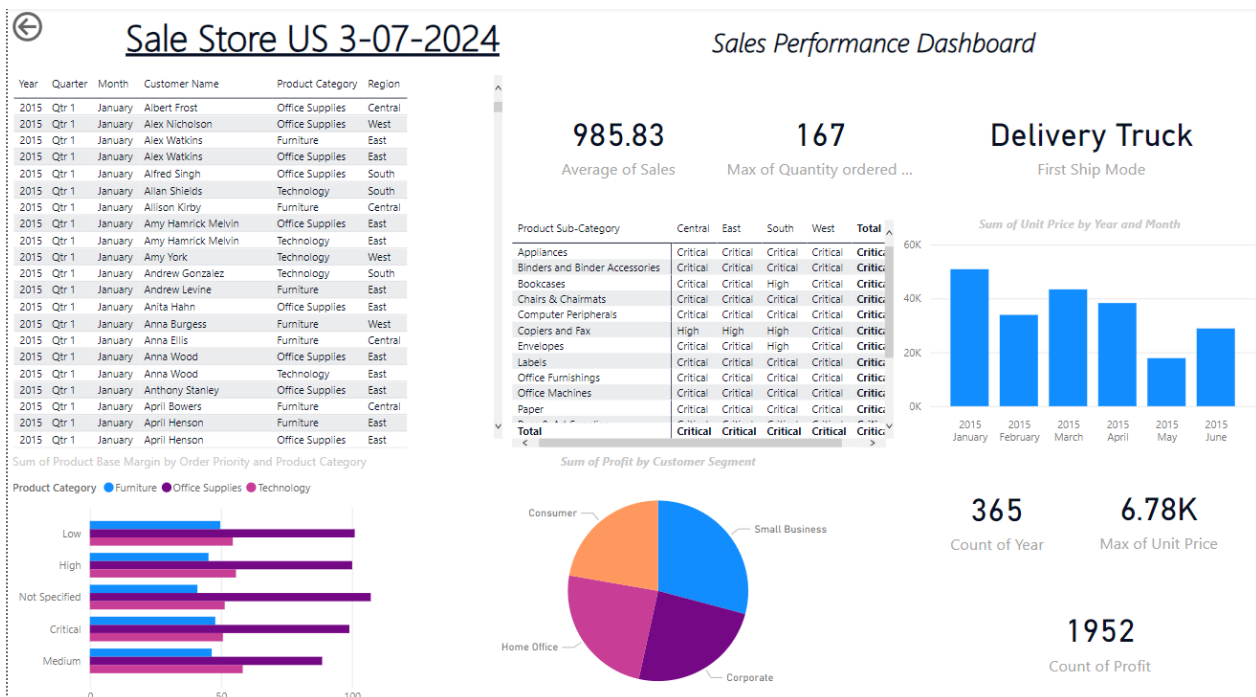# US Sales

Sales Performance Dashboard

Link – *Power Bi / Excel*

Components:

Sales Data Table: Displays detailed information about each sale, including the year, quarter, month, customer name, product category, and region.

Key Metrics:

- **Average of Sales:** Indicates the average sales amount.

- **Max Quantity Ordered:** Shows the highest quantity of products ordered.

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- **Delivery Truck:** (Partially visible) likely represents the shipping mode and its performance metrics.

Sales Performance Dashboard

| 21.20	2	Regular Air
Average of Sales	Max of Quantity ordered ...	First Ship Mode

- **Product Sub-Category Analysis:** Compares product sub-categories across different regions and their criticality.

| Product Sub-Category	Central	Total
Storage & Organization	Critical	**Critical**
Total	**Critical**	**Critical**

| Product Sub-Category	Central	East	South	West	Total
Appliances	Critical	Critical	Critical	Critical	**Critica**
Binders and Binder Accessories	Critical	Critical	Critical	Critical	**Critica**
Bookcases	Critical	Critical	High	Critical	**Critica**
Chairs & Chairmats	Critical	Critical	Critical	Critical	**Critica**
Computer Peripherals	Critical	Critical	Critical	Critical	**Critica**
Copiers and Fax	High	High	High	Critical	**Critica**
Envelopes	Critical	Critical	High	Critical	**Critica**
Labels	Critical	Critical	Critical	Critical	**Critica**
Office Furnishings	Critical	Critical	Critical	Critical	**Critica**

