

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

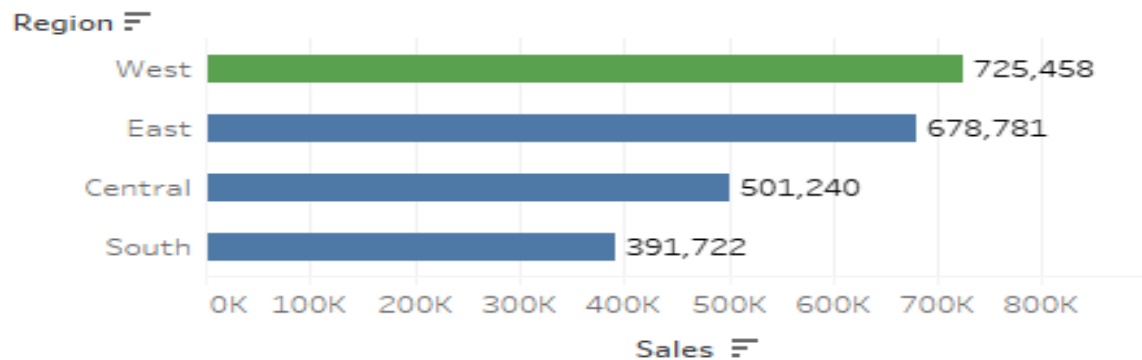
This dashboard uses sales data from December 2013 to June 2016

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.

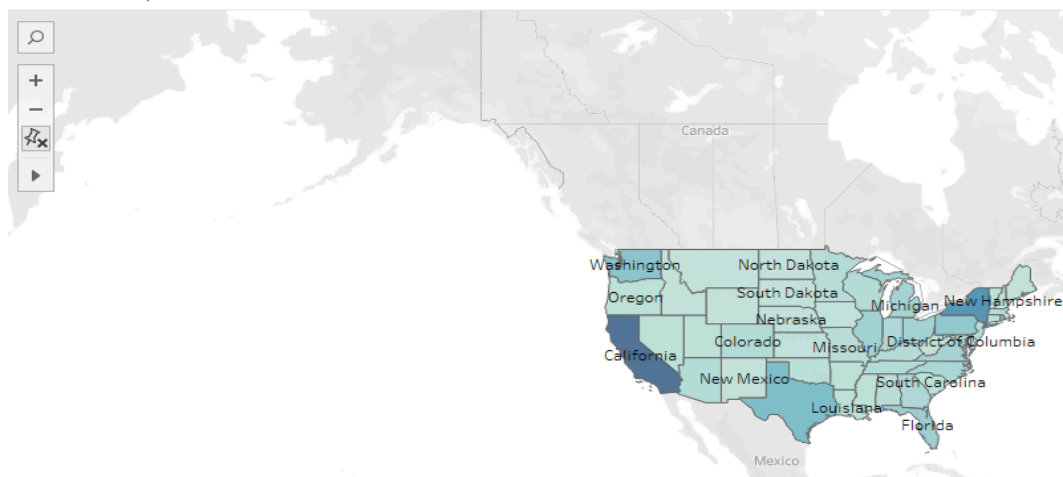
Region wise sale



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 state like east,central,south has market potential is significant

sales wise profit



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

Map of the United States showing the number of COVID-19 cases by state for the week ending May 12, 2020. The map uses a color scale from dark blue (low cases) to dark orange (high cases). The number of cases for each state is displayed on the map.

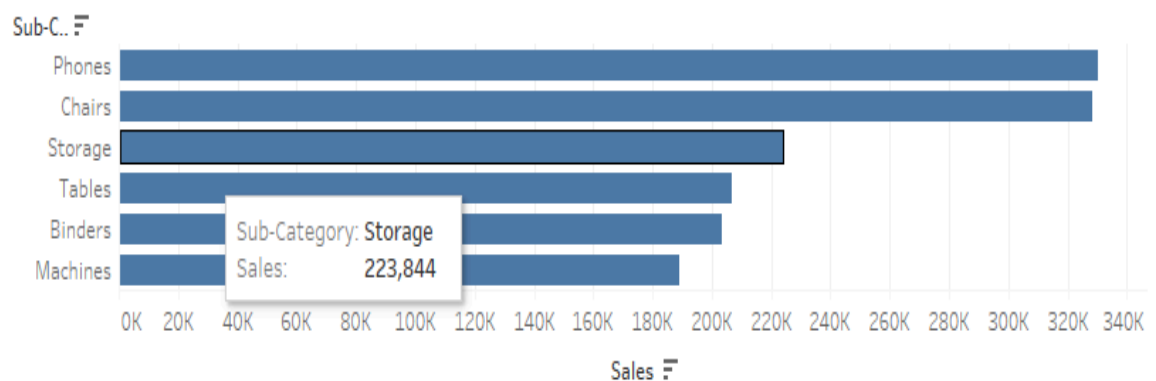
State	Number of Cases
Alaska	230
Alabama	1,833
Arizona	100
Arkansas	395
California	33,403
Colorado	10,823
Connecticut	3,317
Delaware	827
District of Columbia	1,184
Florida	16,250
Georgia	11,200
Hawaii	154
Idaho	2,037
Illinois	6,436
Indiana	11,200
Iowa	1,184
Kansas	836
Kentucky	4,854
Louisiana	2,196
Maine	1,157
Maryland	3,428
Massachusetts	76,381
Michigan	24,468
Minnesota	1,184
Mississippi	1,157
Missouri	2,037
Montana	1,833
Nebraska	100
Nevada	1,184
New Hampshire	1,184
New Jersey	18,598
New Mexico	1,157
New York	74,038
North Carolina	16,250
North Dakota	1,184
Ohio	11,200
Oklahoma	1,157
Oregon	1,184
Pennsylvania	18,598
Rhode Island	1,184
South Carolina	1,157
South Dakota	1,184
Tennessee	11,200
Texas	25,729
Utah	1,184
Vermont	1,184
Virginia	1,184
Washington	1,184
West Virginia	1,184
Wisconsin	1,184
Wyoming	1,184

