

SUPERSTORE

Sales and Profit Trend Analysis by Richard Pang
2014 - 2017

INTRODUCTION

- Project Objective: Analyze and visualize the Superstore dataset using Tableau.
- Goal: Generate meaningful insights and create interactive dashboards.
- Focus: Compare key metrics across different regions.
- Purpose: Identify growth opportunities and support strategic decision-making to expand business across regions.

DATA SUMMARY

- The Superstore dataset consists of 9,995 rows and 21 columns.
- The dataset contains 5 numerical columns and 16 categorical columns.
- Sales values range from a minimum of 0.44 to a maximum of 22,638.
- Profit values range from a minimum of -6,599 to a maximum of 8,399.
- Quantity values range from a minimum of 1 to a maximum of 14.

ABOUT ME

Richard Pang

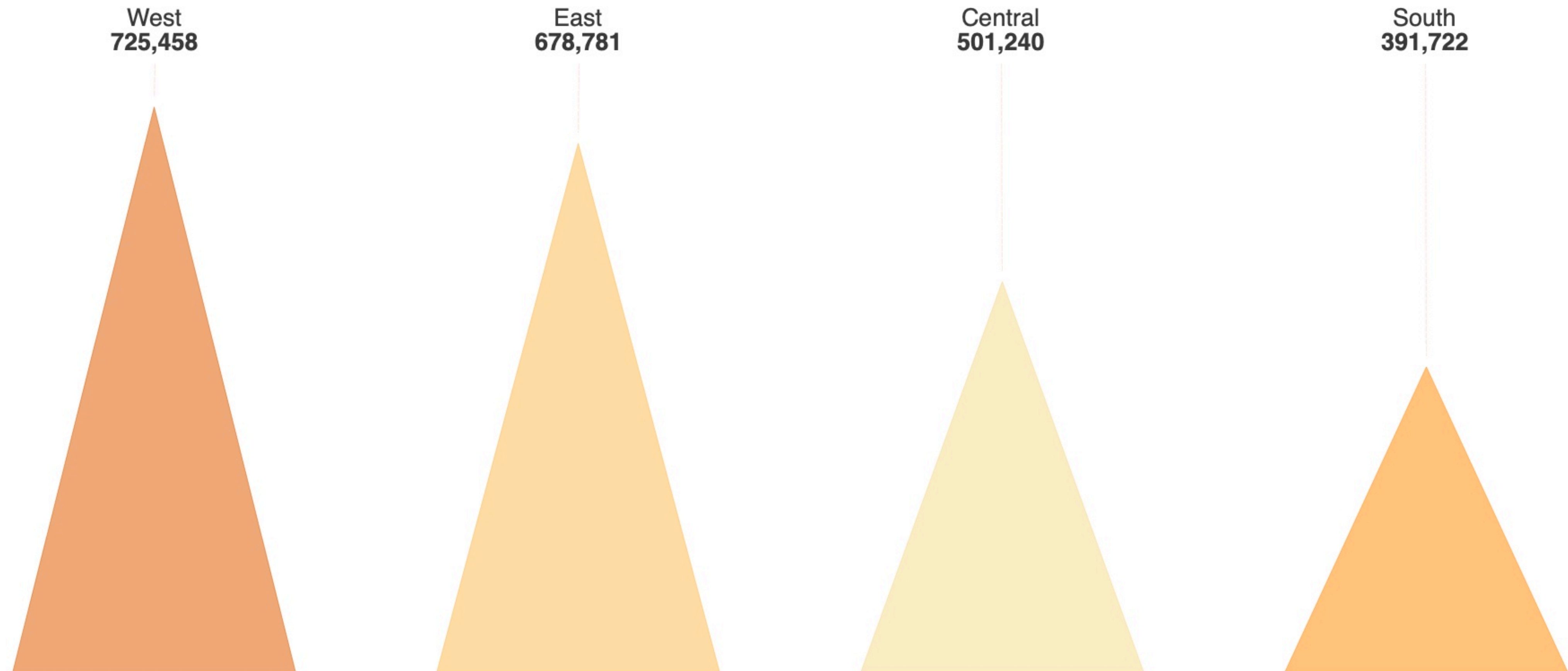
Business Analyst - Data Scientist - UX designer

Areas of Expertise

- SQL Query Development
- Python Data Analysis
- Tableau Reporting Skills
- Business Intelligence Analytics
- Data Mining Techniques
- Market Trend Analysis
- Data Warehousing Management
- Team Leadership
- Figma
- Mural
- Marvel
- Adobe Substance painter
- Adobe Photoshop
- Blender
- Autodesk Maya
- Foundry Mari

