Vrinda store Sales Analysis

**Business Problem Statement:**

In this “Vrinda store analysis portfolio project”, we gain insights into its sales data to optimize its operations and improve profitability. The company is particularly interested in understanding the following aspects:

**Overview of superstore sales dataset:**

* Total no of orders
* Total sales
* Total Quantity of products sold
* Average profit
* Average discount
* Total no of products
* Total number of categories
* Total number of subcategories
* Total Years
* Total countries

**Sales Performance Analysis:**

* Identify the top-selling products and categories.
* Analyse sales trends over the years and highlight any significant patterns.

**Customer Segmentation:**

* Segment customers based on their purchasing behaviour.
* Understand which segments contribute most to the sales.

**Shipping and Order Management:**

* Evaluate the efficiency of different shipping modes.
* Analyse shipping costs and their impact on overall profitability.
* Assess order processing times and identify areas for improvement.

**Profitability and Cost Analysis:**

* Analyse profit margins for different product categories and sub-categories.
* Evaluate the impact of discounts on overall profitability.
* Identify products or regions that may require cost optimization.

**Global Sales/most sold product in each country:**

* Analyse the distribution of sales across different countries.
* Identify the most sold products in each country.

**State-Level Category:**

* Understand the most used product categories in different states.

**Regional Sub-Category Analysis:**

* Analyse the popularity of sub-categories in different regions.