SUPER STORE SALES ANALYSIS

Objective : Analysis store sales data based on Product Category ,Sales by region , Sales by month , year quarterly.

Tools Used :

Data Cleaning – Microsoft Excel

Visualization – Microsoft Power BI

Data Analysis Report :

1) Sales category overall profit : 224.1K , having shipping cost : 25.3K

2) East and West region having pick sales in month of April : May, January : February.

3) Product Category profit rank

   i) Office Supplies -89.5K   ii) Technology – 75.3K   iii) Furniture – 59.2K

4) Area Of Improvement :

i) Generate Discount offer on technology items on Feb, June month in East : West region.

ii) Generate Discount offer on technology items on Jan : March month in South region.

iii) Generate Discount offer on Blinder | Telephone items on Jan : Feb : March month in East : West region.