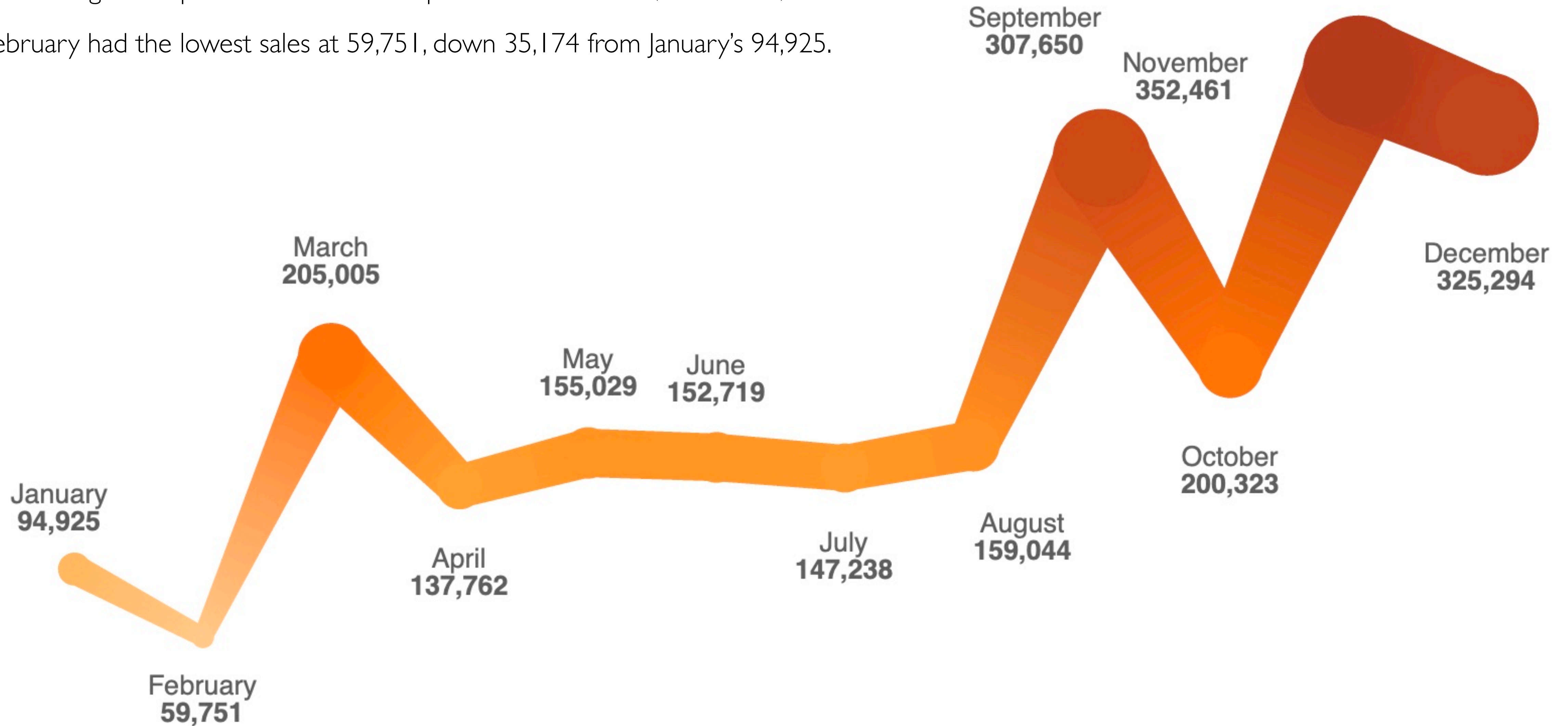
REGIONAL SALES

- The West region has the highest sales figure: 725,458.
- The South region has the lowest sales figure: 391,722.
- The East region is second with sales of 678,781, just 46,677 behind the West.
- The Central region is second lowest, with sales of 501,240, which is 109,518 higher than the South.



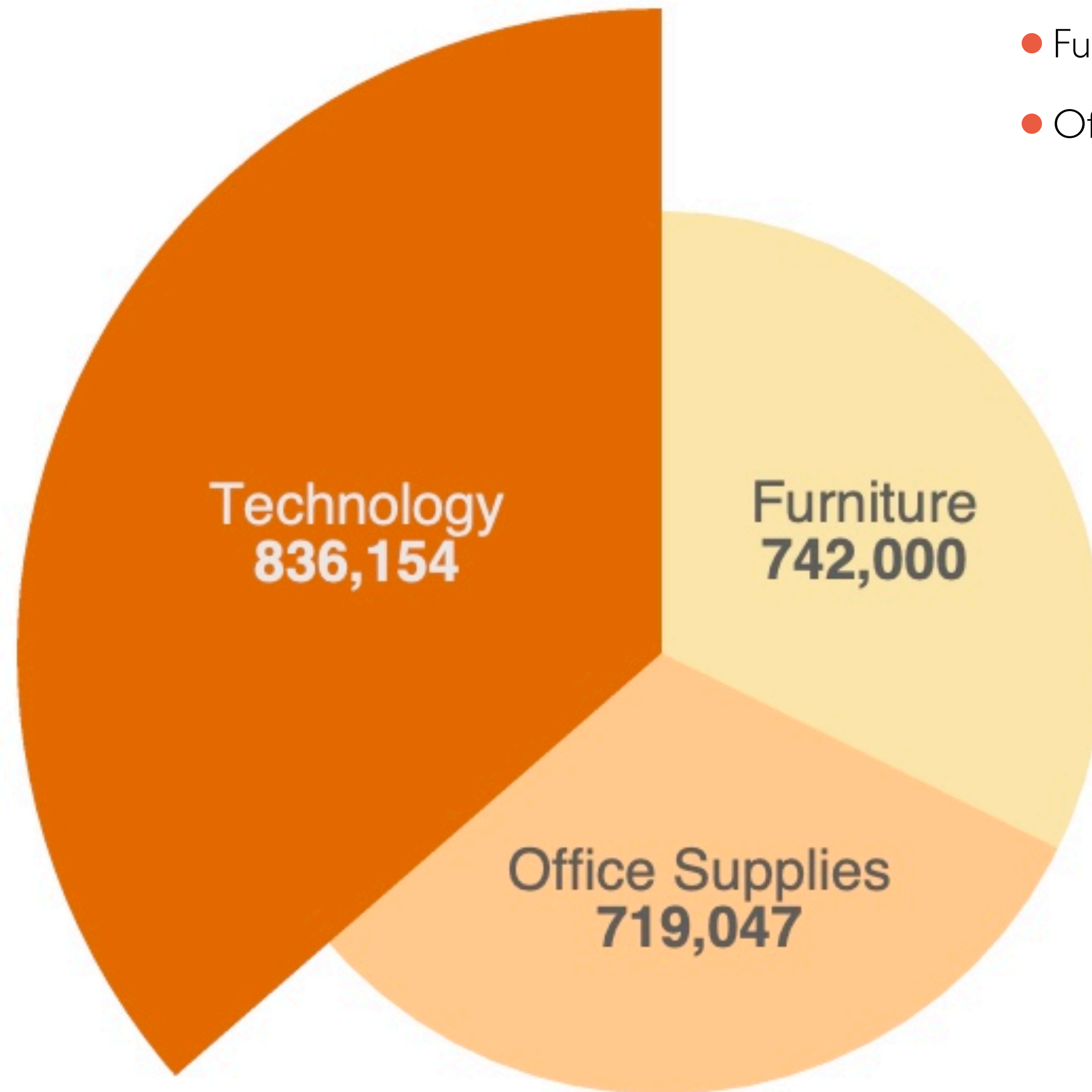
MONTHLY REVENUE

- November has the highest sales figure: 352,461.
- December has the second highest sales of 325,294, a drop of 27,167.
- The largest drop in sales was from September to October, down 107,327.
- February had the lowest sales at 59,751, down 35,174 from January's 94,925.



