



# Superstore Sales Analysis Report





# Project Author

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# Introduction

In this project, we conducted a comprehensive sales analysis of a Superstore dataset using Microsoft Power BI. The objective was to extract actionable insights from the sales, product, and customer data to improve business decision-making.

Through interactive dashboards, we visualized key metrics such as total sales, total orders, customer segmentation, product category performance, and regional sales distribution.

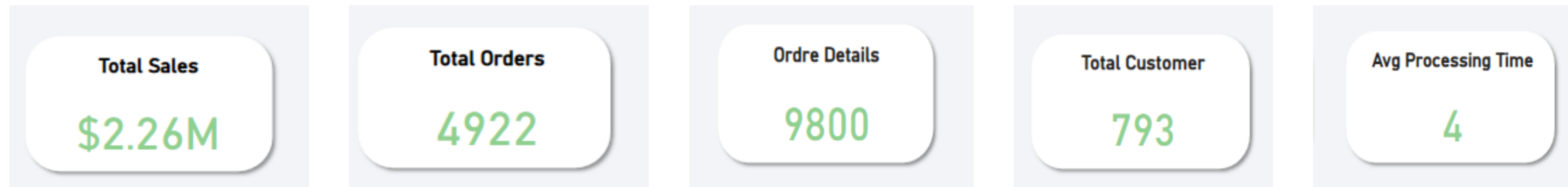
Our analysis enables the identification of sales trends, top-performing categories, and customer behavior patterns, helping to optimize operations and enhance strategic planning.



# Dataset Overview

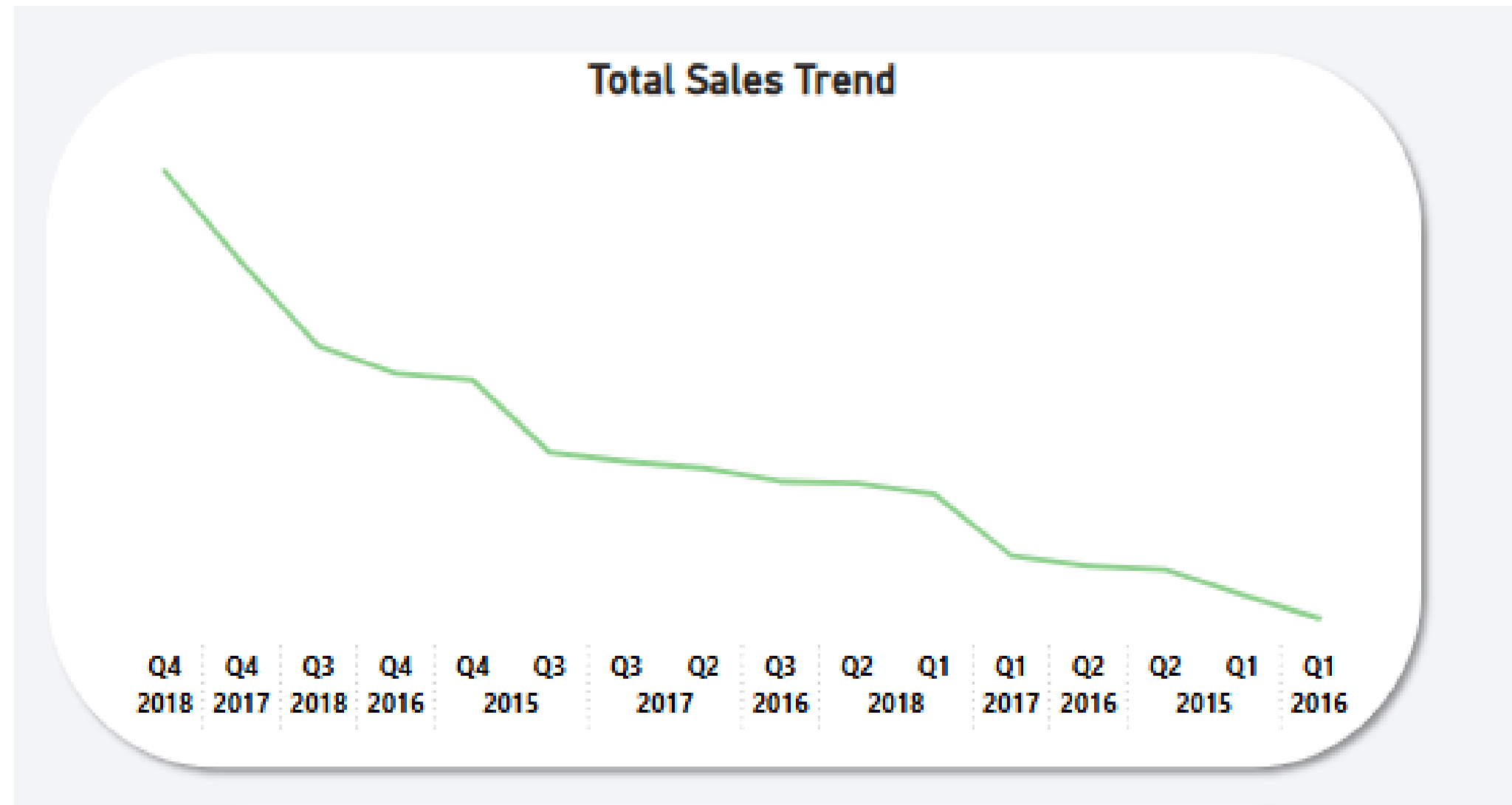
Field	Description
Row ID	Unique identifier for each record
Order ID	Identifier for each order
Order Date	Date when the order was placed
Ship Date	Date when the order was shipped
Ship Mode	Shipping method (e.g., Standard Class)
Customer ID	Unique customer identifier
Customer Name	Name of the customer
Segment	Type of customer (Consumer, Corporate...)
Region	Geographical area (West, East, etc.)
Product ID	Identifier for each product
Category	Main product category
Sub-Category	Specific product classification
Sales	Sales revenue generated

