

SuperStore Sales Dashboard – Detailed Sales Analysis Report

Report Period: 2019 to 2020

Tool Used: Power BI Desktop

Dataset: Global SuperStore Sample

Purpose: To analyse product sales, profit, customer segments, regional performance, and delivery behaviour for business insights and forecasting.

1. Executive Summary

This dashboard presents a comprehensive view of SuperStore's performance over a 2-year period. Key sales and profit metrics are broken down by category, geography, shipping methods, and customer behaviour. The goal is to identify patterns, strengths, and areas of improvement in the business to support better decision-making.

2. Key Performance Indicators (KPIs)

Metric	Value
Total Sales	\$1.57 Million
Total Quantity Sold	22,000 units
Total Profit	\$175,260
Avg. Delivery Days	4 days

3. Category Performance

➤ Sales by Product Category

- **Office Supplies:** \$640K (Leader in sales volume)
- **Technology:** \$470K (High-margin, fast-growing)
- **Furniture:** \$450K (Consistent performer)

:While Office Supplies brings in the highest sales, Technology is likely more profitable due to higher-priced items. These two categories dominate overall revenue. Furniture, although slightly behind, maintains a strong presence.

➤ Sub-Category Breakdown

Top Sub-Categories by Sales:

- **Phones:** \$200K – highest selling item, likely from Technology.
- **Chairs:** \$180K – top in Furniture.
- **Binders and Storage:** ~\$170K and ~\$150K respectively – strong performers in Office Supplies.

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Phones and Chairs are star products. Further investment in these sub-categories through promotions or bundles can yield higher returns.

4. Shipping Analysis

➤ Sales by Shipping Method

Ship Mode Sales

Standard Class \$330K

Second Class \$110K

First Class \$80K

Same Day \$30K

Over 60% of sales come via **Standard Class**, showing a customer preference for cost-effective delivery. **Same Day** is underused — indicating room to either promote it more or limit its availability to reduce costs.

5. Regional & State-Wise Performance

➤ Sales by Region:

Region	% of Total Sales
West	33%
East	29%
Central	22%
South	16%

➤ Top Performing States:

- **California:** \$340K
- **New York:** \$190K
- **Texas:** \$120K
- **Washington, Pennsylvania, Ohio:** \$70K–\$90K range

California and New York are powerhouses, driving nearly **34% of sales combined**. The **South and Central** regions underperform — this presents an opportunity for geographic expansion or focused campaigns. States like **Florida and Illinois** have room to grow with targeted marketing.

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6. Customer Segment Analysis

Segment	% of Sales
Consumer	48%
Corporate	33%
Home Office	19%

Consumers are the biggest market, almost half of all sales.

Corporate clients, though smaller in number, likely generate higher average order values and repeat business.

Home Office buyers represent a niche but potentially growing post-pandemic segment.

Action: Introduce loyalty programs or custom pricing for corporate and returning consumer customers.

7. Payment Behavior

Payment Mode	% of Usage
Cash on Delivery (COD)	43%
Online Payments	35%
Card Payments	22%

COD is still dominant, which might increase operational costs and risk.

A shift toward **digital payments** can streamline operations — offer discounts or rewards for online or card users.

8. Sales & Profit Trends Over Time

- **Monthly data shows consistent Q4 peaks**, especially October to December — likely due to holiday shopping and end-of-year purchases.
- **January and February** tend to dip across all years — reflecting post-holiday slowdowns.

Seasonal marketing (Black Friday, New Year sales) can capitalize on peak periods.

Consider launching "**New Year Kickoff**" campaigns in Q1 to offset seasonal slowdowns.

9. Forecasting & Predictive Trends

The **15-Day Sales Forecast** shows short-term fluctuations aligned with past patterns:

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- A moderate upward trend continues into 2021
- Visual consistency confirms the model's reliability

Forecasting tools can help optimize inventory, staffing, and logistics.

Use this forecast to align stock levels and avoid over/understock situations.

10. Operational Insight: Delivery & Returns

- **Average Delivery Time:** 4 Days — reasonable but room for improvement
- **Returns:** Not visualized directly in this PDF, but the data column exists (binary 0/1)

Analyze return rates by product or region to uncover dissatisfaction triggers

Reducing delivery time slightly (e.g., to 3 days) could boost satisfaction and repeat orders

11. Recommendations

Area	Recommendation
Underperforming Regions	Launch region-specific promotions in the South and Central
Delivery	Improve delivery speeds for premium customers or high-value orders
Payment Modes	Incentivize digital payments to reduce cash handling costs
Category Focus	Double down on Phones, Chairs, and Binders
Loyalty	Introduce loyalty/reward systems for Consumer and Corporate clients
Returns	Track and minimize returns by analyzing product feedback