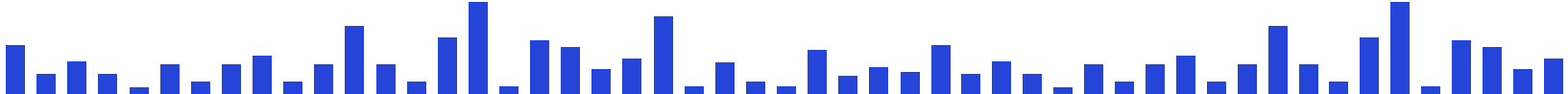


# **Superstore Sales Dataset analysis**



# General view



# General view

**Total sales**

**2.26M**

**Total Orders**

**4,922**

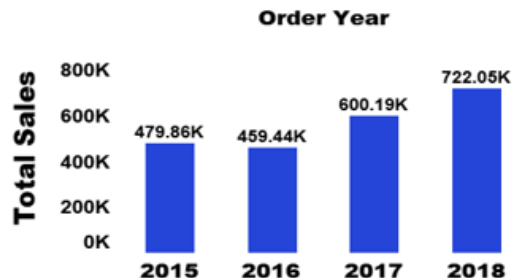
**Total Customers**

**793**

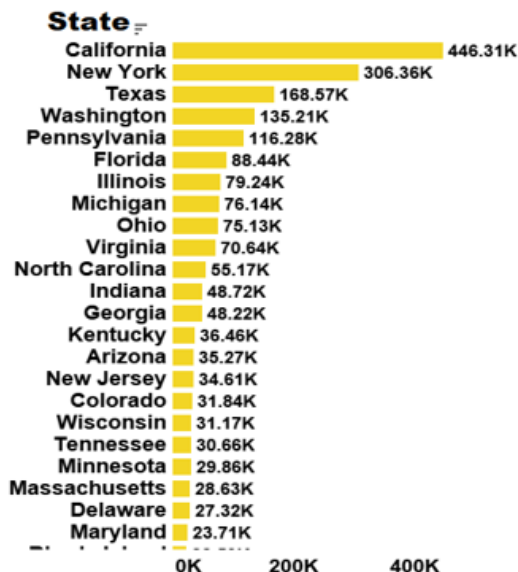
**Total Products**

**1,849**

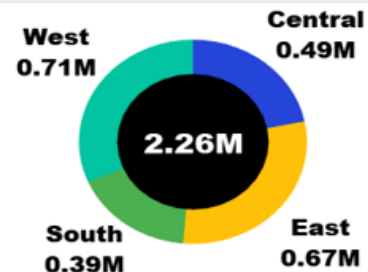
**Total sales per Year**



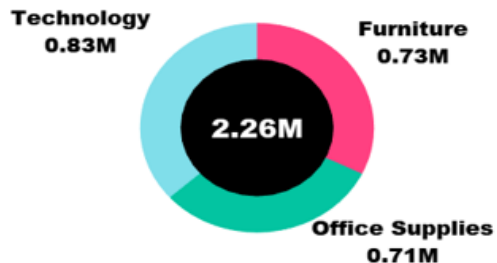
**Total sales per state**



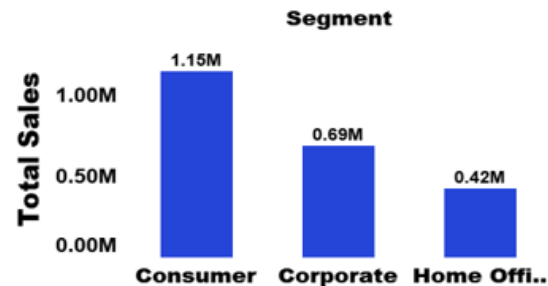
**Total sales per region**



**Total sales per category**



**Total sales per segment**



# Customers and products analysis



# Customers and products analysis

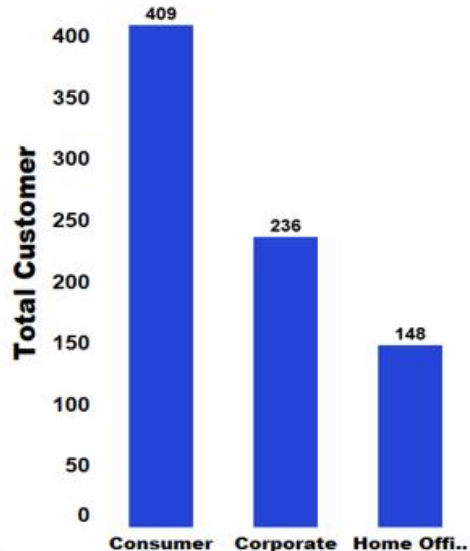
## Number Of Segments

3

## Total Customers

793

### Segment



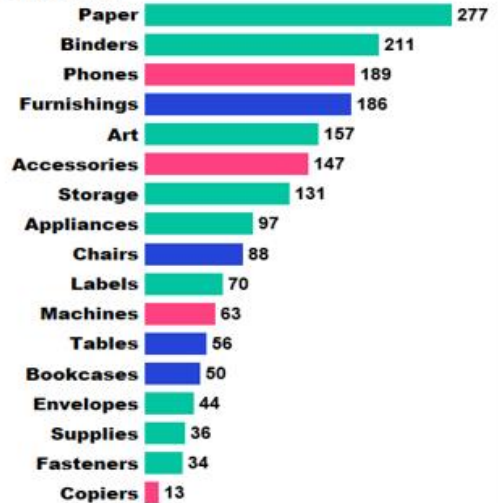
## Total Products

1,849

### Category

- Furniture
- Office Supplies
- Technology

### Sub Category



## Number Of Category

3

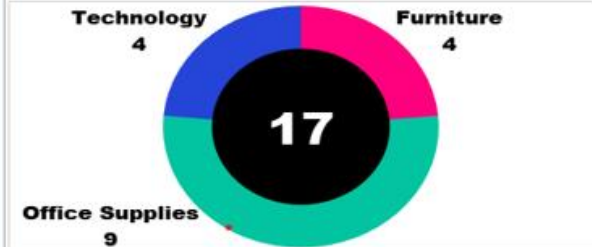
## Number of Sub\_category

17

### Category

- Furniture
- Office Supplies
- Technology

### Sub\_Category per category



# Orders analysis





# Orders analysis

01

## Per Location

- ☐ Region
- ☐ State
- ☐ City

02

## Per Product

- ☐ Category
- ☐ Sub\_category
- ☐ Product name

03

## Per Customer

- Segment
- Customer name

04

## Per Ship\_mode



01

.