# Dashboard Over View



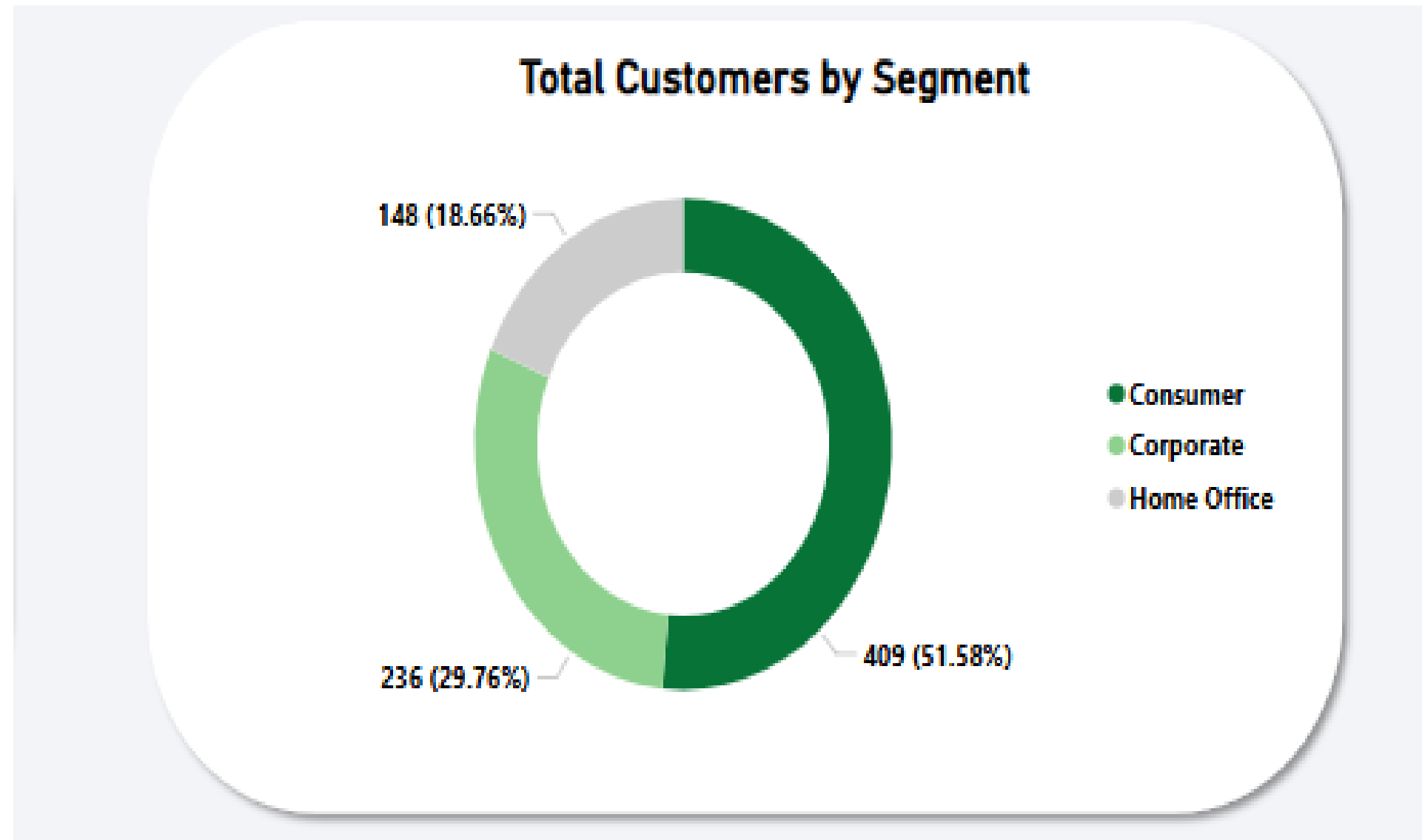
- 1-Total Sales : Represents the **total revenue** generated.
- 2-Total Orders : Represents the **total number of orders**.
- 3-Order Details : Represents the **total number of order line items**.
- 4-Total Customer : Represents the **total number of customers**.
- 5-Avg Processing Time : Represents the **average processing time per order**.

