INSIGHT

Stop guessing, start knowing.
Visualize your sales and make smarter decisions.

Made by Nevin Thang

Why This Matters?

Businesses often have sales data, but **struggle to turn it into clear decisions**.

The Superstore dataset allows us to **simulate real business problems**, tracking sales, profit, and customer behavior, so we can build a dashboard that solves that pain point

21 Features

Covering orders, products, customers, regions, sales, profit, etc.

9994 Transaction Rows

Realistic volume of sales data from a US Superstore

Our Goals

Optimize Sales Performance

Understand Customer Behavior

Enhance Data-Driven Decisions

Optimize Sales Performance

Monitor sales trends, segment contributions, and uncover key revenue drivers to boost growth.

Key Business Requirements:

01   How much revenue and profit are we generating overall, and what is the sales volume?

02   How are our sales and customer activity trending over time? Are we growing or declining?

03   Which products, categories, or transactions are the most profitable, and how do they compare in volume?

04   Where does the majority of our sales volume come from?

Understand Customer Behavior

Identify who our customers are, how often they return, and what drives their loyalty.

Key Business Requirements:

01 What type of customers do we have, and how loyal are they?

02 How are our customers segmented based on their behavior?

03 What shipping methods do customers prefer, and how do preferences differ across segments?

04 How long do our customers wait for delivery, and which shipping methods are fastest?

Tech Stack & Tools Used

Excel/CSV

Initial data preparation

PostgreSQL

Data storage, query & management

DBeaver

