Summary

This report presents a data-driven analysis of the Superstore dataset using Microsoft Excel. The dashboard created delivers insights into sales, profit, customer loyalty, and shipping performance. Key metrics such as total revenue, average order value, and repeat customer percentage were calculated. Time-based trends, regional performance, and product category comparisons provide actionable insights for business decision-making.

1. Project Objectives

- Build an interactive Excel dashboard using Pivot Tables and Slicers

- Track and visualize key performance indicators (KPIs)

- Identify high and low-performing products, regions, and customers

- Analyse time-based sales and profit trends

- Measure customer loyalty and shipping efficiency

2. Key Performance Indicators (KPIs)

KPI	Value
Total Sales	22,97,200.86
Total Profit	2,86,397.02
Total Orders	5009
Unique Customers	793
Customers Repeat Rate	98.49%
Average Order Value	458.61
Average Shipping Delay	4 Days
Negative Profit Orders	351

3. Time-Based Trends

- **Sales peaked** during the months **September, November,** and **December**.

- The **lowest sales** were recorded in the month of **February**.

- **Q4** showed the **strongest profit** performance, in contrast to **Q1's lowest.**

- **Sales declined by 2.83% in 2015**, however, they rebounded with **29.47% increase in 2016** and a further **20.36% rise in 2017**.

4. Regional Performance

- **Sales and Profit** were both **highest** in the **West** region during **2014, 2016 and 2017.**

5. Product Category Insights

- **Technology** and **Office Supplies** contribute **most** to overall **profit**.

- **Profit margins** for the **Furniture** category needs **improvement**.