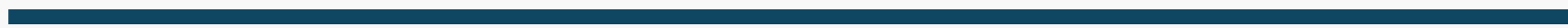




# *super store sales*

Enhancing Product Sales Strategy

Wednesday 30 April, 2025



# *Team Members*



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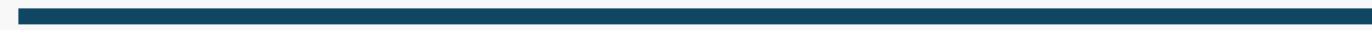
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# *Content*

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# *Introduction*



This project focuses on analyzing Superstore's sales data using Power BI to uncover key business insights. By transforming raw transactional data into visual dashboards, the project aims to highlight sales trends, identify top-performing categories and regions, and provide actionable recommendations. The goal is to enable smarter decisions that boost profitability, improve customer targeting, and support long-term business growth.



# *Background Project*

The Superstore dataset simulates the operations of a large retail company that sells office supplies, furniture, and technology across various U.S. regions. Despite steady growth, the business faces challenges in understanding regional sales trends, customer preferences, and product profitability. To remain competitive and efficient, Superstore needs to shift toward a data-driven decision-making approach. This project was developed to explore these operational challenges using data analytics and visualization tools.





# *Project Objectives*

- Analyze sales performance across different regions, categories, and customer segments.
- Identify high-performing products and underperforming areas to guide strategic decisions.
- Uncover patterns and trends in sales and profitability over time.
- Provide actionable insights to optimize marketing, inventory, and sales strategies.
- Support data-driven decision-making to drive growth and improve operational efficiency.



# Expected Outcomes



## 1. Enhanced Sales Insights

- Gain a deep understanding of sales performance across regions, categories, and customer segments.
- Identify top-performing products and highlight underperforming areas for improvement.

## 2. Strategic Business Improvements

- Provide data-backed recommendations to optimize marketing, inventory, and sales strategies.
- Highlight high-potential opportunities to support business growth and increase profitability.

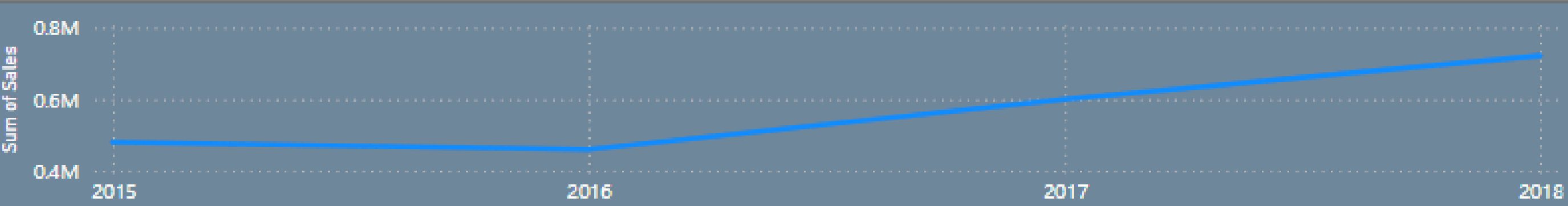
## 3. Data-Driven Decision Support

- Develop interactive dashboards for real-time analysis and smarter decision-making.
- Define key performance indicators (KPIs) to continuously track and improve operations.