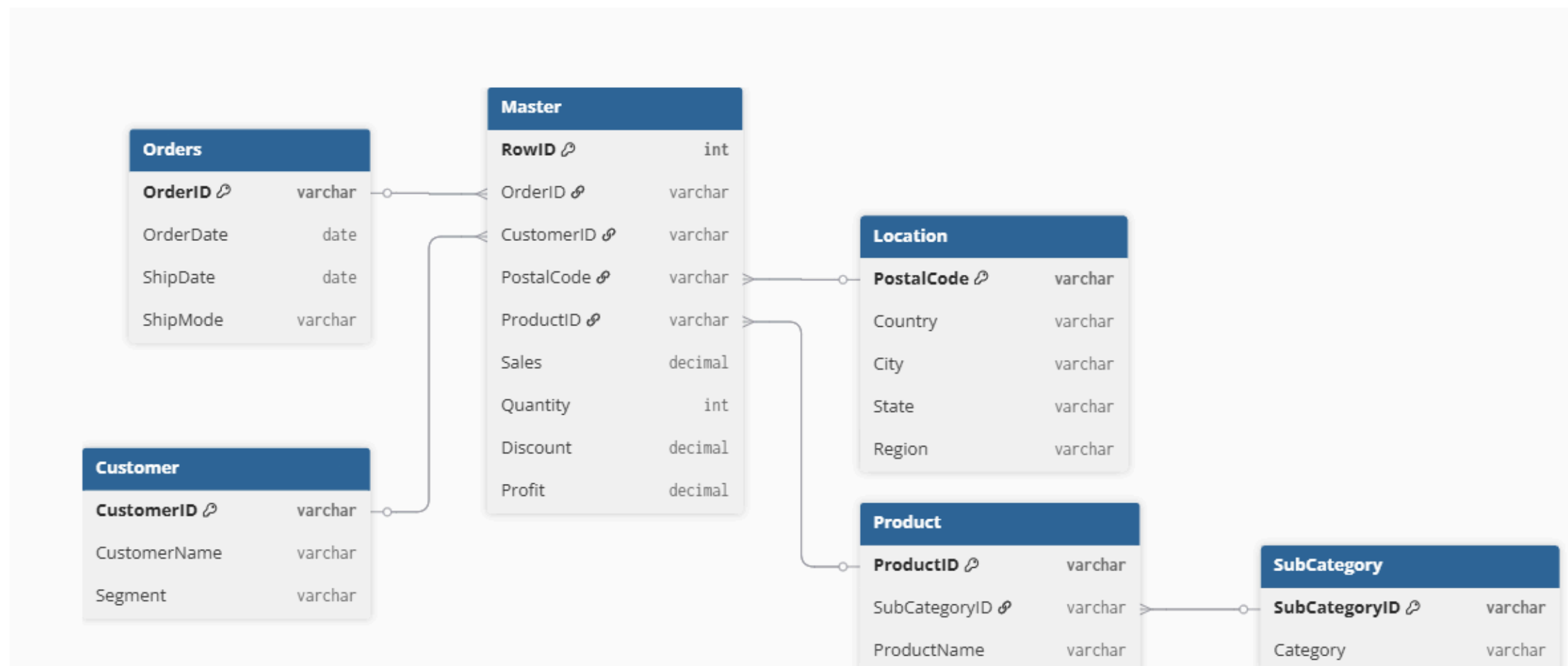SQL editor, database management

Power BI

Data visualization & dashboard building

Made by Nevin Thang

Turning Messy Sales Data into a Clear System

Designed a **3rd Normal Form (3NF) data model** to organize the dataset into clear, connected tables. Each table has one purpose, and they all work together without overlaps.

The Result:
- No more duplicate records
- Faster, more reliable reporting
- Ready for scalable dashboards and analytics

Page 1:
Executive & Sales Overview

INSIGHT

Customer Segment
All

State
All

This dashboard provides an overview of sales performance across product categories, customer segments, and regions.

Dashboard by Nevin Thang

01 | 02

Total Sales
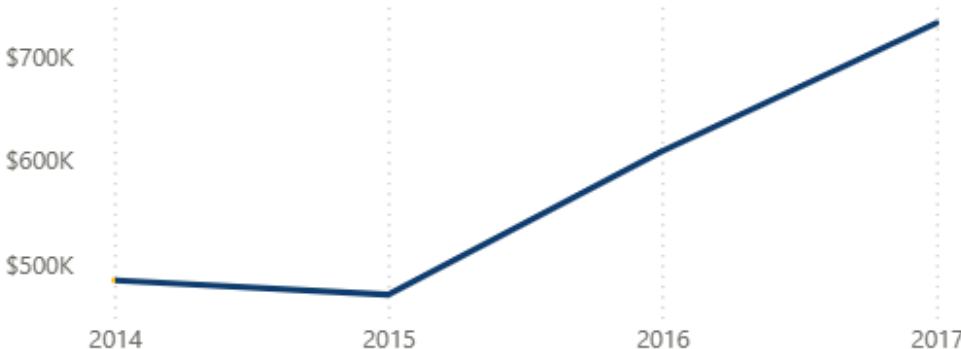$2.3M

Total Profit
$286.4K

Profit Margin %
12.47%

AOV
$458.6

Sales Trend: Growth or Plateau?
Focus on how the trend moves, not just the numbers, to spot shifts in business perfor...

$700K
$600K
$500K

2014   2015   2016   2017

Which Products Drive Profit, and Which Lose Money?
Bubble size shows quantity sold. Colors indicate category status based on profitability

$60K
$40K
$20K
$0K
($20K)

Median Sales
Copiers
Accessories
Paper
Binders
Storage
Median Profit
Appliances
Furnishings
Labels
Art
Supplies
Fasteners
Bookcases
Machines
Tables
Phones
Chairs

Profit

$0K $100K $200K $300K

Sales

Where Does Our Sales Come From?
West region drives the highest revenue, followed by East.

● Central ● East ● South ● West

Microsoft Bing
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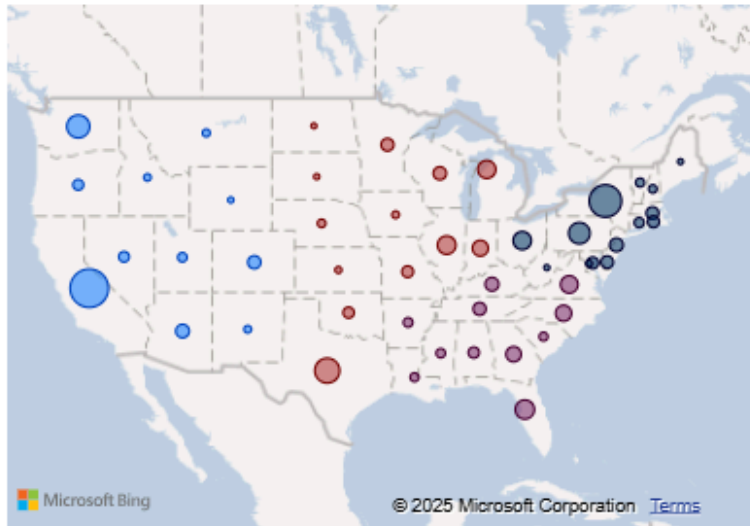
Page 2:
Customer Analysis

INSIGHT

Customer Segment

All ⌄

State

All ⌄

This dashboard provides an overview of sales performance across product categories, customer segments, and regions.

