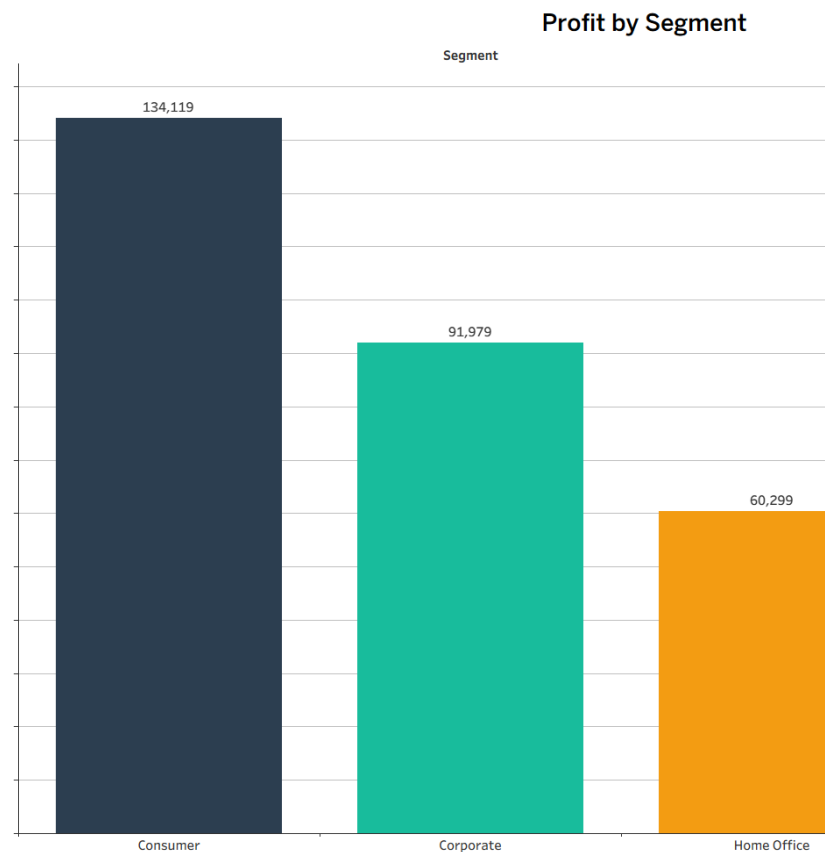
SALES PERFORMANCE BY REGION

- Insight:
- The West region leads in total sales, followed closely by the East.
- The South region currently has the lowest sales volume, indicating a potential area for targeted marketing campaigns to boost growth.



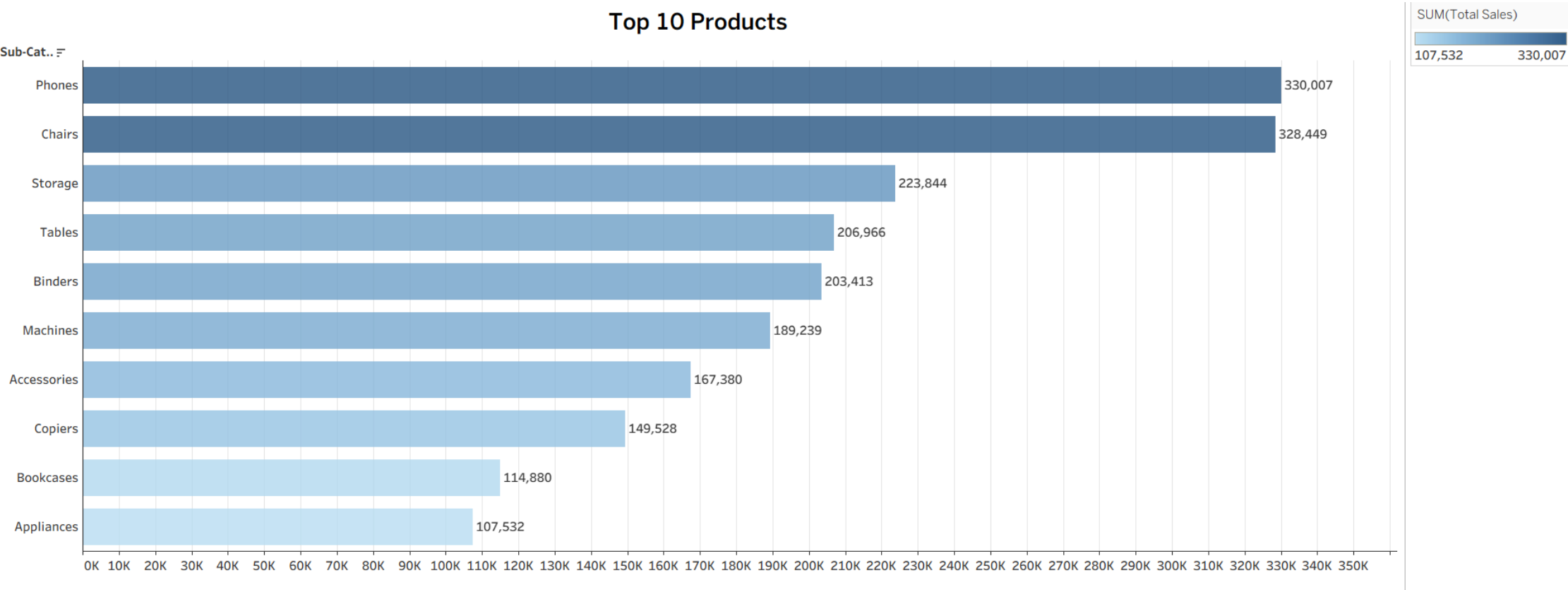
PROFIT ANALYSIS BY CUSTOMER SEGMENT

- Insight:
- The Consumer segment is the most profitable, indicating that individual buyers are the core revenue stream.
- Corporate clients provide steady profit, while the Home Office segment is smaller but highly efficient.
- Strategy: Maintain loyalty programs for Consumer clients while exploring B2B opportunities in the Corporate sector.



TOP 10 BEST-SELLING SUB-CATEGORIES

- Insight:
- Phones and Chairs are the top-performing categories by revenue.
- Office supplies like Binders and Paper have high transaction volume but lower revenue per unit.
- Inventory Note: Ensure stock levels for Phones and Chairs are prioritized to prevent stockouts during peak seasons.



STRATEGIC RECOMMENDATIONS

- Double Down on the West: Invest 60% of the marketing budget into the West and East regions where ROI is proven.
- Product Focus: Bundle "Phones" with accessories to increase average order value.
- Segment Growth: Launch a retention campaign for the "Consumer" segment to maximize lifetime value.
- Call to Action: Further analysis recommended on "Discount Impact" to see if lowering discounts increases overall profit margins.