Report On Global Superstore Sales Dash Board

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As a part of Nap queen data analyst assignment, I have prepared the dashboard using Power BI on the global super store sales data.

Steps involved in creating the dash board:

1)First, we imported the global sales data from the folder after that we checked the data for null values we found the null values in the postal code, we filled the empty postal code values with 0.

2) After that we started creating the visualizations in the dashboard.

3)Now we will the dash board and visualizations one by one:

Dash board:

Inference about the dashborad:

Here we have applied the filters for the sales of the product by categoy,city country state, region when we change the filters the graph will change automatically.

Interpretation about the dashboard:

Sales by Category

Technology is the leading category with $4.7M in sales, indicating a high demand for tech products.

Furniture follows closely with $4.1M, showing significant interest in office and home furnishings.

Office Supplies have $3.8M in sales, indicating steady demand but slightly lower than Technology and Furniture.

Regional Analysis

Central Region dominates with $2.82M in sales, suggesting it is a key market for the business.

South Region has $1.6M in sales, making it another important market, though less significant than Central.

North Region contributes $1.25M, indicating it is also a strong market but with lesser sales than Central and South.

Caribbean, West, Africa, EMEA, North Asia, and Oceania regions have moderate sales, each contributing under $1M, suggesting potential areas for growth or increased marketing efforts.

Profit and Quantity by Sub-Category

Phones and Copiers are the top sub-categories with high sales and profit margins, making them critical for revenue.

Chairs also show high sales, indicating a strong market for office furniture.

Accessories, Storage, and Appliances have moderate sales and profits, showing steady demand.

Tables and Fasteners show low or negative profits, indicating potential issues with pricing, cost, or demand in these categories.

Sales by Segment

Consumer Segment leads with $6.5M, highlighting the importance of individual consumers to the business.

Corporate Segment follows with $3.8M, indicating strong business-to-business sales.

Home Office Segment has $2.3M, showing a significant but smaller contribution compared to Consumer and Corporate segments.

Sales by Sub-Category

Phones are the highest-grossing sub-category at $2.1M, indicating high consumer and business demand.

Copiers and Chairs both have $1.7M and $1.5M in sales, respectively, showing strong demand in office equipment and furniture.

Bookcases and Storage also contribute significantly, suggesting steady demand in these areas.

Sub-categories like Machines, Furnishings, and Art have lower sales, indicating niche or specialized markets.

Sales by Order Priority

Medium Priority Orders generate the highest sales at $7.3M, suggesting these orders are the most common or profitable.

High Priority Orders contribute $3.8M, showing that urgent orders also play a significant role.

Critical Priority Orders and Low Priority Orders have the lowest sales at $1.0M and $0.6M, respectively, indicating they are less frequent or less profitable.

Additional Insights

The significant difference between Medium and High Priority Orders suggests that most customers opt for medium priority, possibly balancing cost and urgency.

The Consumer Segment outperforms the Corporate Segment significantly, indicating the potential for targeted marketing campaigns to increase corporate sales.

Regions with lower sales, such as Caribbean, West, Africa, and EMEA, present opportunities for market expansion and targeted marketing efforts to boost sales in these areas.

The low profitability in sub-categories like Tables and Fasteners may require a review of pricing strategies, cost management, or product offerings to improve profitability.

Actionable Recommendations

Focus Marketing Efforts on High-Performing Regions: Increase marketing and sales efforts in Central, South, and North regions to capitalize on existing demand.

Enhance Product Offerings: Investigate why Tables and Fasteners have low profitability and explore ways to improve these categories through cost reduction, price adjustments, or product redesign.

Boost Corporate Sales: Develop targeted marketing campaigns and sales strategies to increase sales in the Corporate segment.

Expand in Underperforming Regions: Explore opportunities to grow sales in regions like Caribbean, West, Africa, and EMEA through localized marketing efforts and partnerships.

