



Superstore Sales Analysis

A Data-Driven Insights Report

Introduction

The Superstore Sales Analysis project is designed for stakeholders who uses a data dashboard to track and understand sales performance. They can look at sales trends over year, different product categories, customer types, and sales across various regions to identify patterns and opportunities for growth.

- Business Owners & Decision Makers – To track profitability and make strategic decisions.
- Sales & Marketing Teams – To improve product positioning and regional sales.
- Corporate & B2B Clients – For bulk purchasing insights and business opportunities.
- Retail & Inventory Managers – To optimize stock based on sales patterns.

Objective

- Increase sales and profitability
- Identify top and bottom-performing products and regions
- Improve corporate and home office sales

Key Purpose

- To identify sales trends, key insights, and areas for business growth to improve profitability and operational efficiency.

Metric Details

Metrics	Visual Type
Number of Customers	Card
Number of Orders	Card
Total Sales	Card
Total profits	Card
Average Sales	Card
Maximum sales	Pie Card
Sales by State	Filled Map
Sales and sales YoY % by year	Line & Stacked column Chart
Total sales by category	Donut Chart
Total sales by sub-category	Stacked bar chart
Total sales by customer segment	Treemap
Sales table	Matrix table

Superstore Sales Analysis

Order date

All

Ship Mode

All

Region

All

793

Number of customers

10K

Number of orders

\$2.15M

Total sales

\$305K

Total profits

\$215

Average sales

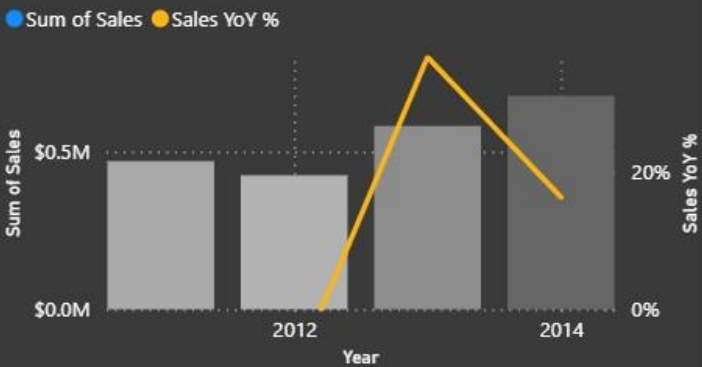
\$39.73K

Maximum sale

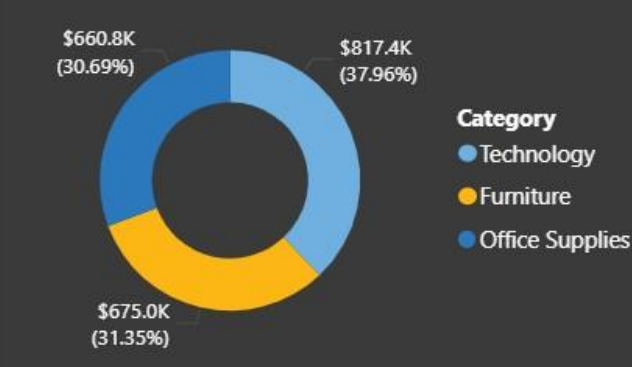
Sales by State



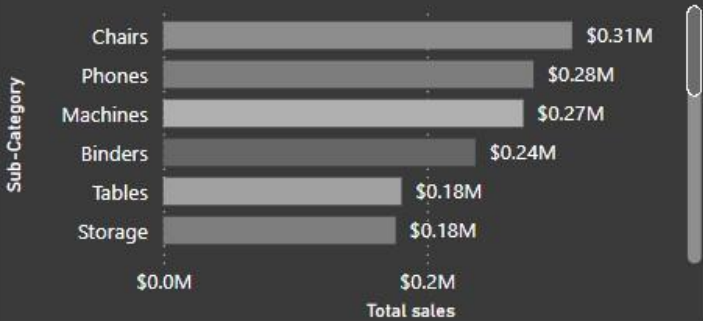
Sales and Sales YoY % by Year



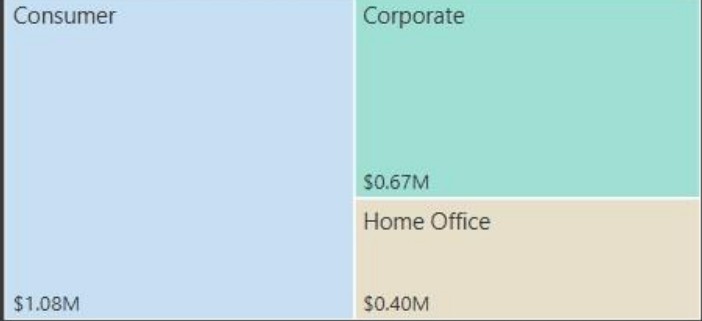
Total Sales by Category



Total sales by Sub-Category



Total Sales by Customer Segment



Year	Sum of Quantity	Quantity YoY %	Sum of Sales	Sales YoY %
2011	6734		\$469,663.0	
2012	7101	5.45%	\$425,020.7	-9.51%
2013	8679	22.22%	\$581,626.4	36.85%
2014	11085	27.72%	\$676,838.6	16.37%
Total	33599	49.24%	\$2,153,148.7	45.85%