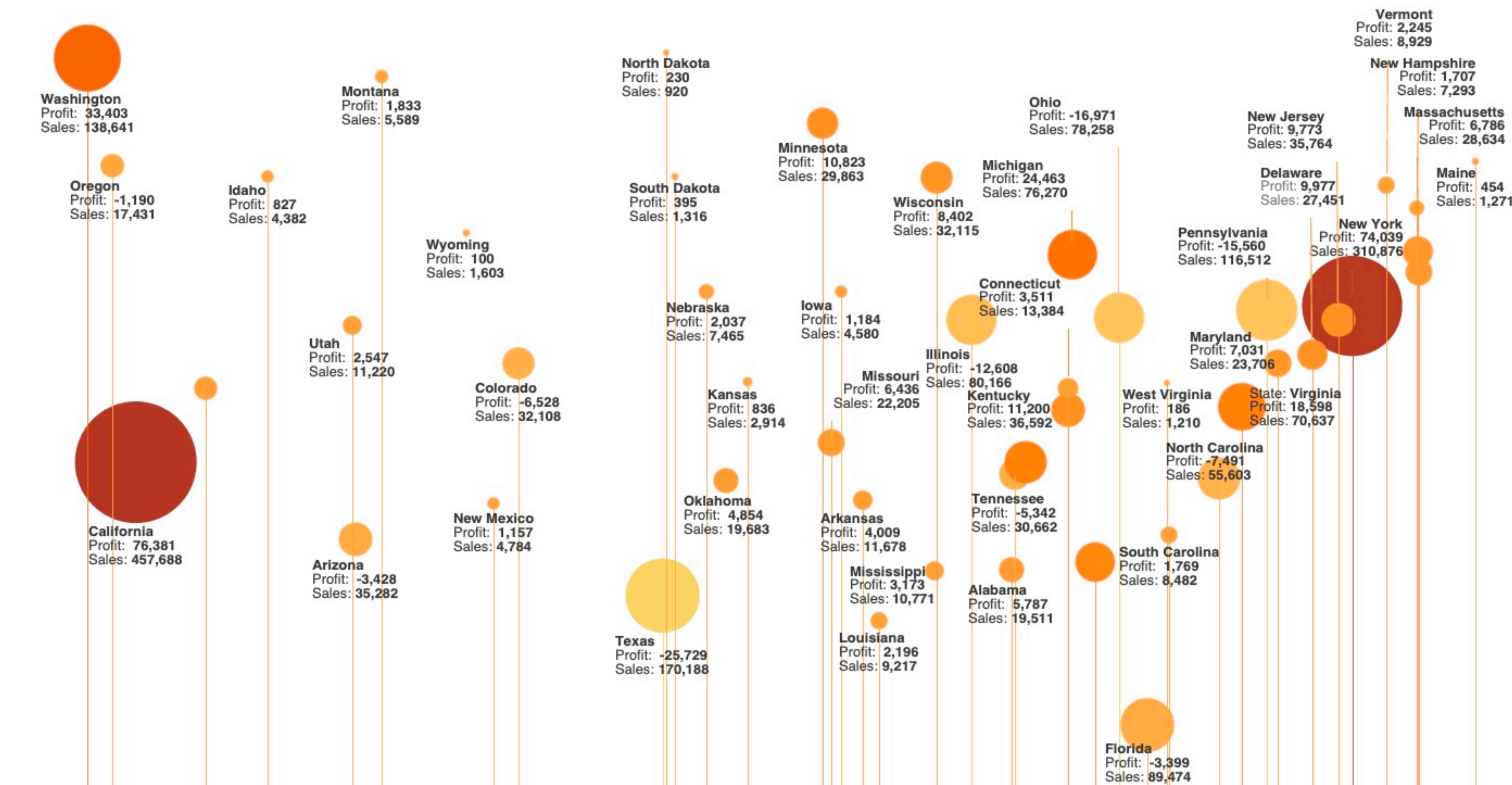
CATEGORY SALES

- Technology leads all categories in sales with 836,154.
- Furniture ranks second, 94,154 behind.
- Office Supplies has the lowest sales, 117,107 behind first place.