Dashboard by Nevin Thang

Number of Customer
793

Returning Customer %
98.49%

Over Half of Our Customers Are Consumers
● Consumer ● Corporate ● Home Office

51.58%	29.76%	18.66%

Order Volume by Customer Segment and Shipping Method
Consumer segment heavily prefers Standard Class shipping.
● First Class ● Same Day ● Second Class ● Standard Class

Consumer
Corporate
Home Office

0   500   1,000   1,500   2,000
Order Volume

Customer Segmentation using RFM Analysis
Customer behavior based on Recency, Frequency, and Monetary.

Recency Score	1	2	3	4	5
1	8	48	106	31	9
2	2	9	75	59	17
3	2	7	23	35	7
4		8	76	62	25
5		15	57	82	30

How Long Do Our Customers Wait?
Standard shipping takes twice as long as first class, on average

Standard Class	5.0 days
Second Class	3.2 days
First Class	2.2 days
Same Day	0.0 days

Sales are strong,
but profits don't follow.

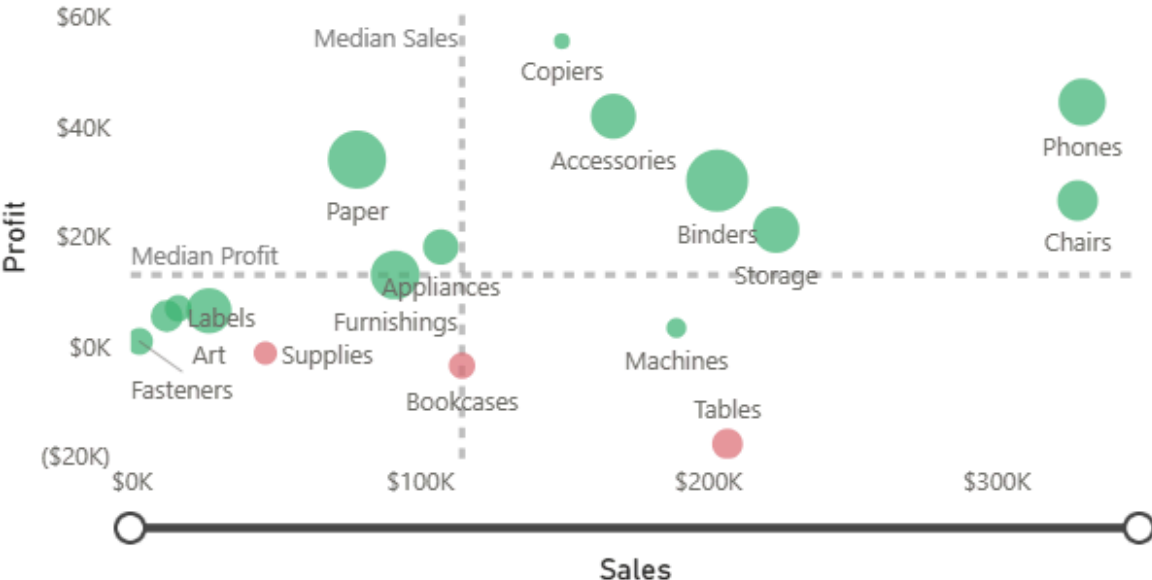| Total Sales	Total Profit
$2.3M	$286.4K

Profit Margin %	AOV
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Sales Trend: Growth or Plateau?
Focus on how the trend moves, not just the numbers, to spot shifts in business perfor...