Optimize Order Priority Management: Evaluate the pricing and service levels for medium and high priority orders to ensure they continue to drive significant revenue while maintaining customer satisfaction.

i)Sales by category:
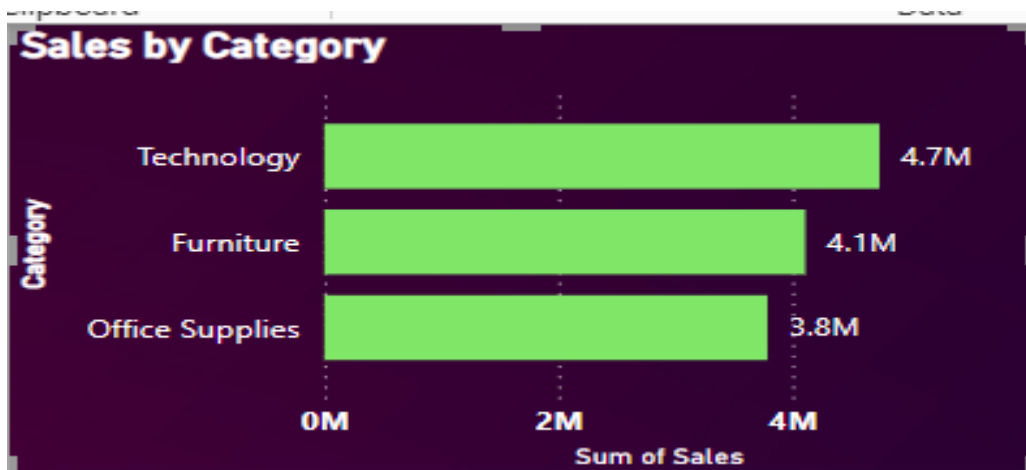
Technology: With 4.7 million in revenue, this category is in the lead.

Furniture: With revenues of 4.1 million, the Furniture category comes in second.

Office Supplies: With 3.8 million in sales, this category has the lowest volume.

Interpretation:

Market Preferences: The sales distribution points to a greater need for, or preference for, furniture and office supplies in the market for technology items. This can be because technological products are more expensive or because there are more sales of this kind of product.

Strategic Implications: A company may decide to spend more in technology if it knows that it leads in sales. This might include expanding the product line, buying more inventory, or implementing marketing plans.

ii)Sales by Region

Here we can see the details of the sales by the region in the above diagram.

Central: 2.82 million

South: 1.6 million

North: 1.25 million

Oceania: 1.1 million

Southeast Asia: 0.88 million

North Asia: 0.85 million

EMEA (Europe, Middle East, and Africa): 0.81 million

Africa: 0.78 million

West: 0.73 million

East: 0.68 million

Central Asia: 0.75 million

Interpretation

Dominant Market: With sales approaching 2.82 million, the Central area performs much better than other regions, indicating its importance. This might point to a more robust presence or more effective sales and marketing plans in this field.

Emerging Markets: With sales estimates ranging from 1.1 to 1.6 million, regions including South, North, and Oceania exhibit significant market activity and may be regarded as robust secondary markets or areas of emerging interest.

Growth Opportunities: Although they contribute less in terms of revenue, smaller areas like Southeast Asia, North Asia, EMEA, and others can provide undiscovered or growing markets with room to grow.