# Orders analysis Per Location





# Orders analysis Per region

## Overview of orders max and mini value of sales

**Total Orders**

4,922

**Minimum Sale**

1

**Maximum Sale**

23,661

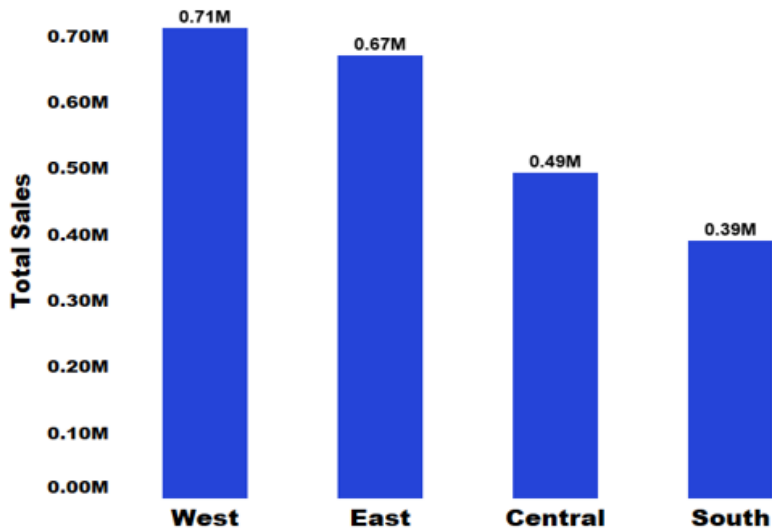
**Average Sale**

459

## Total sales and orders per region

### Total sales per region

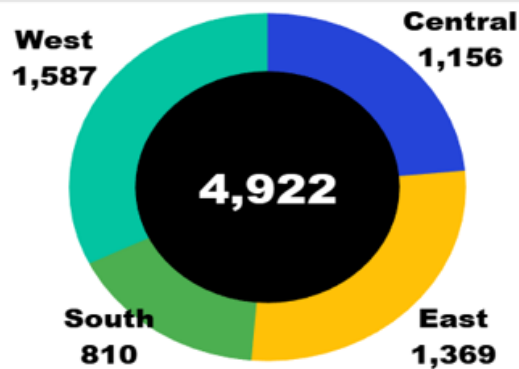
Region



### Region

- Central
- East
- South
- West

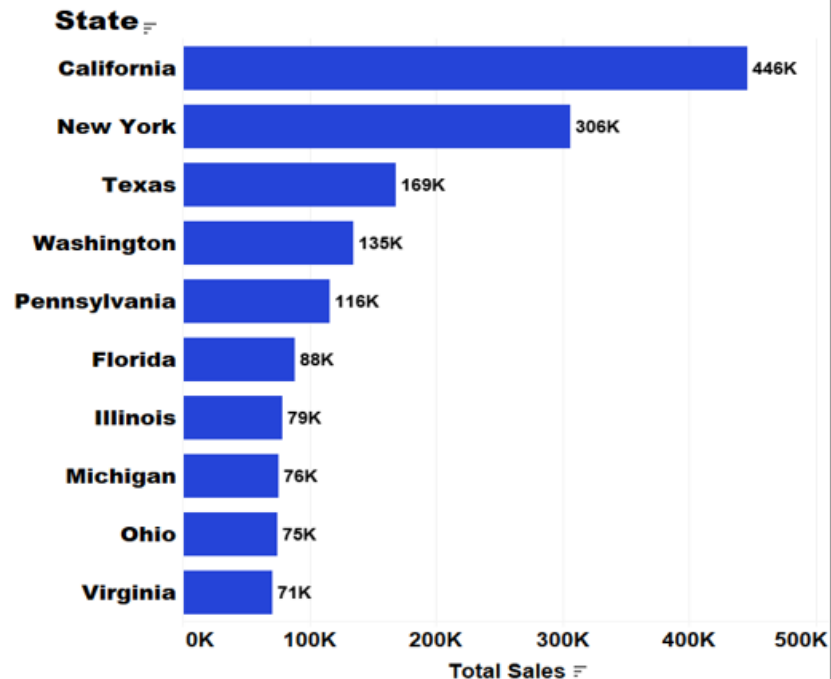