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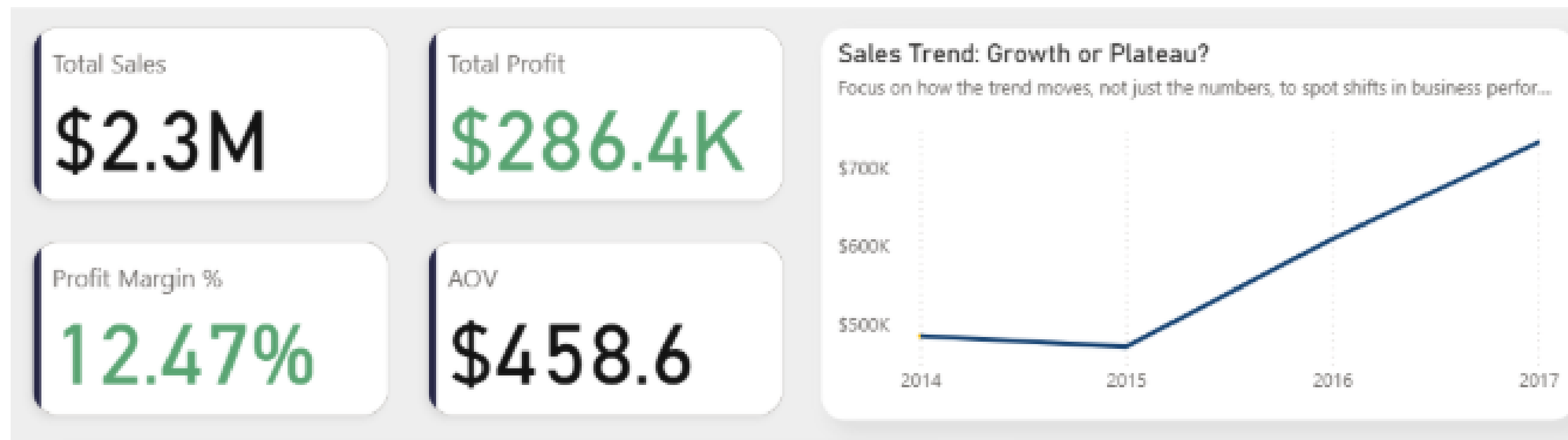
Total sales reached $2.3M, with a healthy **AOV of** $458.6. However, **profit margins are just** 12.47%, signaling cost inefficiencies or low-margin products dragging overall profitability.

Phones and Chairs drive profit, Tables burn cash.

