

# Star Store Sales Analysis Report

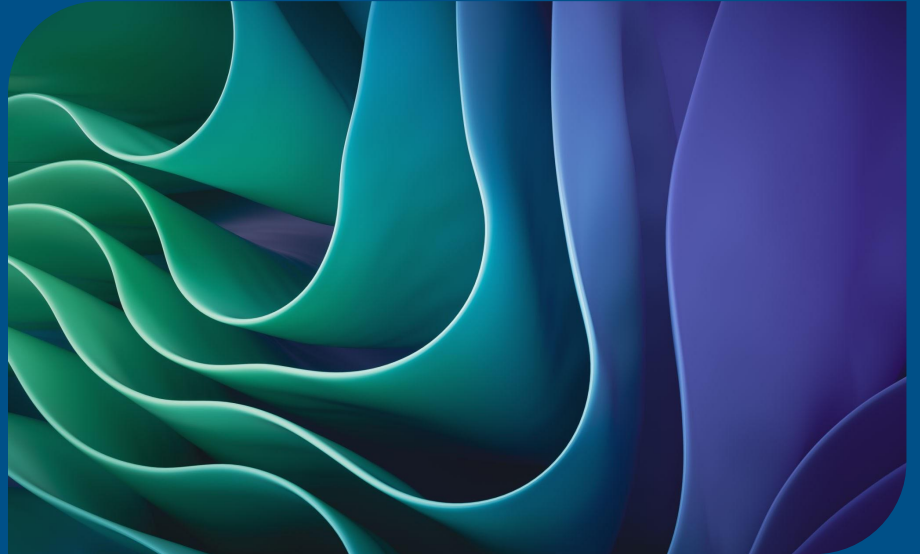
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Guided by: Pavan Lalwani

Link:

<https://www.youtube.com/watch?v=EpQS89RFJ8M&list=PLzgQH5zz4JIUiJ9Nbq3pIQGsRjsQzOitY>



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# 1. Introduction

The Star Store Sales Analysis Report provides a comprehensive overview of sales performance, helping to identify key trends, high-performing regions, and profitable categories. The report is built using Power BI, leveraging interactive visualizations to enable deeper insights into the sales data.

## **Purpose:**

- To analyze sales, profit, and order trends across regions, categories, and customer segments.
- To identify opportunities for growth and areas requiring improvement.

## **Data Scope:**

- Time Period: Sales data from 2019 to 2022.
- Metrics analyzed: Sales, Quantity, Profit, and Order ID.

## 2. Key Performance Indicators (KPIs)

At the top of the report, four key metrics are displayed:

- **Sum of Sales:** \$2.27M
- **Sum of Quantity:** 37K
- **Sum of Profit:** \$282.47K
- **Count of Order ID:** 9,895

These metrics provide a quick overview of the overall performance of the business.

