Analyzing Sales Trends at Superstore: A Detailed Report

Objective

"This dashboard provides insights into the sales of our products across various regions."

Tracking the performance of ongoing operations, like sales, marketing , or production efficiency.

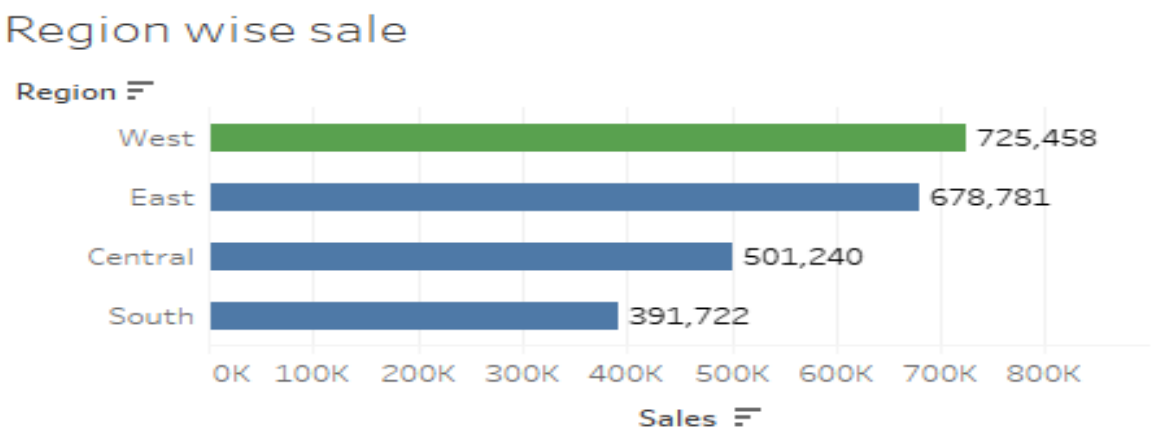
This report is designed to product sales & maximum growth of company products

This dashboard uses sales data from December 2013 to June 2016

This dashboard gives a clear overview of our product sales in different regions, showing important insights into sales trends and market behavior

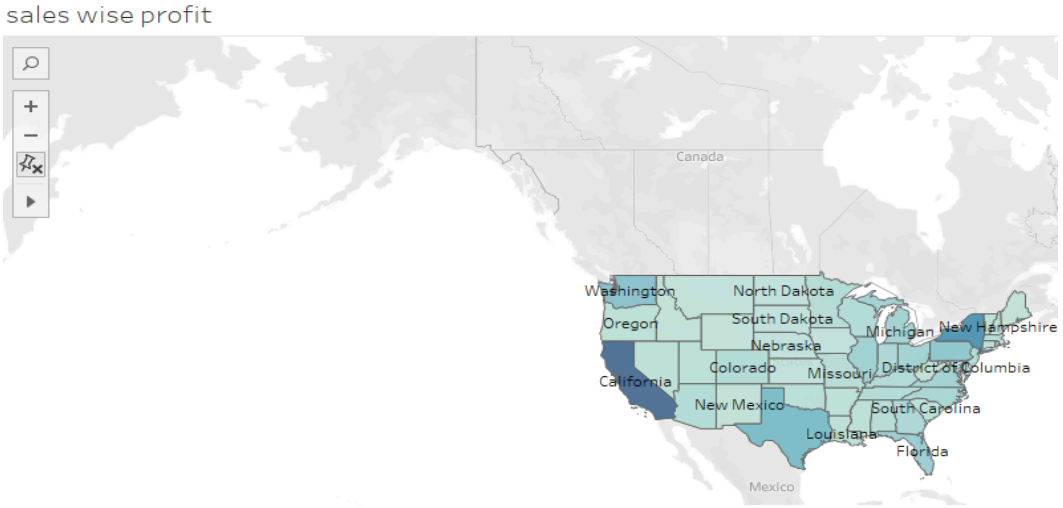
This report is designed for the executive management team to aid decision-making on resource allocation and sales strategies

- Track performance against targets and provide feedback.
- Analyze sales metrics and performance
- Gather and analyze customer feedback from sales.
- Develop marketing campaigns to promote the product.
- Develop sales reports and analytics.



