DATASET OVERVIEW

The dataset used for this analysis represents sales transactions from a global superstore. It contains the following key attributes:

Order Date:

- Tracks sales over time to identify trends and seasonal patterns.

Region and State:

- Provides geographical information to analyze regional and state-wise performance.

Category and Sub-Category:

- Categorizes products into main groups (e.g., Technology, Furniture, Office Supplies) and their sub-groups (e.g., Phones, Chairs, Binders).

Sales, Profit, and Discounts:

- Tracks financial metrics like revenue, profitability, and applied discounts for each transaction.

Quantity:

- Indicates the number of units sold, helping to measure demand for each product.

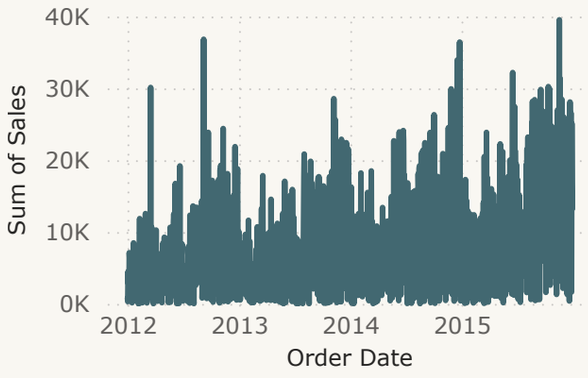
Shipping Cost:

- Reflects logistics expenses, offering insights into cost optimization opportunities.