- **Sum of Unit Price by Year and Month:** Bar chart showing the total unit price across different months.
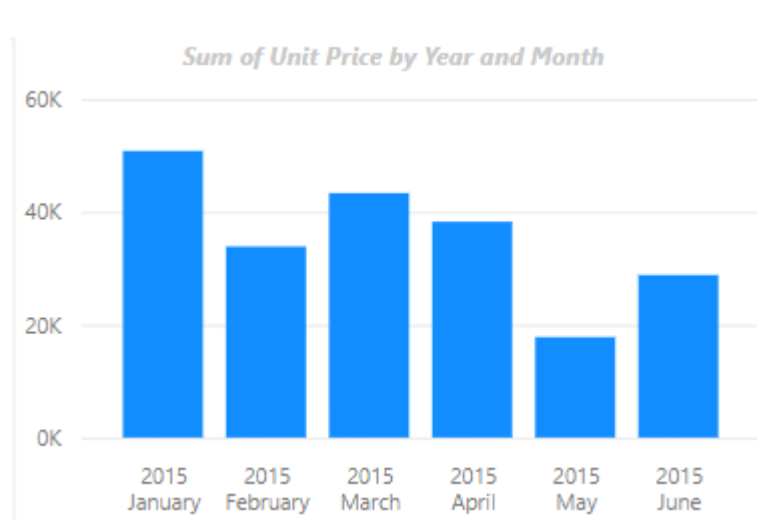
- **Sum of Product Base Margin by Order Priority and Product Category**: Bar chart indicating the sum of product base margins categorized by order priority and product category.

Sum of Product Base Margin by Order Priority and Product Category
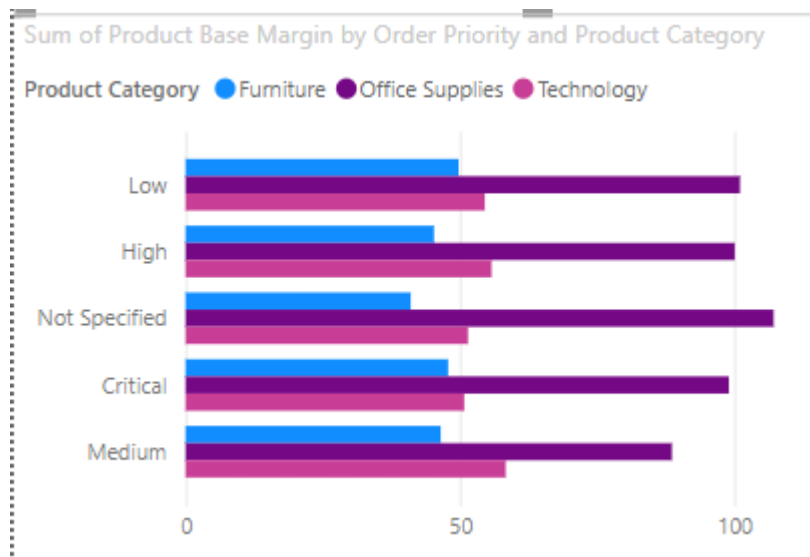
- **Sum of Profit by Customer Segment:** Pie chart illustrating profit distribution across different customer segments (Small Business, Corporate, Home Office, Consumer).

Sum of Profit by Customer Segment
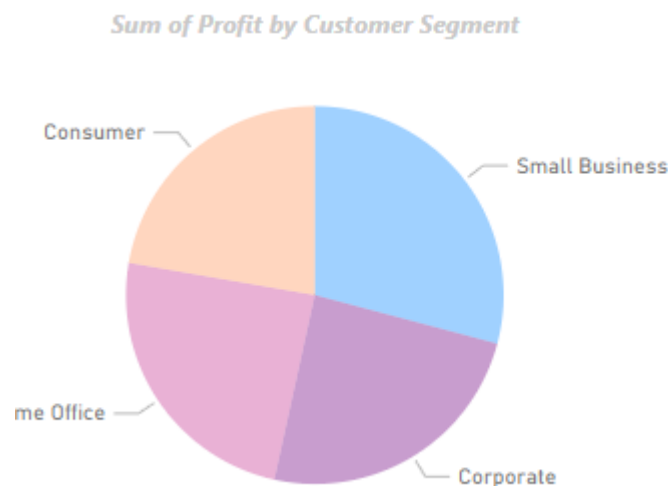
- **Count of Year and Max of Unit Price:** Key metrics displaying the count of years in the data and the maximum unit price.