# Dashboard **Over View**



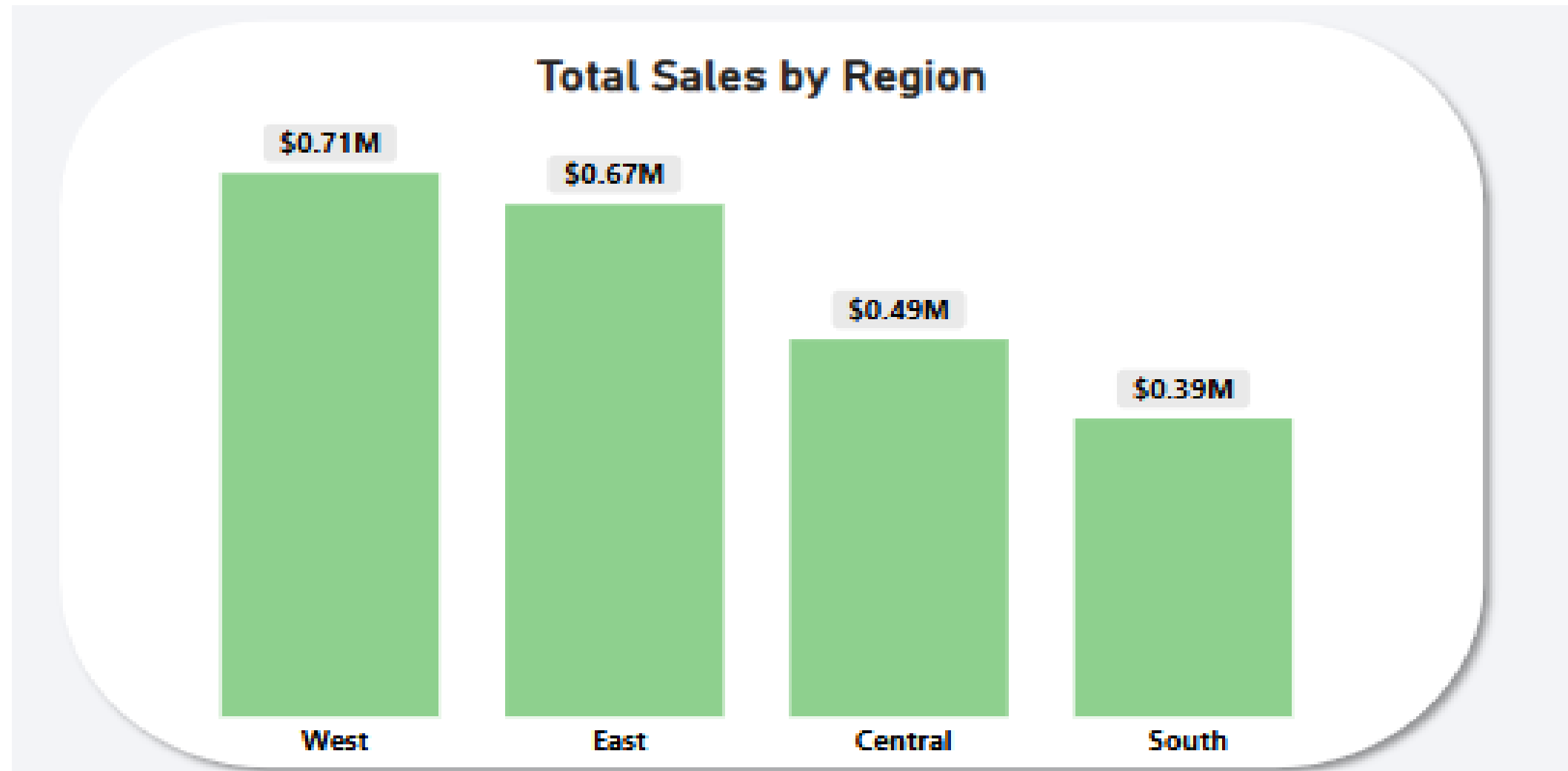
**This chart visualizes the decline in total sales over different quarters from 2015 to 2018. It helps understand the company's sales performance trends and can highlight periods where action might be needed to boost sales.**

# Dashboard Over View



**This chart visualizes the percentage distribution of customers across different business segments: Consumer, Corporate, and Home Office. It helps quickly identify which customer group is the largest and how customer distribution varies between segments.**