Which Products Drive Profit, and Which Lose Money?
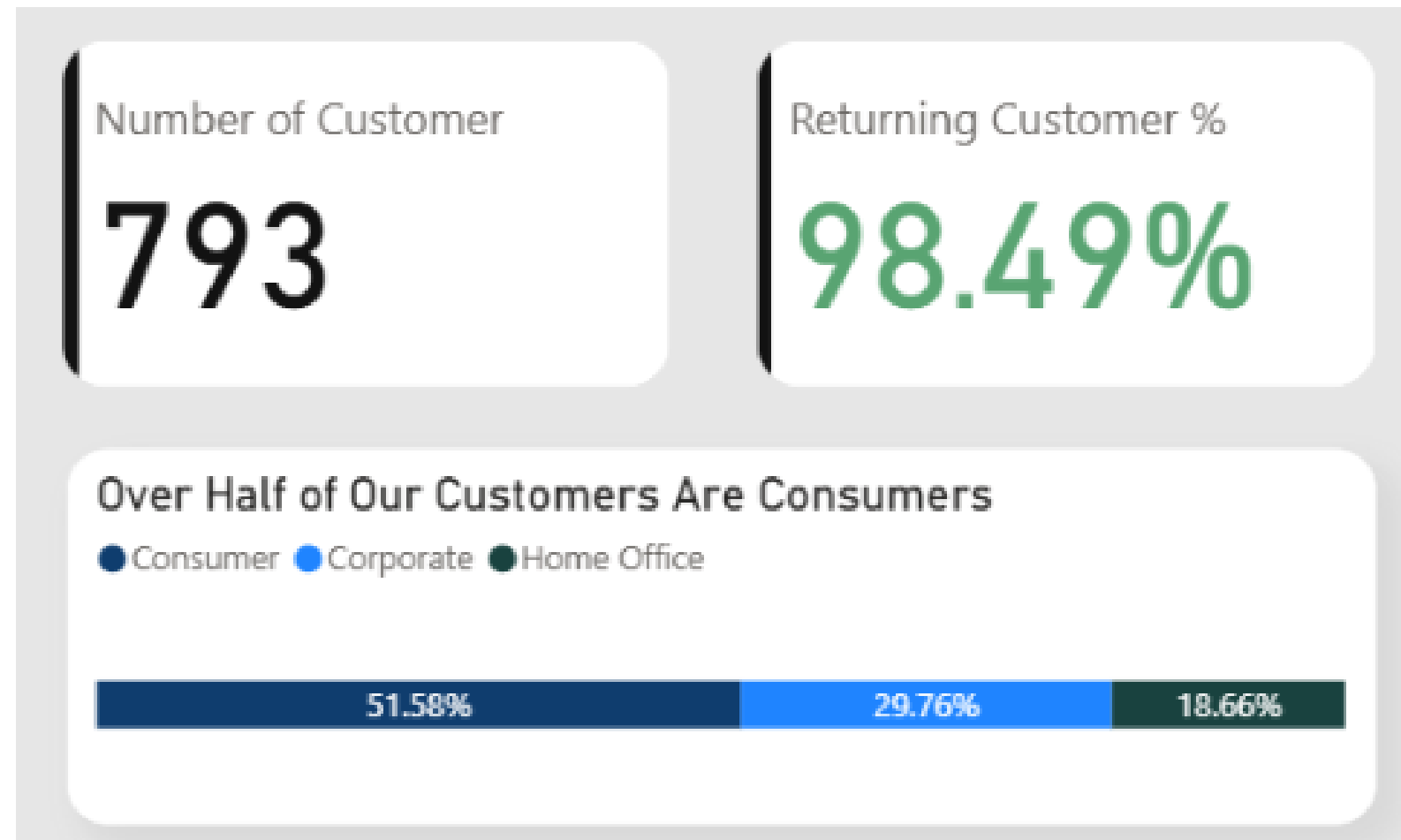Bubble size shows quantity sold. Colors indicate category status based on profitability
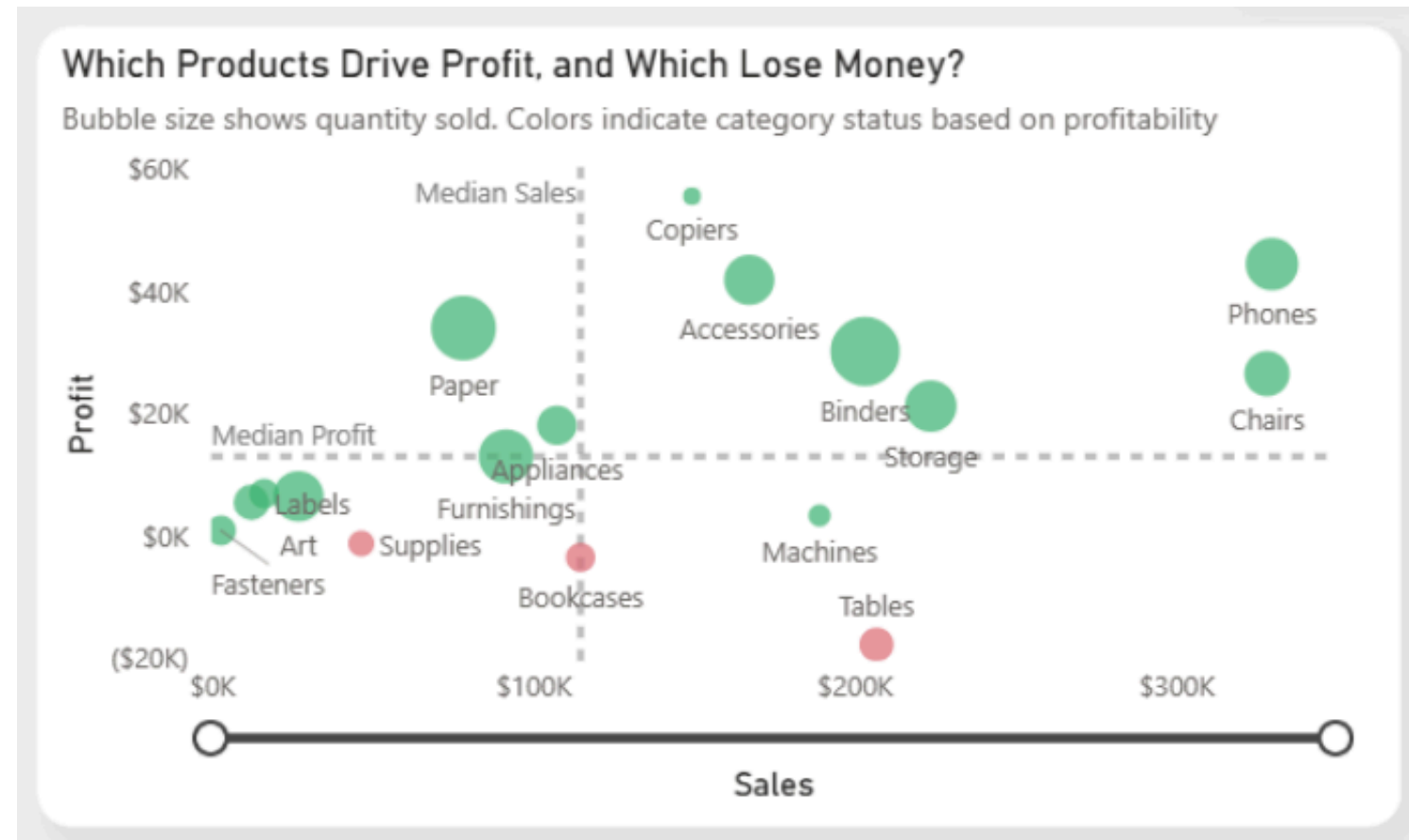
Products like **Phones, Chairs, and Copiers** perform well. But **Tables, Bookcases, and Supplies** consistently lose money, requiring urgent review on pricing or procurement.