# sales analysis

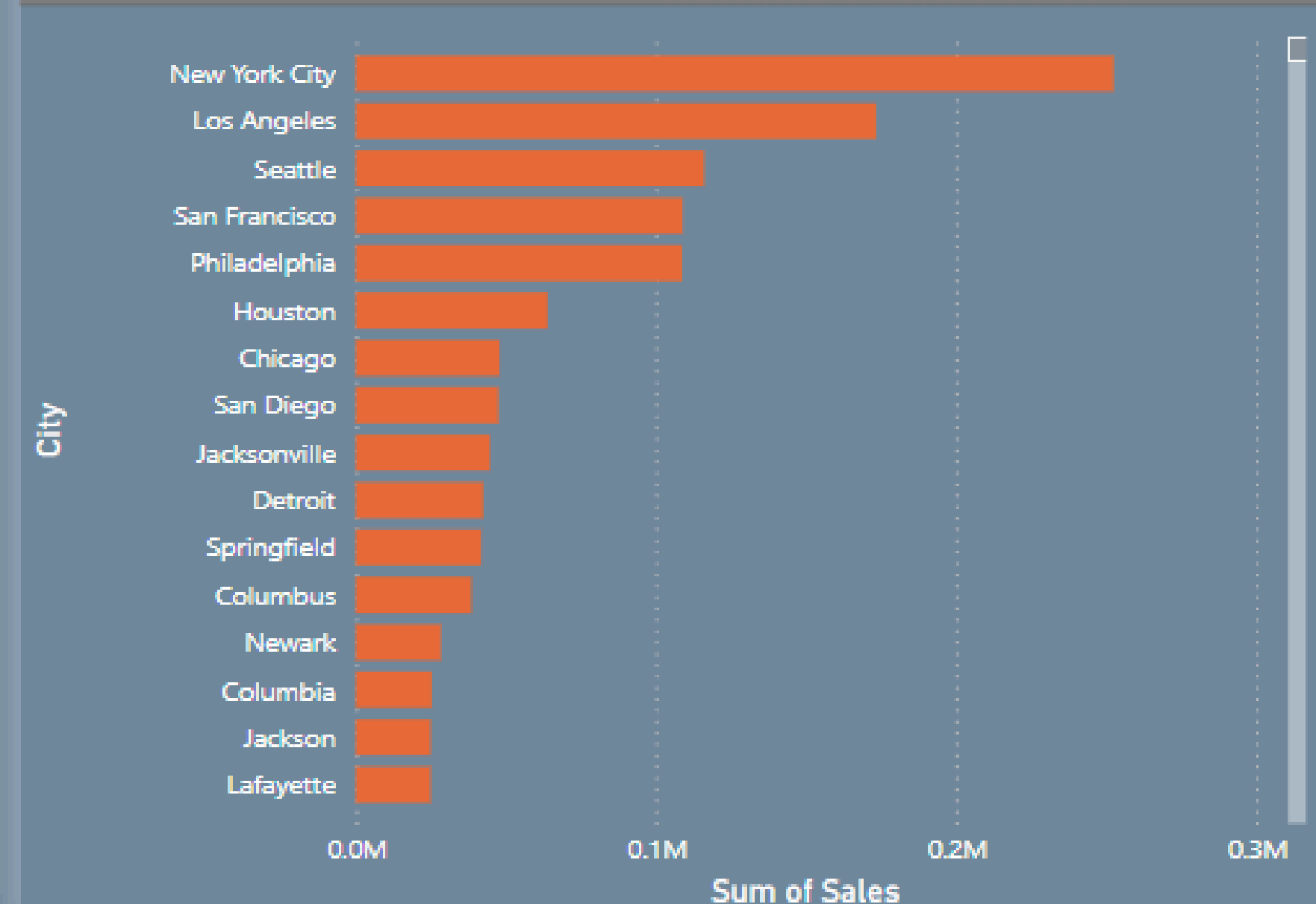
Sales by Year



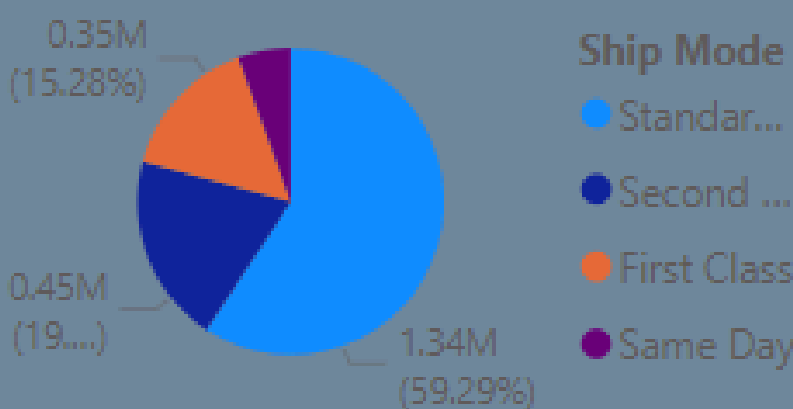
Total Sales

2.26M

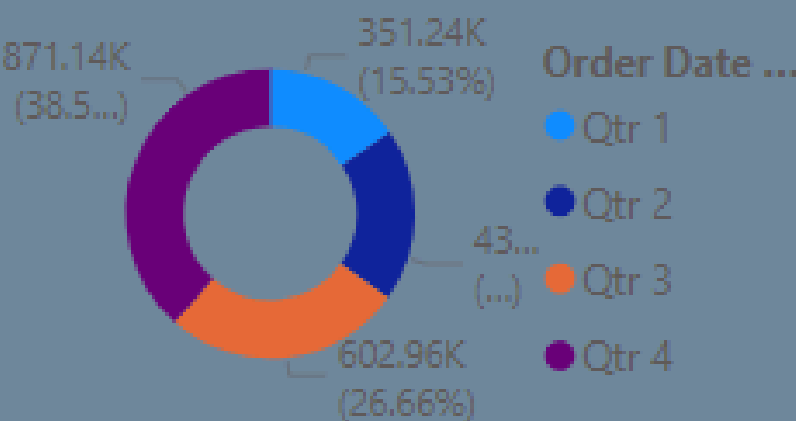
Sales by City



Sales by Ship Mode



Sales by Quarter





# Sales Analysis

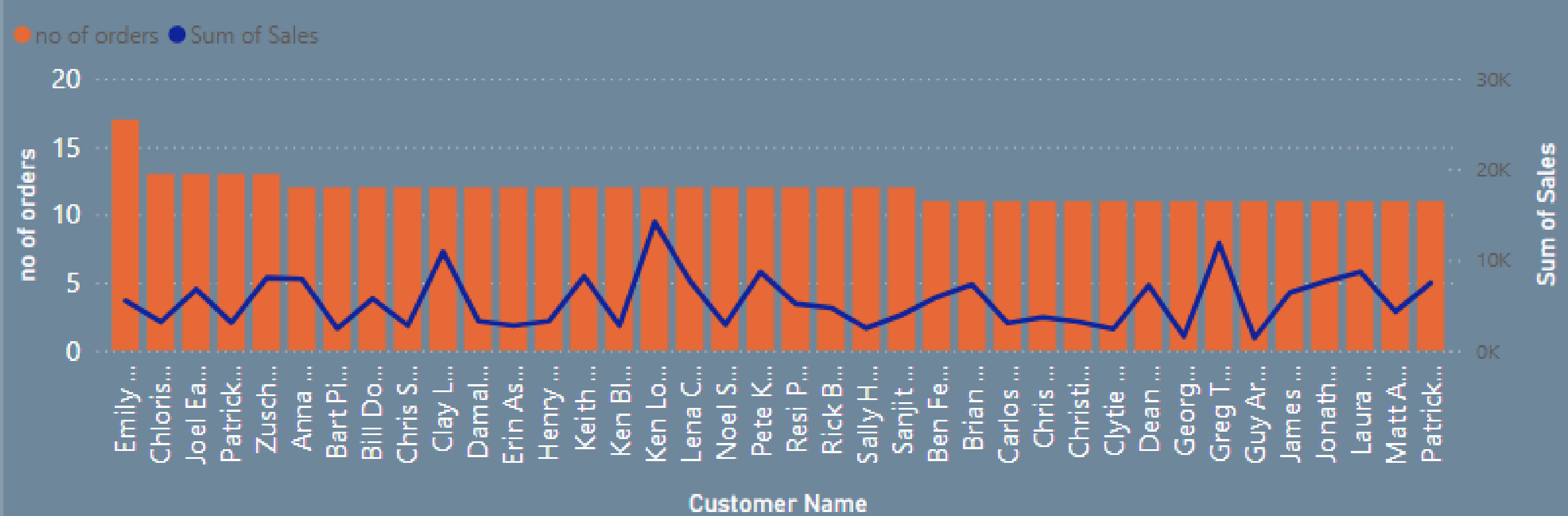
Customer Name	First Customer ID	First City	First Region	First Product Name	First Segment	Sum of Sales
Aaron Bergman	AB-10015	Arlington	Central	Akro Stacking Bins	Consumer	886.1
Aaron Hawkins	AH-10030	Gulfport	East	ACCOHIDE 3-Ring Binder, Blue, 1"	Corporate	1,744.7
Aaron Smayling	AS-10045	Arlington	Central	Atlantic Metals Mobile 4-Shelf Bookcases, Custom Colors	Corporate	3,050.6
Adam Bellavance	AB-10060	Concord	Central	Acco Hanging Data Binders	Home Office	7,755.6
Adam Hart	AH-10075	Arlington	Central	Ampad Phone Message Book, Recycled, 400 Message Capacity, 5 ¾" x 11"	Corporate	3,250.3
Adam Shillingsburg	AS-10090	Charlottesville	Central	#10- 4 1/8" x 9 1/2" Recycled Envelopes	Consumer	3,255.3
Adrian Barton	AB-10105	Bloomington	Central	3M Polarizing Task Lamp with Clamp Arm, Light Gray	Consumer	14,473.5
Total	AA-10315	Aberdeen	Central	"While you Were Out" Message Book, One Form per Page	Consumer	2,261,536.7