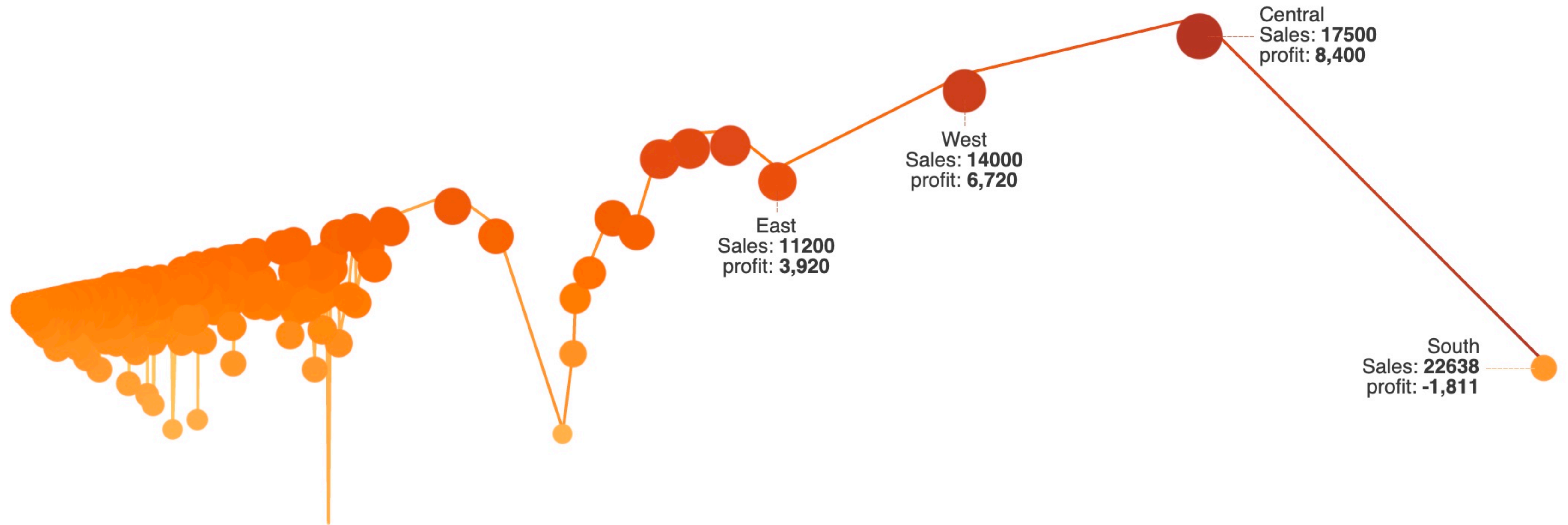
STATE-WISE SALES AND PROFIT (MAP)

- California has the highest profit at 76,381 and the highest sales at 457,688.
- New York ranks second, with a profit just 2,342 behind and sales of 146,812.
- North Dakota has the lowest profit at 230 and sales of 920.
- West Virginia ranks second to last in profit with 186 and sales of 1,210.



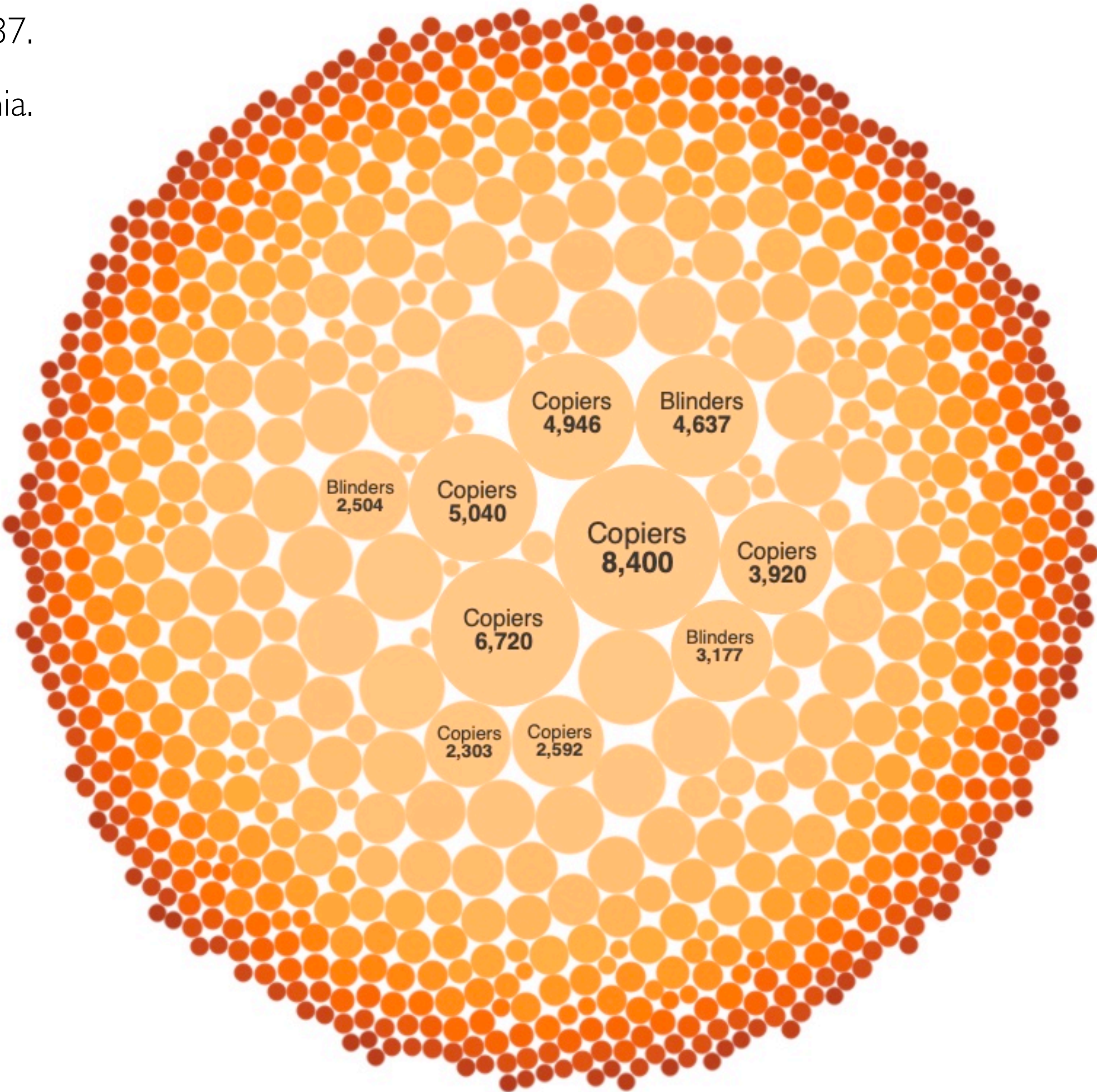
REGIONAL PROFIT & SALES

- Central has the highest sales of 17,500 and profit of 8,400.
- West ranks second with sales of 14,000 and profit of 6,720.
- East is third with sales of 11,200 and profit of 3,920, 2,800 below West in both.
- South has the lowest sales (2,638) and profit (-1,811), 11,200 and 4,611 behind East.



