Superstore Analysis

Omokorede Oludairo

CONTENTS

Executive Summary 2

Objective 2

Tools Used 2

Queries 2

Visualisation 5

Summary and recommendation 5

Executive Summary

This is a case study of a superstore sales, this superstore holds Dataset comprising sales statistics for a variety of items offered by the retailer along with following details about the region, product categories and subcategories, sales and profits, and customer segmentation.

Objective

The objective is to obtain insightful information from the sales data to enhance the marketing and sales tactics.

Tools Used

- MySQL
- Power BI

Queries

```
SELECT category, sales, profit
 FROM project_1.superstoreorders
 ORDER BY sales DESC
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

category	sales	profit
Furniture	987	-1011.636
Furniture	968	445.26
Furniture	920	395.76
Technology	912	-319.464
Office Supplies	889	59.22
Office Supplies	884	70.5
Furniture	854	290.43
Technology	839	121.113
Furniture	825	338.34
Furniture	825	338.34
Furniture	822	353.22
Office Supplies	794	134.88

superstoreorders 6

Figure 1 This query was conducted to determine the categories with the highest sales.

```
SELECT sub_category, sales, profit
FROM project_1.superstoreorders
ORDER BY sales DESC;
```

Limit to 1000 rows

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

sub_category	sales	profit
Bookcases	987	-1011.636
Tables	968	445.26
Chairs	920	395.76
Copiers	912	-319.464
Storage	889	59.22
Appliances	884	70.5
Bookcases	854	290.43
Machines	839	121.113
Bookcases	825	338.34
Bookcases	825	338.34
Bookcases	822	353.22
Storage	794	134.88

superstoreorders 4

Figure 2 This query was conducted to determine the subcategories with the highest sale in the store.

```
SELECT segment, profit
FROM project_1.superstoreorders
ORDER BY profit DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

segment	profit
Home Office	445.26
Consumer	395.76
Corporate	353.22
Home Office	338.34
Home Office	338.34
Consumer	327.12
Consumer	290.43
Corporate	276.6
Home Office	274.491
Corporate	258.696
Corporate	253.32
Consumer	243.84

superstoreorders 3

Figure 3 This query was conducted to determine the subcategories with the highest Profit in the store.

```
SELECT DISTINCT ship_mode
FROM project_1.superstoreorders;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

ship_mode
Standard Class
Second Class
Same Day
First Class

superstoreorders 2

Figure 4 This query was performed to identify the various Ship mode within the superstore

```
SELECT count(*)
FROM project_1.superstoreorders
WHERE ship_mode= 'Standard Class'
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

count(*)
353

Figure 5 This query was performed to identify the preference for Standard Class Shipping Mode

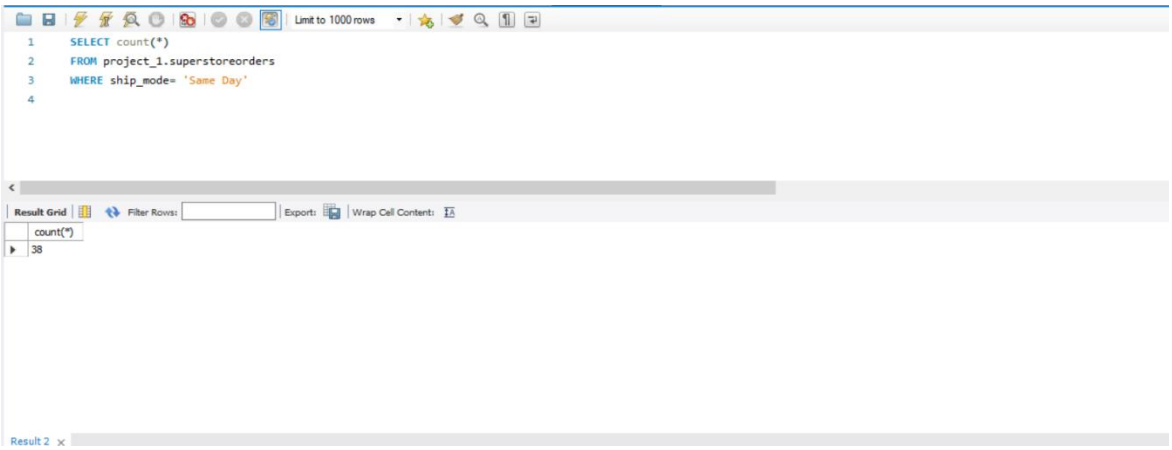

Figure 6 This query was performed to identify the preference for Same Day Shipping Mode