365
Count of Year

11.55
Max of Unit Price

2
Count of Profit

- **Sum of Profit by Customer Segment**: Pie chart showing the distribution of profit by customer segment.

Year	Quarter	Month	Customer Name	Product Category	Region
2015	Qtr 1	January	Albert Frost	Office Supplies	Central
2015	Qtr 1	January	Alex Nicholson	Office Supplies	West
2015	Qtr 1	January	Alex Watkins	Furniture	East
2015	Qtr 1	January	Alex Watkins	Office Supplies	East
2015	Qtr 1	January	Alfred Singh	Office Supplies	South
2015	Qtr 1	January	Allan Shields	Technology	South
2015	Qtr 1	January	Allison Kirby	Furniture	Central
2015	Qtr 1	January	Amy Hamrick Melvin	Office Supplies	East
2015	Qtr 1	January	Amy Hamrick Melvin	Technology	East
2015	Qtr 1	January	Amy York	Technology	West
2015	Qtr 1	January	Andrew Gonzalez	Technology	South
2015	Qtr 1	January	Andrew Levine	Furniture	East
2015	Qtr 1	January	Anita Hahn	Office Supplies	East
2015	Qtr 1	January	Anna Burgess	Furniture	West
2015	Qtr 1	January	Anna Ellis	Furniture	Central
2015	Qtr 1	January	Anna Wood	Office Supplies	East
2015	Qtr 1	January	Anna Wood	Technology	East
2015	Qtr 1	January	Anthony Stanley	Office Supplies	East
2015	Qtr 1	January	April Bowers	Furniture	Central
2015	Qtr 1	January	April Henson	Furniture	East
2015	Qtr 1	January	April Henson	Office Supplies	East

Insights and Usefulness:

- **Sales Trends:** Helps in identifying trends in sales over different periods (monthly, quarterly, yearly).
- **High Priority Areas:** Highlights critical product sub-categories and regions that need attention.
- **Profit Distribution:** Shows which customer segments are the most profitable, aiding in targeted marketing and sales strategies.
- **Order Prioritization:** Indicates the order priorities that contribute the most to the product base margin, useful for optimizing inventory and sales strategies.
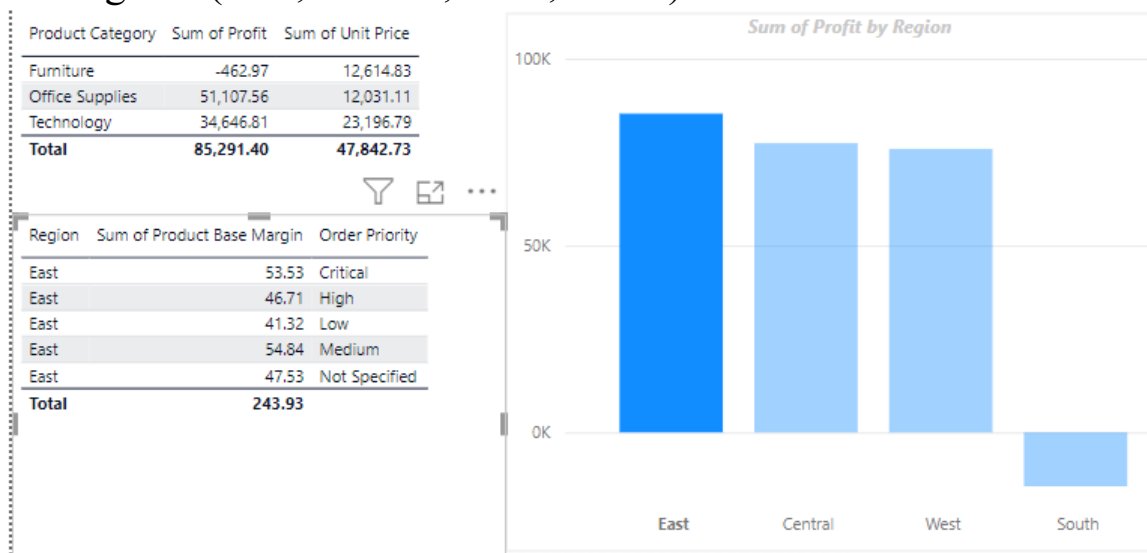
Customer Analysis Dashboard

Components:

- **Sum of Profit:** Total profit generated by product category.
- **Sum of Unit Price:** Total unit price by product category.