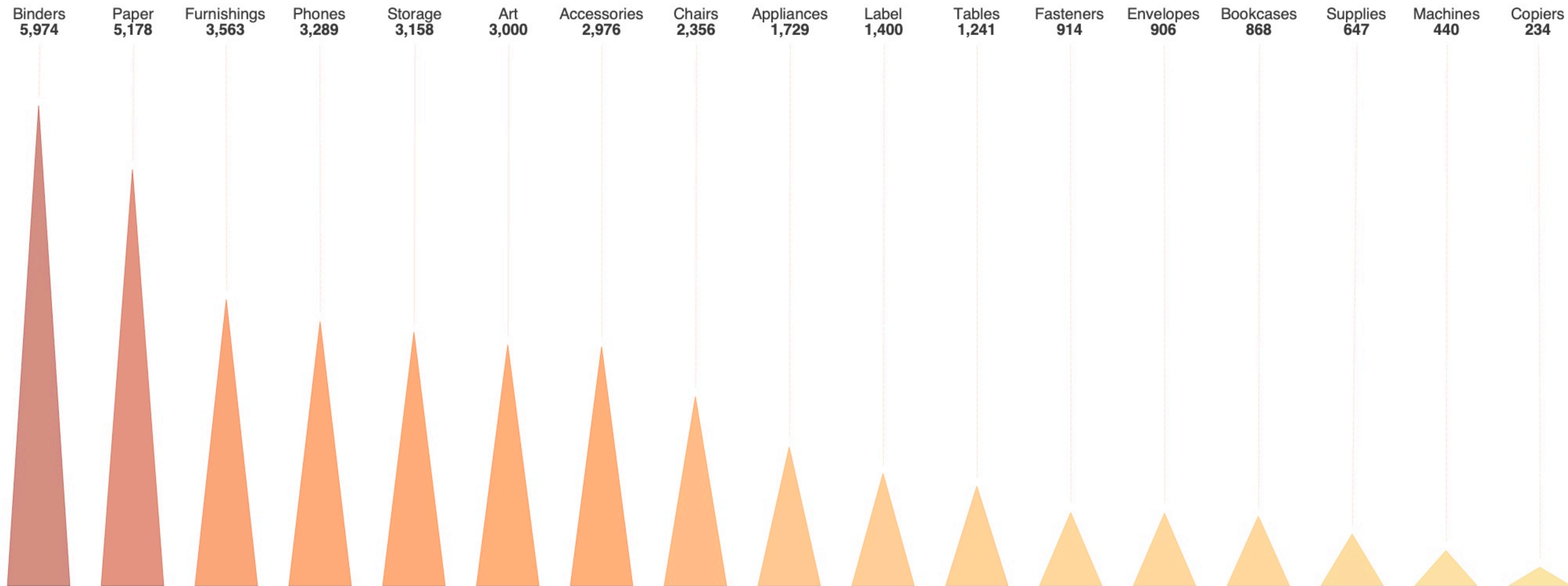
SUBCATEGORY PROFIT

- Copiers lead in profit with 8,400.
- Blinders follow in second place with a profit of 4,637.
- Both top-profit subcategories are from California.