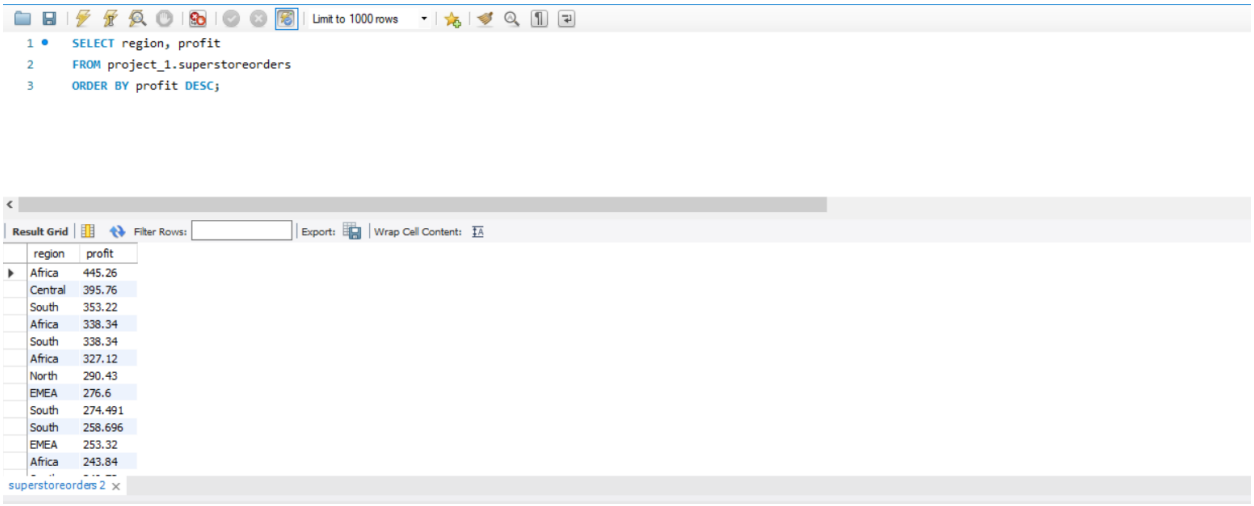

Figure 7 This query was performed to identify the regions with the highest profit

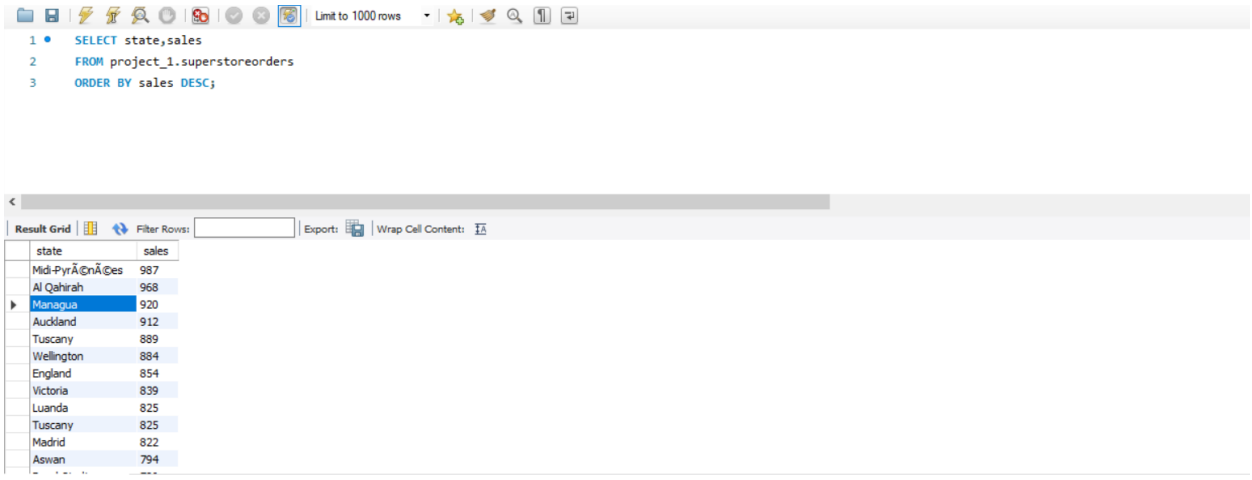

Figure 8 This query was performed to identify cities with the highest sale for the superstore