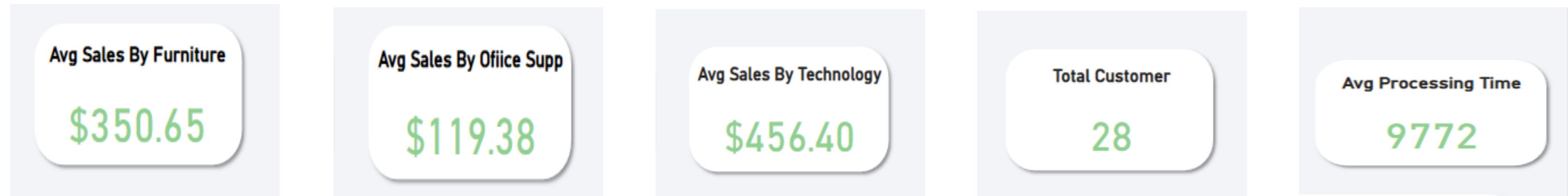
# Dashboard **Over View**



**This chart visualizes and compares the total revenue generated in each region. It highlights which regions are performing better in terms of sales, with the West region having the highest sales, followed closely by the East.**



# Dashboard Product



1-Avg Sales By Furniture : Shows the **average sales per transaction** for **Furniture** products.

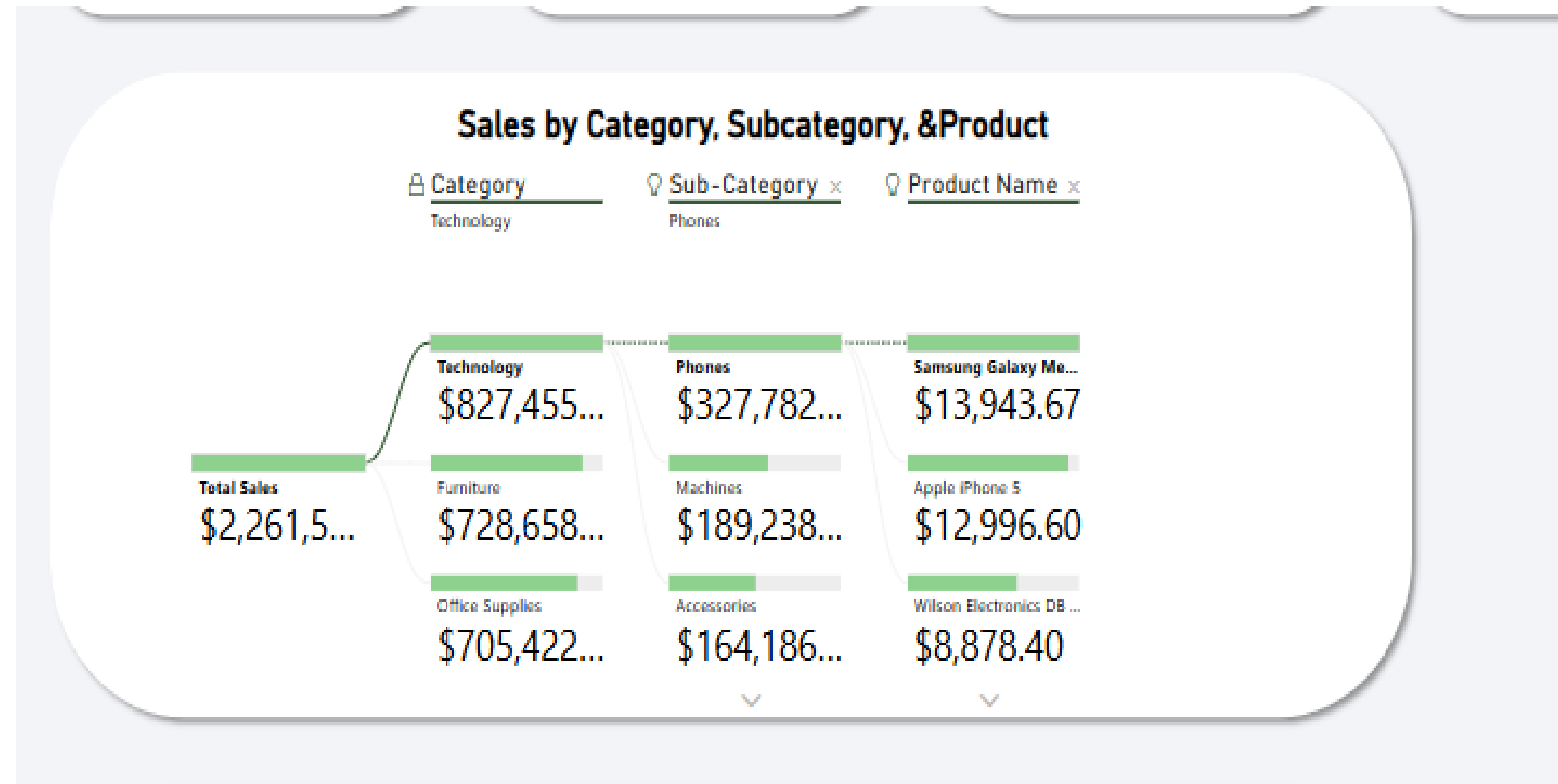
2-Avg Sales By Office Supplies : Shows the **average sales per transaction** for **Office Supplies**

3-Avg Sales By Technology : Shows the **average sales per transaction** for **Technology** products.