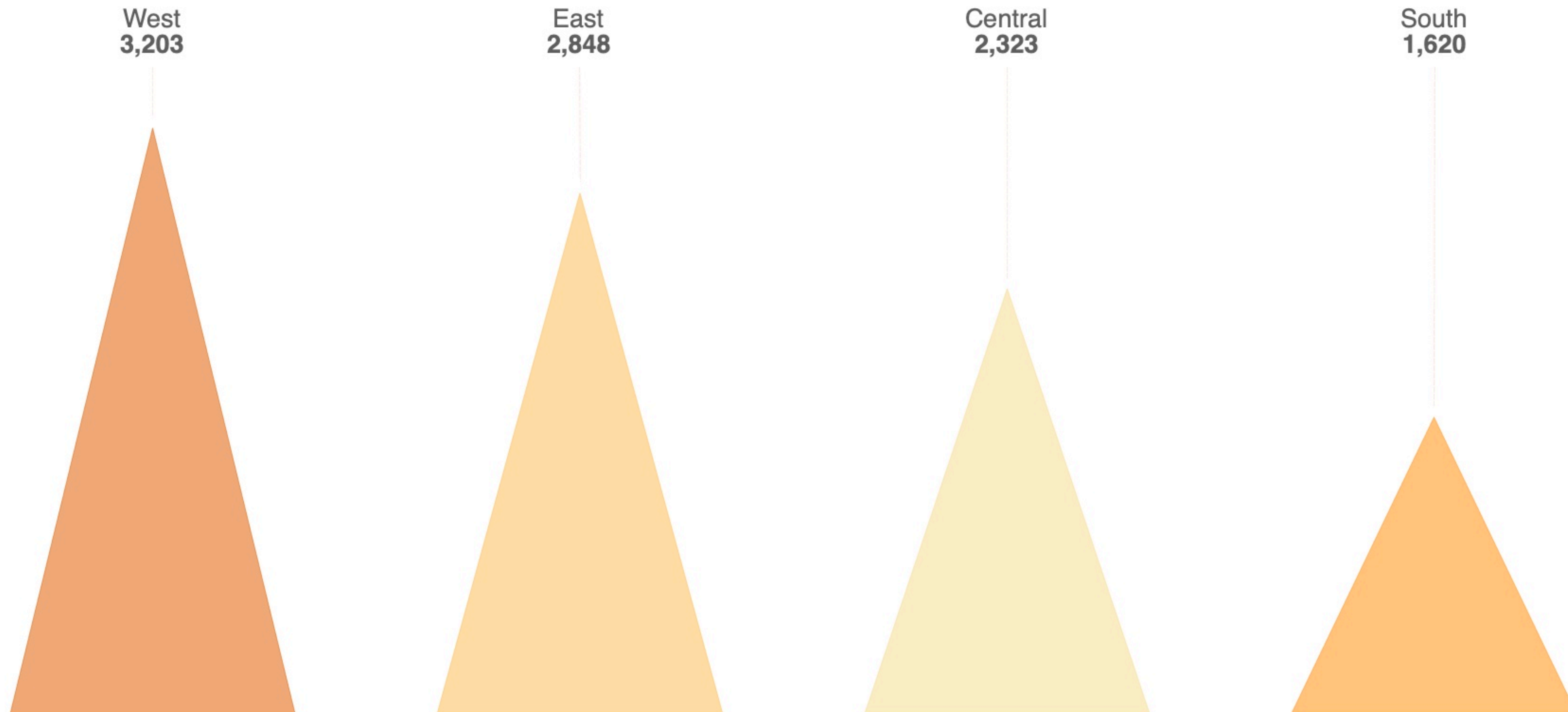
ORDER QUANTITY BY CATEGORY

- Binders, despite being the second most profitable category, has the highest order quantity at 5,974.
- Copiers lead in profit but have the lowest order quantity with 234.
- Paper ranks second in order quantity with 5,178, just 796 lower than Binders.
- Machines are second to last in order quantity with 440, nearly 50% more than the lowest category.



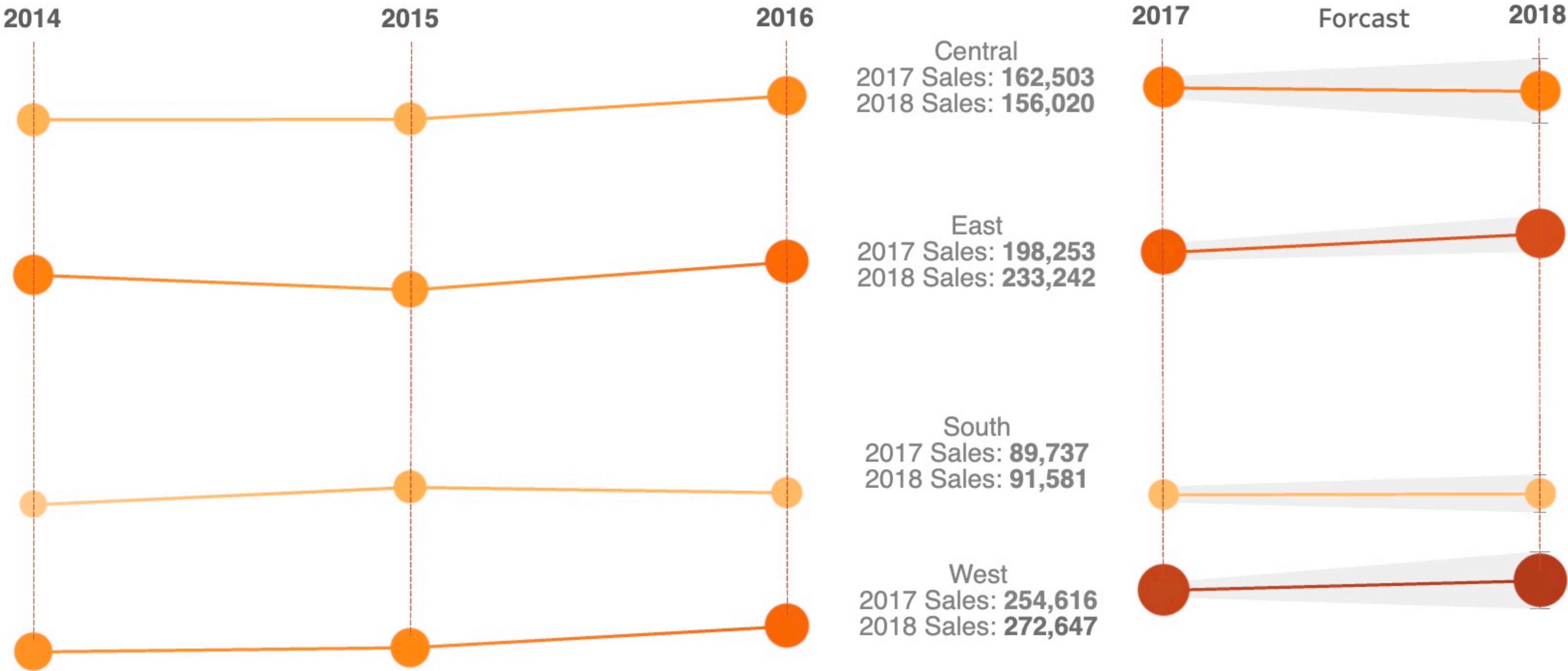
CUSTOMER COUNT BY REGION

- The West region has the highest customer orders at 3,203.
- The East region is second with 2,848, just 355 less than the West.
- The South region has the lowest customer orders at 1,620.
- South is 703 fewer than Central, which ranks third with more customer orders.



