

Superstore Data Analysis

❖ Purpose :

- The goal of these dashboard is to show that how the sales performance is done in the particular area of United States. Also provides sales performance across the regions in US.
- With the help of this dashboard we get to know high & low range of sales and profit margin in the United State.

❖ Audience Identification :

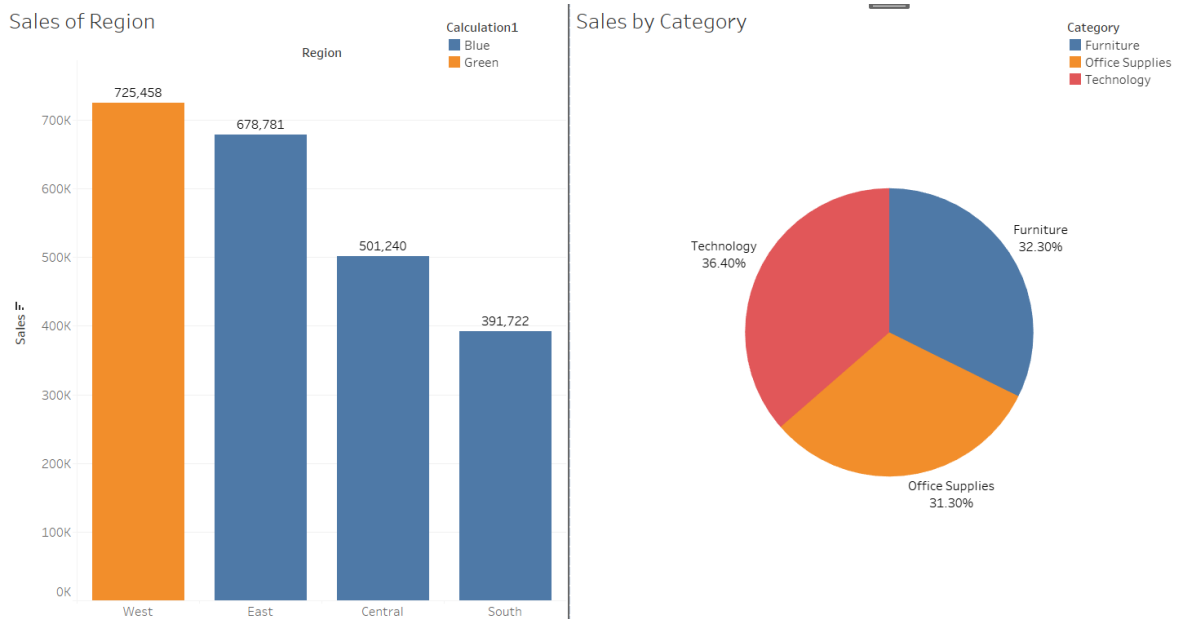
- This analysis report is designed for the executive management team to understanding the sales and profit of the superstore in the united state.
- And taking right decision for increasing sales and profit margin in the lowest sales area and also maintain the sales and profit in the highest sales area.

❖ Overview :

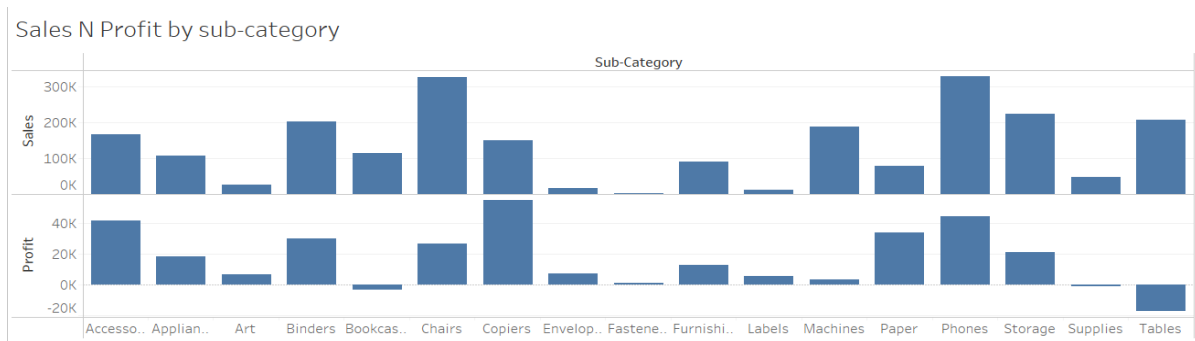
- The dashboard is use to show the superstore sales and profit region wise in the united state it also tells us that which sub category is having high/ low sales and its sales profit taken from the superstore dataset

❖ Metrics:

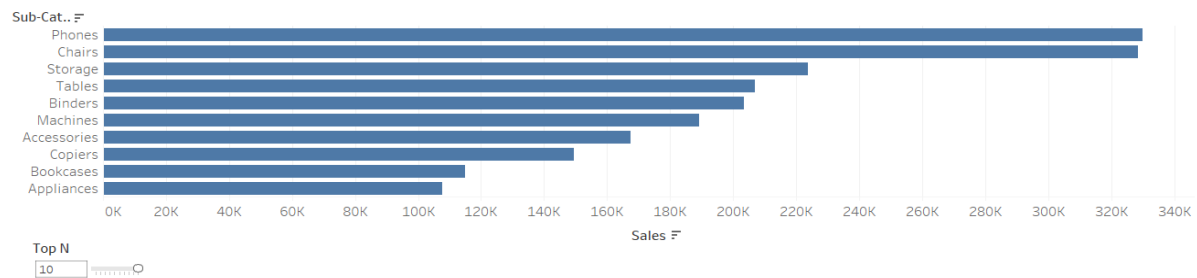
- Key metrics include total sales, regional performance, state-wise sales and their profit, sub-category wise sales and profit margins.



- In regional graph we can see highest sales of region and lowest sales of region in United States.
 - West Region : 725,458
 - East Region : 678,781
 - Central Region : 501,240
 - South Region : 391,722
- Here, the highest sales of region in US is in west side and other sides are having lowest sales as compare to west.
- West side is developed area by reason of population, hence they have large amount of sales.
- In categorical graph we can see the graph shows performance of sales by category.
 - Technology : 36.40%
 - Furniture : 32.30%
 - Office Supplies : 31.30%
- Here, the performance is shown by using pie chart graph. Technology category have highest sales and other have lowest sales. Because US earn fastest growth in tech industries that means more sales are being generated in tech industries.

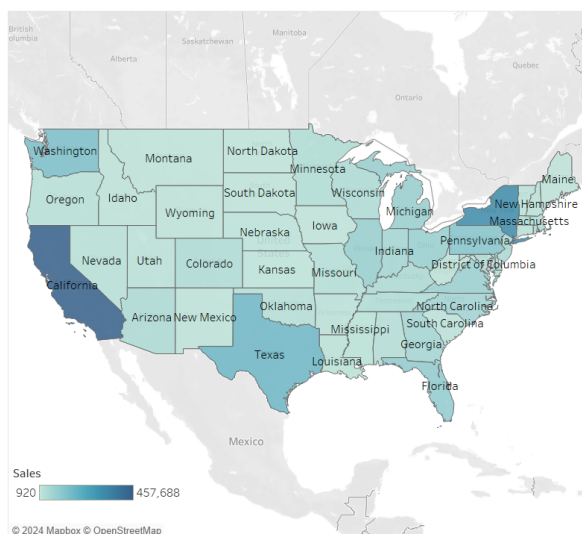


Top 10 sub-categories

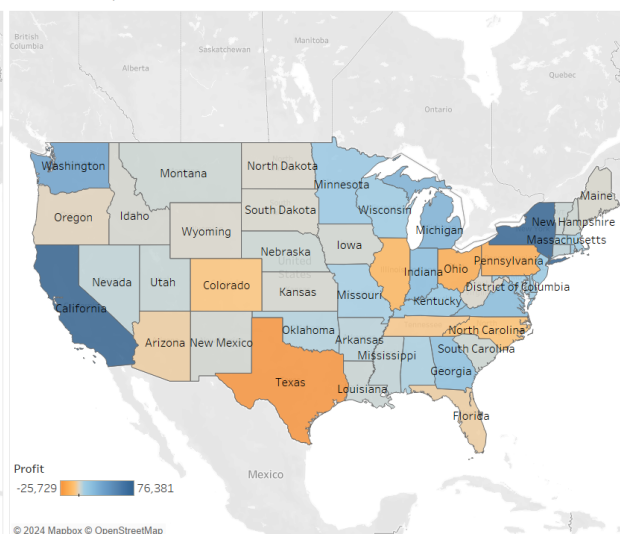


- In sub-categorical graph, we can see highest sales and profit margins by sub-categories.
- Here, smartphones have highest sales because of higher demand of connectivity, new features, faster performance and they have more profit because of branding, updating new technology and also demand of older consumers.
- Chairs are also have highest sales but they have lowest profit margin because the furniture market including chairs is highly competitive with numerous manufacturers and retailers offering similar products. This competition drives prices down and reducing profit margins.

State-wise sales



State-wise profit



- In both graphs we get to know about sales & profit in states of united states. we see the highest profit & sales states are California and Massachusetts because of large no. of population and highly developed.
- In this first graph we get to know that Texas is having lowest profit because Texas offers many business opportunities and benefits, competitive markets, lower cost of living, regulatory environment, and economic diversity can contribute to lower profit margins in certain sectors compared to other states.
- In this second graph we get to know that Wyoming is having less no. of sales because of its having very less no. of population.

❖ **Summary :**

- These all dashboard is telling us that how the sales & profit is been performed in United States and also get to know that what is the main reason for having highest and lowest sales and their profit margins in states of United States.

❖ **Future Recommendation :**

- As we get to know that us is facing major problems in the southern part and also facing problem in texas and furniture products but from 2024 to 2029 the us will be having increment by 20.63 % in furniture products.
- Texas is been fasted grew in economy deu to increased of industry.