

Super Store Sales Analysis

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OBJECTIVE

To utilize data analysis techniques to identify KPIs and analyze sales data, providing valuable insights and sales forecasting to inform strategic business decisions and drive overall success.

STEPS INVOLVED

- Acquired Data - Data source: Excel (xlsx file)
- Cleansed and Transformed Data
- Dashboard Creation
- Data Analysis
- Employed DAX Functions
- Conducted Time Series Analysis
- Generated Sales Forecasts
- Provided Insights and Recommendations to the business

DAX Queries

1. AvgDelivery =

```
DATEDIFF('SuperStore_Sales_Dataset'[OrderDate],'SuperStore_Sales_Dataset'[Ship Date],DAY)
```

2. SalesForecast =

```
SUMMARIZE
```

```
('SuperStore_Sales_Dataset', SuperStore_Sales_Dataset[Order Date], "Total Sales",  
SUM(SuperStore_Sales_Dataset[Sales]))
```



DASHBOARDS

Super Store Sales Dashboard

Central

East

South

West

Sales by Payment Mode



Sales

1.6M

Orders

22K

Profit

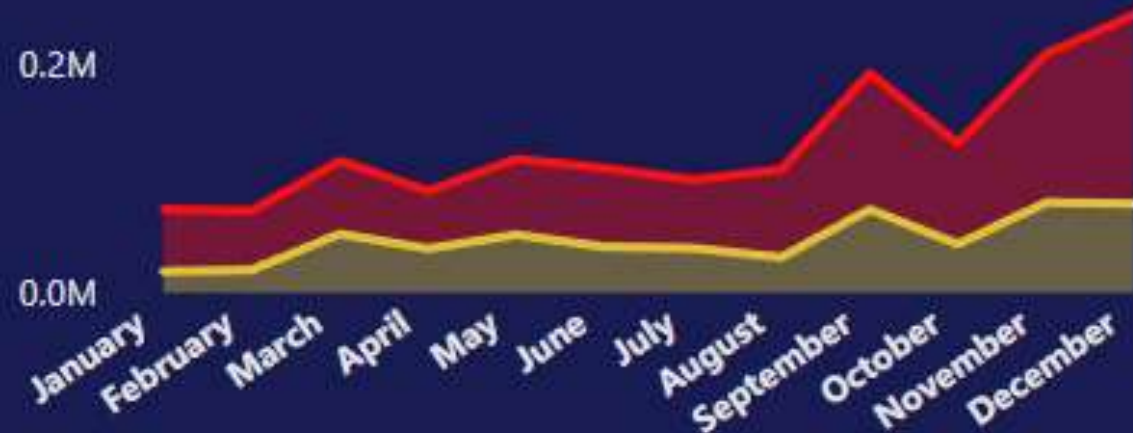
175K

Ship Days

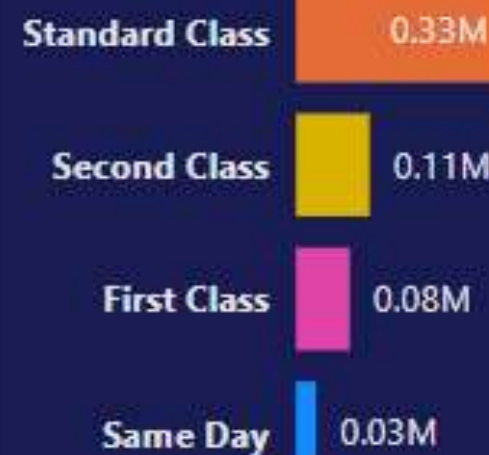
4

Sales by Month

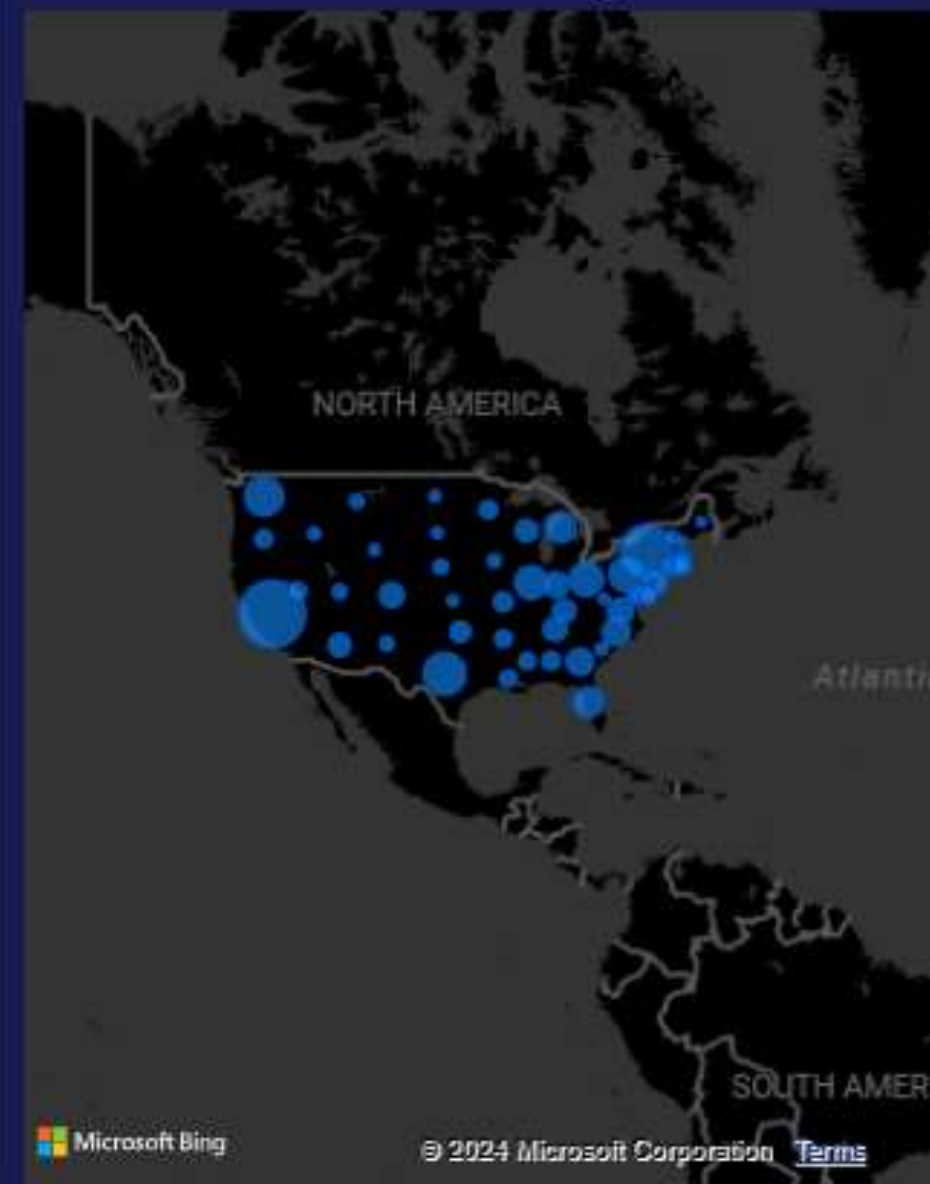
Year ● 2019 ● 2020



Sales by Ship Mode



Profit and Sales by State



Sales by Segment



Profit by Month

Year ● 2019 ● 2020



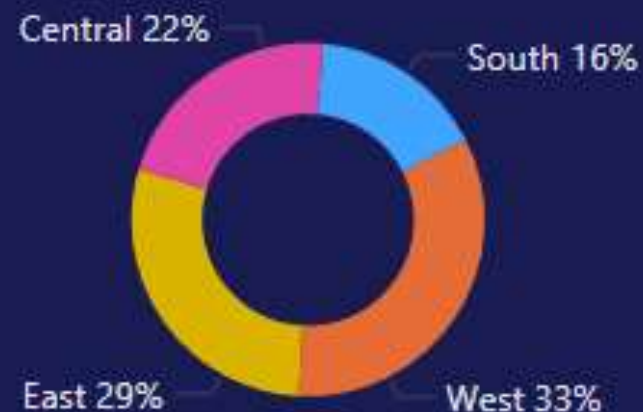
Sales by Sub Category



Sales by Category

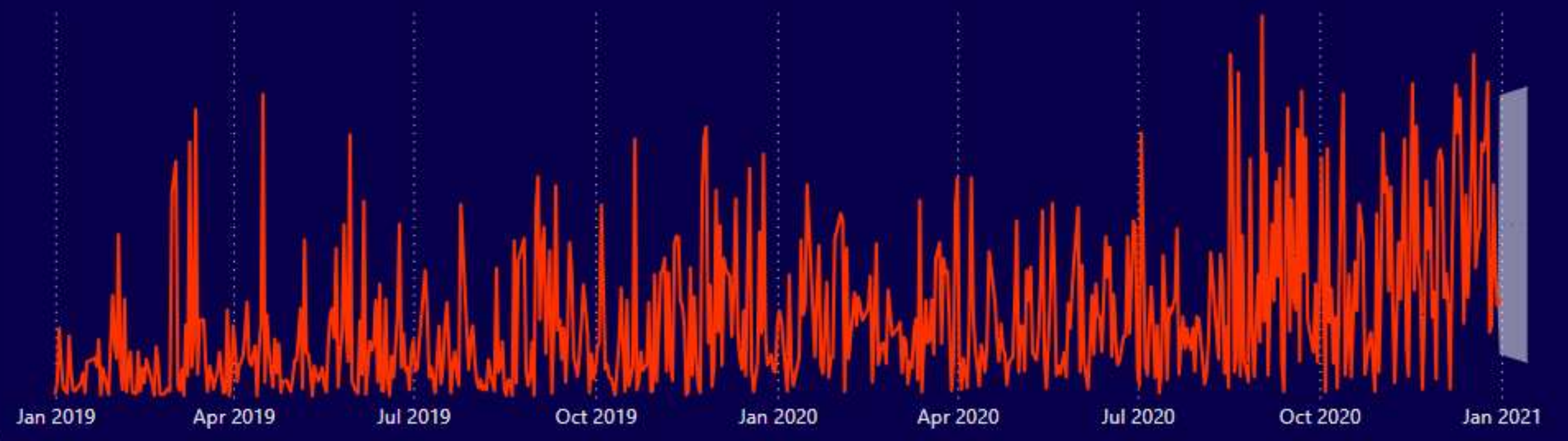


Sales by Region