Key Metrics



Insights

- The store has a large customer base but could work on increasing average sales per order
- The maximum sale (\$39.73K) suggests some high-value transactions, likely in bulk or corporate purchases

Measures (DAX Query)

- Total sales = SUM(Orders[Sales])
- Total Quantity = SUM(Orders[Quantity])
- Total profits = SUM(Orders[Profit])
- Sales YoY % = DIVIDE(SUM(Orders[Sales]) - [Previous year sales], [Previous year sales])
- Quantity YoY % = DIVIDE(SUM(Orders[Quantity]) - [Previous Quantity], [Previous Quantity])
- Previous year sales = CALCULATE(SUM(Orders[Sales]), DATEADD(Orders[Order Date].[Date], -1, YEAR))
- Previous Quantity = CALCULATE(SUM(Orders[Quantity]), DATEADD(Orders[Order Date].[Date], -1, YEAR))
- Number of orders = COUNT(Orders[Order ID])
- Number of customers = DISTINCTCOUNT(Orders[Customer ID])
- Average sales = AVERAGE(Orders[Sales])
- Maximum sale = MAX(Orders[Sales])

Sales by State

Insights

- The business can focus marketing efforts on low-performing states to improve sales.
- High-performing states can be analyzed to understand customer preferences and replicate the strategy elsewhere.

Sales & Sales YoY % by Year

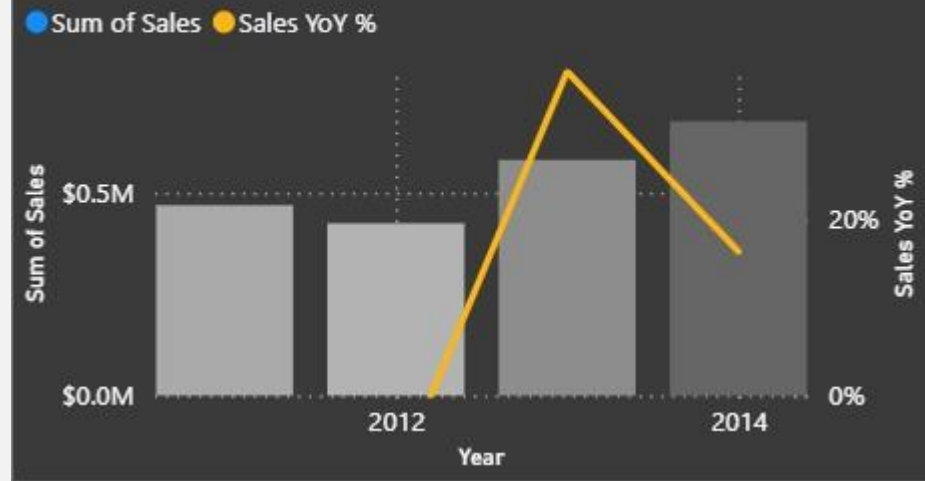
Insights

- The highest YoY growth was in 2013 (~36.85%), but 2014 showed a decline in growth.
- The business needs to identify what led to 2013's high growth and replicate those strategies

Sales by State



Sales and Sales YoY % by Year



Total Sales by Category

Insights

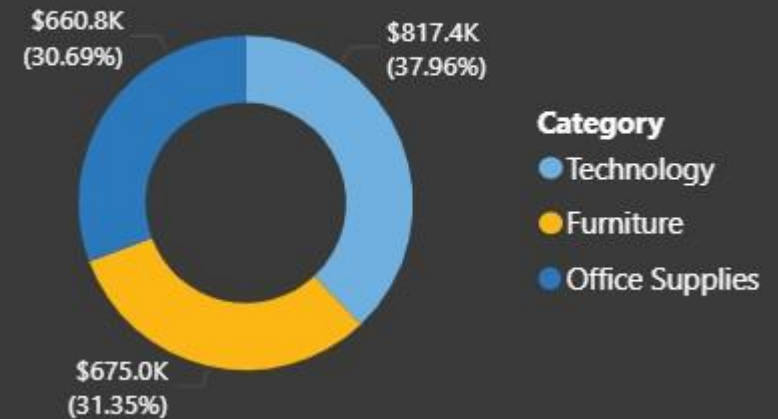
- Technology is the biggest revenue driver.
- Office supplies and furniture contribute significantly but have room for growth.
- Marketing efforts can focus on upselling office supplies to furniture buyers or vice versa.