4-Total Customer : Represents the **total number of customers** involved in the dataset.

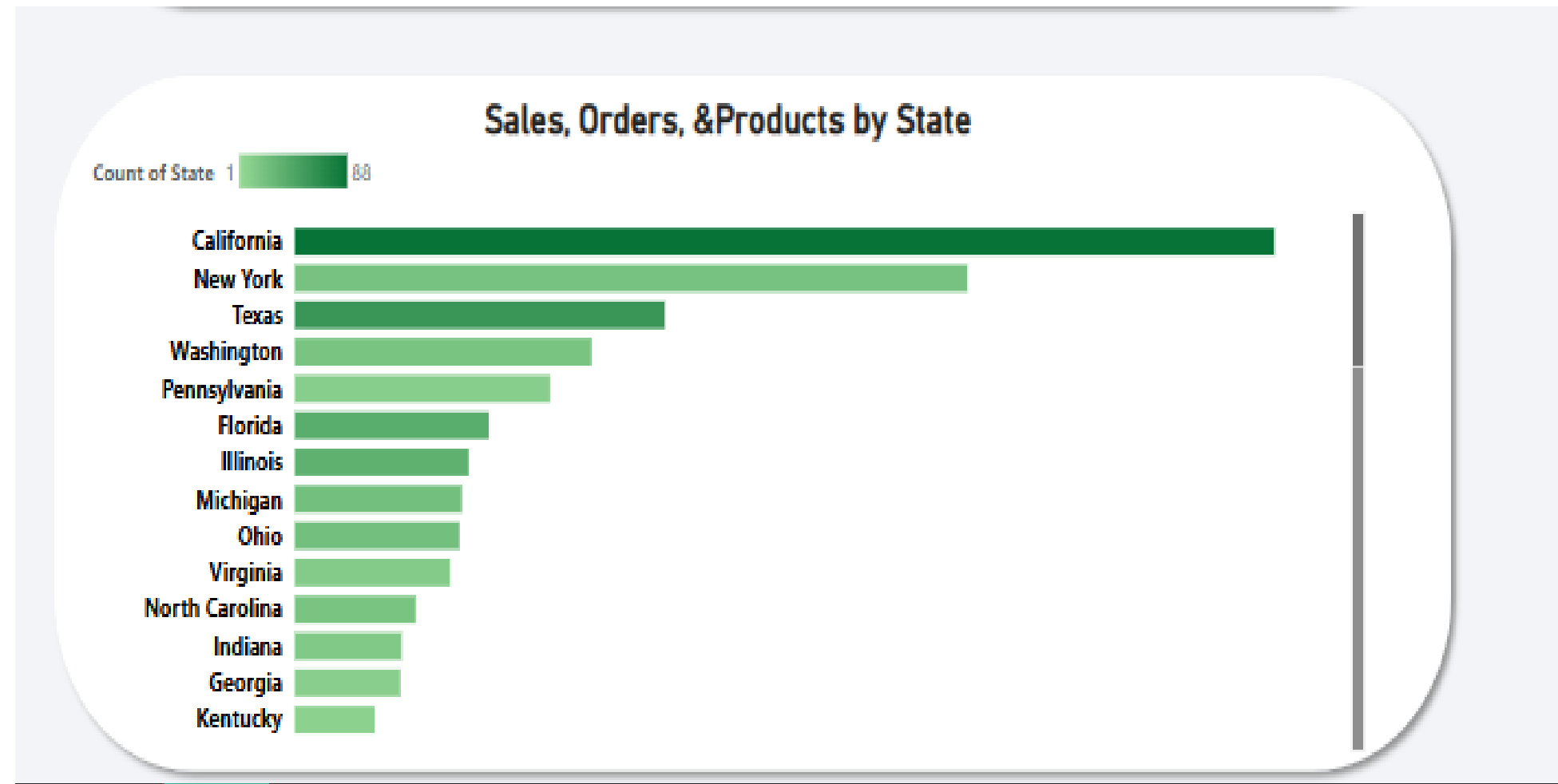
5-Avg Processing Time: Represents the **average processing time** (likely in seconds, minutes, or another unit based on your dataset).

# Dashboard Product



This decomposition tree helps analyze total sales by category, sub-category, and product. It makes it easy to find out which areas or products contribute most or least to overall sales.