Product Category	Sum of Profit	Sum of Unit Price
Furniture	59,249.45	53,381.97
Office Supplies	89,525.01	44,154.13
Technology	75,303.16	115,386.54
Total	**224,077.61**	**212,922.64**

Product Category	Sum of Profit	Sum of Unit Price
Furniture	59,249.45	53,381.97
Office Supplies	89,525.01	44,154.13
Technology	75,303.16	115,386.54
Total	224,077.61	212,922.64

Region	Sum of Product Base Margin	Order Priority
Central	29.64	Critical
Central	27.80	High
Central	28.00	Low
Central	28.08	Medium
Central	30.51	Not Specified
East	27.60	Critical

Sum of Profit by Region

- **Sum of Product Base Margin:** Sum of base margin by region and order priority.

| Region	Sum of Product Base Margin	Order Priority
Central	59.05	Critical
Central	58.06	High
Central	58.72	Low
Central	52.28	Medium
Central	59.72	Not Specified
East	53.53	Critical
East	46.71	High
East	41.32	Low
East	54.84	Medium
East	47.53	Not Specified
South	48.40	Critical
South	49.22	High
South	45.19	Low

- **Sum of Shipping Cost by Mode:** Displays shipping costs for different shipping modes (Delivery Truck, Regular Air, Express Air).

Regular Air
718.51
Sum of Shipping Cost

Delivery Truck
587.64
Sum of Shipping Cost

Express Air
111.15
Sum of Shipping Cost

- **Sum of Profit by Region:** Bar chart showing profit distribution across different regions (East, Central, West, South).

Product Category	Sum of Profit	Sum of Unit Price
Furniture	-462.97	12,614.83
Office Supplies	51,107.56	12,031.11
Technology	34,646.81	23,196.79
Total	85,291.40	47,842.73

Region	Sum of Product Base Margin	Order Priority
East	53.53	Critical
East	46.71	High
East	41.32	Low
East	54.84	Medium
East	47.53	Not Specified
Total	243.93	

Sum of Profit by Region

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- **Sum of Shipping Cost by Unit Price:** A detailed visualization showing the sum of shipping costs relative to unit prices.
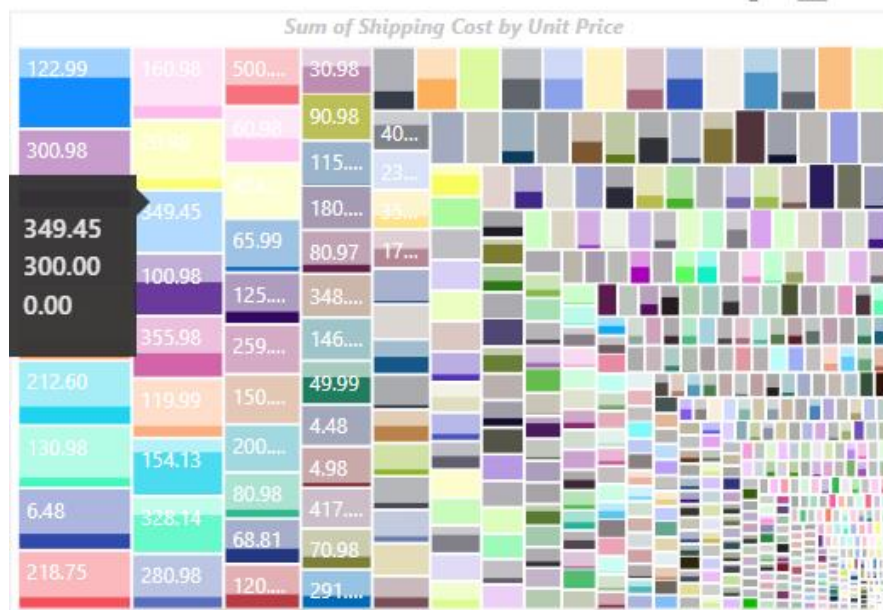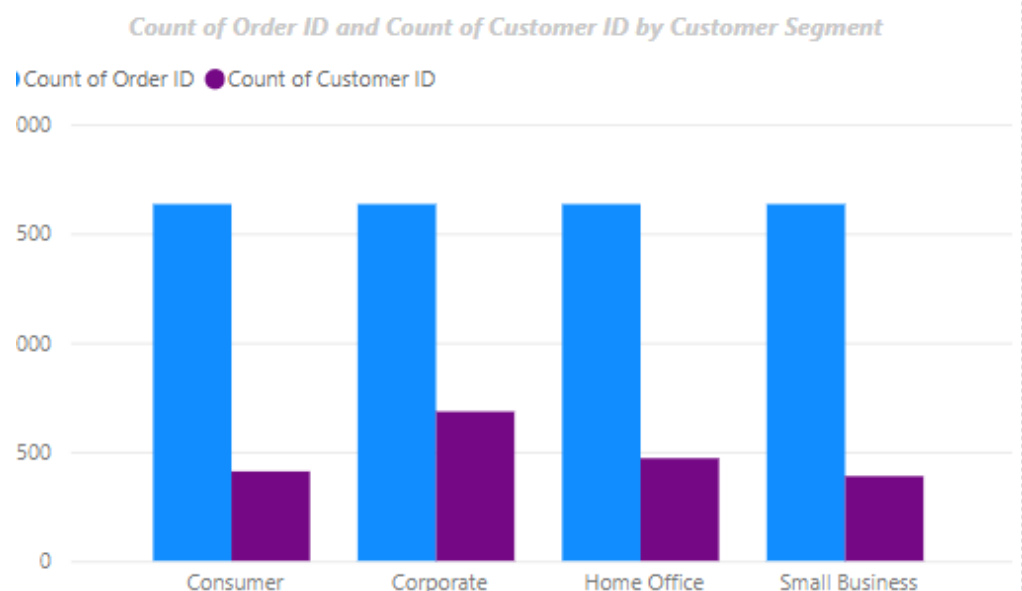

