

# SUPER STORE SALES ANALYSIS SUMMARY



## Overview

- Comprehensive Year-over-Year (YoY) sales and profit analysis for a super store.
- Data visualized through key KPIs, time-series trends, regional performance, and segment breakdowns.

## Key Performance Metrics

- Total Sales: 522.44K
- Total Profit: 67.86K
- Quantity Sold: 7K units
- Top Segment: Consumer (44%)
- Top Payment Mode: Cash on Delivery (43%)
- Most Used Shipping Mode: Standard Class (96K)

## Monthly Trends

- Sales peaked in October 2020 (39K), followed by December.

- Profit saw a spike in March 2020 (9K) and remained stable across months.
  - Dip observed in April, likely due to external factors (e.g., market slowdown).
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### **Regional Analysis**

- Strong performance in East and Central regions.
  - Geographic insights help tailor regional strategies.
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### **Sales Breakdown**

- By Segment: Consumer > Corporate > Home Office
  - By Payment: COD > Online > Cards
  - By Category: Office Supplies leads with 0.20M
  - By Subcategory: Phones, Chairs, Binders dominate (each 57K)
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### **Shipping Insights**

- Standard Class is the most used mode.
  - Same Day and First Class used less but offer potential for premium positioning.
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### **Recommendations**

- Boost online payment incentives and premium shipping promotions.
  - Target corporate buyers to balance segment share.
  - Leverage strong performance in Q4 (Oct–Dec) for marketing pushes.
  - Optimize inventory and supply chain based on high-selling categories and regions.
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### **Conclusion**

The dashboard enables data-driven decisions for:

- Regional marketing
  - Inventory planning
  - Payment and shipping strategies
- Supports efficient growth and profitability planning.

