Super Store

Project

Week 2

Super Store Project

- **Project Title:** ***Super Store Project***
- **Group:** ***Gharbia Governorate – G1 Data 1 Graduates***
- **Company Name:** ***ITC Tanta***
- **Instructor:** ***Ahmed Ayman EL-Saey***
- **Group Name:** ***G2***
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Superstore Sales Story — 2025 Power BI Insights

*First, a series of **Power BI DAX measures** were developed to capture the most meaningful performance indicators across revenue, customers, and operations.*

1. Total Sales

```
total sales = SUM(Sheet1[Sales])
```

✅ ***Shows the overall revenue performance — the foundation for all other KPIs.***

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2. Total Orders

```
total order = DISTINCTCOUNT (Sheet1[Order ID])
```

✅ ***Helps assess demand, workload, and operational activity.***

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3. Total Customers

```
total customer = DISTINCTCOUNT (Sheet1[Customer ID])
```

✅ ***Used it to monitor acquisition trends and retention health.***

Data References: *https://drive.google.com/drive/folders/1kVSkliWO0o6dl-o10qkkbjkFK7LI_Fyk*

Codes References:

https://app.powerbi.com/view?r=eyJrIjoiM2RmY2M2ZGYtNWIwNy00Y2JjLWFkYTUtN2JiMzU0Y2NjZjFhIiwidCI6IjVjODdkZDBhLWMwY2YtNGZiMS1iZjJhLTJhMGUzOTlkZGM3OCJ9&pageName=ba7a7f5497fa04dd55c4

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4. Sales per Order

Sales per Order = DIVIDE([total sales], DISTINCTCOUNT (Sheet1[Order ID]))

✅ *A key profitability metric — higher value often signals successful upselling or premium product sales.*

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5. Previous Month Sales

Previous Month Sales = CALCULATE([total sales], PREVIOUSMONTH(Calendar[Date]))

✅ *Used to evaluate month-over-month growth or decline.*

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4. Month-over-Month Growth Rate

MoM % = VAR prev = [Previous Month Sales]RETURN

IF(prev = 0, BLANK(), DIVIDE([total sales] - prev, prev))

✅ *A fast indicator of acceleration or slowdown in revenue.*

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7. Minimum Sales

Min Sales = MIN(Sheet1 [Sales])

✅ ***Identifies worst-performing periods to find improvement opportunities.***

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8. Maximum Sales

Max Sales = MAX(Sheet1 [Sales])

✅ ***Reveals peak performance periods to understand success drivers.***

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9. Items Sold

Items Sold = COUNTROWS(Sheet1)

✅ ***Reveals how much product volume is actually moving.***

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Second, insights were generated to answer question related to behavior across sales, customers and products.

A) Sales Performance Insights

Question	Purpose	How to be answered
1. How is the Total Sales over time?	To understand how revenue evolved month by month` to enable sales managers to forecast demand, set monthly targets, and adjust promotions or staffing to match expected trends.	Power BI: Using line chart (Values: Total Sales, Axis: Order Date)
2.Which are the Top 10 States by Sales?	To pinpoint geographic hotspots driving revenue to allocate marketing budgets effectively, prioritize logistics and inventory distribution, and target underperforming regions for improvement.	Power BI: Column chart (Axis: State, Values: Total Sales, Filter: Top 10 by Total Sales).
3. How is Sales distributed across different Regions?	To visualize how sales are spread across company regions to optimize regional strategies—investing more in strong regions while investigating causes of weakness in others.	Power BI: Donut chart (Legend: Region, Values: Total Sales).
4. What is the Sales performance by Category?	To uncover which product families generate the most revenue to refine product portfolios, focus marketing on high-margin items.	Power BI: Pie chart (Legend: Region, Values: Total Sales).