## Sales By State



# customer analysis

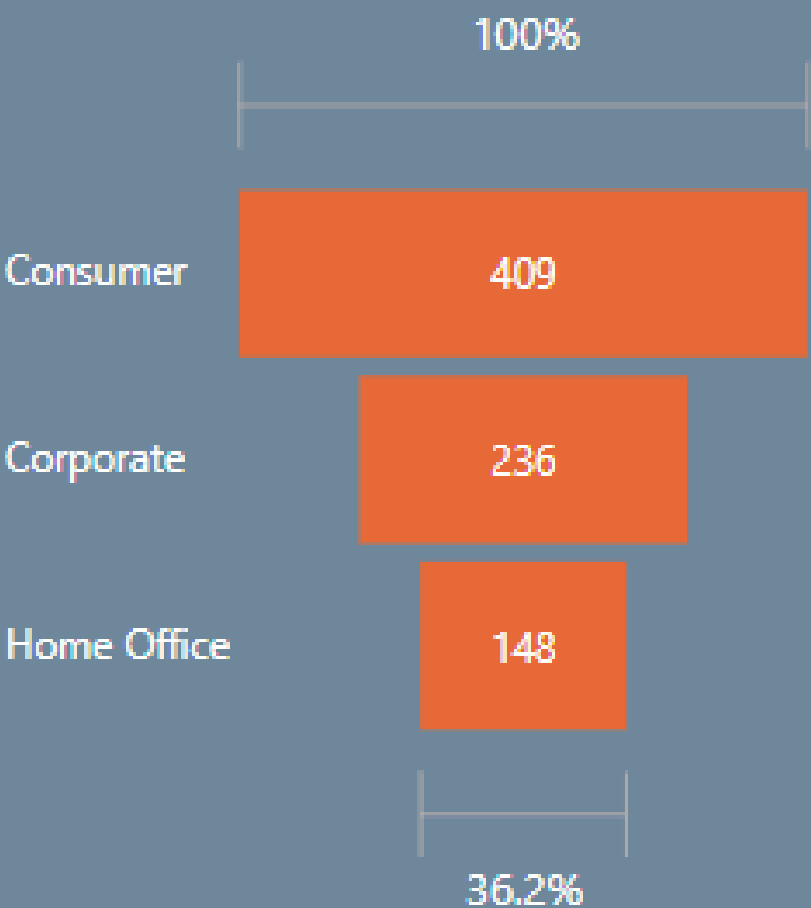
no of orders and Sum of Sales by Customer Name