© 2024 Mapbox © OpenStreetMap

State wise profit

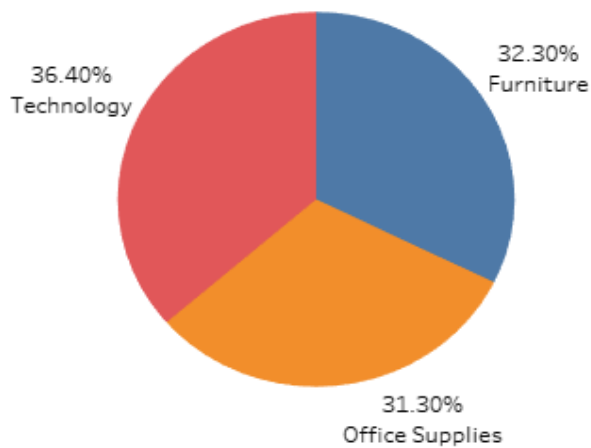
- United state is the most populous state in the U.S., with over 39 million
- Different states have varying regulations that can impact product sales,
- **California** As the largest state economy
- California leads the U.S. in electric vehicle adoption due to its environmental policies and incentives.

top N by sale



Top n sale

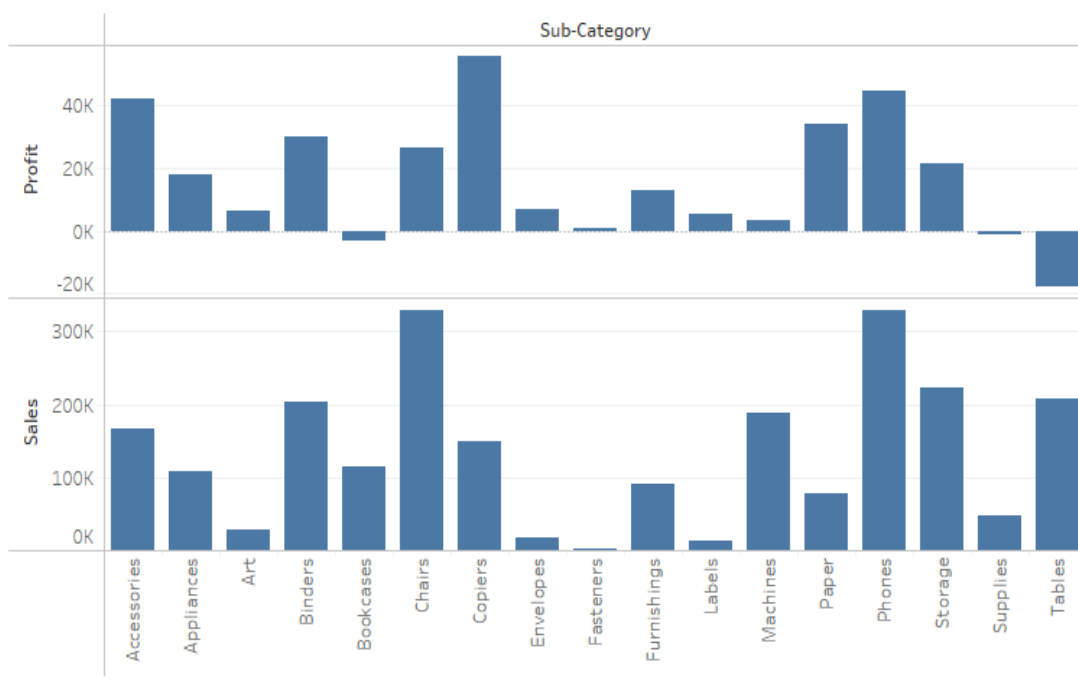
- These are the top sales by product phones and chairs have higher sales than other products
- High demand for mobile as compare to other product
-



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



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.