**2.27M**

Sum of Sales

**37K**

Sum of Quantity

**282.47K**

Sum of Profit

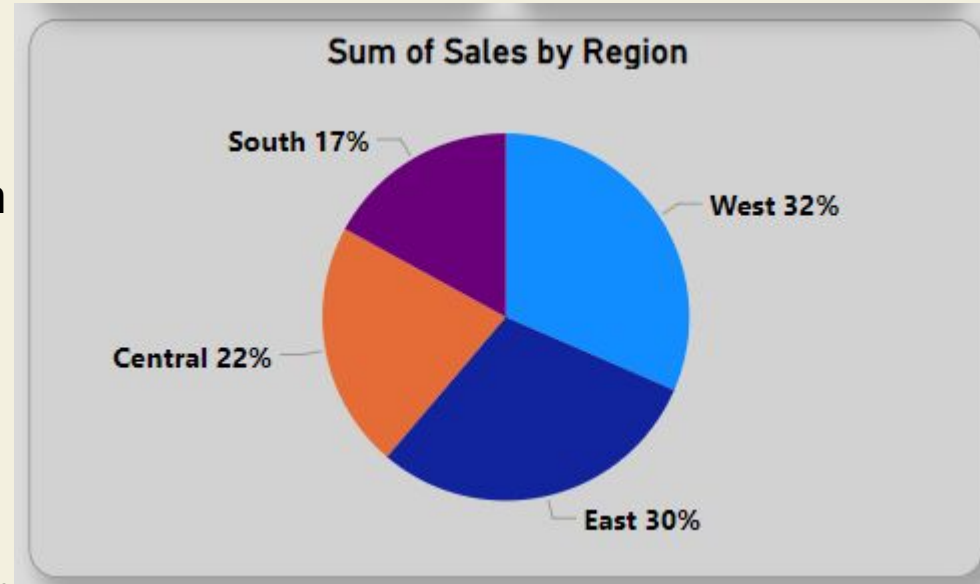
**9895**

Count of Order ID

## 3. Visual Insights

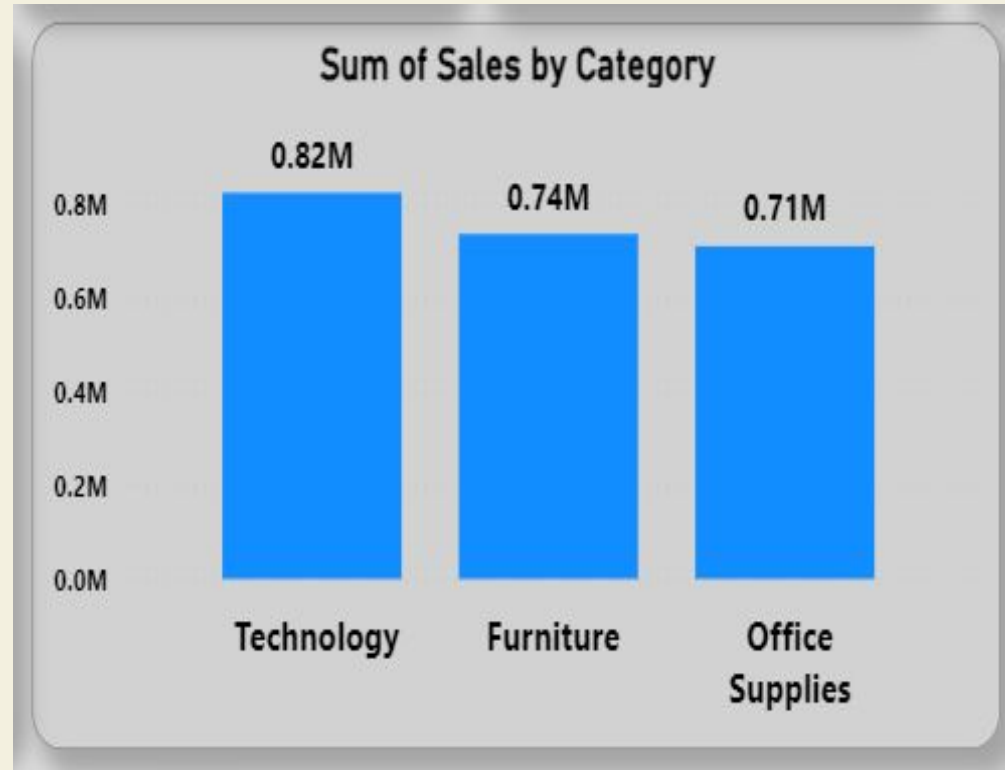
### 3.1. Sales by Region

- **Pie Chart:** Represents the distribution of sales across four regions:
  - **West:** 32%
  - **East:** 30%
  - **Central:** 22%
  - **South:** 17%
- **Insight:** The West region accounts for the highest sales.



