GLOBAL SUPERSTORE SALES ANALYSIS REPORT

Project Review Document

Intern – Data Analytics

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GLOBAL SUPERSTORE SALES ANALYSIS REPORT

1. Summary

From 2014 to 2017, Technology products earned the highest sales, while Office Supplies had the lowest. The Consumer segment showed the best performance, whereas the South region recorded the weakest sales. Sales were highest during November and December, with 2017 being the best year overall. The Canon Image CLASS printer was the top-selling product, and Sean Miller was the highest-spending customer. To improve sales, companies should promote Furniture and Office Supplies more effectively and focus on Corporate and Home Office customers. Proper planning of inventory and marketing before peak months can help increase overall sales.

2. Objective / Business Question (Simple Points):

- Identify which products, regions, and customer segments generate the most sales and profit.
- Understand monthly and yearly sales trends.
- Find out when sales peak and how they change with seasons and years.
- Recognize top customers and best-selling products.
- Suggest strategies to improve low-performing areas and support growth.

3.Goal of the Project:

The goal is to provide data-based insights and suggestions that help in better decision-making, improve weak areas, repeat successful sales strategies, and target customers more effectively to increase retention and sales growth.

3. Metrics / Key KPIs

The following KPIs were tracked to measure performance. These metrics helped assess overall business health, profitability, and customer purchasing behavior.

- **Total Revenue:** 2,297K
- **Total Profit:** 286K
- **Total Orders:** 5,009
- **Quantity Sold:** 38 K
- **Average Order Value (AOV):** 57

4. Insights & Findings

1.**Category Performance**

- **Fact:** Technology sold the most; Office Supplies sold the least.
- **Action:** Promote Office Supplies with discounts or bundle with Technology/Furniture.

2.**Regional Analysis**

- **Fact:** South region had the lowest sales.
- **Action:** Improve delivery, marketing, and offer region-based promotions in the South.

4.**Seasonal & Yearly Trends**

- **Fact:** Sales peak in November–December; 2017 was the best year.
- **Action:** Stock up before peak months and reuse successful 2017 strategies.

5.**Top Products & Customers**

- **Fact:** Canon Image CLASS printer sold the most; Sean Miller spent the most.

- **Action:** Focus on best-selling products and maintain top customer relationships.
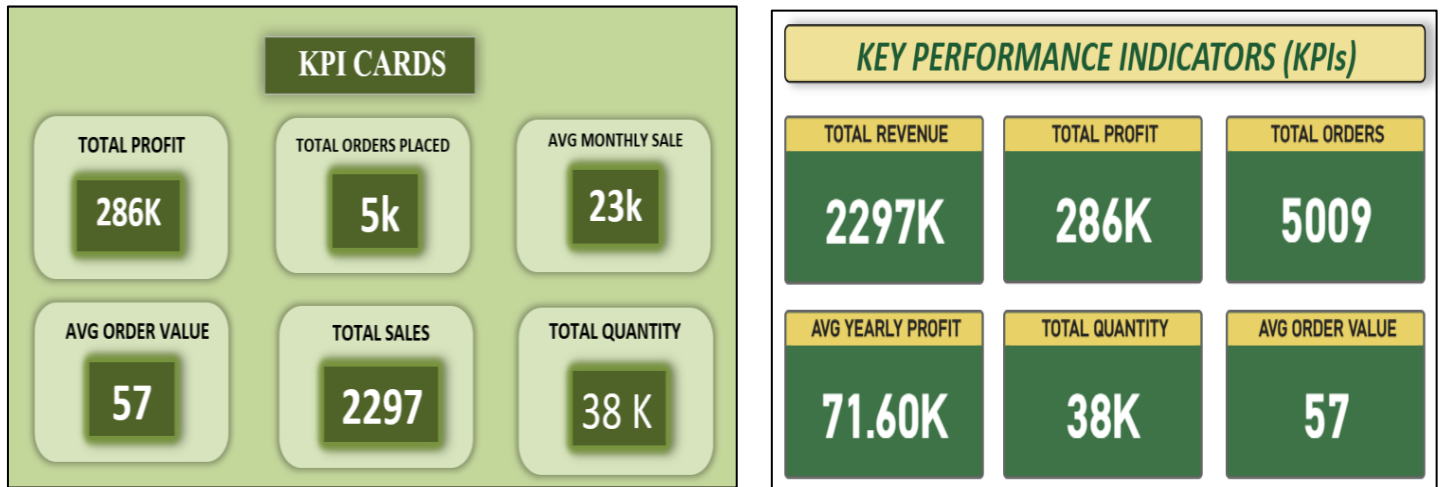
5. Supporting Visuals

