Superstore Sales Analysis

SUPERSTORE

Superstore Sales Analysis: Key Findings

This report provides a comprehensive overview of Superstore's sales, profit, and key performance trends from 2014 to 2017. The analysis is structured across three primary sections: geographic performance, product category profitability, and sales trend analysis. The interactive slicers on the left-hand side allow for a dynamic view of the data by **Time period, US Regions, Customer Segment, Shipping Type and Product Categories**.
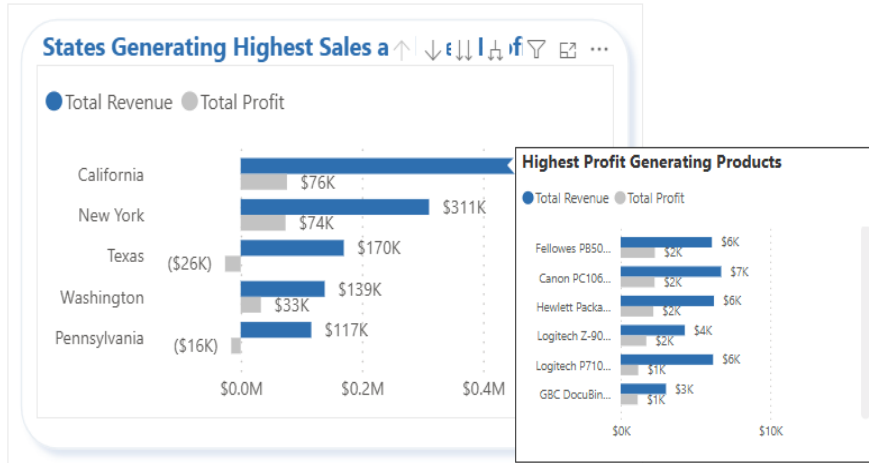
Key Report Features and Functionality:

- **Comprehensive KPIs:** The report's key performance indicators (KPIs) include Total Sales, Total Profit, Profit Margin, Average Fulfilment Time and Total Transactions providing an immediate high-level summary of business health.

- **Interactive Visualizations:** The report includes clear visualizations for geographic performance, product category profitability and sales trends.

- **Drill-Through Functionality:** A drill-through page has been prepared for the **Product Categories and Revenue Matrix**. Users can right-click on any category to view a detailed breakdown of its sales performance on a new page. The drill-through page includes a **dynamic title** that automatically updates to display the selected category, providing clear context for the user.

- **Tooltip Pages for Deeper Insights:** The bar charts for **States generating Highest Sales and Profit** and **States generating Highest Losses** are enhanced with a tooltip page. Hovering over a bar reveals a mini-report with key metrics including the highest-profit and highest-loss generating products within that specific region or city.

- **Clear Slicers Button:** This button clears all selections made in the slicers returning the report to its default state and providing a fresh perspective on the data.

- **Reset Button:** This button resets all changes made to the visuals and returns the report to its original state.
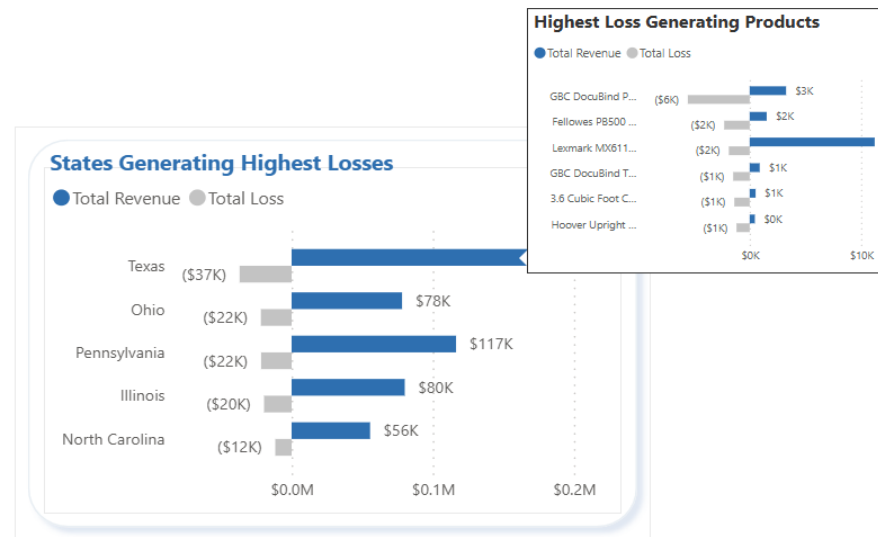
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Geographic Performance:

Key Findings and Actionable Insights
Based on the analysis of the data the following key findings and actionable insights have been identified

Most Profitable Regions: California and New York are the top-performing states, acting as the primary drivers of overall revenue and profit.