- **Customer and Order Data:** Lists individual sales transactions with details like customer name, ship mode, order priority, and sum of sales.

Sum of Sales	Customer Name	Ship Mode	Order Priority
710.16	Aaron Day	Regular Air	High
18.34	Aaron Dillon	Regular Air	High
3,112.13	Aaron Riggs	Delivery Truck	Medium
480.37	Aaron Riggs	Express Air	Medium
5.76	Aaron Riggs	Regular Air	Medium
894.64	Aaron Shaffer	Regular Air	Not Specified
292.18	Adam G Sawyer	Regular Air	Critical
1,346.32	Adam G Sawyer	Regular Air	Medium
48.30	Adam Saunders Gray	Regular Air	Medium
485.01	Albert Frost	Regular Air	Critical
396.19	Albert Maxwell	Delivery Truck	Low
1,300.54	Albert Tyson	Express Air	Not Specified
38.06	Albert Tyson	Regular Air	Not Specified
267.89	Alex Harrell	Regular Air	High
34.41	Alex Nicholson	Express Air	Critical
1,924,337.88			

- **Count of Order ID and Customer ID by Customer Segment:** Bar chart showing the count of orders and customers segmented by customer type (Consumer, Corporate, Home

Office, Small Business).

Insights and Usefulness:

- **Regional Performance:** Identifies which regions are generating the most profit, aiding in regional strategy formulation.
- **Shipping Cost Analysis:** Helps in understanding the cost implications of different shipping methods, crucial for logistics optimization.
- **Customer and Order Insights:** Provides detailed transaction-level data for deeper analysis of customer behavior and order patterns.
- **Customer Segmentation:** Shows the distribution of orders and customers across different segments, enabling targeted customer engagement and marketing strategies.