# Dashboard Product



**This chart helps visualize and compare sales performance across different states. It highlights which states are generating the most and least revenue.**

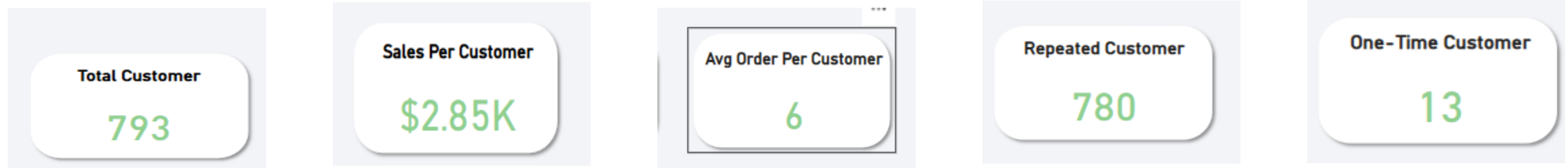
# Dashboard Product



This chart set highlights product reordering behavior. It shows that most products are ordered multiple times, indicating strong ongoing demand or customer satisfaction.

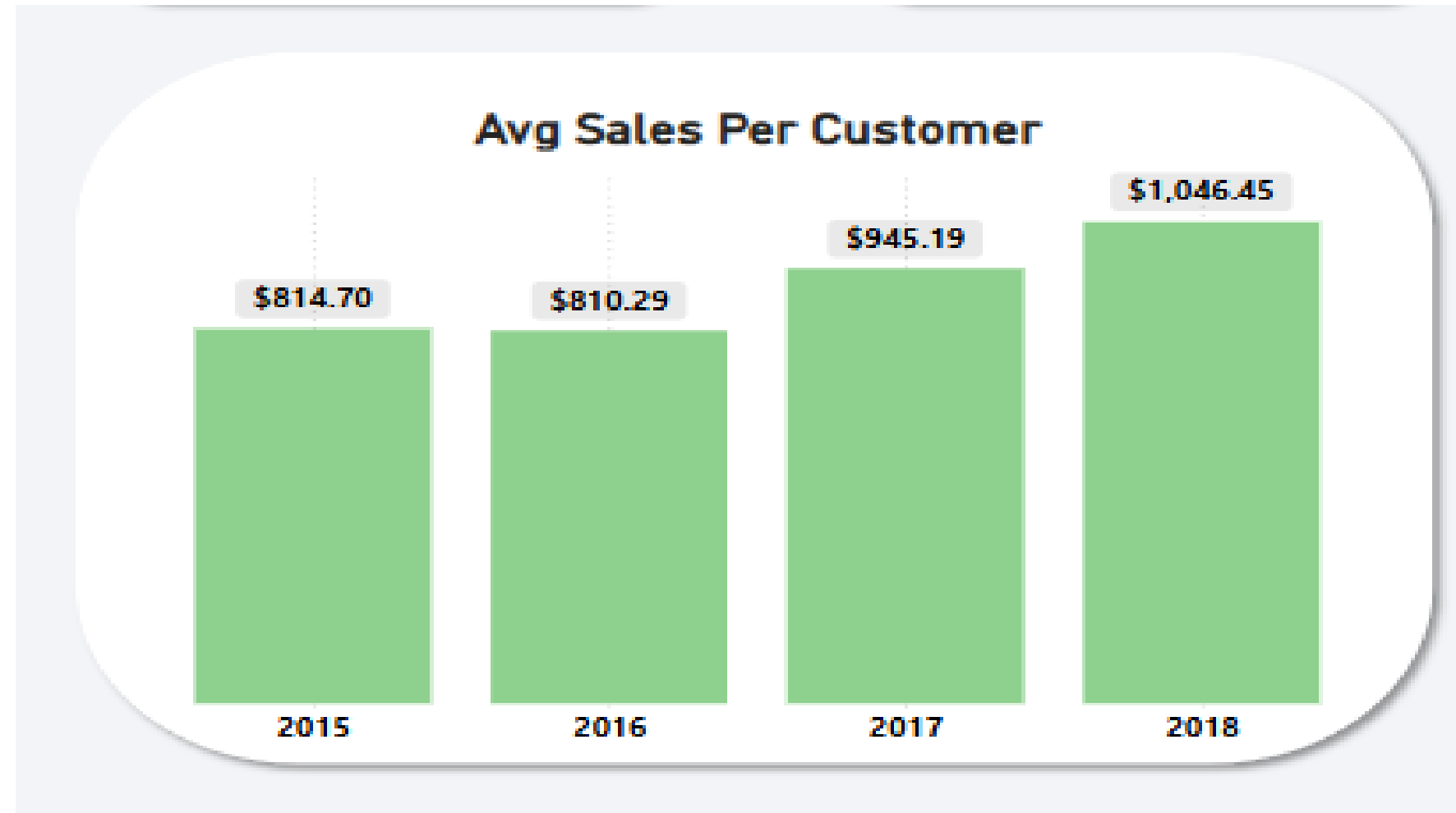