Regions Generating Losses: Texas and Pennsylvania are our largest sources of losses, despite strong sales volumes. This indicates that these regions require an immediate investigation into pricing strategies or operational costs.
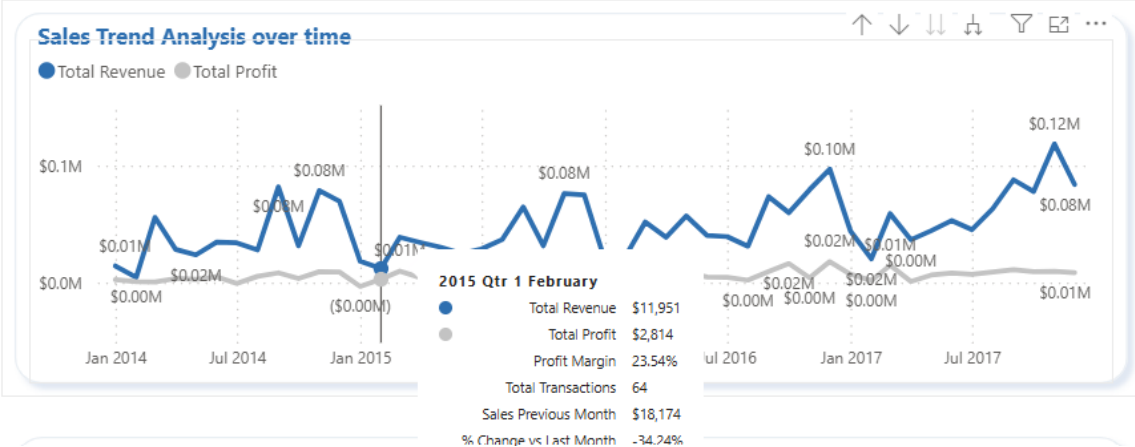
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Time-Series Analysis:

Consistent Upward Trend: Total revenue shows a consistent upward trend from 2014 to 2017.

Annual Spikes: A clear seasonal pattern is visible, with significant spikes in both sales and profit towards the end of each year (typically Q4).

Profit Volatility: While sales are steadily increasing, the profit line is more volatile. This indicates that profitability is not yet stable, and further analysis is needed to address the fluctuations.

Product Category Performance:

Technology is the Most Profitable Category: The Technology category consistently generates the highest revenue and profit. Its healthy Year-over-Year (YoY) growth rate indicates strong market demand.

Opportunities for Improvement: The Furniture and Office Supplies categories show lower profit margins and slower growth, presenting an opportunity to optimize these product lines for better profitability.

Sales Trend Analysis over time

● Total Revenue ● Total Profit

2015 Qtr 1 February
● Total Revenue $11,951
● Total Profit $2,814
Profit Margin 23.54%
Total Transactions 64
Sales Previous Month $18,174
% Change vs Last Month -34.24%

Categories Driving the Revenue with their YoY Growth %

Year	2014		2015		2016		2017	
Category	Total Revenue	YoY Growth %	Total Revenue	YoY Growth %	Total Revenue	YoY Growth %	Total Revenue	YoY Growth %
⊞ Technology	$1,75,270		$1,62,781 ▼ -7.13%		$2,26,364 ▲ 39.06%		$2,71,731 ▲ 20.04%	
⊞ Furn			$1,70,518 ▲ 8.48%		$1,98,901 ▲ 16.65%		$2,15,387 ▲ 8.29%	
⊞ Offic			$1,37,233 ▼ -9.58%		$1,83,940 ▲ 34.03%		$2,46,097 ▲ 33.79%	

Copy
Expand
Collapse
⊘ Drill down
Show as a table
Show next level
Expand to next level
Include
Exclude
⊙ Drill through > Drill through Page
Group
Summarize
Unfreeze row headers
New visual calculation
⊘ Set up a verified answer

Drill through Page

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Drill-through feature:
This "drill-through" feature provides a more detailed view. User can explore the underlying data and gain deeper insights.

Drill-Through for Tennsco 6- and 18-Compartment Lockers

Total Revenue	Total Profit	Profit Margin	Total Transactions	Total Qty Sold	Avg Order Fullfilment Days
$10.9K	$1,575	14.42%	11	43	4.36

Product ID	Product Key	Product Name	Sub-Category	Category	Order Date	Ship Date	Order Fulfillment Days	City	State	Region	Quantity	Sales
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	18-03-2014	24-03-2014	6	Burbank	California	West	7	$1,856
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	12-08-2016	17-08-2016	5	New York City	New York	East	6	$1,591
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	13-01-2014	18-01-2014	5	San Francisco	California	West	5	$1,326
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	09-09-2014	12-09-2014	3	Lowell	Massachusetts	East	5	$1,326
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	06-12-2015	10-12-2015	4	North Las Vegas	Nevada	West	5	$1,326
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	20-04-2017	21-04-2017	1	Cleveland	Ohio	East	4	$849
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	10-11-2015	14-11-2015	4	Roseville	Minnesota	Central	3	$796
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	10-03-2014	17-03-2014	7	Denver	Colorado	West	3	$636
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	13-05-2017	17-05-2017	4	Columbus	Indiana	Central	2	$530
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	23-12-2014	27-12-2014	4	Tampa	Florida	South	2	$424
OFF-ST-10000078	1315	Tennsco 6- and 18-Compartment Lockers	Storage	Office Supplies	17-07-2016	22-07-2016	5	Springfield	Missouri	Central	1	$265
Total							48				43	$10,925