

# Superstore Sales Report

## Executive Summary

This project analyzes the **Superstore Sales Dataset** using Microsoft Excel to uncover trends in sales, profit, customer behavior, and regional performance. The dashboard was enhanced with slicers, Month-over-Month (MoM) and Year-over-Year (YoY) calculations, and clear visuals.

Key findings:

- **Total Sales:** \$2,297,201 | **Total Profit:** \$286,397 | **Profit Ratio:** 12.47%
- **Technology** category generated the highest profitability, while **Furniture** had lower margins.
- **December** consistently showed peak sales, highlighting seasonal demand.
- **California, New York, and Texas** were the top-performing states by sales.
- A small set of customers contributed disproportionately to total revenue, e.g., Raymond Buch and Tamara Chand.

Overall, the business shows steady growth with opportunities to improve profitability in Furniture and expand sales in underperforming regions.

---

## 1. Introduction

The dataset, sourced from Kaggle, contains several years of transactional sales data from a retail superstore. The aim of this analysis was to:

- Clean and organize raw sales data.
- Use pivot tables to calculate revenue, profit, and growth metrics.
- Add slicers for **Region** and **Product Category** filtering.
- Visualize MoM and YoY performance.
- Build a dashboard summarizing sales and profitability.

## 2. Data & Methodology

- **Data Cleaning:** Formatted sales and date fields, checked for missing values, standardized categories.
  - **Pivot Tables:** Created summaries of total sales, profit, units sold, and discounts.
  - **Slicers:** Added interactivity by region and product category.
  - **Business Metrics:** Calculated profit ratio, MoM % growth, and YoY change.
  - **Dashboard Design:** Assembled pivot charts and slicers into a single interactive report.
- 

## 3. Analysis & Insights

### 3.1 Time-Series Trends

- **MoM:** Noticeable spikes in December each year.
- **YoY:** Steady growth from 2014 to 2017 in both sales and profit.

### 3.2 Category Performance

- **Technology:** Highest profitability and consistent growth.
- **Furniture:** weaker margins.
- **Office Supplies:** Stable sales, moderate profit contribution.

### 3.3 Regional & State Insights

- **West and East** regions generated the most revenue.
- **Central** underperformed, especially in profit ratio.
- **Top states:** California, New York, and Texas.

### 3.4 Customer & Product Insights

- **Top Customers:** Tamara Chand and Raymond Buch among key drivers.
  - **Top Products:** Canon imageCLASS 2200 Copier (\$61,600) and Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind (\$27,453).
- 

## 4. Conclusion & Recommendations

- **Leverage seasonality:** Increase marketing and inventory in Q4, especially December.
- **Focus on Technology:** Expand high-profit categories while addressing Furniture's weak margins.
- **Customer targeting:** Retain and upsell to high-value customers.
- **Regional improvement:** Develop strategies to boost Central region sales.

The interactive dashboard provides managers with a clear view of business performance and actionable insights for decision-making.