# Dashboard Customer



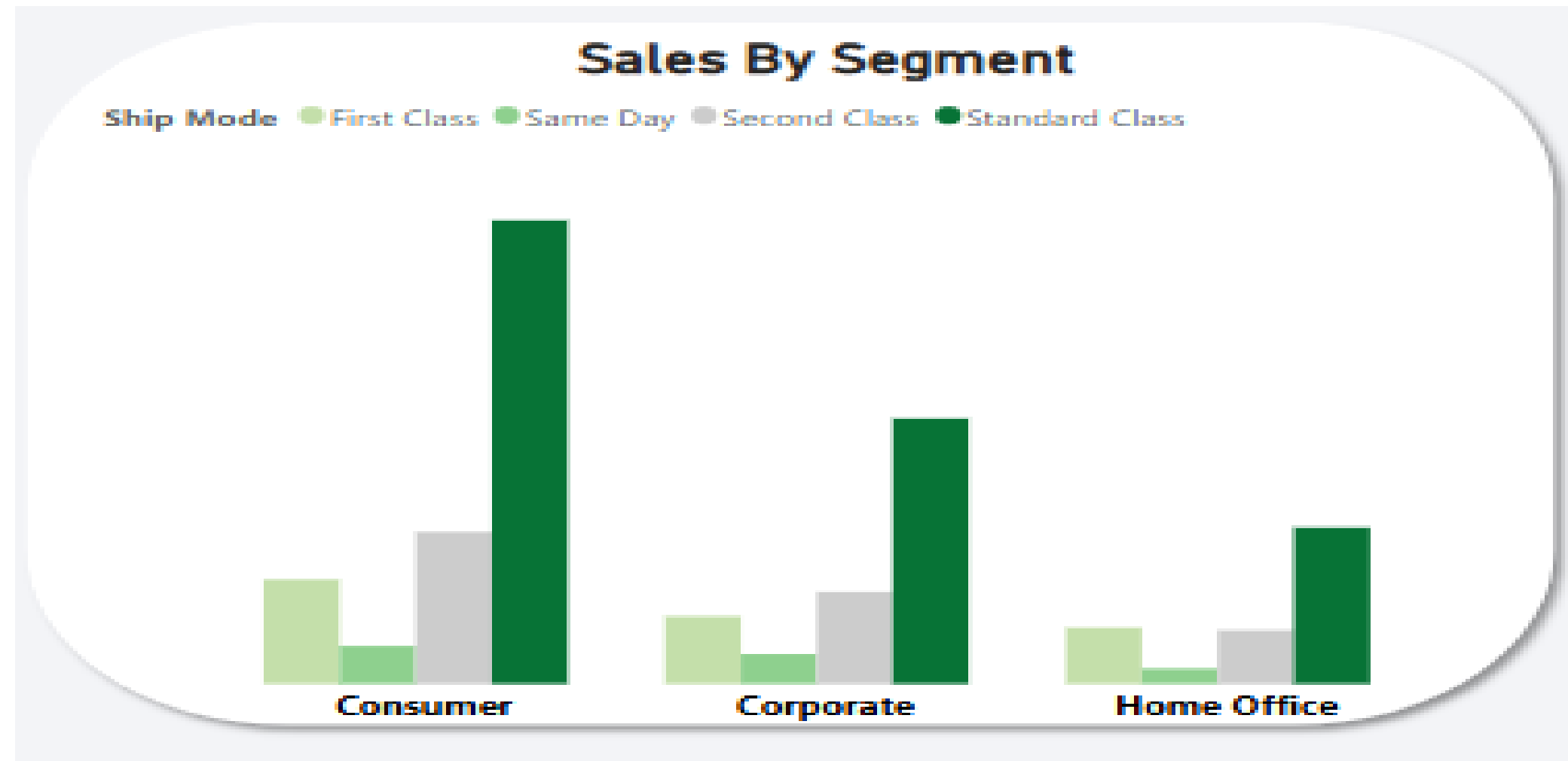
- 1- Total Customer : Total number of customers.
- 2- Sales Per Customer : Average revenue generated **per customer**.
- 3- Avg Order Per Customer : Shows the **average sales per transaction** for **Technology** products.
- 4- Repeated Customer : Number of customers who made **multiple purchases** (i.e., bought more than once).
- 5- One-Time Customer : Number of customers who **only made a single purchase**.