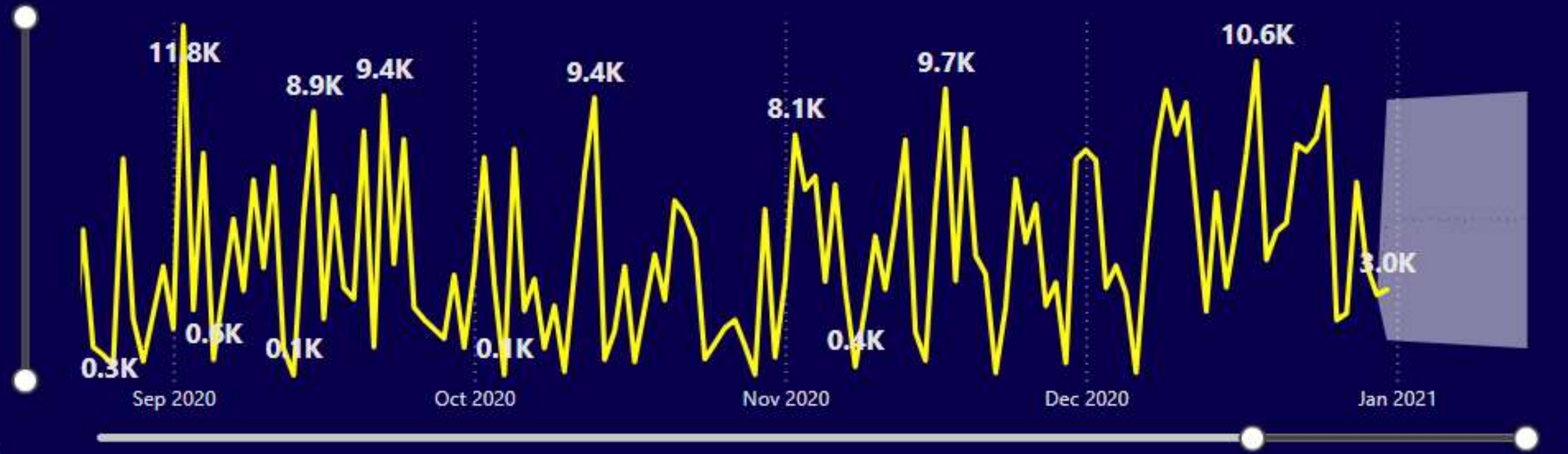


Super Store Sales Forecast- 15 Days Forecast

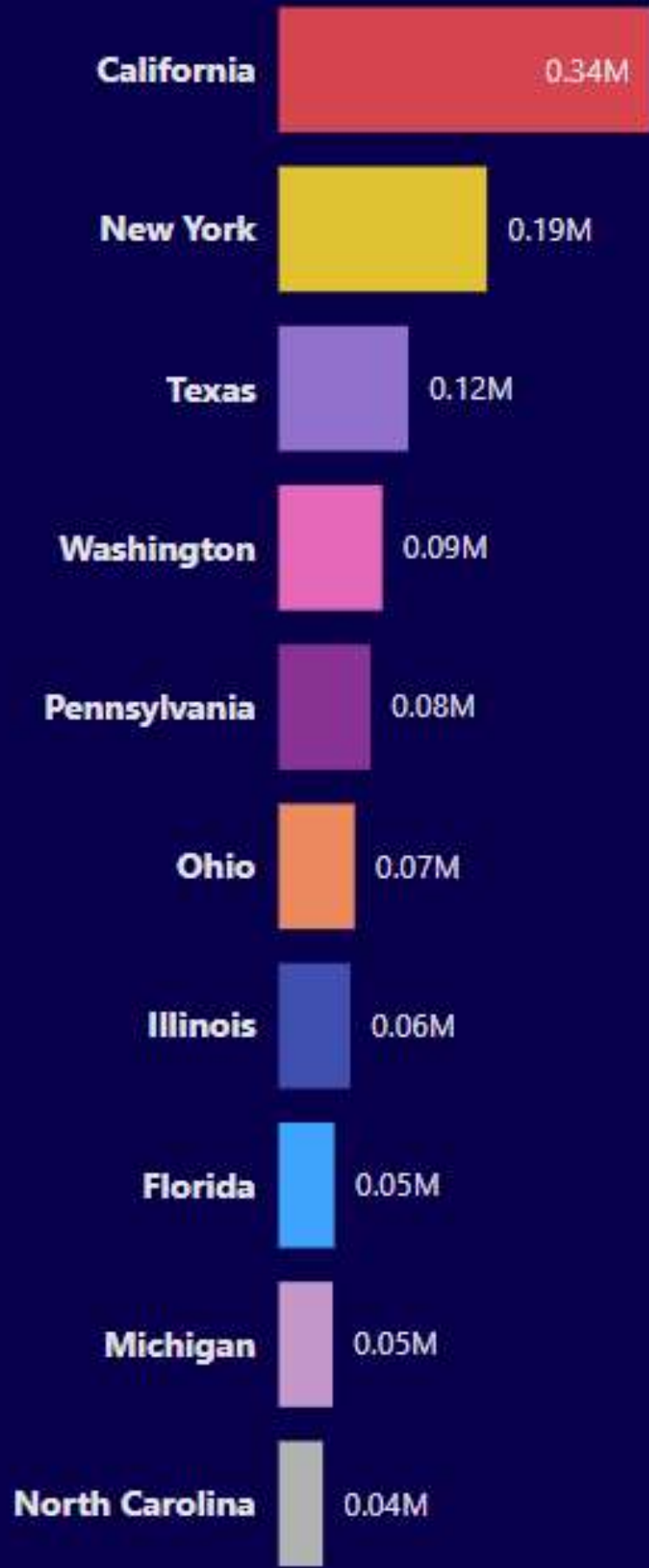
Sales forecast- 15 days



Sales forecast- 15 days



Sales by States



Project Insights

1. Achieved total sales of **\$1.57 Million** over two years, with a total profit **\$175.26K**.
2. Sold **22,000** items with an average delivery time of **3.93 days**.
3. The East region contributed **29%** of total sales, and the Consumers segment accounted for **43%**.
4. **California** led individual state sales, generating **\$335,190.26**, followed by **New York** and **Texas**.
5. Observed peak sales in **December** and **September**, with lower sales in **January** and **February**, indicating a steady growth trend since **2019**.

Project Insights

6. **Profit maximization** occurred in **March, October, and December**.
7. **Office supplies** were the top-selling product category, with **phones** being the most sought-after sub-category and **furniture** contribute almost equally.
8. **Top five** items to contribute in the sales are **Phones, chairs, binders, storage and accessories**.
9. Standard Class was the preferred **shipping mode**, and **Cash on Delivery (COD)** was the favored payment method.
10. **Sales Forecasting:** Leveraged historic data and applied time series analysis to generate sales forecasts for the next 15 days of January 2021.

THANK YOU

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