

US Superstore Sales Overview

About Dataset: Superstore data is taken from Kaggle data source.

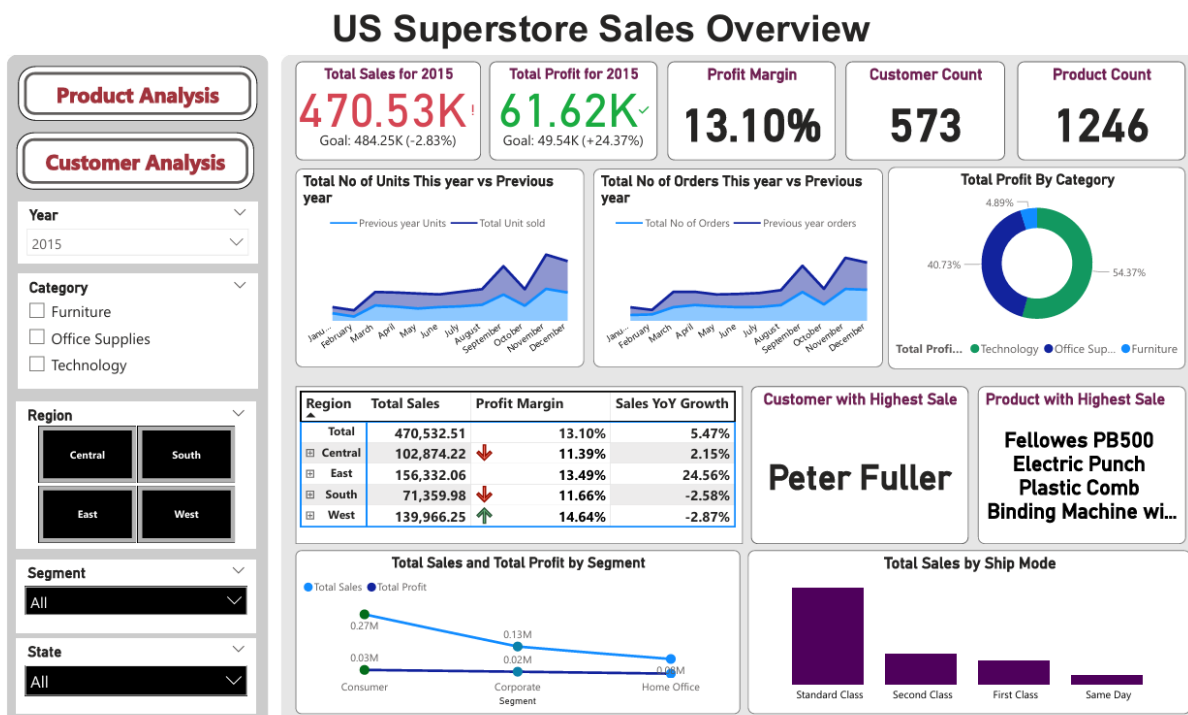
<https://www.kaggle.com/datasets/juhi1994/superstore/data>

Aim: This project focuses on analyzing the sales performance of a fictional superstore, ABC Superstore, spanning the years 2014 to 2017 using Microsoft Power BI.

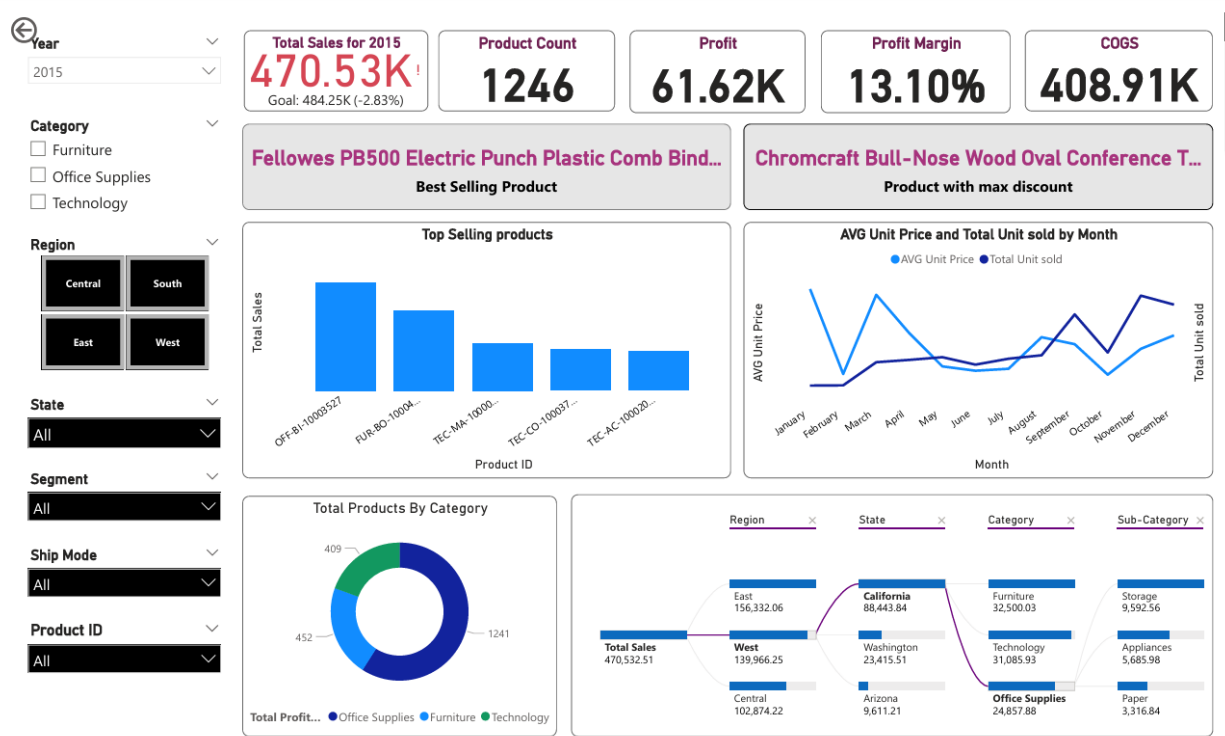
ABC Superstore operates across various locations in the United States, serving consumers, corporate clients, and home offices. Their product range includes furniture, technology products, and office supplies, which are distributed from their stores to customers nationwide.