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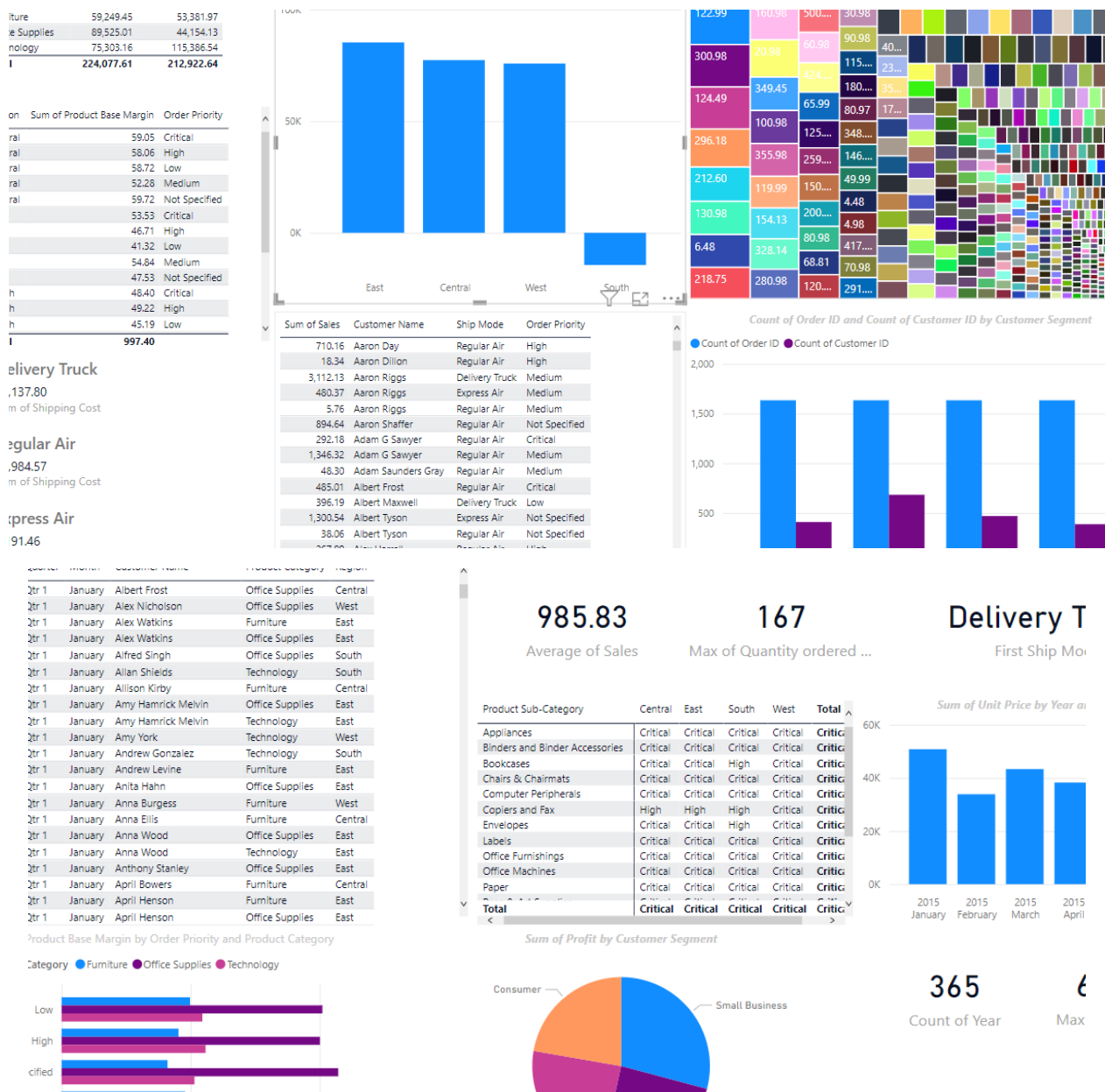
Problem Statement and Outcomes

Problem Statement:

To analyze and optimize sales and customer data for improved business performance and strategic decision-making. This involves understanding sales trends, customer segmentation, regional performance, and the cost-effectiveness of different shipping methods.

Outcomes:

- **Enhanced Decision-Making:** The dashboards provide a comprehensive view of sales performance and customer behavior, allowing for data-driven decision-making.
- **Targeted Strategies:** Insights into product categories, customer segments, and regional performance enable the formulation of targeted marketing and sales strategies.
- **Cost Optimization:** Analysis of shipping costs helps in optimizing logistics and reducing overall costs.
- **Improved Customer Engagement:** Understanding customer segments and their profitability aids in better customer relationship management and targeted marketing efforts.

How It Can Help Your Work Visualization

- **Clear Insights:** The visualizations offer clear and concise insights into key performance metrics, aiding in quick and effective decision-making.

- **Trend Analysis:** Helps in identifying and analyzing trends over different periods and categories.

- **Performance Monitoring:** Enables continuous monitoring of sales performance, customer behavior, and regional profitability.

- **Strategic Planning:** Provides the necessary data and insights to support strategic planning and business optimization efforts.

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