# Project Name

Superstore Sales



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# Introduction

This project aims to analyze the sales data of a large store to identify key patterns and trends in financial performance. The analysis will provide insights and recommendations to improve marketing strategies and operational efficiency, while also understanding how different segments, cities, and product categories contribute to sales volume.

# Objectives

# 1. Analyze the temporal sales patterns to identify high-performing seasons or periods.

# 2. Examine the impact of different shipping modes on customer satisfaction and sales growth.

# 3. Identify top-selling categories and high-performing products to direct marketing strategies.

# 4. Provide an interactive dashboard for easy data analysis and decision-making based on insights.

5. Evaluate regional sales performance to identify top performing states and cities**.**

# Purpose

This analysis will enable the company to optimize marketing strategies and increase operational efficiency based on accurate data about customer behavior and sales. The project will also help in identifying products that need improvement or replacement.

# Steps in the Analysis

1. Data Collection: Sourcing from credible and reliable datasets.
2. Data Preparation: Cleaning and organizing data for optimal analysis.
3. Tools Utilized: Using advanced tools like Power BI and Power Query to extract key insights and deliver impactful visualizations.