Global-Superstore Sales Analysis Report

State

Sum of Sales by Order Date



1.3...
Sum of Shipping Cost

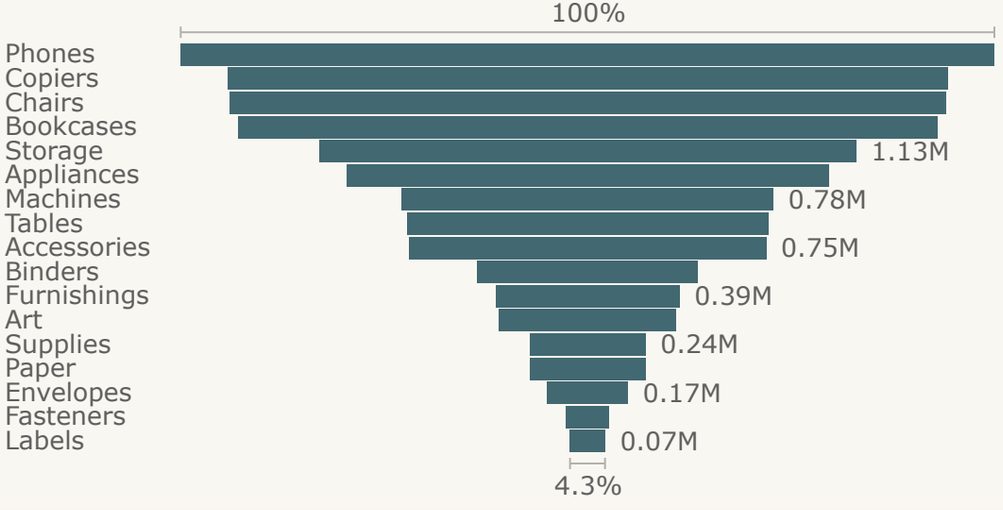
7.33K
Sum of Discount

12.64M
Sum of Sales

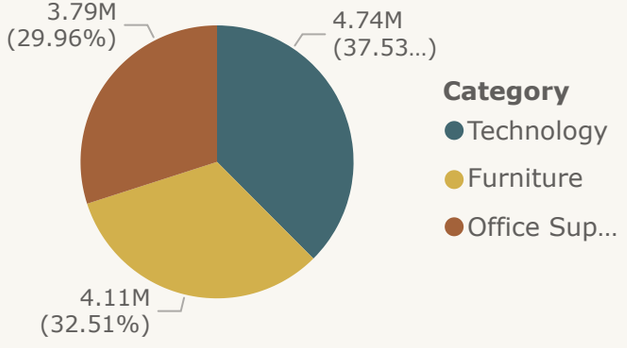
178K
Sum of Quantity

1.47M
Sum of Profit

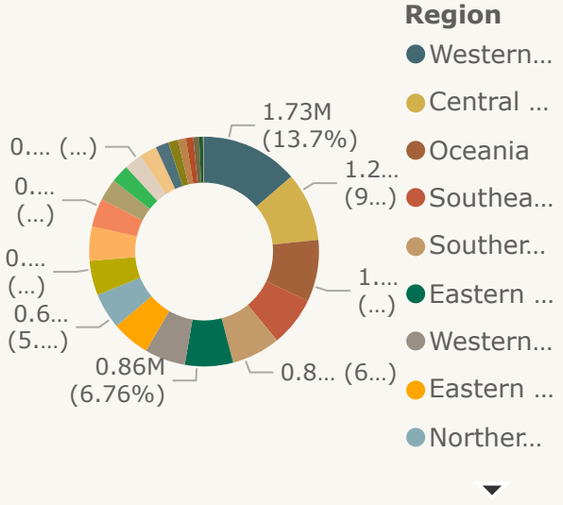
Sum of Sales by Sub-Category



Sum of Sales by Category



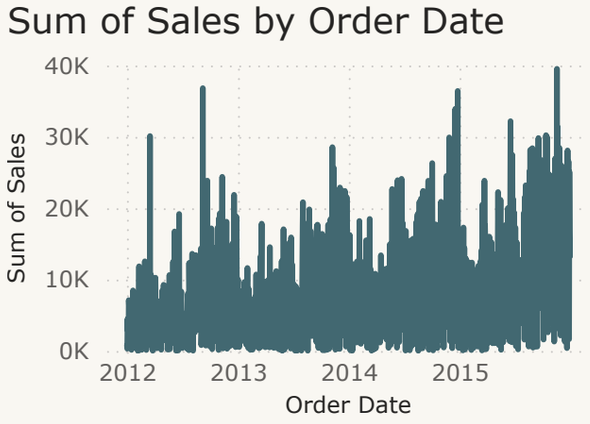
Sum of Sales by Region



REPORT ANALYSIS

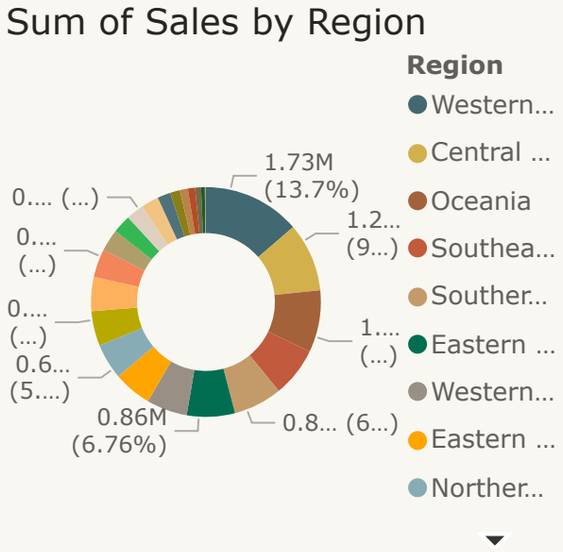
Key Metrics Overview

- **Total Sales:** $12.64M
- **Total Profit:** $1.47M
- **Total Discounts Given:** $7.33K
- **Total Shipping Costs:** $1.36M
- **Total Quantity Sold:** 178K



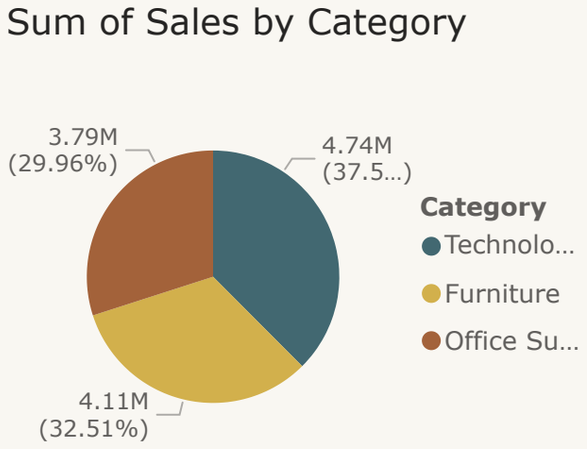
Sales Trends (Sum of Sales by Order Date)

- Sales peaked periodically between 2012-2015, with a general upward trend. Seasonal spikes suggest sales promotions or holiday periods influencing performance.



Sales Distribution by Region

- The **Western US** and **Central America** are top-performing regions, contributing significantly to total sales.
- Less contribution from regions like **Northern Europe** and **Oceania**, indicating potential for expansion.