### Total orders per region



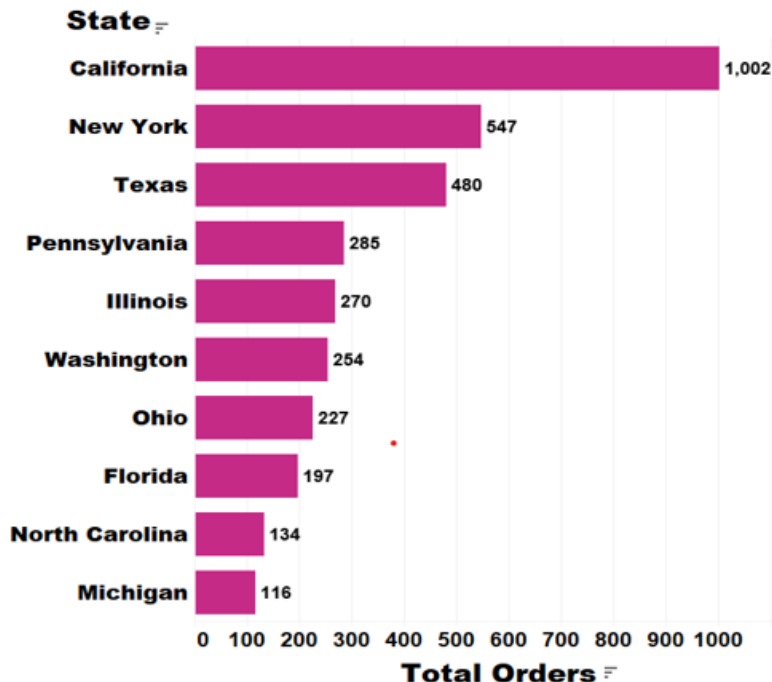
# Orders analysis Per State

## Orders analysis per location ( STATE)(49 states)

### Top 10 State sales



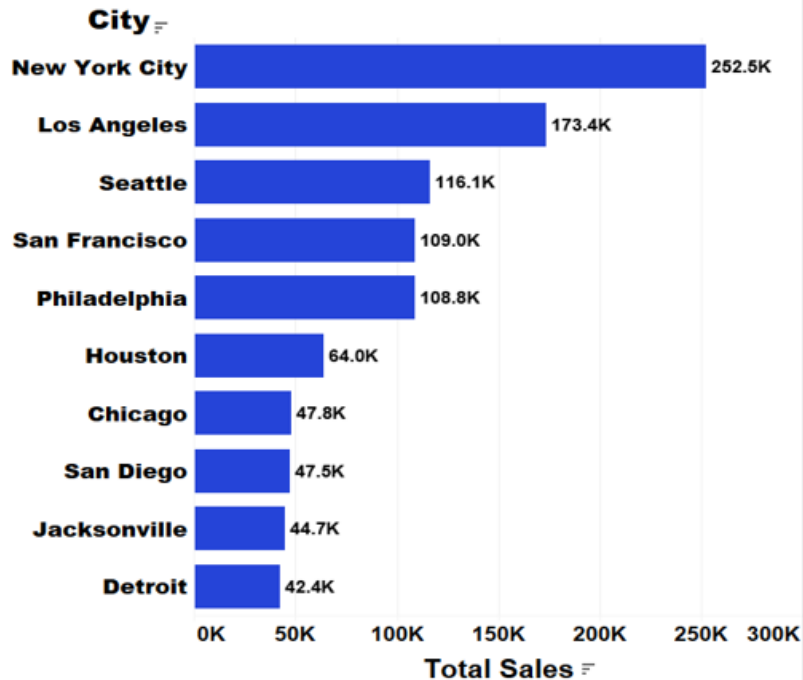
### Top 10 State orders



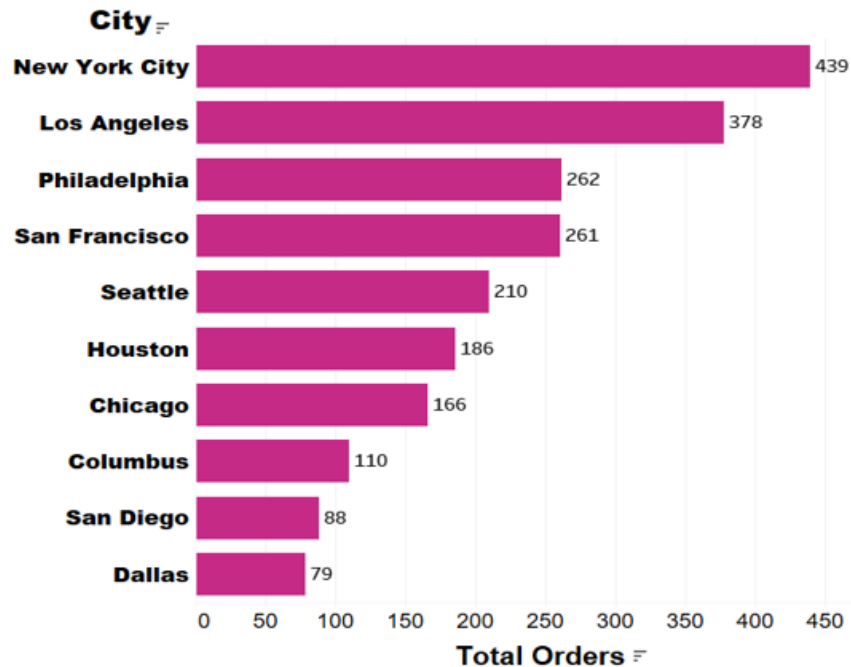
# Orders analysis Per City

Orders analysis per location ( City )(529 cities )

Top 10 cities Sales



Top 10 cities orders



02

.