iii)Sales by segment
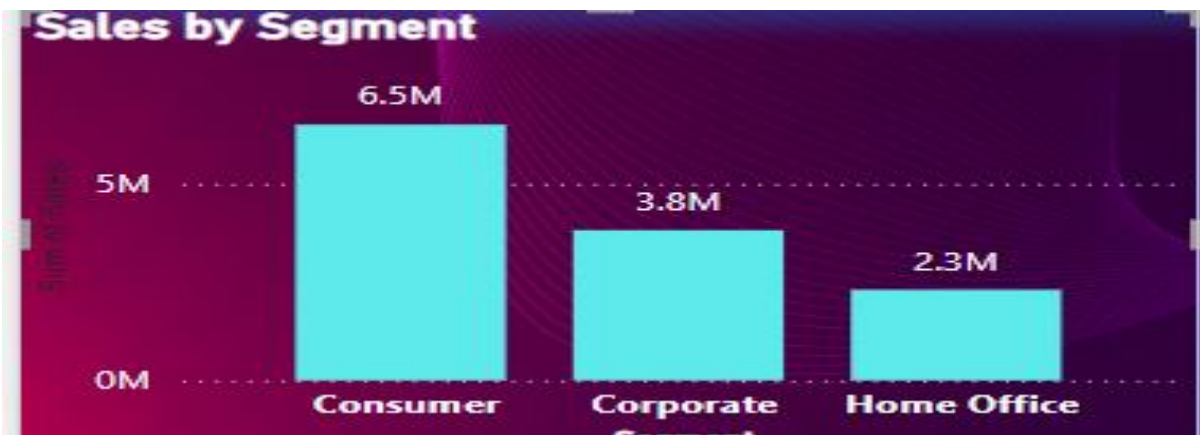
- Consumer Segment: This segment has the highest sales, amounting to 6.5 million units (or dollars, depending on the measurement). It indicates that the consumer market is the most lucrative segment among the three.
- Corporate Segment: The sales in the corporate segment are 3.8 million units. While significant, it is noticeably lower than the consumer segment, suggesting that the corporate market is less profitable than the consumer market but still substantial.

- Home Office Segment: This segment has the lowest sales at 2.3 million units. This suggests that the home office market is the smallest segment in terms of sales compared to the consumer and corporate segments.

iv)Sales By sub-Category:
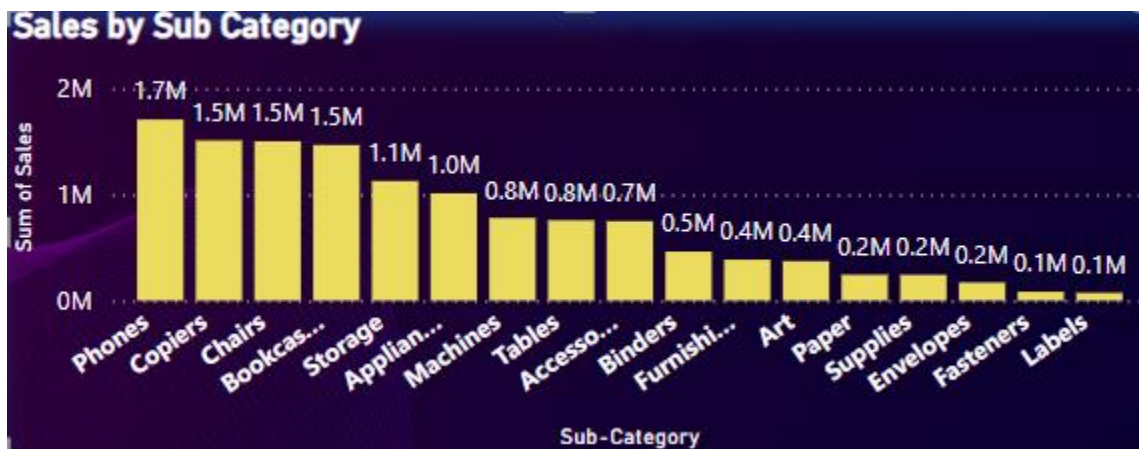
The bar chart titled "Sales by Sub Category" shows the sales figures for various sub-categories.

Interpretation:
1. **Phones**: This sub-category has the highest sales at 1.7 million units. Phones are the most significant contributor to overall sales among the sub-categories.
2. **Copiers, Chairs, and Bookcases**: These three sub-categories each have sales of 1.5 million units. They are major contributors to sales, almost matching the highest sub-category (Phones).
3. **Storage**: This sub-category has sales of 1.1 million units, making it another significant contributor, though lower than the top four.
4. **Appliances and Machines**: Appliances have 1.0 million units in sales, and Machines have 0.8 million units. These sub-categories are moderately significant in terms of sales.

