

# Retail Superstore Sales & Profit Performance

### **Analytics with Python & Tableau**

Comprehensive data analysis revealing key insights into sales trends, customer behavior, and regional performance patterns across our retail superstore operations.

### **Analysis Objectives**

#### **Trend Analysis**

Analyze sales and profit trends over time to identify seasonal patterns and growth opportunities

#### **Performance Leaders**

Identify top-performing categories, sub-categories, and individual products driving revenue

#### **Customer Insights**

Understand customer segments and regional contributions to optimize targeting strategies

#### **Future Planning**

Forecast future sales and assist with strategic inventory planning decisions



### **Dataset Overview**

#### **Data Source & Scale**

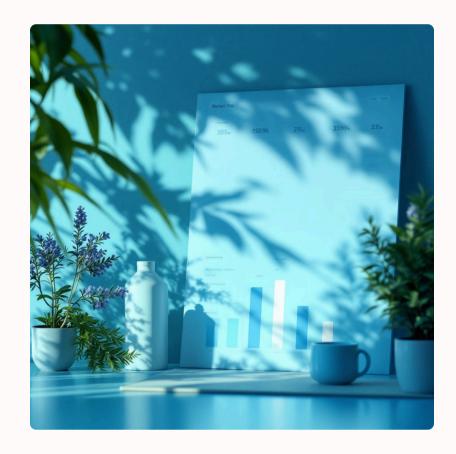
**Source:** Superstore dataset (train.csv)

**Sample Size:** Approximately 5,000 customer orders

**Time Period:** Multi-year transaction history

### **Key Data Fields**

- Order Date, Category, Sub-Category, Product Name
- Geographic: Region, State, City
- Customer: Segment classification
- Financial: Sales, Profit, Quantity, Discount rates



### **Key Performance Indicators**

\$2.26.. \$452K

#### **Total Sales**

Revenue generated across all product categories and customer segments

#### **Total Profit**

Net profit after accounting for costs and discounts applied to orders

## 20%

## **Profit Margin**Healthy profit margin

indicating efficient operations and pricing strategy

4,922

#### **Total Orders**

Individual customer transactions processed during the analysis period



### **Sales Performance Over Time**

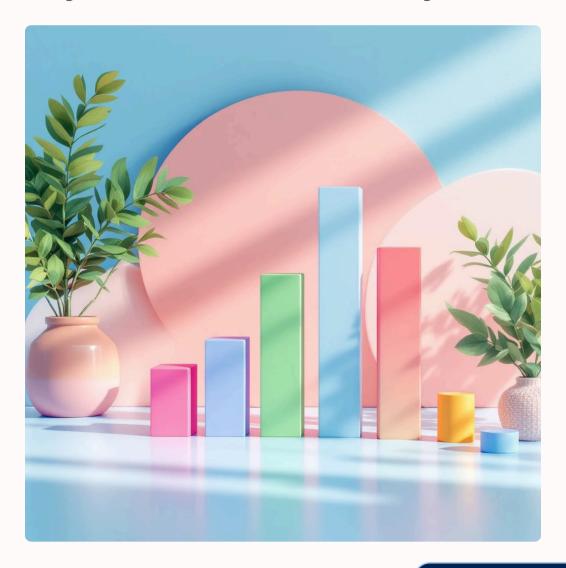
### **Sales Growth Trajectory (2014–2019)**

Line chart analysis reveals consistent year-over-year growth in sales performance with notable acceleration in recent years.



### **Category & Sub-Category Performance**

Bar chart breakdown shows Technology leading revenue, followed by Furniture and Office Supplies. Top subcategories include Chairs, Phones, and Storage solutions.



### **Customer & Geographic Analysis**

### **Sales by Customer Segment**

Pie chart visualization shows Consumer segment dominates with largest share, followed by Corporate and Home Office segments.



### **Geographic Performance by State**

Interactive map visualization highlights California, New York, and Texas as top-contributing states with concentrated sales activity.



### **Product & Regional Deep Dive**

### **Top 10 Products by Sales Volume**

Horizontal bar chart reveals Canon Copier, Global Chair, and Cisco Telepresence equipment leading individual product sales performance.

- Canon Copier Premium office equipment
- Global Chair Ergonomic furniture line
- Cisco Telepresence Communication technology



### **Regional Sales Distribution**

Tree map visualization compares West, East, Central, and South regions, with West region showing dominant market share.



### **Strategic Insights & Patterns**

**Geographic Concentration** 

West region and California specifically dominate sales volume, indicating successful market penetration and customer acquisition in these areas.

**Category Performance Balance** 

Technology and Furniture categories drive primary revenue streams, though margin analysis reveals some sub-categories require optimization.

Customer Segment Leadership

Consumer segment contributes the highest sales volume, suggesting strong B2C market position and brand recognition.

**Product Concentration Effect** 

Top-performing products contribute disproportionately to overall sales, demonstrating classic Pareto principle in retail performance.





### Strategic Recommendations



### **Growth Opportunities**

Expand profitable categories and optimize underperforming states through targeted marketing and distribution strategies.



#### **Margin Monitoring**

Closely monitor discount-heavy sub-categories that pose risks to overall profit margins and implement pricing optimization.



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### **Inventory Intelligence**

Leverage forecasting insights to optimize inventory planning, prevent stockouts, and improve cash flow management.