Fig 1: KPI Using Excel and Power Bi

PIVOT TABLES

Subcategory	Max of Sales	Month	Sum of Sales	Year	Sum of Sales	State	Sum of Sales	Category	Sum of Sales
Accessories	3347.37	Jan	94924.8356	2014	484247.498	Alabama	19510.64	Furniture	741999.795
Appliances	2625.12	Feb	59751.2514	2015	470532.509	Arizona	35282.001	Office Supplies	719047.032
Art	1113.024	Mar	205005.489	2016	609205.598	Arkansas	11678.13	Technology	836154.033
Binders	9892.74	Apr	137762.129	2017	733215.255	California	457687.632	Grand Total	2297200.86
Bookcases	4404.9	May	155028.812	Grand Total	2297200.86	Colorado	32108.118		
Chairs	4416.174	Jun	152718.679			Connecticut	13384.357		
Copiers	17499.95	Jul	147238.097			Delaware	27451.069		
Envelopes	604.656	Aug	159044.063	**Shipping Mode wise sale**		District of Columbia	2865.02		
Fasteners	93.36	Sep	307649.946			Florida	89473.708		
Furnishings	1336.44	Oct	200322.985	Shipping Mode	Max of Sales	Georgia	49095.84		
Labels	786.48	Nov	352461.071	First Class	13999.96	Idaho	4382.486		
Machines	22638.48	Dec	325293.504	Same Day	7999.98	Illinois	80166.101		
Paper	733.95	Grand Total	2297200.86	Second Class	8749.95	Indiana	53555.36		
Phones	4548.81			Standard Class	22638.48	Iowa	4579.76		
Storage	2934.33			Grand Total	22638.48	Kansas	2914.31		
Supplies	8187.65					Kentucky	36591.75		
Tables	4297.644					Louisiana	9217.03		
Grand Total	22638.48					Maine	1270.53		
						Maryland	23705.523		
						Massachusetts	28634.434		
						Michigan	76269.614		
						Minnesota	29863.15		