Link to project: [US Superstore Sales Overview](#)

Overall Analysis



Product Analysis



Total Sales for 2015

470.53K

Goal: 484.25K (-2.83%)

Product Count

1246

Profit

61.62K

Profit Margin

13.10%

COGS

408.91K

Fellowes PB500 Electric Punch Plastic Comb Bind...

Best Selling Product

Chromcraft Bull-Nose Wood Oval Conference T...

Product with max discount

Top Selling products



AVG Unit Price and Total Unit sold by Month



Total Products By Category



Region

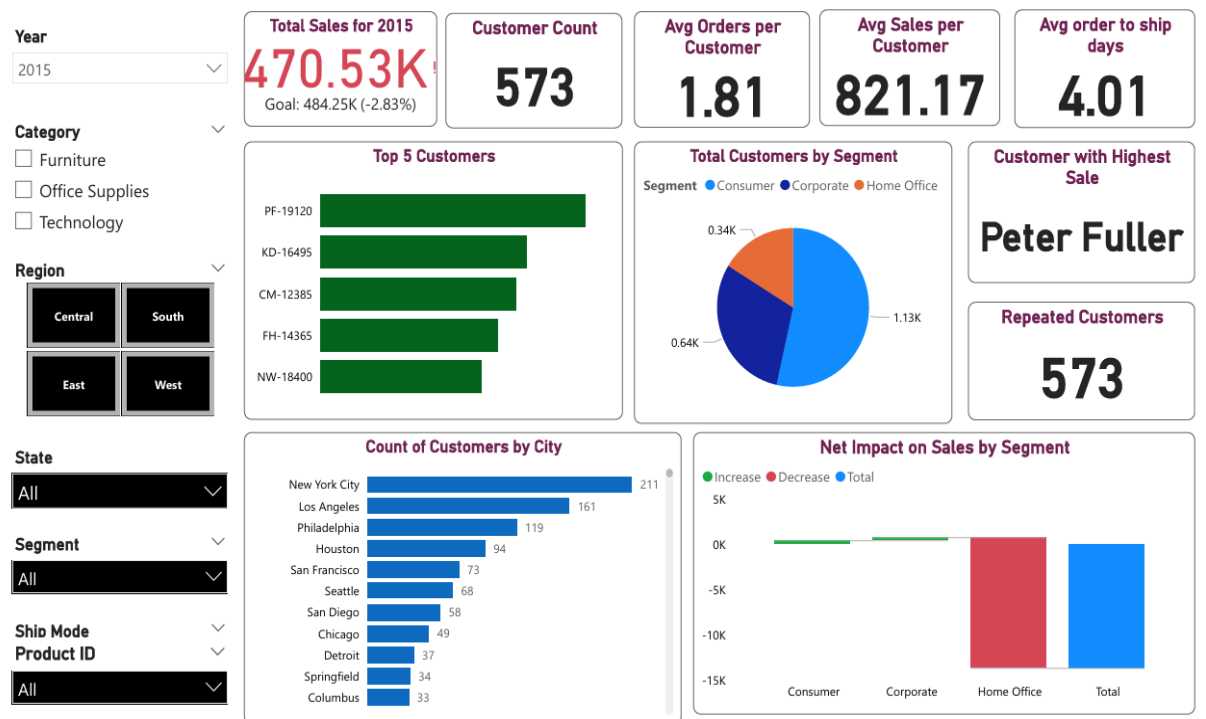
State

Category

Sub-Category



Customer Analysis



Total Sales for 2015

470.53K

Goal: 484.25K (-2.83%)

Customer Count

573

Avg Orders per Customer

1.81

Avg Sales per Customer

821.17

Avg order to ship days

4.01

Top 5 Customers



Total Customers by Segment



Customer with Highest Sale

Peter Fuller

Repeated Customers

573

Count of Customers by City



Net Impact on Sales by Segment



Analysis:

This Power BI report provides insights into the performance of a fictional superstore, addressing the following key questions:

1. Total Sales by Superstore

Analysis includes filters for Year, Category, State, Region, and Segment.

2. Total Profit by Superstore

Analysis includes filters for Year, Category, State, Region, and Segment.

3. Profit Margin in Selected Year

Focuses on understanding profit margins for the selected year.

4. Total Sales and Total Profit by Segment

Breakdown of sales and profit figures across different customer segments.

5. Customer with Highest Sales

Identifies the customer with the highest sales volume.

6. Best Selling Product in Selected Year

Highlights the top-selling product for the chosen year.

7. Product with Maximum Discount

8. Top 5 Selling Products

9. Monthly Trends for Average Unit Price and Total Units Sold

Analyzes trends over time for average unit price and total units sold.

10. Count of Repeated Customers

Provides the number of customers who made repeated orders.

11. Net Impact on Sales by Segment

Evaluates the overall impact on sales, segmented by customer type with waterfall chart.

This report leverages Microsoft Power BI DAX and Power Query to transform, visualize and analyze data, offering comprehensive insights into various aspects of the superstore's business performance.