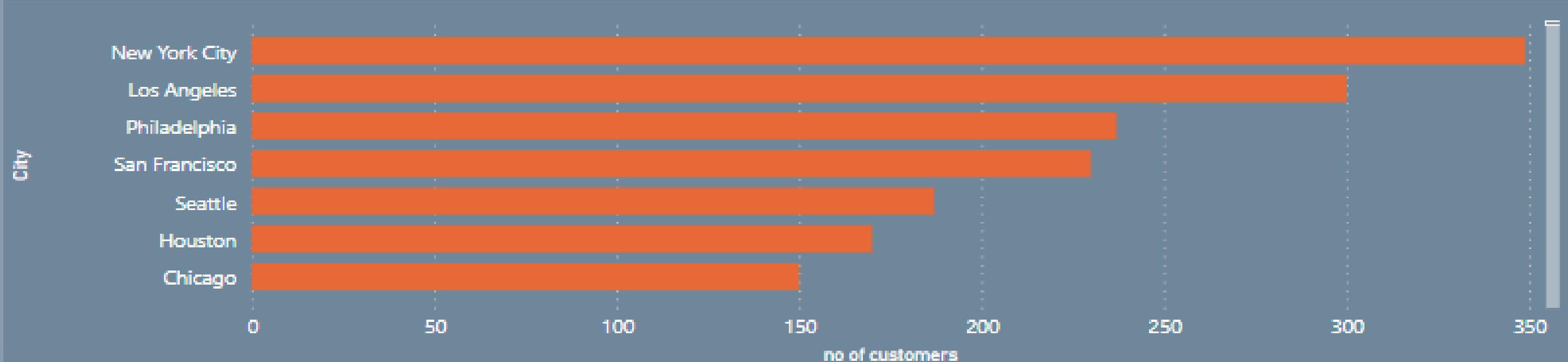
## No of customers

793

no of customers by Segment



no of customers by City



# Products and Orders Analysis

## Filters

Region, State, City

All

Segment

All

order year

All

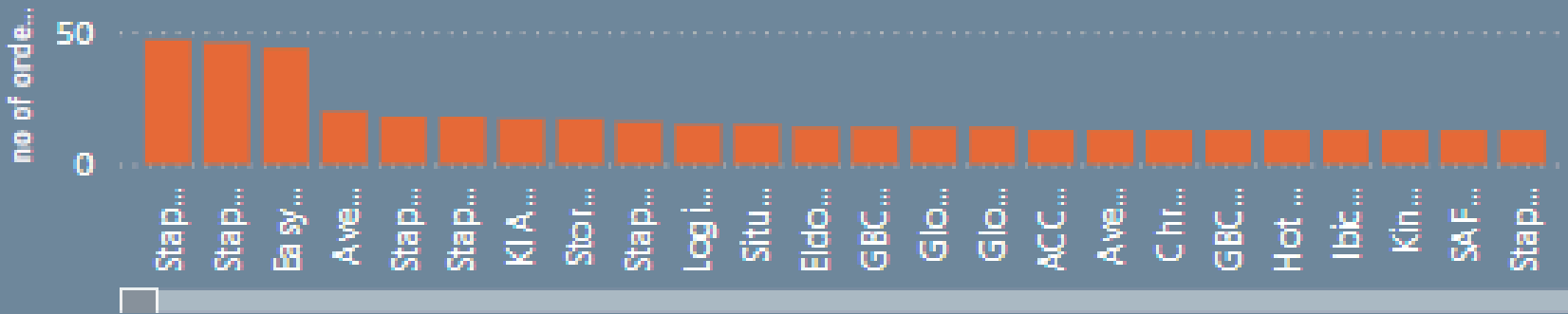
Ship Mode

All

Category, Sub-Category

All

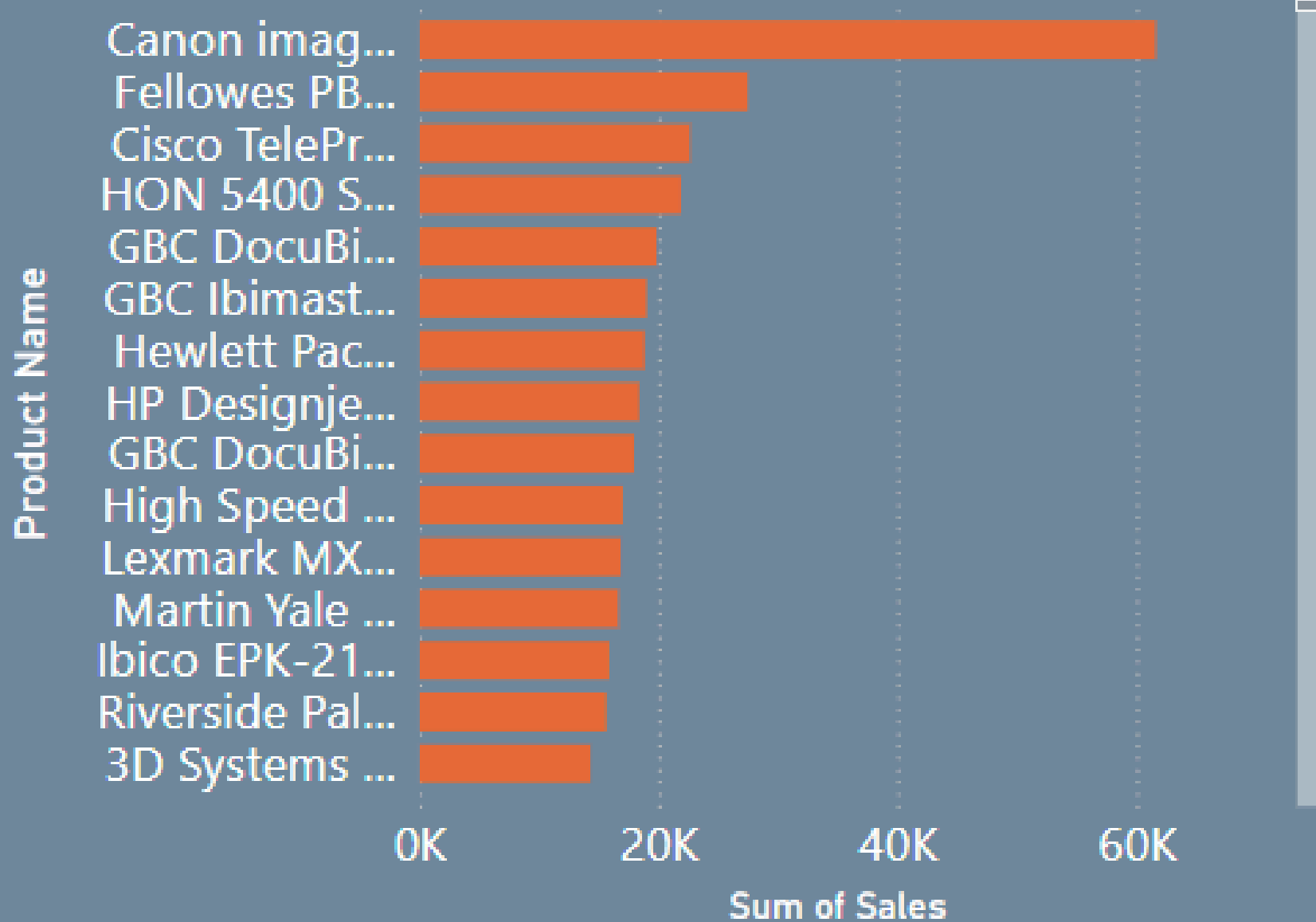
## no of orders by Product Name



## No of orders

4922

## Sum of Sales by Product Name



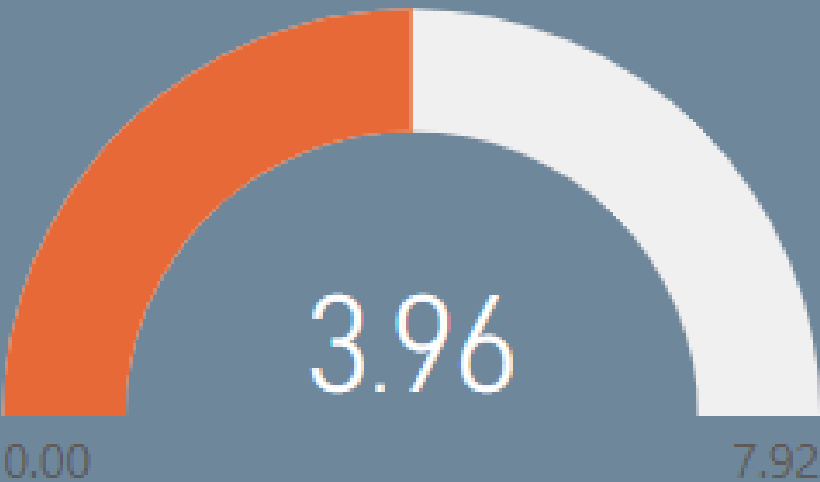
## Count of Order Date by Segment

Consumer

Corporate

Home Office

## Average Ship Duration

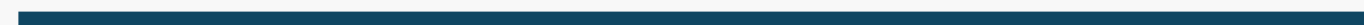


# Conclusion



The data-driven analysis of Superstore's sales performance revealed key insights into customer behavior, product profitability, and regional trends.

By visualizing and interpreting this data through Power BI, we identified opportunities to improve sales, reduce costs, and enhance customer targeting. This project reinforces the value of leveraging data analytics to drive smarter business decisions and create a competitive edge in today's dynamic retail environment.







*Thank you*