Subcategory wise Sales | Month wise Sales | Year wise Sales | State wise Sales | category wise Sales
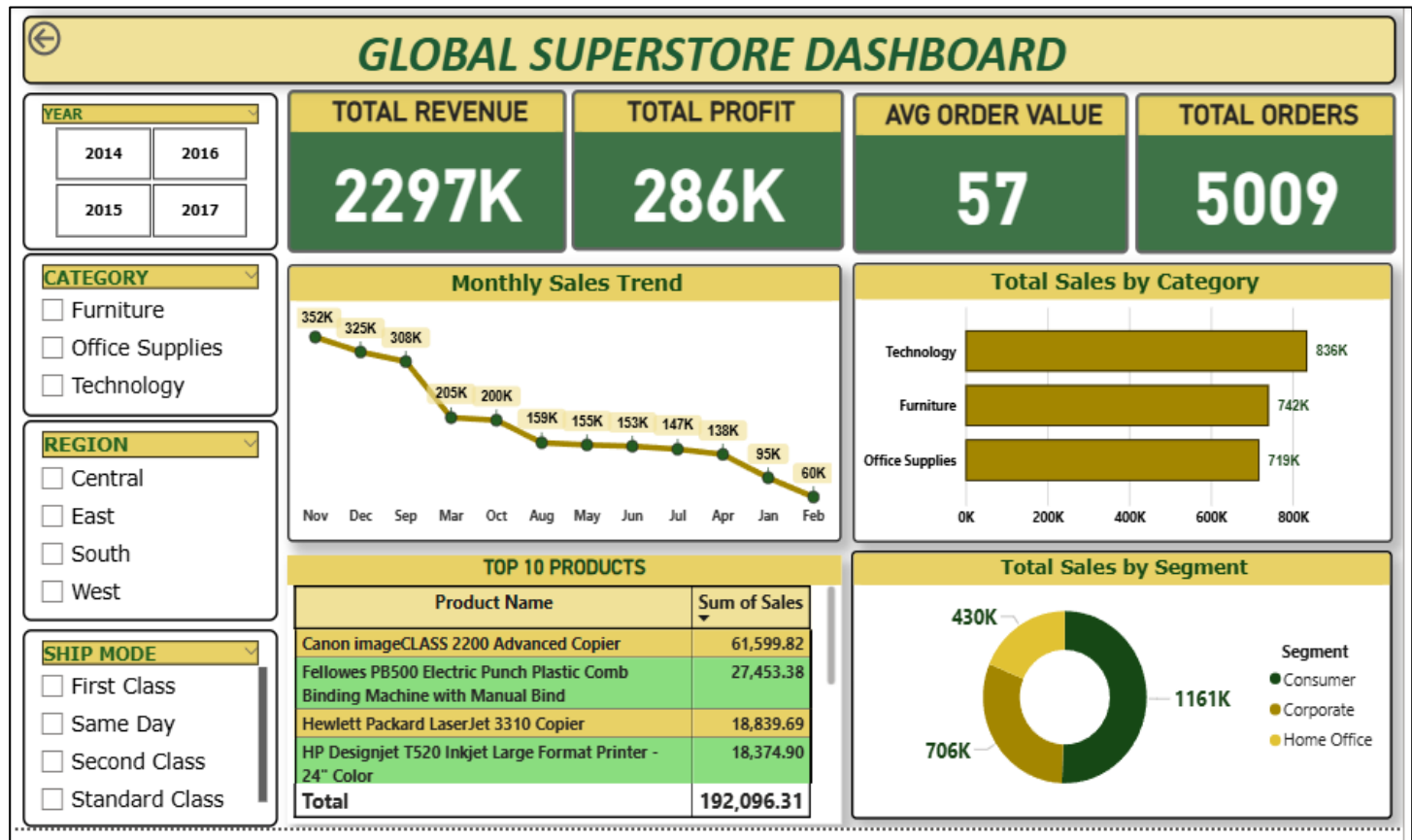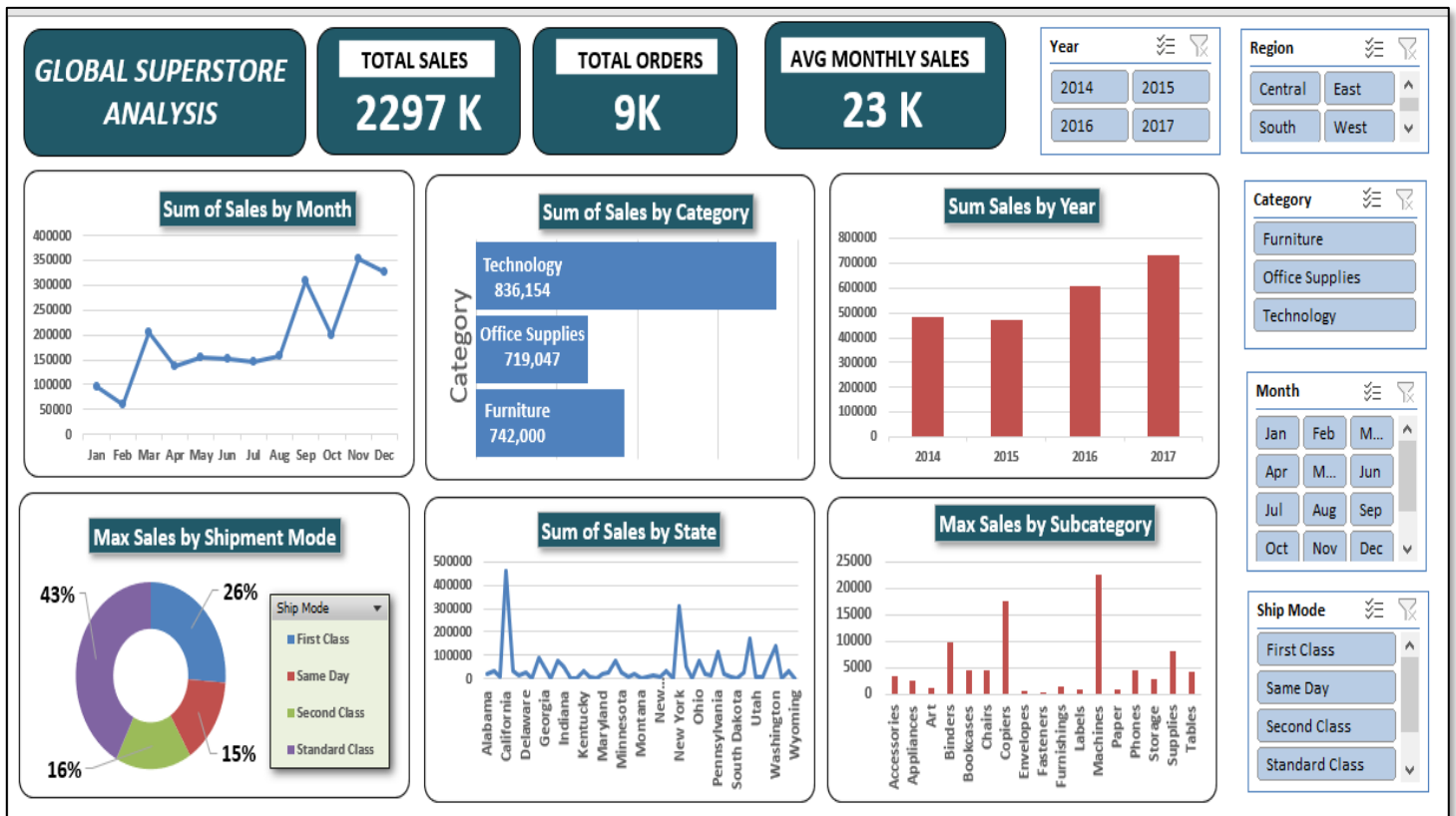
Fig 2: Pivot Tables

