

# Superstore Sales Trends and Insights Report

## Problem Statement

The goal of this project was to analyse historical sales data from a superstore to uncover actionable insights related to sales performance and customer behaviour. The organization wanted to understand:

- Which regions, states, and cities drive the most revenue?
- Which product categories and sub-categories perform best?
- How sales have progressed over the years?
- What is the contribution of customer segments and product lines?

## Tools Used

- Microsoft Excel  
Used for dashboard creation, pivot tables, charts, and data visualization.
- Power Query  
Used for data transformation tasks such as:
  - Removing duplicates and nulls
  - Splitting and formatting columns
  - Filtering data based on specific criteria
  - Preparing clean, analysis-ready tables

# Project Execution Summary

## 1. Data Cleaning:

- Removed duplicates and null values
- Standardized data formats (e.g., date and product names)

## 2. Data Aggregation:

- Grouped data by year, region, state, city, category, segment, and product to analyse patterns

## 3. Dashboard Design:

- Built an interactive Excel dashboard to visualize sales across multiple dimensions

# Project Outcome

- Delivered a clear, comprehensive dashboard showcasing sales and customer trends
- Identified high-performing products, regions, and customer segments
- Provided the management team with visual insights to guide sales and marketing strategy
- The organization now has a blueprint for monthly performance tracking

# Dashboard Overview

The dashboard consists of several key visual elements:

- KPI Tiles: Total Sales (₹22,61,536.78) and Total Customers (793)
- Segment-wise Sales Distribution: Majority from *Consumer* (51%), followed by *Corporate* (30%) and *Home Office* (19%)
- Sales by Region: *West* and *East* are top contributors (30% and 31%)
- Top Performing States: *California* and *New York* lead in sales
- Sub-Category-wise Sales: *Phones*, *Chairs*, and *Storage* are the top-selling sub-categories
- Sales Progression by Year: Shows a steady increase, especially post-2016
- Top Cities: *New York City*, *Los Angeles*, and *Seattle* dominate sales figures
- Category-wise Sales: *Technology* is the best-performing category
- Top Products: Includes *Canon image CLASS Printer*, *Cisco Phone*, and *Logitech Keyboard*



# Problems Faced

## 1. **Data Quality Issues:**

- Missing values in customer names and product IDs
- Inconsistent date formatting caused grouping errors

## 2. **Chart Scaling:**

- Sales variance between top and bottom states made it difficult to scale charts uniformly

## 3. **Category Overlap:**

- Certain products fell into multiple overlapping categories, leading to misclassification

# Key Learnings

- Gained hands-on experience in Excel dashboard creation and data storytelling
- Understood the importance of data preprocessing for reliable insights
- Learned how to create dynamic dashboards using pivot tables and slicers
- Identified how visual analytics can influence strategic business decisions