SALES DATASET ANALYSIS – ADVANCED EXCEL PROJECT

Name : Ganeshan S

Date : 17/03/2025

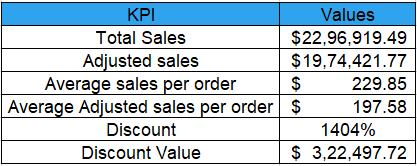
Course : Data Science and Data Analysis

Batch : Feb

**Superstores Sales Dataset:**

* + - Records: 9,994
    - Columns: 21
    - Content: Sales transactions, order details, customer info, product categories, financial metrics
    - Timeframe: Multiple years
    - Geography: Multiple regions
    - Insights: Business performance analysis

**Insights:**

****

**Time Based Analysis:**

* Sales data shows a consistent trend of higher sales in the second half of:
* Month wise with (2014,2015,2016 and 2017)
* Quarter wise with Year
* Day wise for whole month

**Sales By Month (Combined Year):**

* Second half of the year shows strong sales.
* Line chart reveals an upward sales trend.
* November records the highest sales figures.

**Regional Sales Performance:**

* West: Highest sales ($6,32,051.15)
* South: Lowest sales ($3,34,942.74)
* Actionable Insight: South region requires attention to improve sales.

**Sales By Sub-category:**

Based on the analysis, it is evident that the Fasteners product category has the lowest sales, at $2,783.99, compared to all other sub-categories, while Phones have the highest sales at $2,81,914.11.

**Category-wise Sales Analysis:**

* Best Performing: Technology ($7,13,493.38)
* Worst Performing: Furniture ($6,18,286.29)
* Furniture category requires improvement.

**Ship Mode Performance:**

* Best: Standard Class (high sales & profit margin)
* Worst: Same-Day Delivery (low sales & profit margin)
* Consider offering incentives for Same-Day Delivery to boost sales

**Sales by Product Category vs. Quantity:**

The Technology category offers the greatest opportunity for sales growth, while Office Supplies has the highest quantity value.

**Key Recommendations:**

* Improve South region sales: Focus on increasing sales in the underperforming South region.
* Develop marketing strategy: Attract customers through targeted advertising and strategic discounts.
* Optimize discount percentages: Balance sales and profit margins by adjusting discount rates.
* Build on upward sales trend: Continue the sales momentum from 2017 into 2018 with innovative designs.
* Leverage Technology category strength: Introduce new products and solidify market position in the East and West regions.
* Increase investment in Technology category and allocate more resources to the Technology category to drive sales growth.
* By implementing these recommendations, the business can drive sales growth, increase revenue, and maintain a competitive edge in the market.