

Superstore Sales Analysis

Contrary to the instructions provided in the handout, the sales in the superstore between the years 2018-19 did not increase by 29.5%, rather it experienced a significant decline. The analysis of the data was done on the following levels:

1. By category and sub-category.
2. Monthly Sales
3. By region (states in USA)

Following analyses can be made based on the visualizations:

1. By Category:

- Furniture was the only category which saw a boost in sales, however this is largely due to the large increase in sales of bookcases and furnishings as chairs and tables saw a significant decline.
- Office supplies saw a decline in sales in almost all their subcategories.
- Technology has the largest decline in sales especially machines, however the sales of accessories and copiers seems to have almost doubled from \$25,014 to 40,524 and \$10,850 to \$26,179 respectively.

2. Monthly Sales:

- The average sales of 2019 was \$38,726, which was a decline from the average sales of \$40,354 from 2018.
- The month of September seems to have the largest decline in sales compared to the previous year followed by March.

3. Region/States:

- The west coast (California, Oregon, Washington, Nevada) along with Southern states (Texas, Louisiana, Florida, Mississippi, Alabama, Arkansas) have the experienced a significant decline in sales, while the states in the eastern coast and mid-west have seen a boost in sales which is especially evident from the clustering sheet.

However, the sales have significantly increased in the following two years with increase in sales for almost every category especially technology. The trend too seems to be going up every year with the forecast predicting significant increase in the next year. Sales have increased in most of the states, but the most evident change can be seen in the west coast, especially California where the sales increased from \$88,444 in 2019 to \$146,388 in 2021.