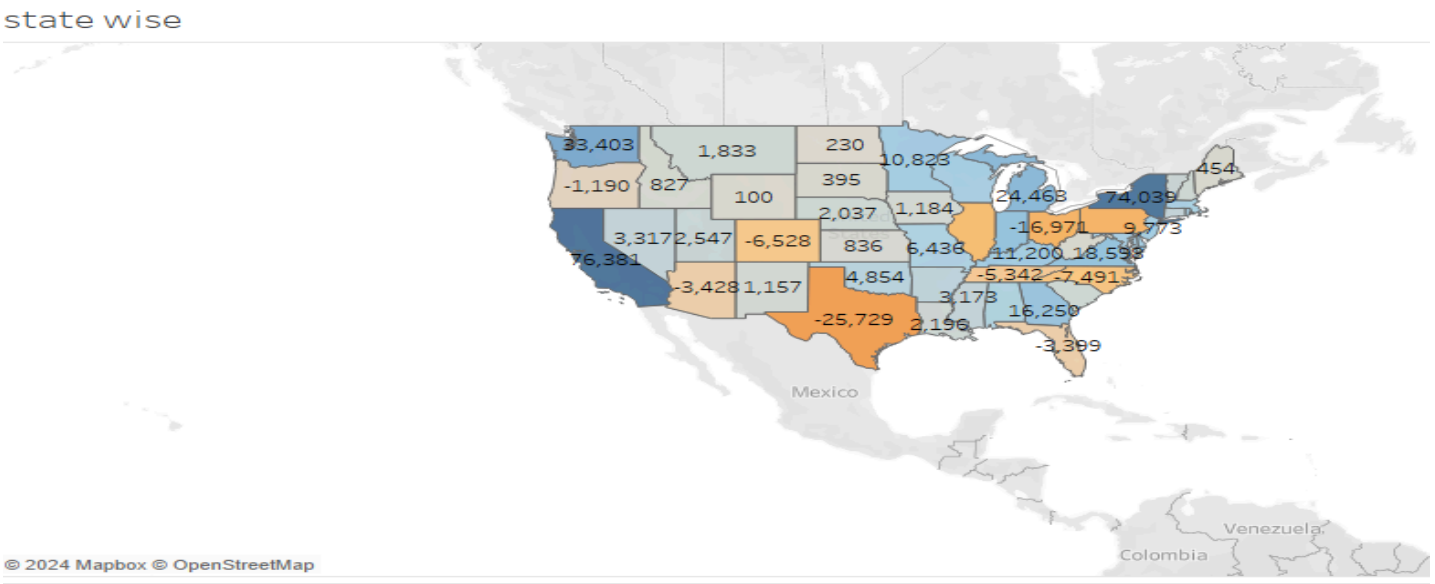
Region Wise Sale

- In region wise sale west is more ratio of product sales as compare to other state because there is feedback is very good to other
- Western states have large populations with varied consumer preferences.
- To other sate like east,central,south has market potential is significant



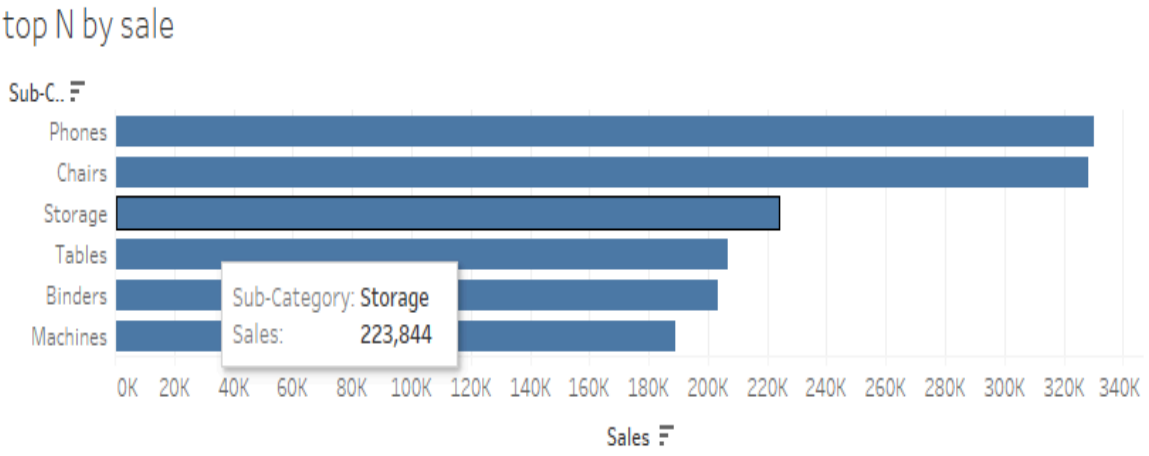
Sales wise profit

- California is the most populous state in the U.S., with over 39 million residents,
- Different states have varying regulations that can impact product sales,
- **California** has As the largest state economy