Visualisation

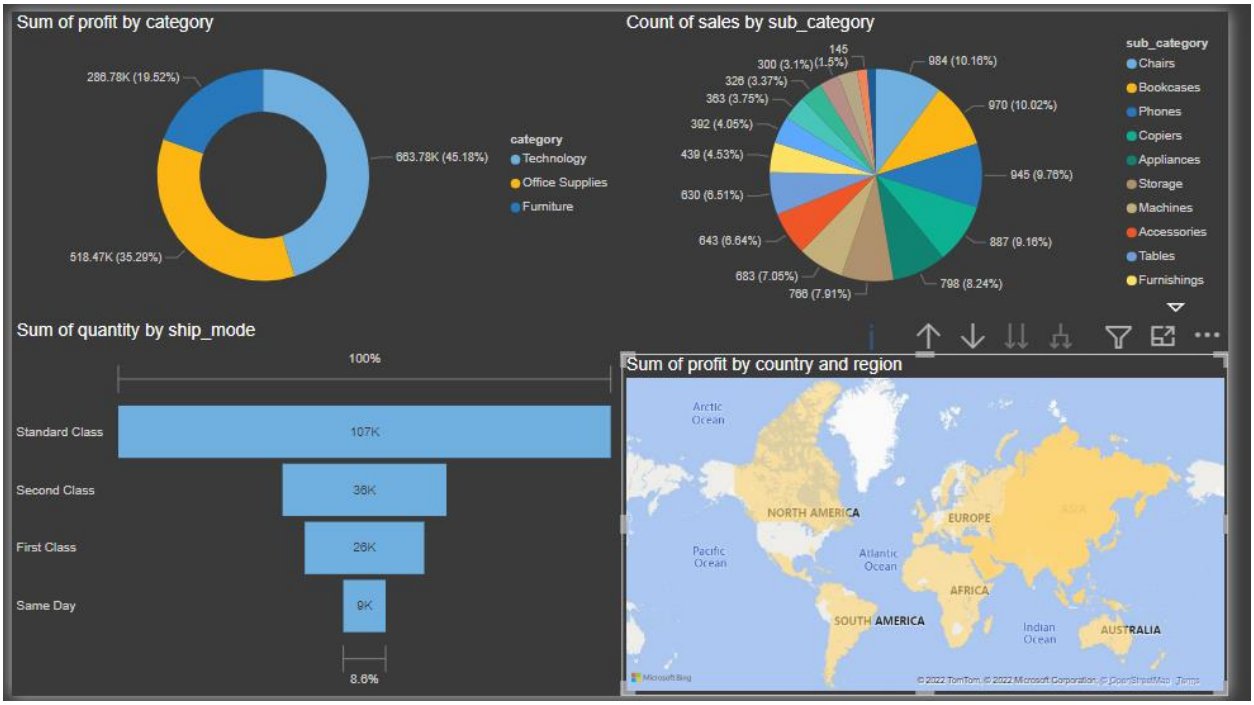

Figure 9 Visualisation of queries

Summary and recommendation

The queries performed gave the analyst the insight on the dataset to focus on and visualise, the visualisation.

- The superstore's most profitable department is found to be the technology department, followed by the office supply department. The furniture department will probably need more promotion to increase profit and bring it into line with other departments.
- Standard class shipping appears to be the most popular option; it may be optimized and made more effective to better satisfy customers.
- Most of the subcategories show that they bring in profit for the superstore and this shows there is great diversification which should continue within the superstore
- The majority of the subcategories demonstrate that they generate revenue for the superstore, displaying effective diversity inside the superstore.