SUPER STORE SALES ANALYSIS:

OBJECTIVE:

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

DESCRIPTION OF THE OBJECTIVE:

The objective can be broken down into the following detailed components.

1. Dashboard creation: Identify KPI’s, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. Data Analysis: Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualizations and charts.
3. Sales Forecasting: Leverage historic data and apply time series analysis to generate sales forecasts for the next 15 days.
4. Actionable insights and Recommendations: End goal is to share valuable insights and actionable information that can drive strategic decision making and support the super market’s goals for growth, efficiency and customer satisfaction.

PROJECT INSIGHTS:

1. Sales of one million
2. Sales quantity is 22000.
3. Profit was at 175000
4. Average delivery time is 4 days.
5. Cash on delivery (COD) is the popular way of payment followed by Online payment and through cards.
6. Sales in west region are highest with 33.37% followed by east with 28.75%, then central with 21.78% and south with 16.1%.
7. Segment wise sales: Consumer is the highest with 48%, followed by corporate with 33% and Home office with 19%.
8. Months like December and November saw most sales along with September whereas January and February saw less sales.
9. Monthly profit was the highest in December and November.
10. Category wise sales of office supplies is at 0.64Million, Technology 0.47Million and Furniture 0.45Million.
11. Sales by sub category of Phones, Chairs and binders stand at 0.2,0.18 and 0.17 million.
12. Sales by shipping mode: Standard class, Second class, First class and Same day are 0.33 million, 0.11 million, 0.08 million and 0.03 million.
13. Sales Forecast for the next 15 days: California will get 335000, New York 187000, Texas 116000, Washington 93000 and Pennsylvania 82000.

LEARNING: Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate forecasting, and interactive dashboard creation, driving business success.