5. **Tables and Accessories**: These sub-categories have sales of 0.8 million and 0.7 million units, respectively, contributing a smaller yet noticeable portion to the total sales.
6. **Binders, Furnishings, and Art**: These sub-categories have sales of 0.5 million, 0.4 million, and 0.4 million units, respectively. They contribute a lesser extent to the total sales compared to the higher-ranked sub-categories.
7. **Paper, Supplies, and Envelopes**: These sub-categories each have sales of 0.2 million units. They are among the lower contributors to overall sales.
8. **Fasteners and Labels**: These sub-categories have the lowest sales at 0.1 million units each, indicating the smallest contribution to overall sales.

v)Sum of profit and quantity by sales:
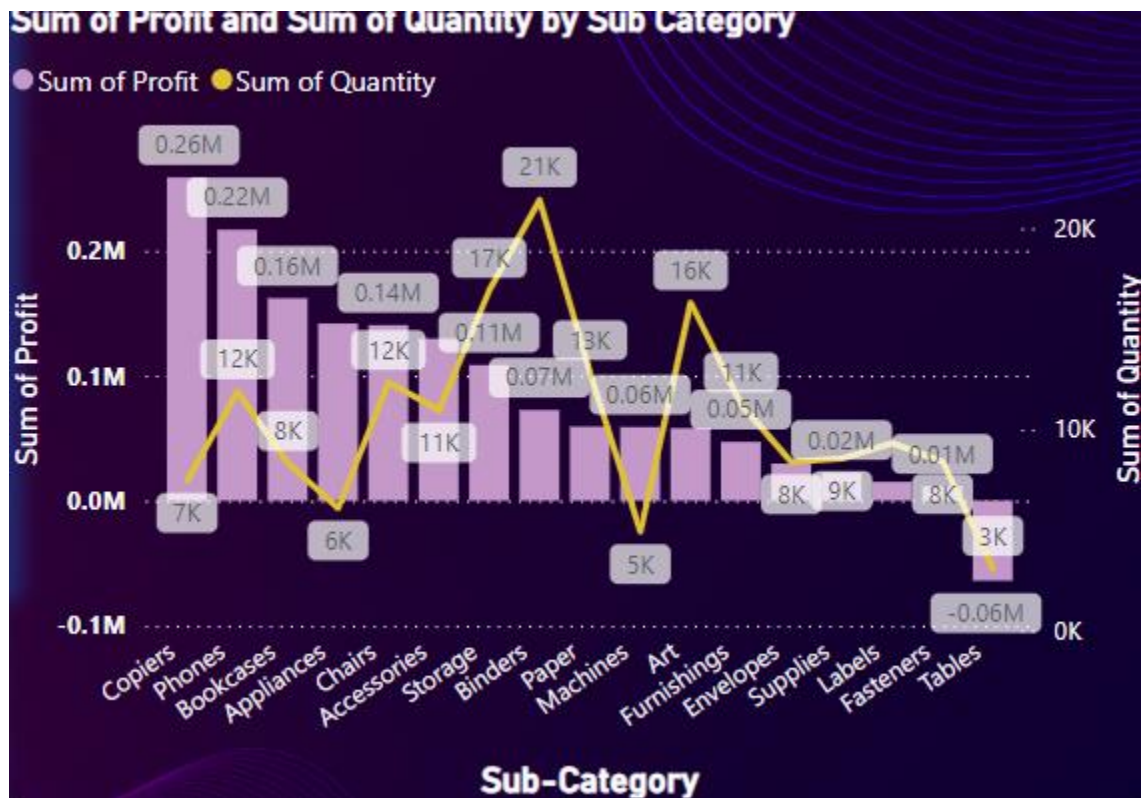
The chart uses two types of graphical elements to represent the data:

- Bars: These represent the sum of quantity for each subcategory. The height of each bar corresponds to the number of units sold, as indicated on the right vertical axis.

