

Superstore sales analysis report

Key findings

Sales Overview

- Total Sales Value: \$2.25M generated across 9,789 transactions.
- The majority of sales occurred in 2018, showing consistent growth from 2015 to 2018.

Sales by Category

- Sales volume per category:
 - Office supplies: 60.3%
 - Furniture: 21.21%
 - Technology: 18.49%
- Leading product subcategories by sales value:
 - Phones: \$326.5K
 - Chairs: \$322.1K
 - Storage: \$217.8K

Geographic Distribution

- Customer frequency varies widely across the US.
- High customer density is observed in eastern and southern states, with notable clusters in California, New York and Texas.

Key Takeaways

- Out of 2,518 customers, 689 are repeat buyers, representing a significant base of returning customers.
- Sales have increased steadily over time, peaking in 2018, indicating healthy business growth.
- Certain states show high customer engagement, while others remain underrepresented, highlighting geographic growth potential.

Geographical analysis

Top States by Sales Value

- California leads with total sales of \$144.7K, followed by:
 - New York: \$93.8K
 - Washington: \$65.5K

Regional Sales Trends Over Time

- Sales are steadily growing across all regions, with spikes in quarter 3 and 4 of 2018.
- The West region consistently outperforms others in total sales, particularly in the latter half of the year.
- The East region shows a stable and steadily increasing trend, while the South and Central regions remain comparatively flat.

Analysis over time

Yearly Sales Growth

- In 2018, sales reached 3,253 orders, a 66.56% increase compared to the baseline in 2015 (1,953 orders).
- This reflects consistent growth and expanding customer demand over the observed period.

Customer Base over Time

- In 2018, 83.17% of customers were returning, suggesting that a loyal customer base has built up since 2015, where only 58.95% of orders came from existing customers

Seasonal Trends

- November is the overall top month for sales volume

Forecasted Sales Trends

- Sales value has shown a positive trend from 2015 to 2018, followed by forecast projections extending into 2021.
- The forecast model suggests continued growth, with some expected fluctuations, including dips and peaks aligning with historical patterns.

Analysis of products

Most Popular Products

- The overall most ordered product was staples.
- Copiers were the most popular sub-category (over 2K sales).
- Phones accounted for the highest sales value: \$326.5K.
- The lowest sales value and volume was for fasteners (\$3K and 14.03 average sales per year).

Category Sales over Time

- Throughout 2015- 2018 the popularity of each product category followed the same pattern with office supplies consistently more popular than furniture and technology.

- All categories showed an increase in sales volume over this time period, with office supplies showing an extremely significant spike in 2018 compared to other products.

Product Values

- Technology products were the highest costing, followed by furniture and office supplies, respectively.
- All categories experienced fluctuations in their average prices over the time period, with a very slight peak in 2015.

Analysis of deliveries

Shipment Types

- Standard class was the most popular shipment type with 5849 orders, followed by:
 - Second class: 1901 orders,
 - First class: 1501 orders,
 - Same day: 548 orders
- As expected the average time till shipment for same day delivery was quickest (less than 1 day), followed by:
 - First class: 2.19 days
 - Second class: 3.28 days
 - Standard Class: 5.01 days
- Delivery times remain fairly consistent with occasional variance throughout the year, particularly reduced times (up to 1 day) for second class deliveries between the first and second year quarters.

Regional Differences in Deliveries

- Average time till shipment varies across US states, however this may reflect differences in quantity of orders and just reflect outliers in states with a smaller customer base.