West dominates revenue,
East holds potential.

The West region leads in sales, but the East is close behind. **Consider doubling down promotions in West, while exploring growth strategies for East.**

Customers love us, especially Consumers.

Number of Customer
793

Returning Customer %
98.49%

Over Half of Our Customers Are Consumers
● Consumer ● Corporate ● Home Office

| 51.58% | 29.76% | 18.66% |

We serve 793 customers, and 98.49% are repeat buyers, an **impressive retention rate**.
More than half of them are in the Consumer segment, making it a prime target for loyalty campaigns.
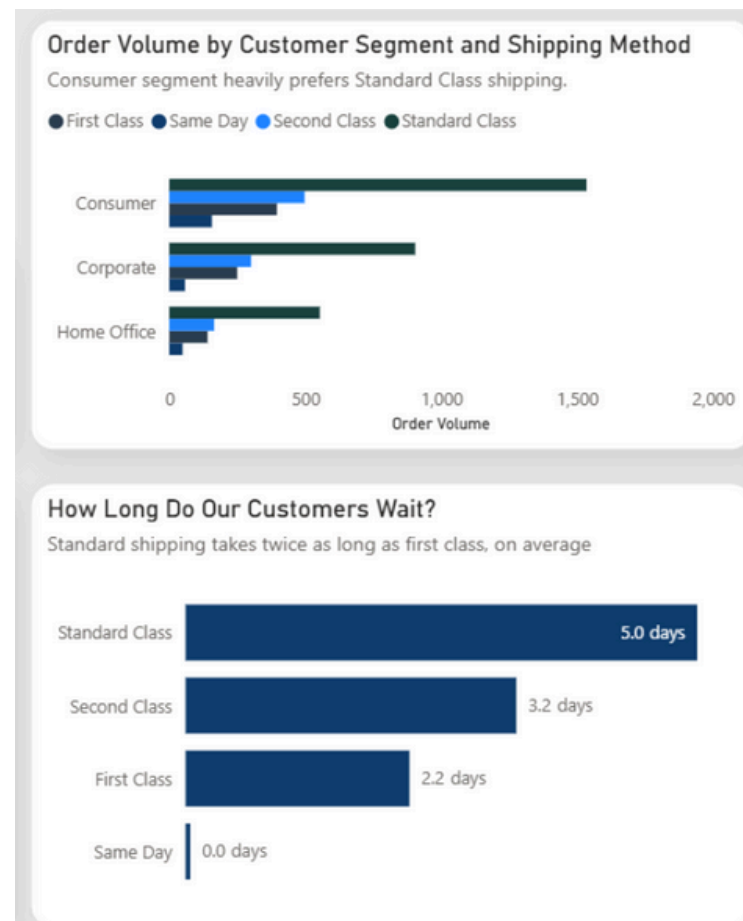
We know our top customers, now it's time to act.

Customer Segmentation using RFM Analysis
Customer behavior based on Recency, Frequency, and Monetary.

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RFM analysis **highlights valuable, engaged buyers**. Use this to launch targeted promotions and tiered loyalty programs

Shipping speed is
hurting experience.

Order Volume by Customer Segment and Shipping Method
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How Long Do Our Customers Wait?
Standard shipping takes twice as long as first class, on average

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Same Day	0.0 days

Most customers use Standard Class shipping, which averages 5 days. We have **opportunity to improve logistics or incentivize faster shipping** for better satisfaction.

Conclusion:
From Data to Direction

The dashboard empowers us with a clear view of business performance, highlighting both strengths and gaps. This dashboard isn't just a tool, it's a decision-making asset that transforms data into actionable direction.

"Moving forward, continued use will support faster, smarter, and more aligned business decisions."