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# STAGEO PROJECT: SALES PERFORMANCE ANALYSIS

DATA ANALYTICS TRACK

# PROJECT/DATASET OVERVIEW

This project explores sales performance across different business dimensions. The goal is to uncover patterns in shipping efficiency, discount impact, and regional performance. Excel was used for data cleaning, analysis, and visualization.

## DATASET

- Source: Global Superstore Sales Dataset ([Kaggle](#))
- Rows: 9,994, Columns: 21 (trimmed to 10 for analysis)
- Key Variables: Order Date, Ship Mode, Region, Category, Sub-Category, Sales, Discount, Profit.
- No missing values found; 1 duplicate removed.
- Outliers identified and handled in Discount column



# RESEARCH QUESTION



Below are the questions the analysis will be answering:

1. How does shipping mode affect delivery time, sales, and profit?
2. What is the relationship between discount and profit margin?
3. Which regions generate the highest sales and profits?

# DATA CLEANING SUMMARY

- Dropped unused columns to focus on key business metrics.
- Checked and confirmed no missing values after cleanup.
- Removed 1 duplicate record.
- Identified outliers in Discount (0.6–0.8 range) and removed them for accuracy.
- Validated that Sales and Profit columns contain no extreme outliers.

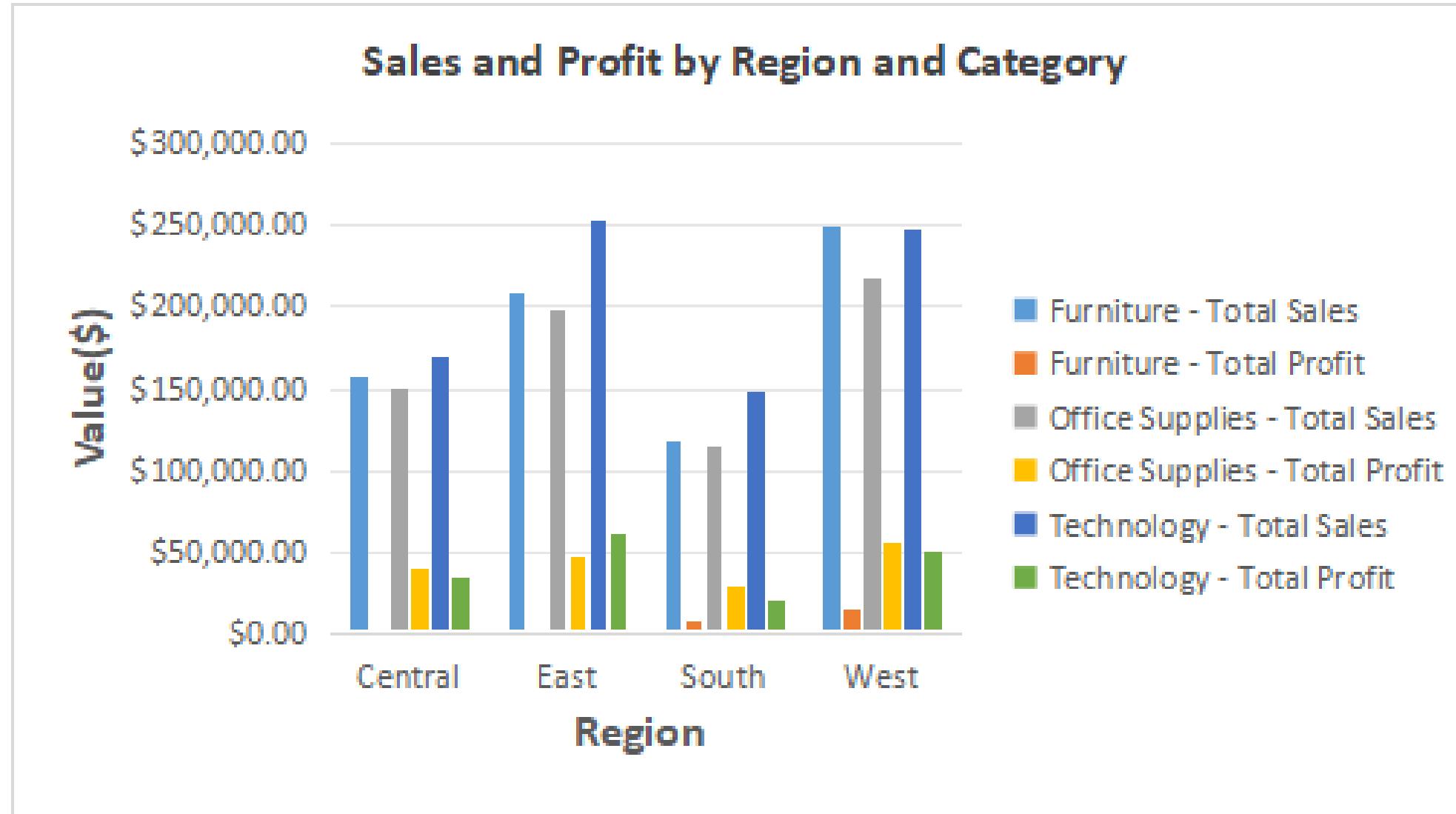
# SALES, PROFIT & DELIVERY DAYS BY SHIP MODE



## INSIGHTS

- Standard Class had the most orders but longer delivery times.
- Same Day shipping achieved faster delivery but smaller profit margins.
- First Class and Second Class balanced efficiency and profitability.