- Line with markers: This represents the sum of profit for each subcategory. The position of each marker on the line corresponds to the profit amount, as indicated on the left vertical axis.

Key Observations

From the chart, we can observe that:

- Some subcategories, like Copiers and Phones, have high profits compared to others.
- Tables show a negative profit (loss), as indicated by the marker below the $0.0M line.
- The subcategory with the highest quantity sold is Binders, with 21K units. However, it does not correspond to the highest profit, suggesting that the profit margin on Binders might be lower than some other categories with fewer sales but higher profits.

vi)Sales by priority:
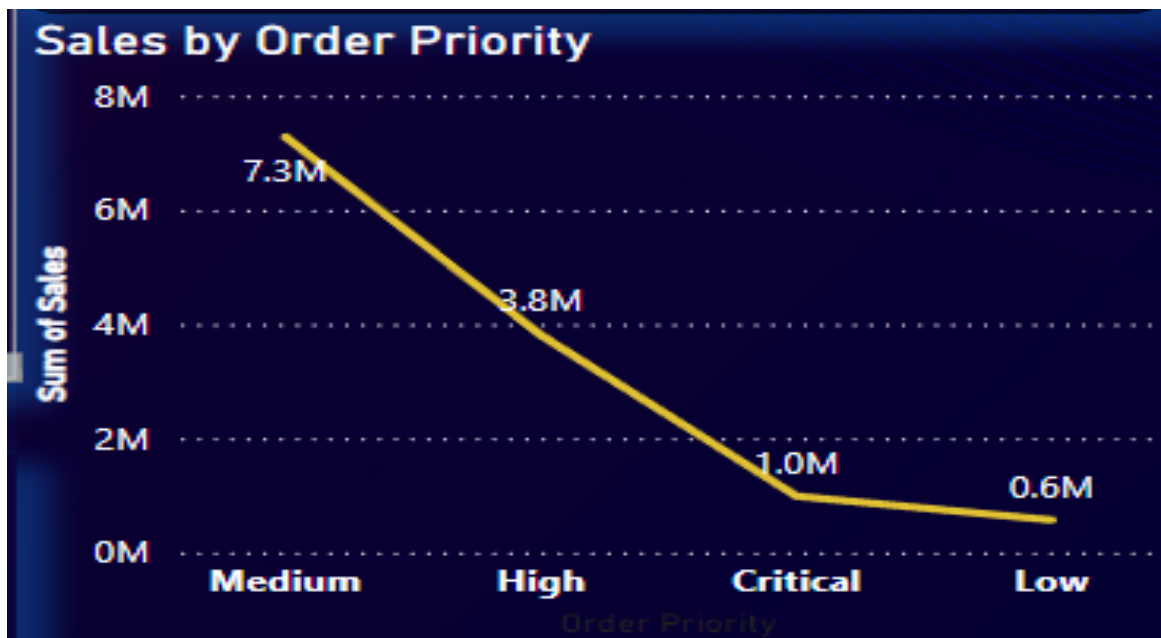
Two axes make up the chart:

The order priority is represented by the horizontal axis (x-axis), which is split into four levels: Medium, High, Critical, and Low.

The total sales amount, expressed in millions of dollars (M), which ranges from 0M to 8M, is represented by the vertical axis (y-axis).

Four data points, each representing a priority level, are connected by a single line in the line chart.

Information Points

The sales numbers for each priority level are as follows:

The largest revenues were produced by medium priority orders, which brought in around 7.3 million dollars.

A sales result of around 3.8 million dollars came from high priority orders.

Sales of one million dollars are linked to critical priority orders.

Sales from low priority orders were the lowest, coming in at about 0.6 million dollars.

Observation:

According to the graphic, low priority orders make up the least number of sales, while medium priority orders make up the most. This might imply that orders that are not regarded as high or important in priority account for the majority of the company's income.