

Super Store Sales Analysis

Using the provided Superstore dataset, I created an interactive dashboard that showcases the store's performance across various parameters including region, segment, category, shipping mode, and time. The dashboard allows to easily identify sales and profit trends, highlighting regions where high sales resulted in either low or high profits.

Few Important Key Performance Indicators: -

Total Sales: ₹193.2K Calculated by the sum of all Sales.

Total Profit: ₹20K Calculated by the sum of all Profit.

Total Quantity Sold: 2,976 units Sum of quantity sold.

Average Delivery day: 4 days the average delivery time is calculated based on the difference between the Order Date and the Ship Date using DAX.

Few insights using visualization: -

Sales by Payment Mode

Online payments are the most commonly used mode of transaction, contributing to about 35.38% of total sales, closely followed by Cash on Delivery at 42.62% card payment contributes 21.99% of total sales

Sales by Region

The West region leads in total sales, contributing 33.37%, while the East and Central regions follow with 28.75% and 21.78% respectively. The South region lags behind, accounting for just 16.01% of the sales. There's significant room for improvement in the South region, as it currently has the lowest contribution to total sales at just 16.01%.

Sales by Segment

Consumer segment dominates sales with 48.09%, suggesting strong B2C performance. Whereas Corporate with 32.55% and Home Office 19.35% segments are less profitable possibly a need for targeted strategies.

Sales by Category

Among all product categories, Office Supplies leads with 6.43 lakhs in sales, followed by Technology at 4.70 lakhs and Furniture at 4.51 lakhs. This indicates that Office Supplies are the top-performing category, while Furniture lags slightly behind Technology.

Sales by Category

Standard Class is the most preferred shipping method, generating 3.29 lakhs in sales. It clearly outperforms Second Class and First Class, which brought in 1.11 lakhs and 81.6K respectively. Same Day delivery lags behind with just 30.3K in sales, suggesting it's less popular likely due to higher costs or limited service coverage.

Sales by year

Sales were slightly higher in 2019 compared to 2020. September had the highest monthly sales in both years.

Profit by Region and Year

The most profitable cities are mainly located in the West and Northeast regions. Over a time Profits have changed, going up and down in different months and years. Interestingly, the highest profits were seen in March 2019 and October 2020, possibly due to seasonal trends or special promotions.

Summery: -

This interactive Power BI dashboard analyses Super Store's sales and profitability across various dimensions. The key insights and visualizations help us understand sales trends and support and to make better business decisions to drive growth in specific areas.