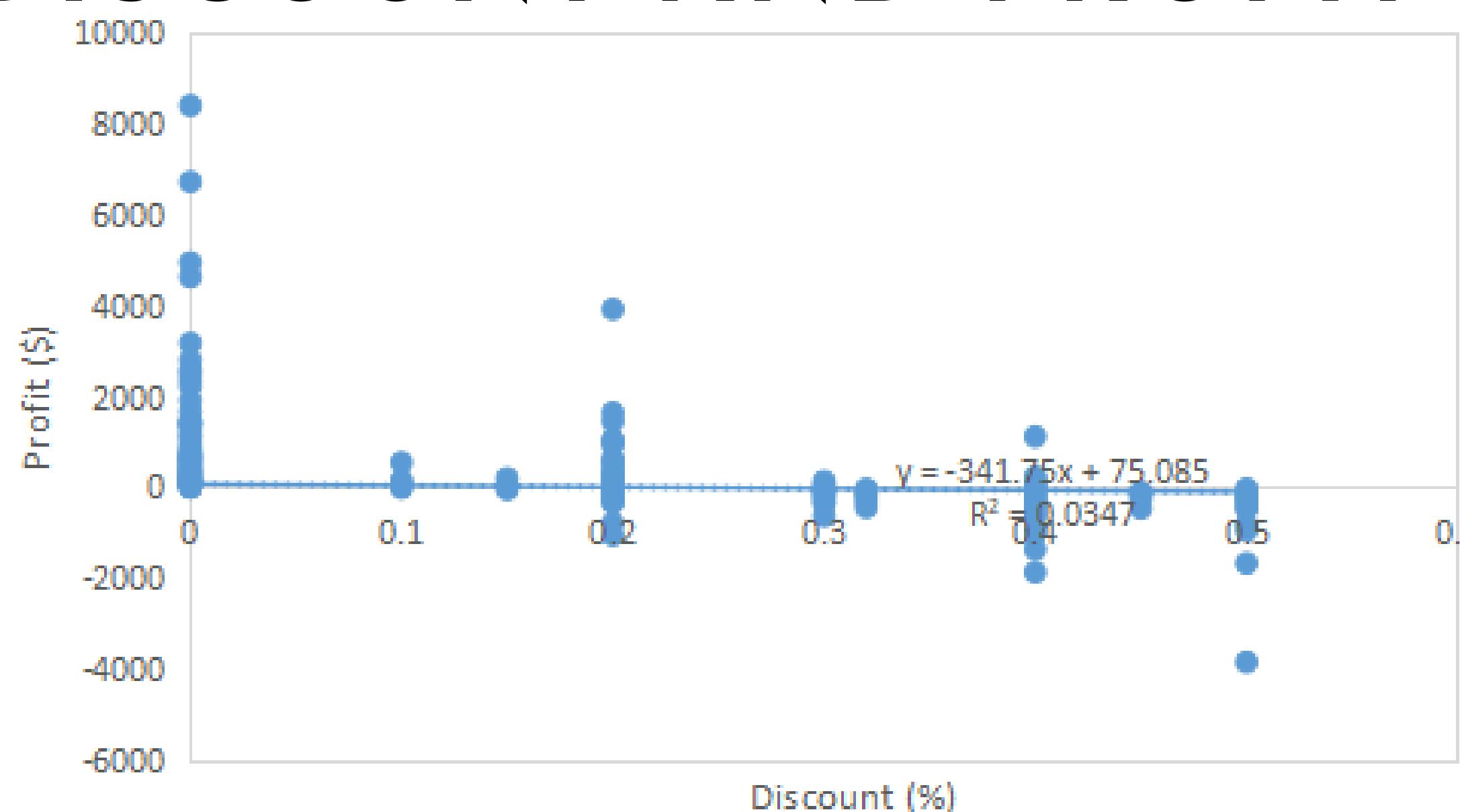
# SALES AND PROFIT BY REGION



## INSIGHTS

- The West region recorded the highest sales and profit levels.
- The South region performed moderately, while Central lagged slightly behind.
- Regional performance insights can guide targeted marketing or logistics improvements.

# RELATIONSHIP BETWEEN DISCOUNT AND PROFIT



## INSIGHTS

- A negative trend exists between Discount and Profit, as shown by regression line.
- Higher discounts (0.6–0.8) led to negative profit margins.
- $R^2 = 0.0347$  indicates a weak relationship — discounts impact profit but other factors also contribute.

# INSIGHTS & CONCLUSION

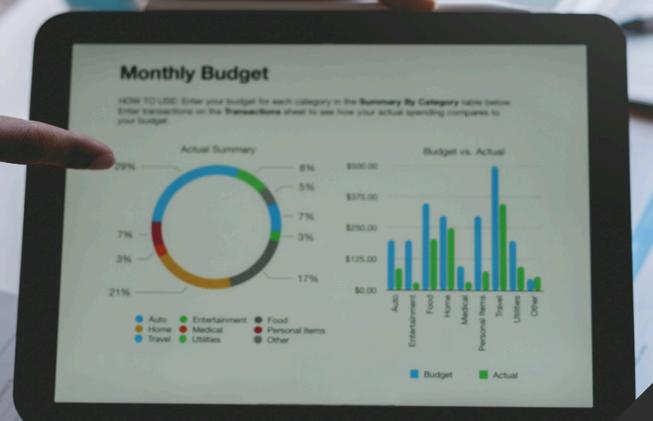
- Shipping efficiency influences profitability faster modes increase costs but improve satisfaction.
- Excessive discounts reduce profit significantly without a proportional increase in sales.
- Regional trends reveal opportunities to focus on high-performing markets like the West region.

# LIMITATION

- Dataset limited to one sales period (snapshot view).
- Excluded some categorical details for simplicity.

# RECOMMENDATION

- Monitor discount strategies to reduce profit loss.
- Improve delivery efficiency for Standard Class orders.
- Consider deeper time-series analysis in future stages.



**THANK  
YOU**