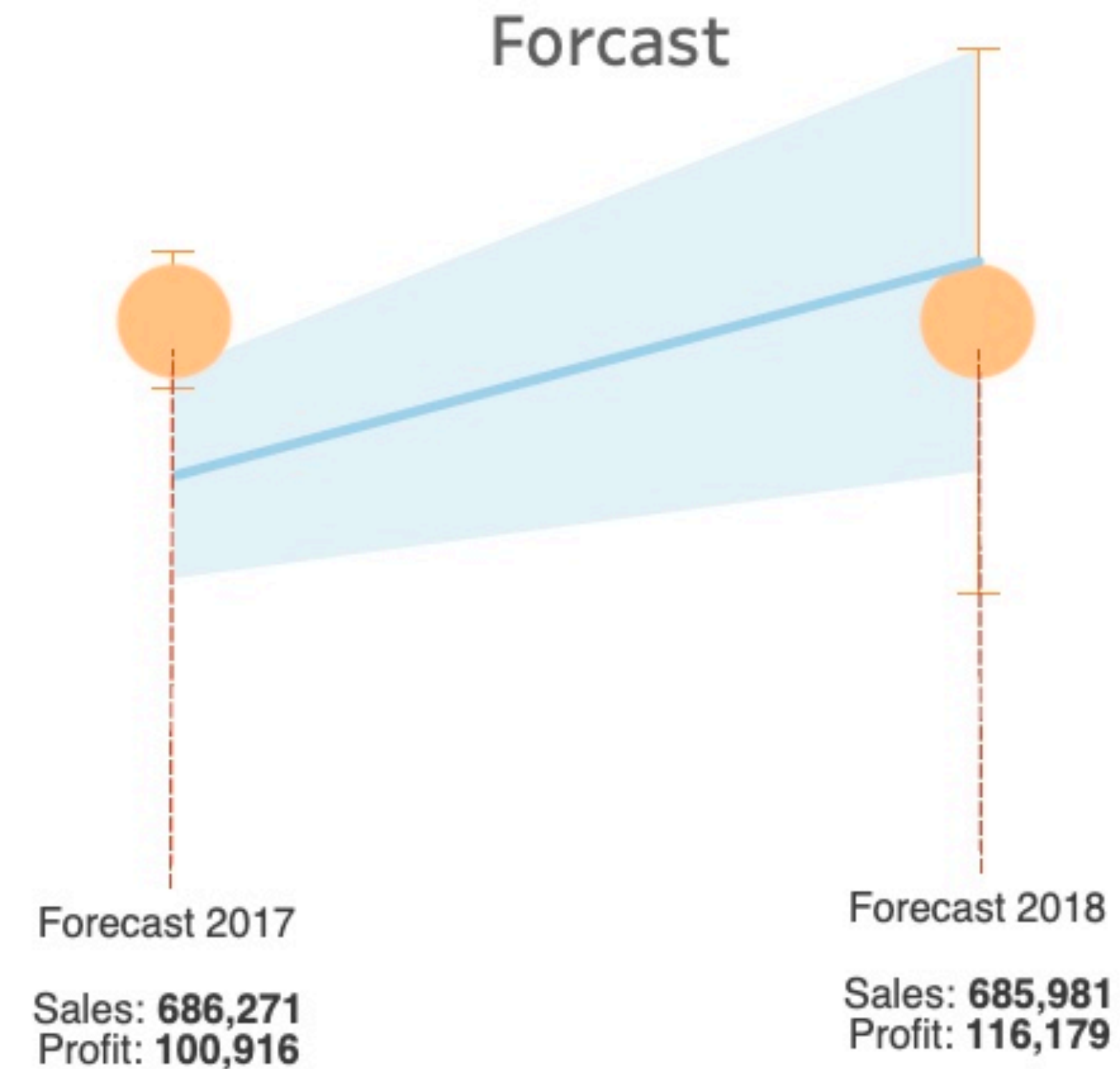
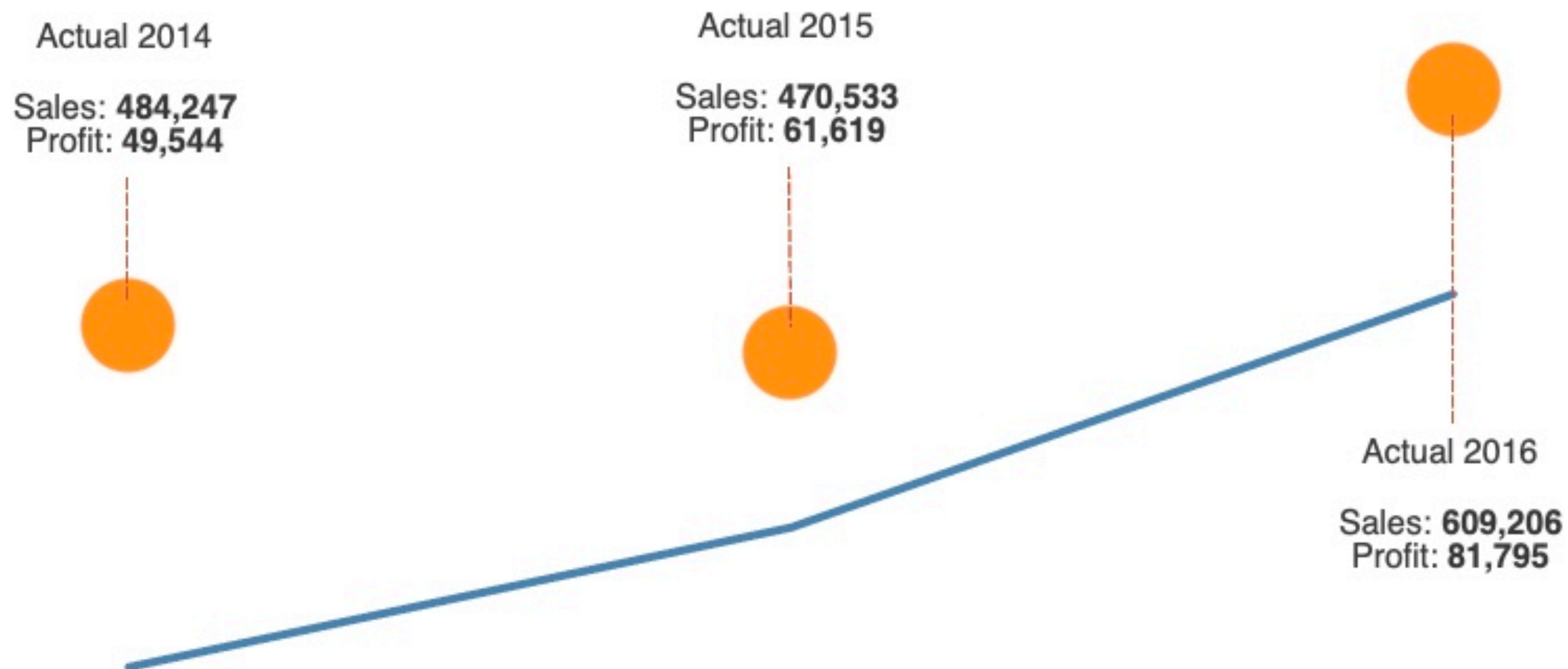
REGION SALES FORECAST