Total Sales by Sub-Category

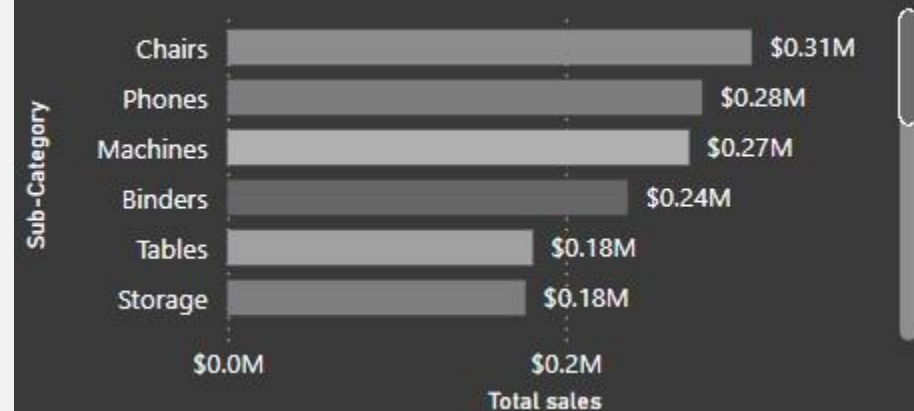
Insights

- The business is heavily dependent on high-value items (Chairs, Phones, Machines) for revenue.
- Storage and Tables have lower sales, which may need bundled offers or promotions.

Total Sales by Category



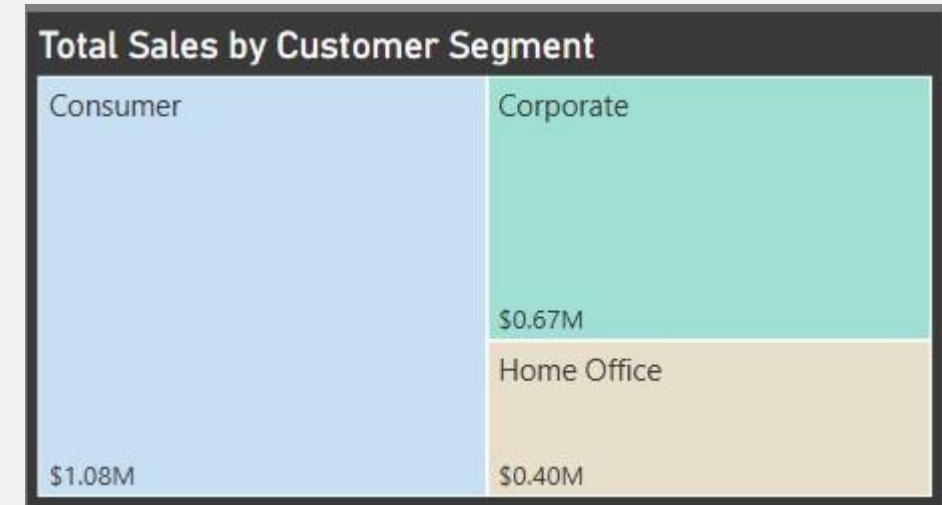
Total sales by Sub-Category



Total Sales by Customer Segment

Insights

- Consumers contribute the most, meaning B2C sales dominate over corporate/B2B sales.
- Corporate and Home Office sales could be expanded with B2B deals, partnerships, or corporate discounts.



Yearly Sales and Growth Table

Insights

- Sales increased after 2012's dip, possibly due to new strategies or product launches.
- 2013 had the highest YoY growth (36.85%) but 2012 had a decline (-9.51%).
- Future sales strategies should focus on steady YoY growth rather than spikes and drops.

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Challenges

- Sales Drop in 2012 → Need to analyze cause
- Regional Performance Variance → Focus on underperforming states
- Corporate Sales Growth Potential → Expand B2B strategy

Recommendations

- Sales are strong, but YoY consistency needs improvement
- Target weak regions with marketing campaigns
- Improve corporate & B2B sales (bulk discounts, contracts)
- Upsell & cross-sell strategies for low-performing products
- Analyze 2013's high growth drivers and replicate them
- Future strategy: Sustainable growth, targeted marketing, and product bundling

Outcome

By implementing these insights and recommendations, stakeholders can expect:

- Improved Profitability - Boost profits in underperforming regions, segment, and categories
- Stronger Customer Engagement - Tailor offers and promotions to underperforming segments
- Optimized Inventory & Sales - Data-driven decisions for better stock management and sales efficiency, Regional analysis supports efficient logistics and stock allocation
- Competitive Advantage - Market analysis and strategic investments to lead competitors. Monitor year-over-year trends to anticipate market shifts.
- Sustainable Growth - Consistent YoY growth, strengthened Furniture category, and long-term profitability, Enhance profit margins through targeted actions

A more profitable, balanced, and data-driven business—with elevated sales performance, better regional strategies, and deeper customer connections.



Thank You!