Sales Analysis Report Using Excel Pivot Tables

Introduction
This report analyzes sales data using Excel pivot tables, charts, and slicers
to understand category-wise, region-wise, and segment-wise performance.

Dataset
- Sample Superstore (Kaggle)
- ~10,000 rows
- Columns: Order Date, Category, Sub-Category, Region, Segment, Sales, Profit, Quantity, Discount

Tools Used
Excel (Pivot Tables, Pivot Charts, Slicers)

Analysis & Insights
1. West region has highest sales.
2. Technology category performs best.
3. Consumer segment dominates sales.
4. Some regions have high sales but low profit margin.
5. South region requires focus.

Conclusion
Pivot tables and charts converted raw data into actionable insights
helping management decisions.

Overview
Analysis of Sample Superstore dataset using Excel pivot tables, charts, and slicers.

Files
- `Pivot_Report.xlsx` - Pivot tables & charts
- `Pivot_Report.pdf` - PDF of pivot tables
- `Sales_Report.pdf` - Report with analysis & screenshots

Key Insights
1. West region has highest sales.
2. Technology category performs best.
3. Consumer segment dominates sales.
4. Discounts reduce profit in some regions.
5. South region needs attention.

Instructions
Open `Pivot_Report.xlsx` to explore pivot tables, slicers, and charts.
Read PDF report for complete insights.

Screenshot

Row Labels	Sum of Sales
Furniture	2297200.86
Office Supplies	2297200.86
Technology	2297200.86
(blank)	2297200.86
Grand Total	2297200.86

Sum of Sales	Column Labels	
Row Labels	Consumer	Grand Total
Alabama	7537.54	7537.54
Arizona	16424.422	16424.422
Arkansas	8802.01	8802.01
California	229636.08	229636.08
Colorado	15794.492	15794.492
Connecticut	5933.477	5933.477
Delaware	16961.763	16961.763
District of Columbia	2753.34	2753.34
Florida	32701.196	32701.196
Georgia	24447.12	24447.12
Idaho	1444.496	1444.496
Illinois	45182.195	45182.195
Indiana	14986.96	14986.96
Iowa	2100.07	2100.07
Kansas	697.18	697.18
Kentucky	20430.72	20430.72
Louisiana	6174.26	6174.26
Maryland	10054.013	10054.013
Massachusetts	11151.54	11151.54
Michigan	36709.911	36709.911
Minnesota	19235.18	19235.18
Mississippi	7688.58	7688.58
Missouri	5150.92	5150.92

Count of Profit ma	Column Labels			
Row Labels	Furniture	Office Suppl	Technology	Grand Total
United States	9994	9994	9994	9994
Grand Total	**9994**	**9994**	**9994**	**9994**

Segment

- Consumer
- Corporate
- Home Office

Category

- Furniture
- Office Supplies
- Technology