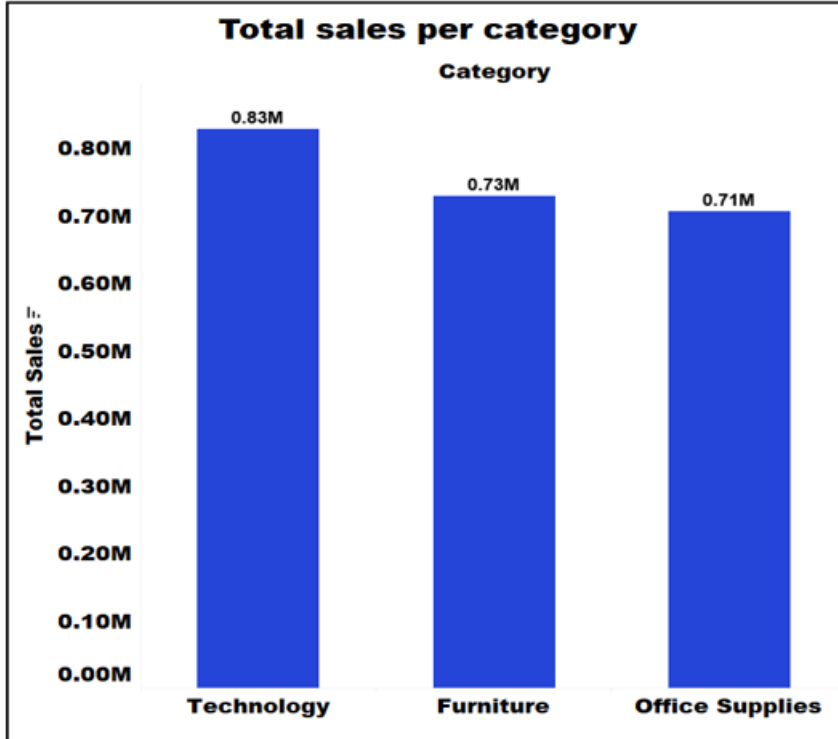
# Orders analysis

## Per Product



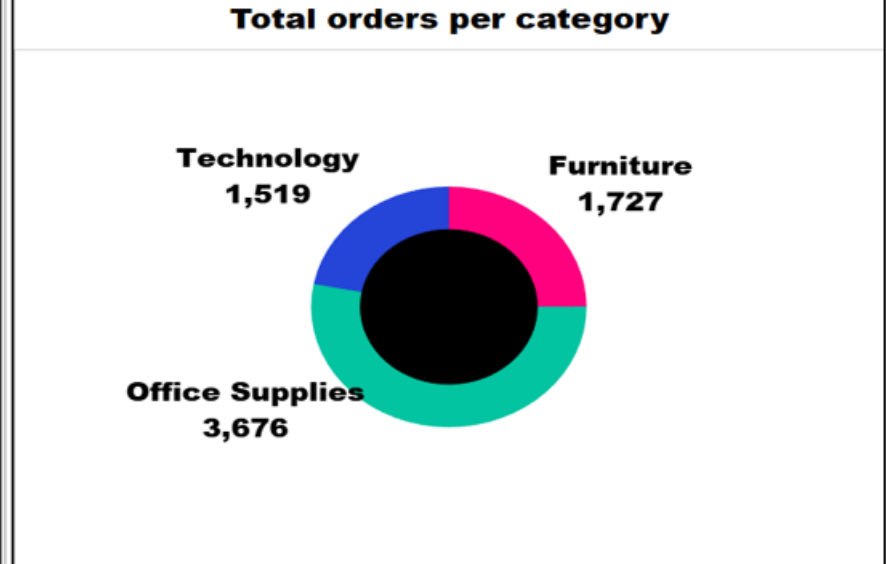
# Orders analysis Per Category

## Total sales and orders per product category



### Category

- Furniture
- Office Supplies
- Technology



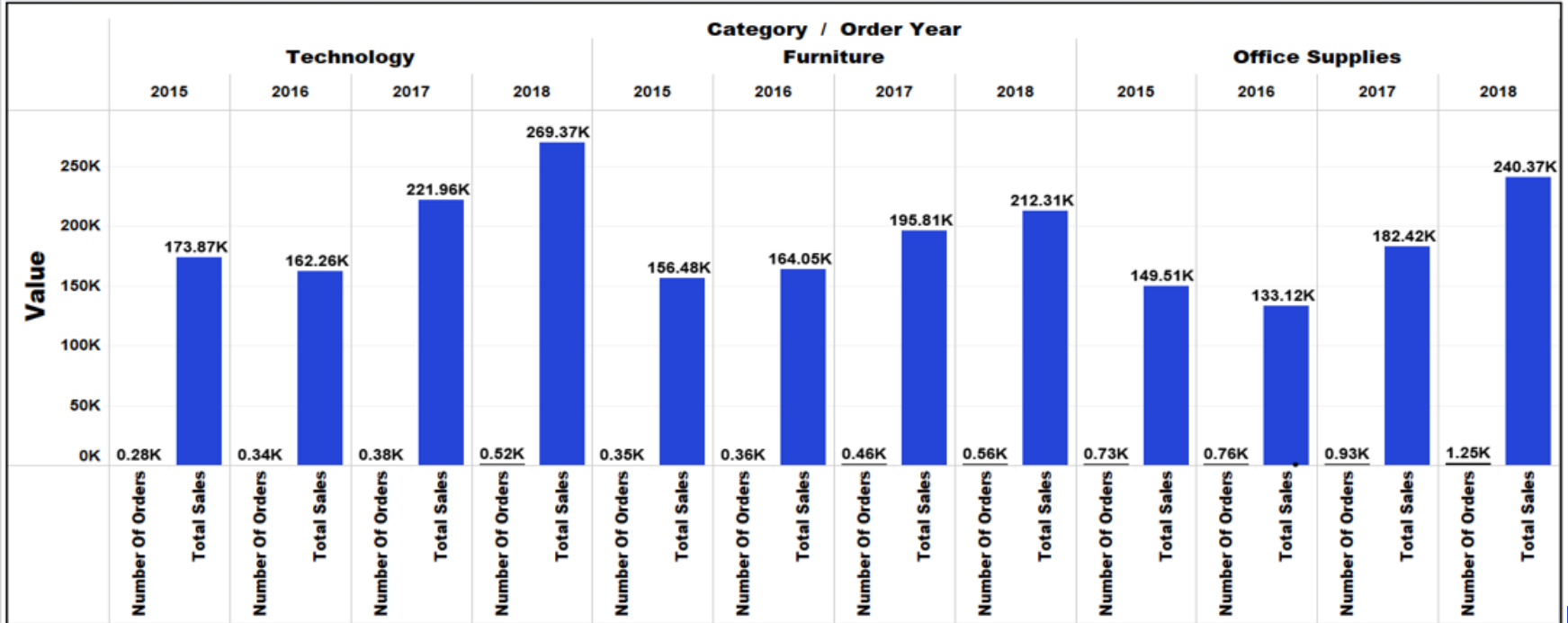
