SALES REPORT FOR JANUARY TO JULY 2015

US SUPERSTORE

Sum of Profit
215.02K

Average Sales
971.86

Quantity Order
1936

Max Qty Order
167

Region
4

No of States
49

Sum of Discount
94.59

Region With Highest Sales
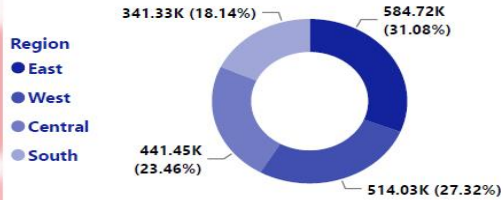
341.33K (18.14%)
584.72K (31.08%)
441.45K (23.46%)
514.03K (27.32%)

Region
- East
- West
- Central
- South

Top 5 Quantity Order

Washington	Virginia	Wisconsin	West Virginia	Wyoming
968	497	438	114	29

Best Manager by Sales

Manager	Sales
Erin	0.58M
William	0.51M
Chris	0.44M
Sam	0.34M

Best Shipping Mode

100%

Delivery Truck	11.84K
Regular Air	10.78K
Express Air	2.13K

18%

Trend by Order date

Zoom V.92 USB External...	X-Rack™ File for Hanging...	XtraLife® ClearVue™ Slant-D...	Zebra Zazzle Fluoresc...	Zoom V.92 V.44 PCI Internal ...
3	2	2	1	1
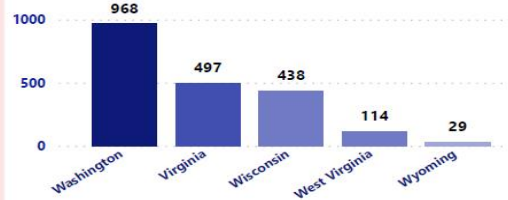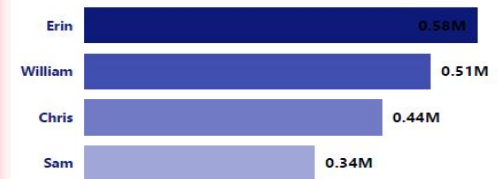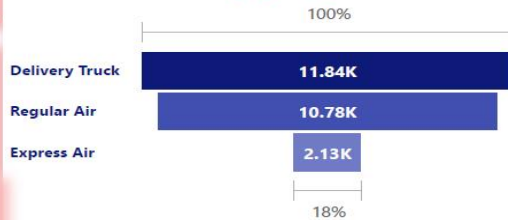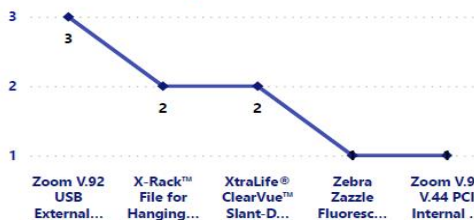
Shipping Cost by Container

1.03K (8.0...)
1.09K (8.41%)
0.67... (4.76...)
2.8K (21.68%)
7.38K (57.14%)

Product Container
- Small Box
- Large Box
- Medium Box
- Small Pack
- Wrap Bag

City with Top Profit

City
- Worcester
- Yarmouth
- York
- Yuba City
- Yucaipa

Order Priority by Date

Not Specified	High	Medium
	333	
Low	Critical	
340	330	321

Top 5 Customer by Quantity

9
58 (2.82%)
238 (74.61%)
18.18%

Customer Name
- Yvonne Mann
- Yvonne Step...
- Yvonne Collier
- Yvonne Fox
- Zachary Ma...
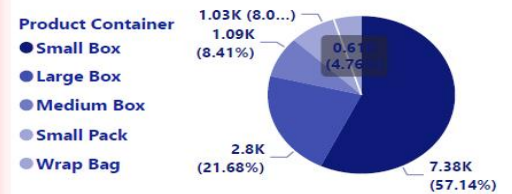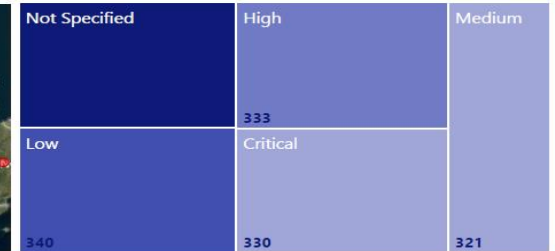
Customer Segment by Product

Office Supplies	1068
Technology	481
Furniture	387
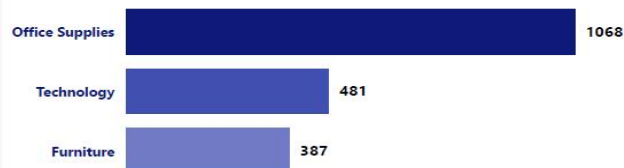
Top 5 City/region /Profit and country

Count of Order ID	City	Country	Region	Sum of Profit
15	Washington	United States	East	11,677.36
5	Thornton	United States	West	9,300.34
3	New City	United States	East	9,243.26
3	Harrison	United States	East	8,839.23
5	Greenville	United States	Central	8,604.72
2	Greenville	United States	South	54.23
33				47,719.14

US Superstore Sales Report 2015
Enhancing Business With Data-Driven Analysis

This project aimed to gain actionable insights by effectively utilizing various metrics including sum of profit, average sales, order quantity, number of regions, and states. Utilizing Power BI for analysis and visualization proved instrumental in extracting valuable insights from the dataset.

Through comprehensive analysis, we uncovered key findings such as the region with the highest sales, top-performing sales manager, and preferred shipping mode. Leveraging charts and relatable visuals, we presented the US Superstore Sales Report to management, facilitating their understanding of critical insights from the data.

One notable discovery was the need for increased advertisement in the South region to enhance order volumes, particularly in the furniture and technology categories. These insights empower decision-makers to make informed strategies to boost overall performance.

I extend my gratitude to [Israel Afolabi](#) for initiating this impactful project and for motivating me on this journey of data-driven decision-making.