# Dashboard Customer



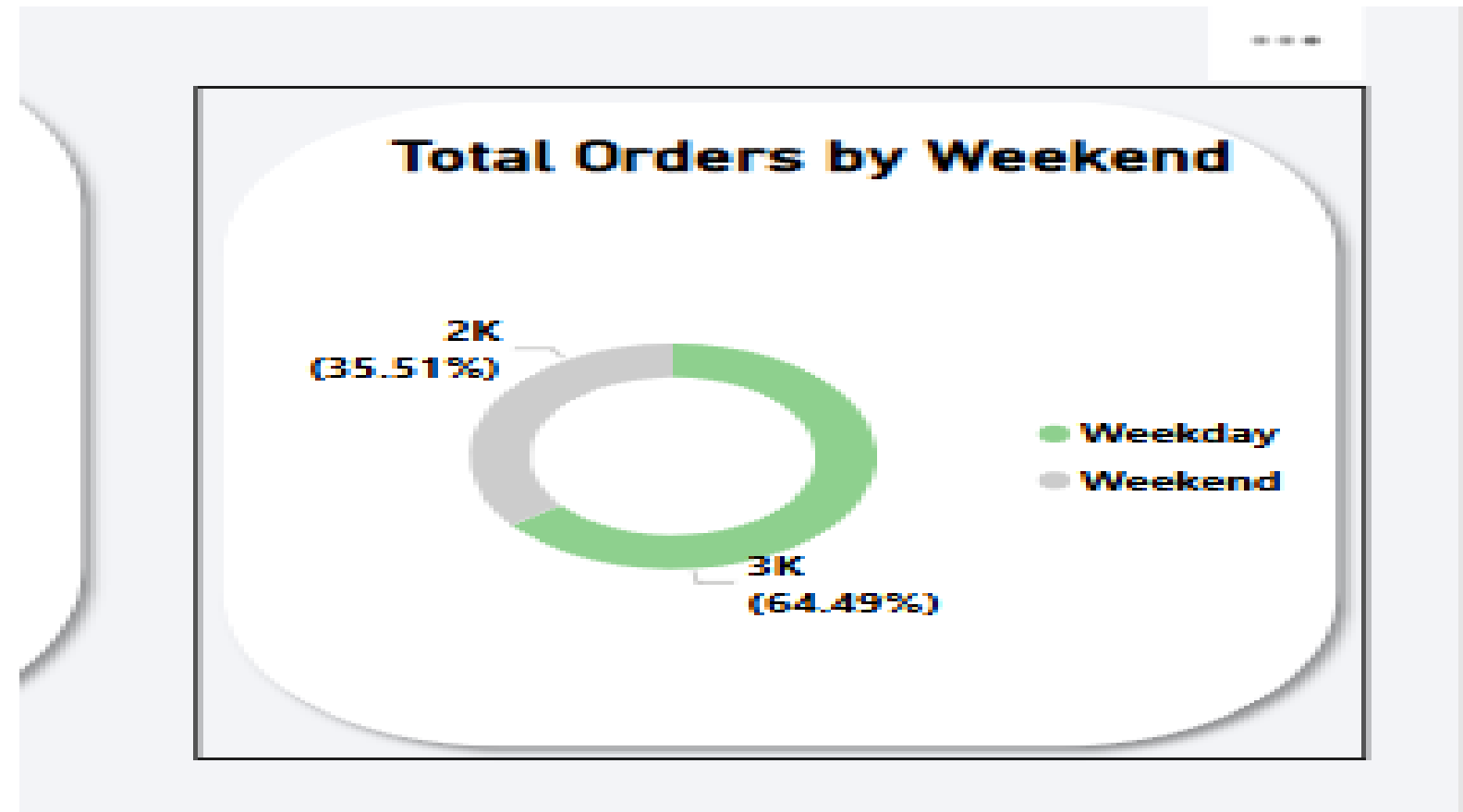
This chart tracks the year-over-year growth in average customer spending, showing that customers are spending more each year.

# Dashboard Customer



**This chart visualizes total sales divided by customer segments and shipping modes, helping to identify which customer groups and delivery methods drive the most revenue.**

# Dashboard Customer



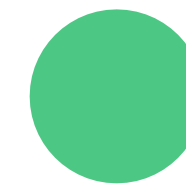
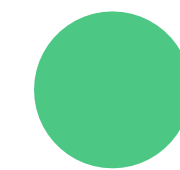
This chart highlights that most orders (about 64%) occur on weekdays, while around 36% happen during the weekend. It provides useful insight into customer behavior and when sales are most active.



# Dashboard Customer

Customer ID	Customer Name	Segment	State	City	Category	Sub-Category	Total Sales
SM-20320	Sean Miller	Home Office	Florida	Jacksonville	Technology	Machines	\$23,459.78
TC-20980	Tamara Chand	Corporate	Indiana	Lafayette	Technology	Copiers	\$17,499.95
RB-19360	Raymond Buch	Consumer	Washington	Seattle	Technology	Copiers	\$13,999.96
TA-21385	Tom Ashbrook	Home Office	New York	New York City	Technology	Copiers	\$11,199.97
HL-15040	Hunter Lopez	Consumer	Delaware	Newark	Technology	Copiers	\$10,499.97
AB-10105	Adrian Barton	Consumer	Michigan	Detroit	Office Supplies	Binders	\$9,892.74
SC-20095	Sanjit Chand	Consumer	Minnesota	Minneapolis	Office Supplies	Binders	\$9,462.89
BS-11365	Bill Shonely	Corporate	New Jersey	Lakewood	Technology	Machines	\$9,099.93
SE-20110	Sanjit Engle	Consumer	Virginia	Arlington	Technology	Machines	\$8,749.95
<b>Total</b>							<b>\$816,540.99</b>

This table provides a detailed breakdown of individual sales transactions by customer, showing which customers, products, and cities contribute to the overall sales total.



Thank You