# Orders analysis Per Category and year

Total sales and orders per category per Year

Measure Names

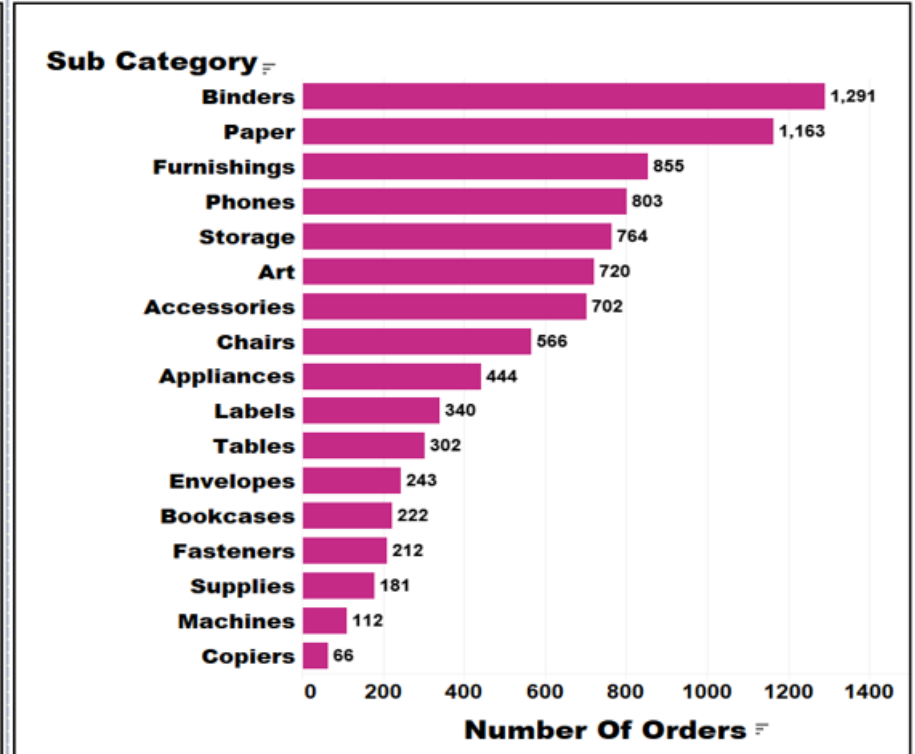
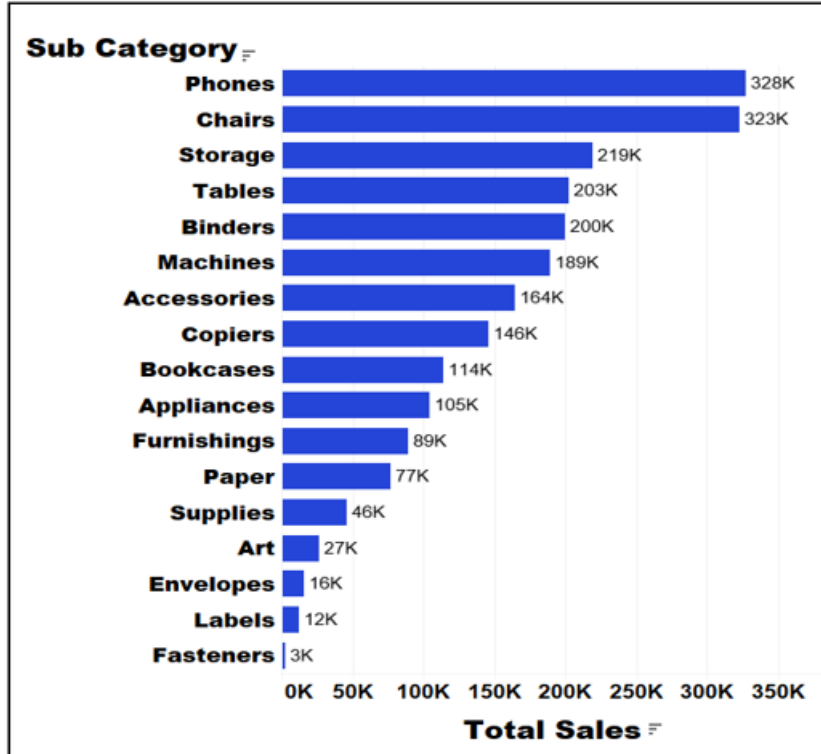
■ Number Of Orders

■ Total Sales



# Orders analysis Per Sub\_category

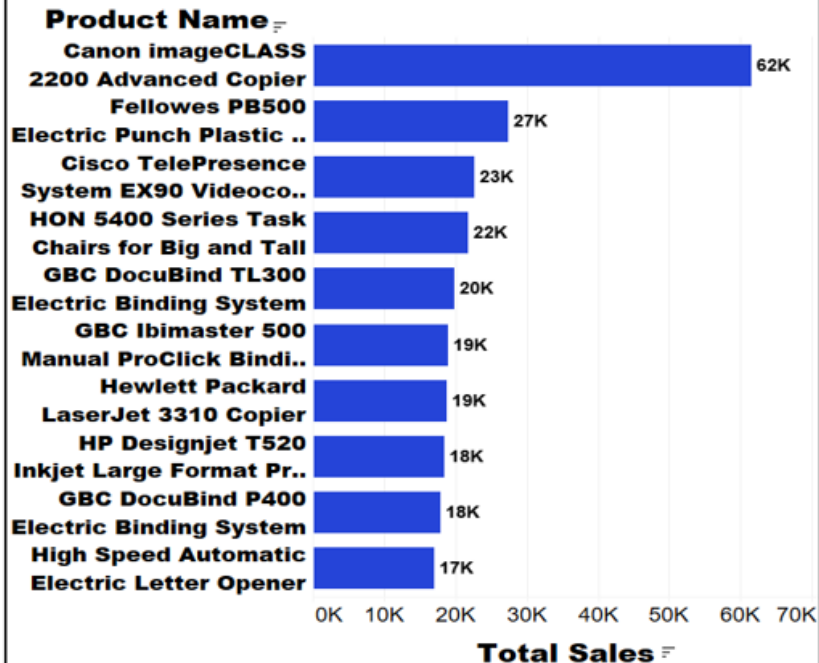
Orders analysis per product sub\_category



