# Superstore Sales Analysis Report (2014–2018)

## 1. Overview

This report provides a comprehensive analysis of sales, customer behavior, product performance, and regional trends for a Superstore over a five-year period (2014 to 2018). The insights are based on interactive dashboards developed in Power BI and sourced from detailed transaction-level data.

## 2. Key Performance Indicators (KPIs)

| KPI | Value |
| --- | --- |
| **Total Sales** | $2.62 Million |
| **Total Orders** | 5,009 |
| **Quantity Sold** | 38,000 units |
| **Average Order Value** | $520 |
| **Profit Margin** | 13.62% |
| **Repeat Customers** | 788 out of 793 |
| **Average Orders/Customer** | 6 |

### Insights:

* Profit margins are healthy at **13.62%**, indicating efficient cost management.
* A high **repeat customer rate** (~99.4%) shows strong customer loyalty.
* The average order size ($520) suggests customers make bulk or high-value purchases.

## 3. Sales Trend Analysis (2014–2018)

* Sales grew **steadily from 2014 to 2017**, peaking in 2017.
* A significant **decline in 2018** suggests operational, market, or competitive issues.

## 4. Regional Analysis

| Region | Sales | Discount Usage | Customer Base |
| --- | --- | --- | --- |
| **West** | Highest | Moderate | Largest |
| East | Moderate | Balanced | Strong |
| Central | Low | Highest | Mid-tier |
| **South** | Lowest | Low | Smallest |

### Insights:

* The **West** region dominates in both **sales and customer base**.
* **Central** shows high discounting but **low returns**, indicating inefficient promotion strategy.
* **South** underperforms in both customer count and sales, suggesting market potential is untapped.

## 5. Customer Segmentation

| Segment | Sales % | Customer Count | Order Volume |
| --- | --- | --- | --- |
| **Consumer** | 50.36% | 409 | Highest |
| Corporate | ~30% | 236 | Moderate |
| Home Office | 18.66% | 148 | Lowest |

### Insights:

* **Consumers** are the primary revenue drivers.
* The **Corporate segment**, while smaller, presents a stable and scalable B2B opportunity.
* The **Home Office** segment underperforms but could respond well to targeted marketing.

## 6. Product Category Performance

| Category | Sales Performance | Order Volume | Product Count |
| --- | --- | --- | --- |
| **Office Supplies** | Highest | Highest | Most varied |
| Furniture | Medium | Mid-tier | Medium |
| Technology | High-value | Lowest | Fewer SKUs |

* **Office Supplies** drive volume and value—strong category.
* **Technology** products generate **higher value per item** but have lower volume, suggesting a need for more aggressive marketing or bundling.
* **Furniture** shows moderate performance with opportunities for improvement.

## 7. Product Portfolio Insights

| Metric | Value |
| --- | --- |
| Total Categories | 3 |
| Total Subcategories | 17 |
| Total Products | 1,850 |
| Top Product | Canon imageCLASS 2200 Copier |
| Average Shipping Days | 4.0 |

### Insights:

* **Product variety** is strong, providing diverse customer options.
* Top-selling products are **technology items**, reinforcing their potential.
* **Shipping performance is acceptable**, but improvements could offer competitive advantage.

## 8. Order Behavior Patterns

### Weekday vs Weekend Orders:

* **Weekday Orders:** ~67.36% of total
* **Weekend Orders:** ~32.64%

### Category Ordering Behavior:

* Office Supplies dominate during both weekdays and weekends.
* Furniture and Technology are mostly purchased during weekdays.

### Insights:

* Weekday traffic is stronger—likely due to B2B and corporate buyers.
* There is room to **boost weekend traffic** with special promotions, targeting consumers and home offices.

## 9. Customer Demographics and Trends

* **Total Unique Customers:** 793
* **Repeat Customers:** 788 (99.4%)
* **Customer Growth by Year:** Increased steadily after 2015
* **Customer Distribution by Region:**
  + West: Highest
  + South: Lowest

### Insights:

* Excellent customer loyalty and retention.
* Growth post-2015 suggests successful marketing or operational improvements.
* Need to **expand market penetration** in the **Southern region**.

## 10. Strategic Recommendations

| Focus Area | Recommendation |
| --- | --- |
|  |  |
| **Regional Performance** | Design targeted campaigns for **South** and **Central** regions |
| **Weekend Sales** | Launch promotions to drive **weekend engagement** |
| **Product Category Mix** | Market **Technology** category more aggressively |
| **Corporate Segment** | Introduce B2B bundles for Office Supplies & Tech |
| **Shipping Efficiency** | Reduce average delivery time below 4 days to improve satisfaction |

## 11. Conclusion

The Superstore has shown **strong overall performance**, led by **Consumer segment loyalty**, a **diverse product portfolio**, and **dominance in the West region**. However, challenges in the **Southern region**, the **drop in 2018**, and underperformance in certain product categories highlight opportunities for strategic focus and growth.