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A) Sales Performance Insights

Question	Purpose	How to be answered
5. How do Sales compare by Customer Segment?	To see which customer types contribute most to revenue to help marketing teams tailor offers and loyalty programs to segments that yield the highest ROI.	Power BI: Bar chart (Axis: Segment, Values: Total Sales).
6. What is the contribution of each Ship Mode to Total Sales?	To understand how delivery methods influence revenue, which can improve logistics planning and customer experience by emphasizing preferred, faster, or more profitable shipping options	Power BI : Funnel chart (Category: Ship Mode, Values: Total Sales).
7. Which are the Top 10 Products by Sales?	To spotlight best-selling products and inform inventory priority, it supports procurement planning and helps marketing decide which products to feature in campaigns.	Power BI: Bar chart (Axis: Product Name, Values: Total Sales, Filter: Top 10).
8. What is the month-over-month (MoM) Sales growth?	By revealing growth trends and seasonal patterns, it enables immediate course correction when performance dips and helps scale successful strategies during growth periods	Power BI: Table visual: Columns:' Date'[Month] , [Total Sales], [Previous Month Sales], [MoM %]

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B) Customer-centric insights

Question	Purpose	How to be answered
1. Which cities have the most customers?	Locate key centers where customers cluster to choose store locations, localize campaigns, or optimize delivery coverage.	Power BI: Bar chart (Axis: City, Values: Customer Count, Filter: Top N).
2. What is the breakdown of customers by Segment?	To understand the composition of the customer base to allocate resources between B2B and B2C segments or adjust sales approaches to match audience demographics	Pie chart (Legend: Segment, Values: Customer Count).
3. How many unique customers are for each year?	To measure customer base growth, new customer acquisition effectiveness, detect customer retention problems	Power BI: Line chart (Axis: Year, Values: Customer Count).
4. Who are the Top 10 Customers by Sales?	To recognize key customers driving business value so managers can strengthen relationships, offer personalized incentives, and safeguard top clients from churn.	Power BI: Bar chart (Axis: Customer Name, Values: Total Sales, Filter: Top 10).
5. What is the sales trend for each Customer Segment over time?	To track how each customer segment's contribution evolves throughout the year, to reveal shifts in market dynamics, helping teams tailor product or marketing strategies per segment.	Power BI: Line chart (Axis: Order Date-Year, Legend: Segment, Values: Total Sales).

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C)Product and Order Insights

Question	Purpose	How to be answered
1.Which Sub-Categories have the highest number of items sold?	To ensure that high-demand sub-categories are always in stock. run targeted campaigns or bundle offers around best-performing sub-categories.	Power BI: Funnel chart (Category: Sub-Category, Values: Items Sold).
2. How many orders were placed for each Category?	decide which product lines deserve more shelf space or marketing investment. plan production or procurement cycles around high-order categories to reduce stockouts or overstock.	Power BI: Bar chart (Axis: Category, Values: Order Count)
3. What is the distribution of orders by Ship Mode?	So, we can realign delivery contracts or adjust pricing strategies accordingly. It also helps with budget transportation costs and optimize fulfillment centers.	Power BI: Donut chart (Legend: Ship Mode, Values: OrderCount).
4.What are the best and worst-selling products (by sales value)?	Top sellers should be promoted, stocked heavily, and used as flagship products in marketing. Poor performers may need to be discounted, repackaged, or discontinued.	Power BI: Two Tables where Total sales and Product Name placed in columns (one filtered for Top N Products, one for Bottom N)

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C) An Overview

Question	Purpose	How to be answered
1.Where should we focus our expansion budget? 2.Which regions need management attention? 3. Are we missing opportunities in any geographic areas?	• Reallocate sales resources to high-potential areas • Adjust marketing budgets based on regional contribution • Identify saturated markets vs untapped opportunities • Position inventory closer to high-sales areas	Power BI: Decomposition Tree chart where (Total Sales placed in Analyze And State, City, Region in Explain by)
1.Which categories drive our total sales? 2.Within Technology category, which specific products contribute most? 3.How do products rank within their categories?	• Identify top-selling products in each category • Focus stock on high-performing products • Develop targeted promotions for specific product lines • Allocate shelf space/marketing budget to winning products	Power BI: Decomposition Tree chart where (Total Sales placed in Analyze And Product Name and Category placed in Explain by)

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