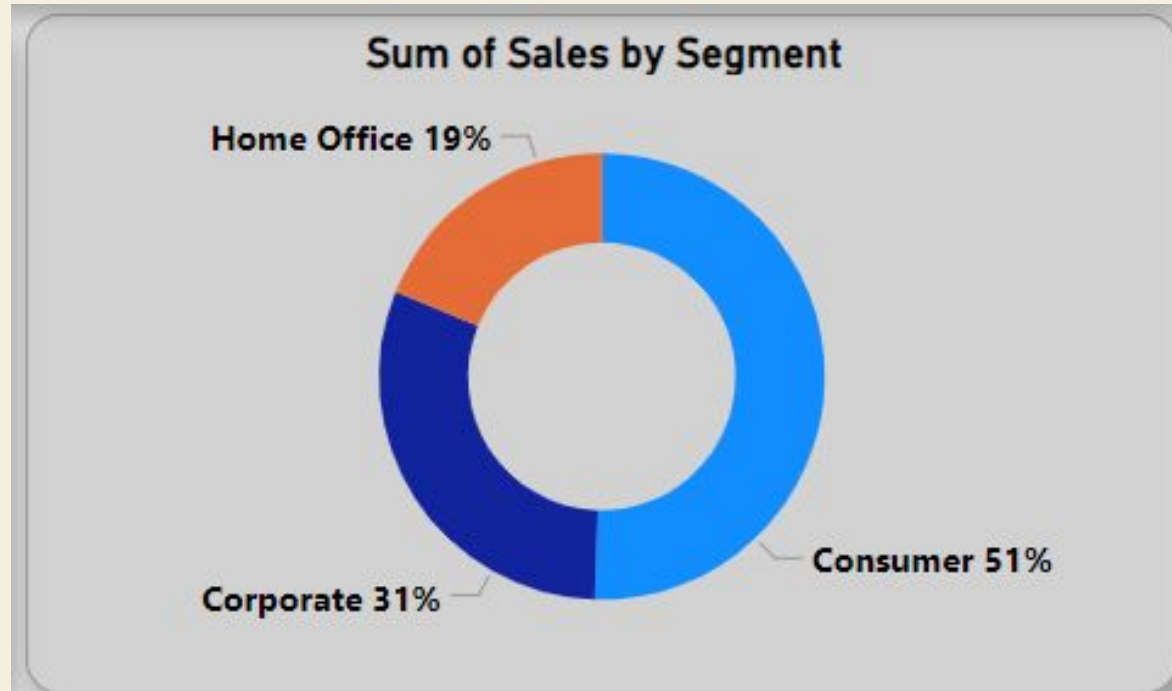
### 3.2. Sales by Category

- **Bar Chart:** Shows the total sales for three categories:
  - **Technology:** \$0.82M
  - **Furniture:** \$0.74M
  - **Office Supplies:** \$0.71M
- **Insight:** Technology is the top-performing category.



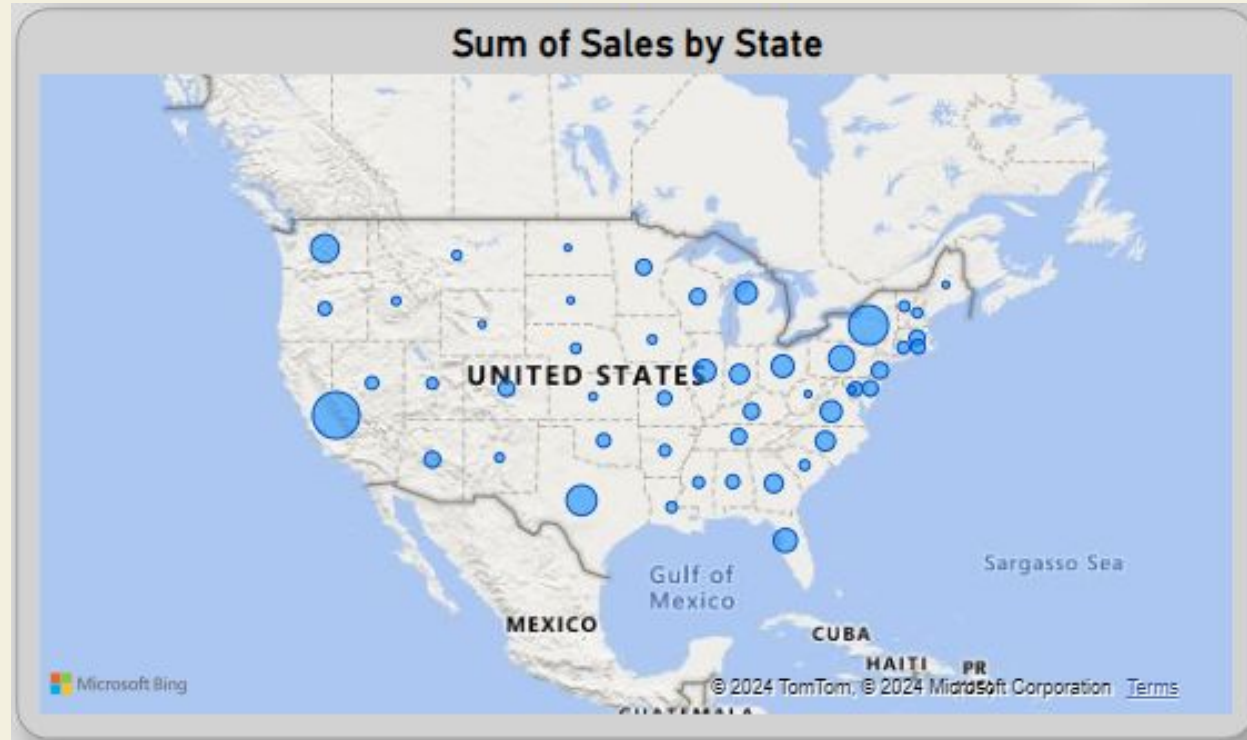
### 3.3. Sales by Segment

- **Donut Chart:** Breaks down sales by customer segment:
  - **Consumer:** 51%
  - **Corporate:** 31%
  - **Home Office:** 19%
- **Insight:** Consumer segment drives the majority of sales.