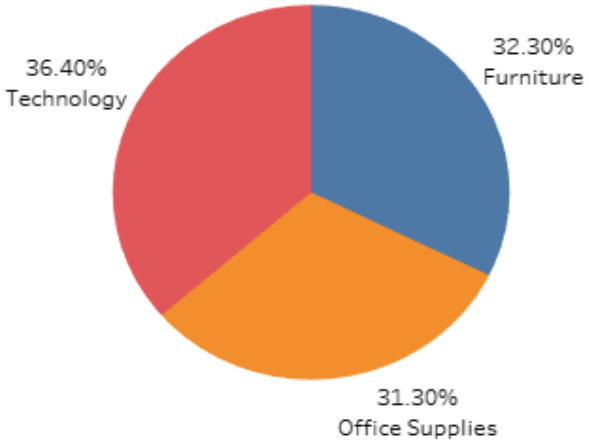
State wise profit

- United state is the most populous state in the U.S., with over 39 million
- Different states have varying regulations that can impact product sales,
- **California** As the largest state economy
- California leads the U.S. in electric vehicle adoption due to its environmental policies and incentives.



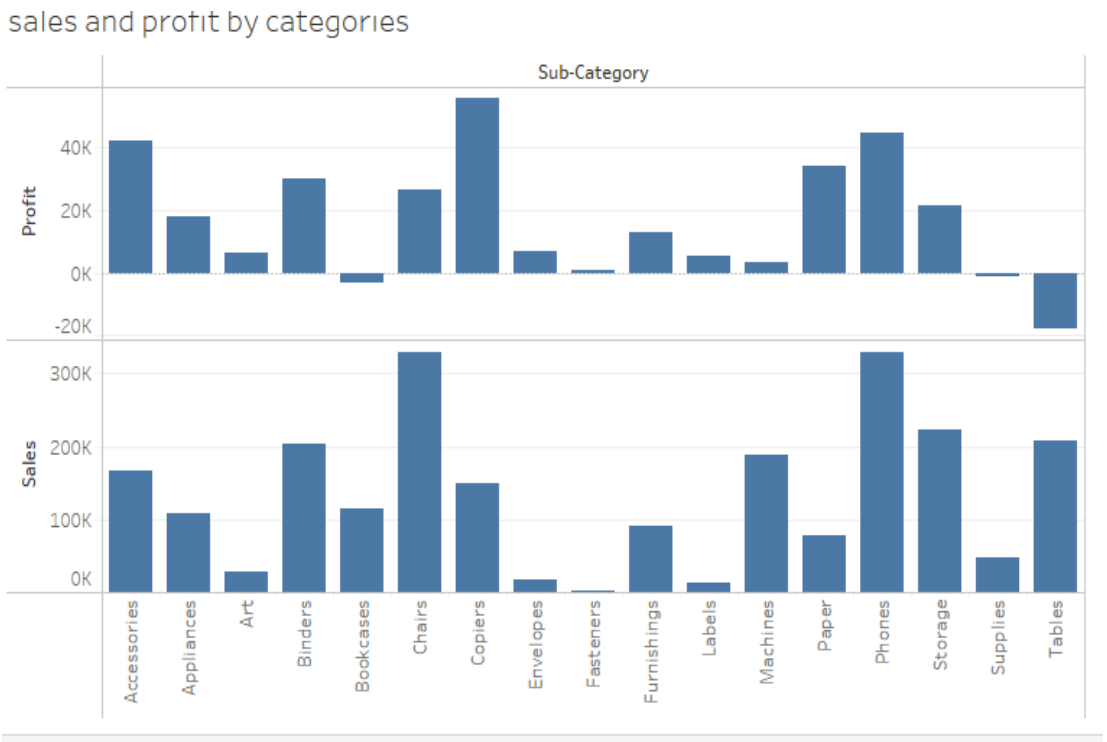
Top n sale

- These are the top sales by product phones and chairs have higher sales than other products
- High demand for mobile as compare to other product
-



Sales by category

- Technology leads with 36.4% of total sales.
- Furniture follows closely with 32.3%, and Office Supplies represent 31.3%.
- This indicates a stronger market demand for Technology products, while Furniture and Office Supplies are almost equally contributing but lagging slightly behind.



Sales and profit by categories

- By analyzing the bar graphs we get to know there is good sales in some of the products but its not profitable product in the case of tablets and bookcase.
- So changes need to be done in this case to make it profitab
- This indicates a stronger market demand for Technology products,

Conclusion

- Technology products are driving the majority of sales, with Furniture and Office Supplies following closely. Focusing marketing efforts on Technology in underperforming regions like the Central and South may boost overall sales.
- Phones and Chairs are key contributors to both sales and profit, making them crucial categories to prioritize.
- The West and East regions are performing well, while Central and South regions need strategic improvements.
- Profitability varies greatly by state, with some showing losses despite strong sales. Addressing these inefficiencies should be a focus for future planning.

In summary, the analysis highlights strong regional performances in the West and East and a higher preference for Technology products. Future strategies should focus on optimizing performance in low-profit areas and boosting sales in underperforming regions.