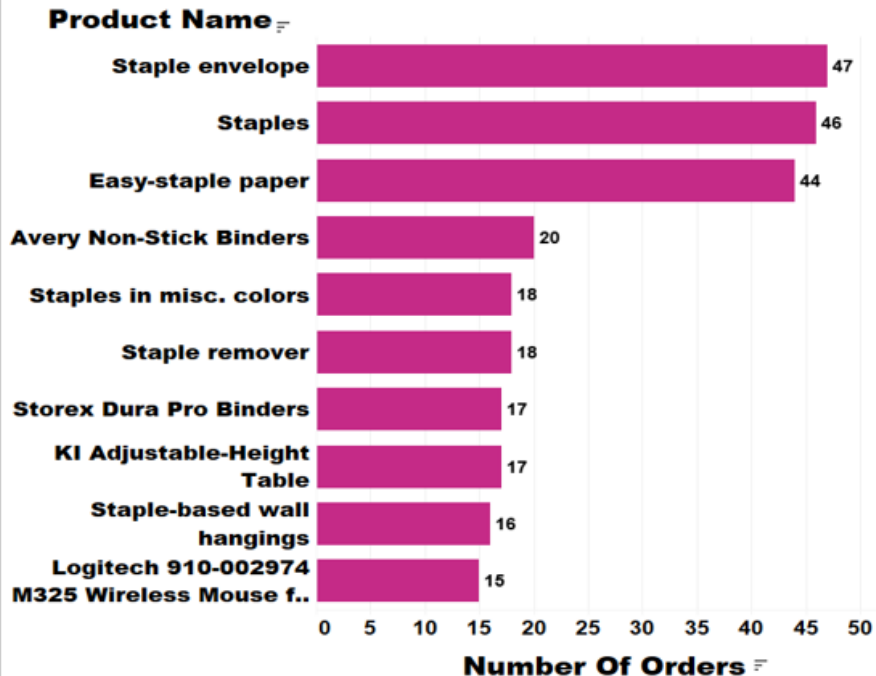
# Orders analysis Per Product name

## Orders analysis per Product

### Top 10 products sales



### Top 10 products orders





03

.