Fig 3: Dashboard Using Excel and Power Bi
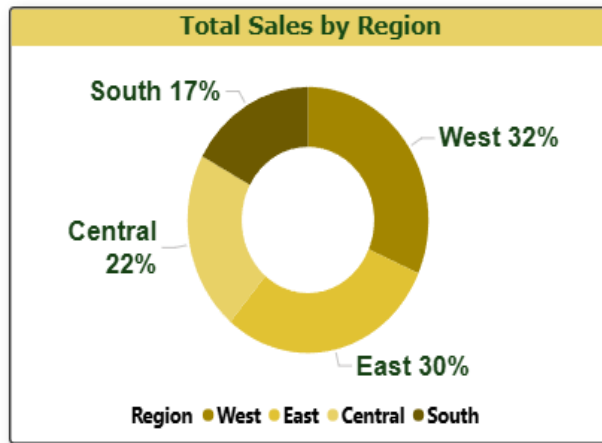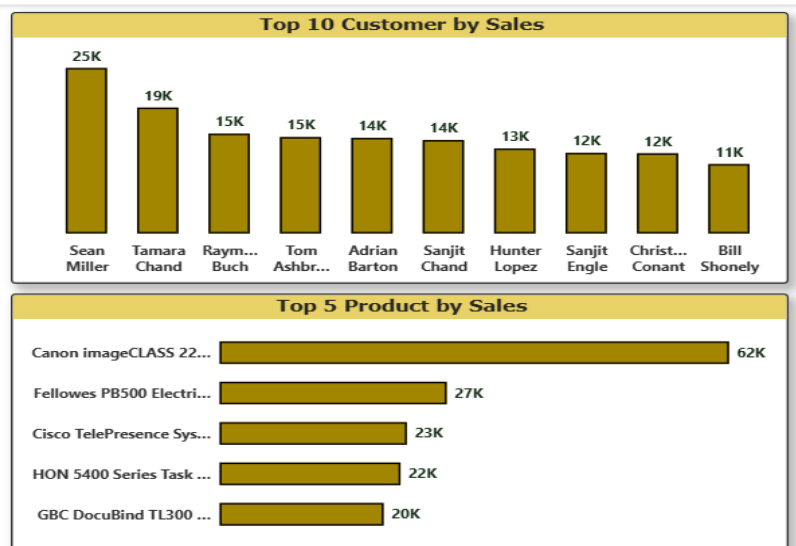
Fig 4: Sales by Region

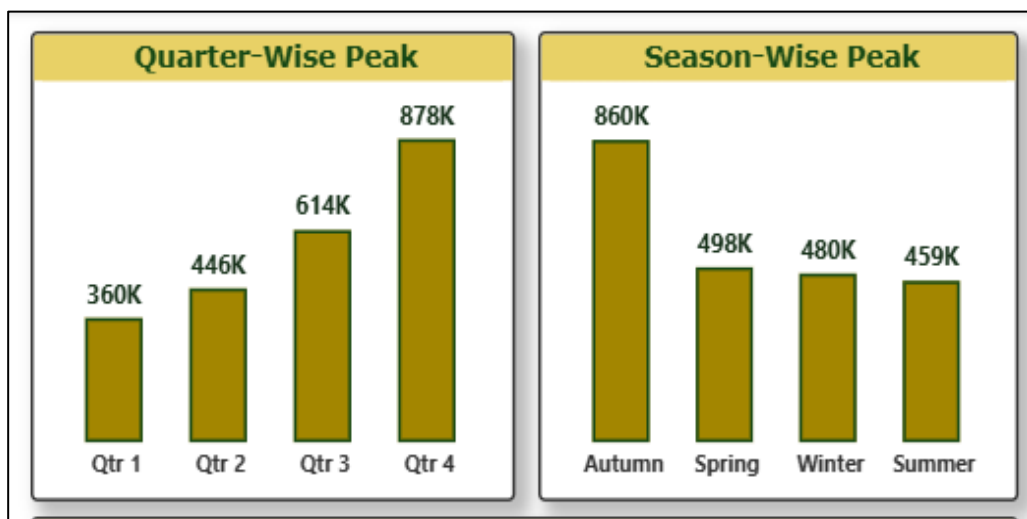

Fig 5: Sales by Top Product & Customer

Fig 6: Peak Sales by Quarter & Season

7.Recommendations

- ➤ **Increase sales in the South region** by improving product delivery and offering local discounts or special deals.
- ➤ **Get ready for high demand in Q4** (November–December) by stocking products early.
- ➤ **Repeat the success of 2017** by studying which campaigns worked best and using similar ideas again.
- ➤ **Build customer loyalty** by creating reward programs and keeping strong relationships with top customers and regular buyers.