- Central is forecasted to see a drop in sales from 162,503 in 2017 to 156,020 in 2018.
- East is forecasted for a sales increase from 198,253 in 2017 to 233,242 in 2018.
- West is forecasted to increase sales from 254,616 in 2017 to 273,647 in 2018.
- South is forecasted to increase from 89,737 in 2017 to 91,581 in 2018.
- Overall, three out of four regions are forecasted to see a sales increase.



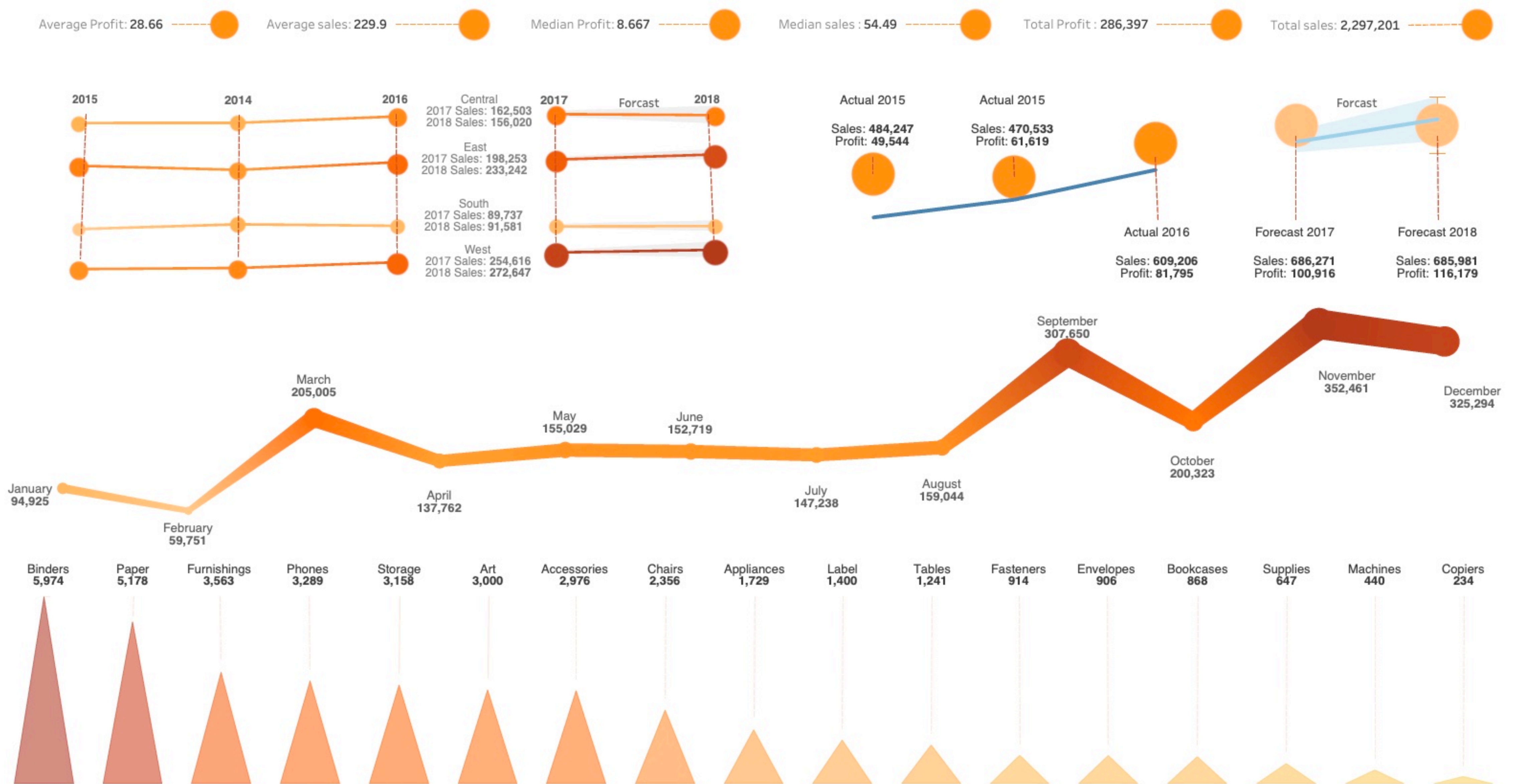
PROFIT AND SALES FORECAST

- Superstore is forecasted to be a profitable business in 2018.
- Although sales are forecasted to slightly drop from 686,271 to 685,981, profit is expected to increase significantly from 100,916 to 116,176.
- The forecast predicts that profit will surpass sales on the chart, indicating a profitable business.



DASHBOARD

- The Superstore's average profit is 28.66, sales 229.9, with median profit 8.667, sales 54.49, totaling 286,397 profit and 2,297,201 sales.



INSIGHTS AND RECOMMENDATIONS

Trends/Patterns:

- West leads in sales, but East is growing faster.

- Technology is the top-selling category, while Office Supplies is the lowest.

- Copiers are the most profitable, despite low order quantities.

Concerns/Opportunities:

- South region shows declining sales and low profit; growth opportunities exist.

- Forecasts show growth in most regions except Central.

Recommendations:

- Focus on increasing sales in underperforming regions like South and Central.

- Invest more in high-profit categories like Copiers.