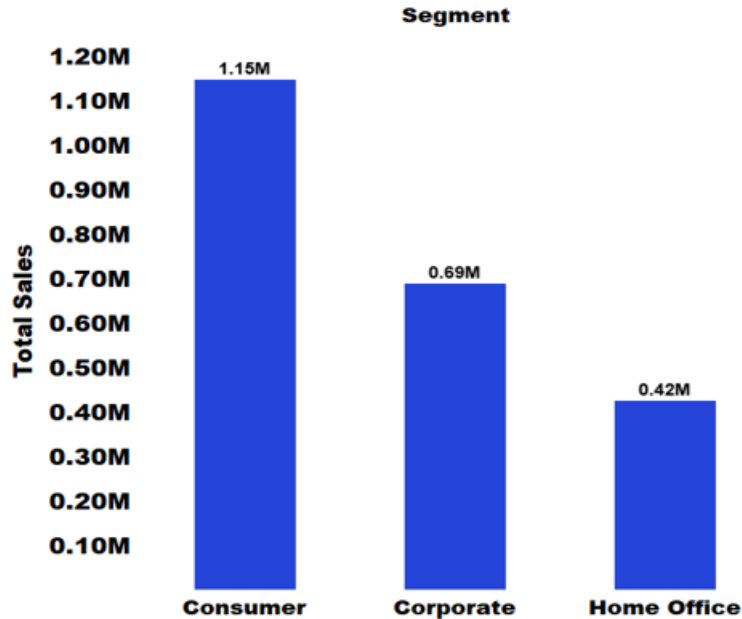
# Orders analysis Per Customer



# Orders analysis Per Segment

## Total sales and orders per customer segment

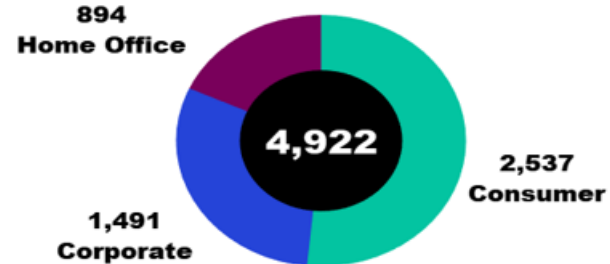
### Total orders per customer segment



### Segment

- Consumer
- Corporate
- Home Office

### Total orders per customer segment

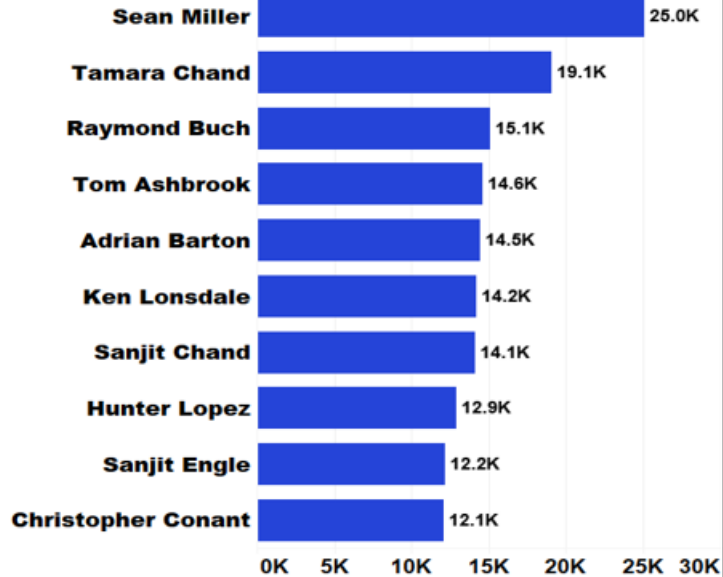