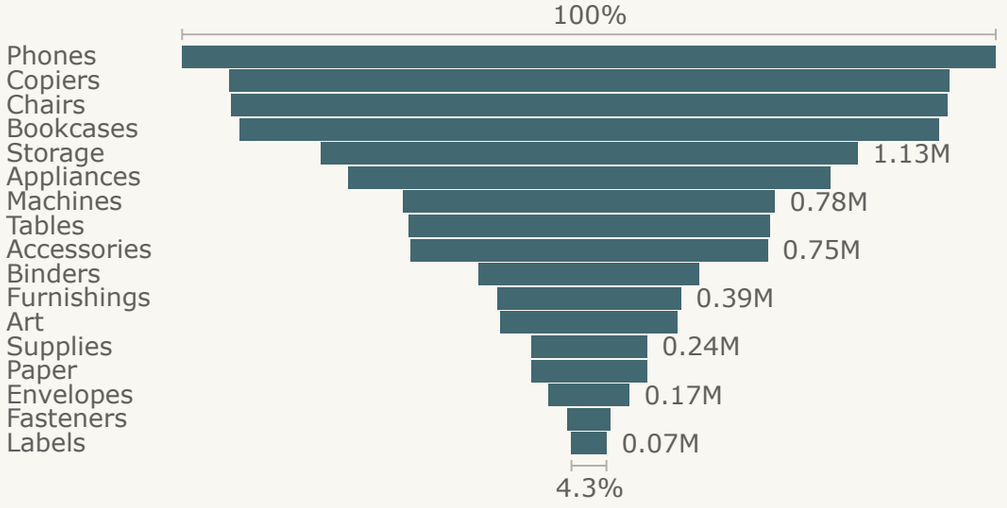


Category Performance

- **Office Supplies (37.53%)** is the highest revenue-generating category, followed by **Furniture (32.51%)** and **Technology (29.96%)**.
- Investment in the Office Supplies category appears profitable due to consistent demand.

REPORT ANALYSIS

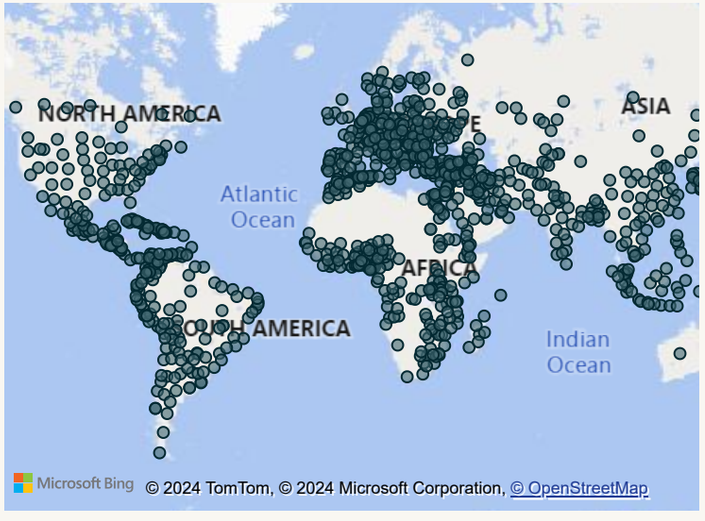
Sum of Sales by Sub-Category



Sub-Category Insights

- **Top Performers:** Phones, Copiers, and Chairs dominate sales within their sub-categories.
- **Low Performers:** Labels, Fasteners, and Envelopes contribute the least, suggesting they may need reassessment for profitability.

State



Geographical Trends

- The map visualization highlights strong customer presence in North America. Expanding reach into less represented regions like Africa and Southeast Asia could unlock potential markets.

Filters Applied

• Filters used include:
• **Category:** Technology, Furniture, Office Supplies
• **Region:** Regional segmentation of sales performance
• **Time Period:** Sales trends over 2012–2015

Suggestions and Indications

Increase Promotions on High-Performing Categories:
Focus promotional campaigns on **Phones**, **Copiers**, and **Chairs** to maximize revenue from strong performers.
Revise Low-Performing Products:
Products like **Labels**, **Fasteners**, and **Envelopes** should be evaluated for cost-efficiency and market demand.
Expand into Untapped Regions:
Boost marketing efforts in regions like **Northern Europe** and **Oceania** to broaden geographical coverage and increase market share.
Analyze High Shipping Costs:
Strategies to optimize logistics could significantly reduce the $1.36M spent on shipping, directly improving profitability.
Leverage Seasonal Trends:
Utilize the identified sales peaks during specific times of the year to align inventory and promotional activities.