### 3.4. Sales by State

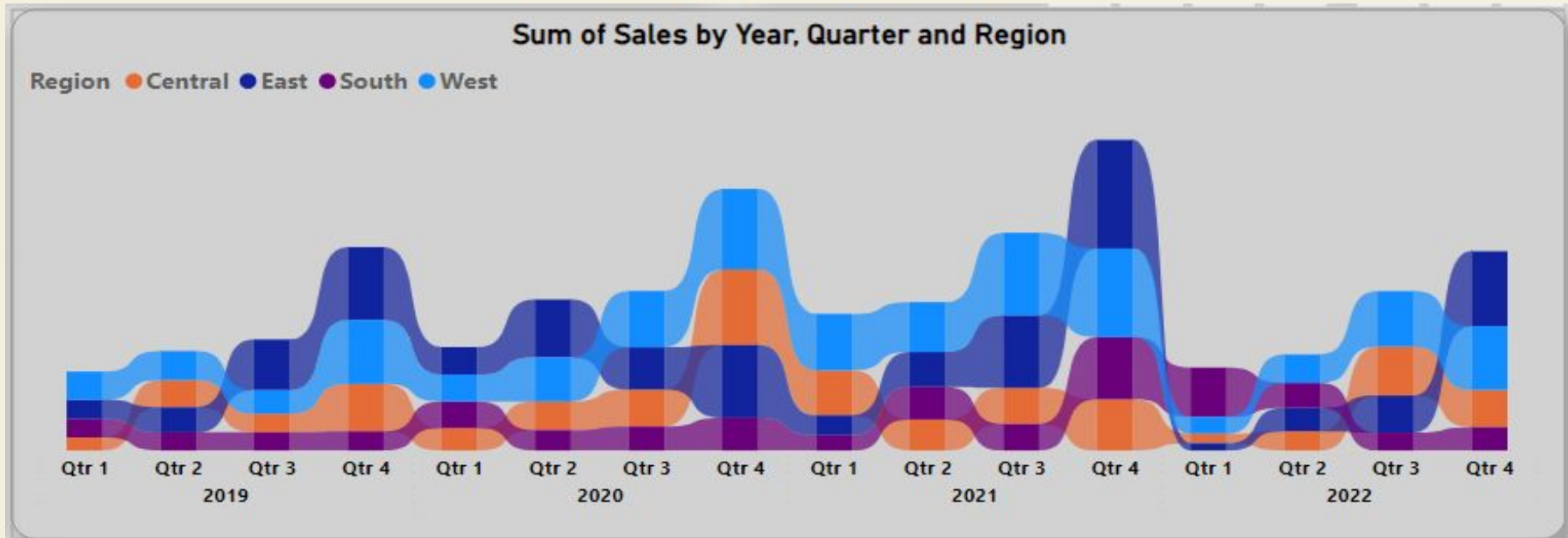
- **Map Visualization:** Displays state-wise sales performance with bubble sizes representing sales volume.
- **Insight:** The map highlights sales hotspots across the United States.





### 3.5. Sales by Year, Quarter, and Region

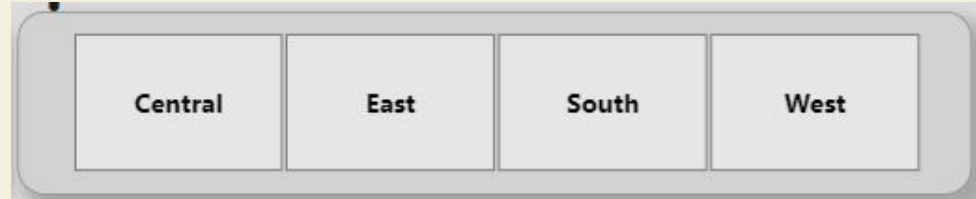
- **Area Chart:** Tracks sales trends over time, segmented by region.
- **Insight:** Sales have grown consistently across quarters, with notable spikes in certain periods.



## 4. Interactive Features

### Region Filter:

- Users can filter the report by selecting a specific region (Central, East, South, or West) to focus on its performance.



### Dynamic Visuals:

- Each visual dynamically updates based on selected filters, offering tailored insights.

## **5. Conclusion**

**The Star Store Sales Analysis Report reveals:**

- 1. Top-performing region: West**
- 2. Best-selling category: Technology**
- 3. Major customer segment: Consumer**

**Recommendations:**

- Focus marketing efforts on the East region to increase its share.**
- Expand the Technology category to sustain its growth.**
- Develop targeted campaigns for the Consumer segment.**

***Thank You...***