To Explore Business Analytics: Exploratory Data Analysis of Super Store Data

**Introduction:**

In this task we explore US sample store data in a no-code way by leveraging the power of MSEXCEL 2020. I created two static dashboards each for profits and sales and one interactive dashboard for overall analysis.

**Sales Dashboard:**

**A picture containing chart

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From the above analysis we can observe the following :

* Top three states which reported high sales are California, New York and Texas.
* Phones and chairs are the Top sold items followed by storage and tables.

**Profits Dashboard:**

**Chart

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From the above analysis we can observe the following :

* Top states which reported high profits are California and New York .
* Texas, Ohio and Pennsylvania reported high loses.
* Most profits are made by technology related items out of which copiers and phones tops the list.
* Most preferred ship mode can be concluded as standard class.

**Main Dashboard:**

**Map

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This interactive dashboard gives clear insights into the dataset. By the help of filters, we can alter the dashboard as per our requirements. Type of charts used here are bar, column, maps, pie and doughnut charts.

**Business problems :**

By analysis of this dataset we encountered several business problems.

1. **High sales-low profits:**

In certain areas we can observe high sales but low profits. By filtering through map charts of sales and profits, by selecting top -10 states in sales and bottom 10 states in profits.

Map

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1. **Low discounts - Low sales :**

We also observed that for certain items low discounts were offered which is impacting their sales. By setting sort option to descending based on sales and discounts we can obtain the following result.

Chart, bar chart

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1. **High discounts – low profits:**

We also observed offering high discounts left us with cutting into profits. This means customers aren’t interested in these items.

A picture containing timeline, bar chart

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**Solutions to our business problems:**

* **Raise prices:** In order to tackle this issue we can raise prices of most sold items slightly but not exponentially high.
* **Eliminate wastes:** choosing to remove items that aren’t attracting customers will not only benefit in profits and sales but also cuts costs of shipping and space required for these items.
* **Effective discount strategy:** Following an effective discount strategy without cutting into profits and also without hurting sales plays a vital role in business. Here we can reduce discounts of most sold items (but don’t remove completely) and concentrate on the least sold items. Completely removing discounts might result in decrease of sales of popular items too.

**THANK YOU**