# Orders analysis Per Customer name

## Orders analysis per Customer

### Top 10 Customers sales

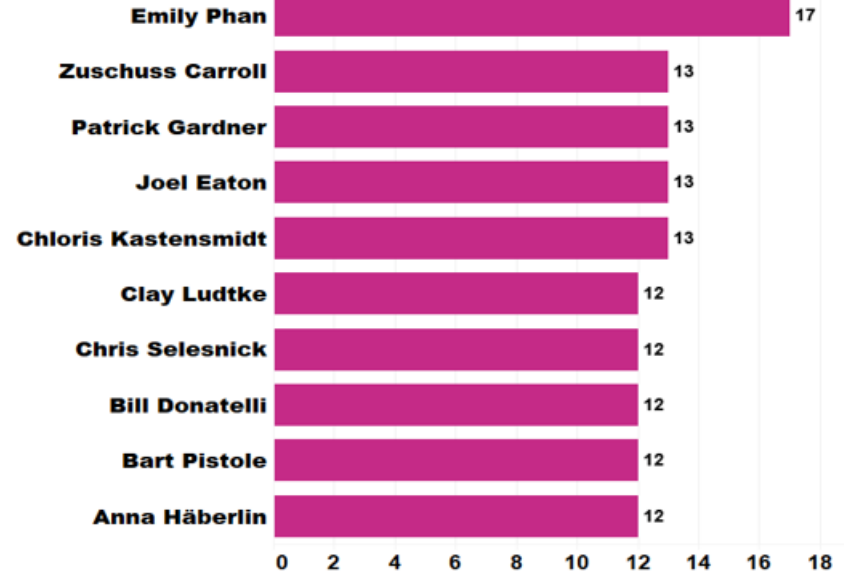
Customer Name



Total Sales

### Top 10 Customers Orders

Customer Name



Total Orders

04

.

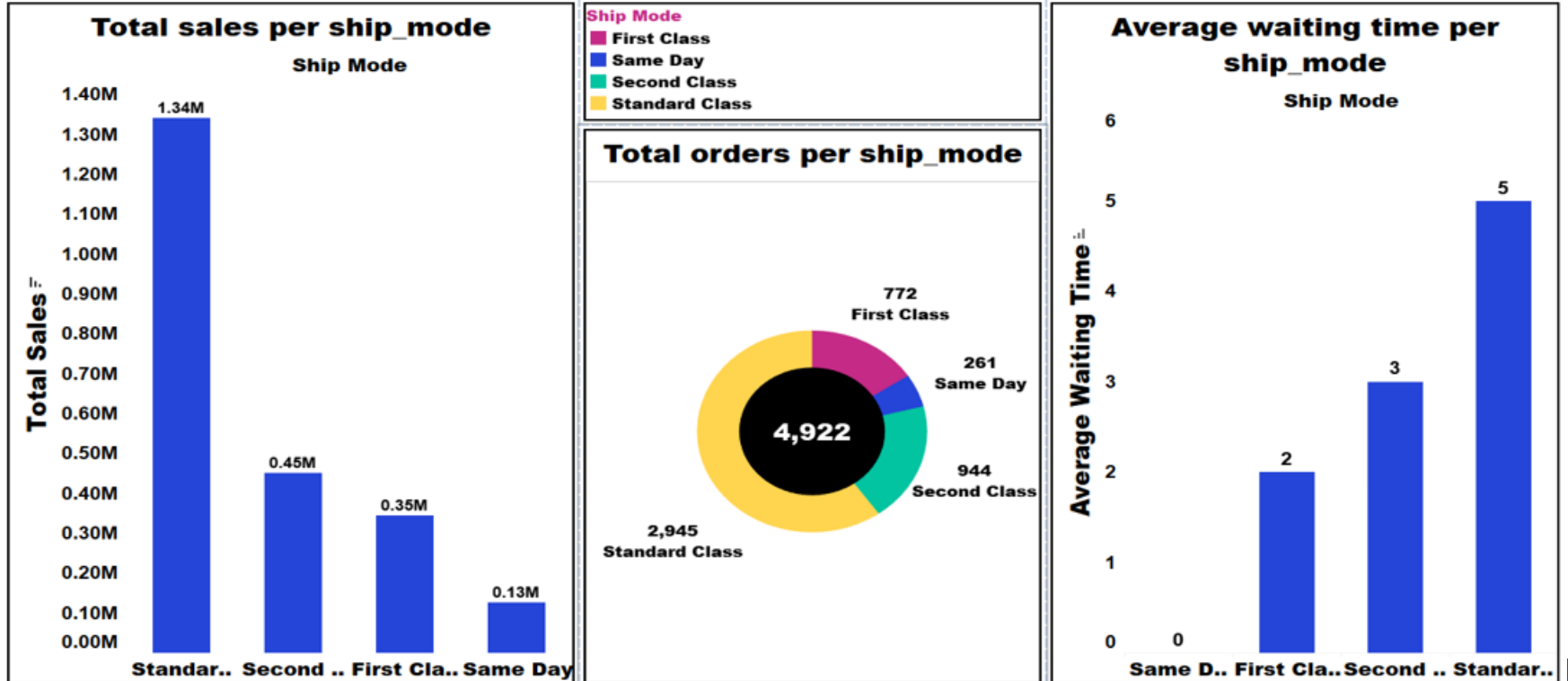
# Orders analysis

## Per Ship\_mode



# Orders analysis Per Ship\_mode

Orders analysis per Ship\_mode



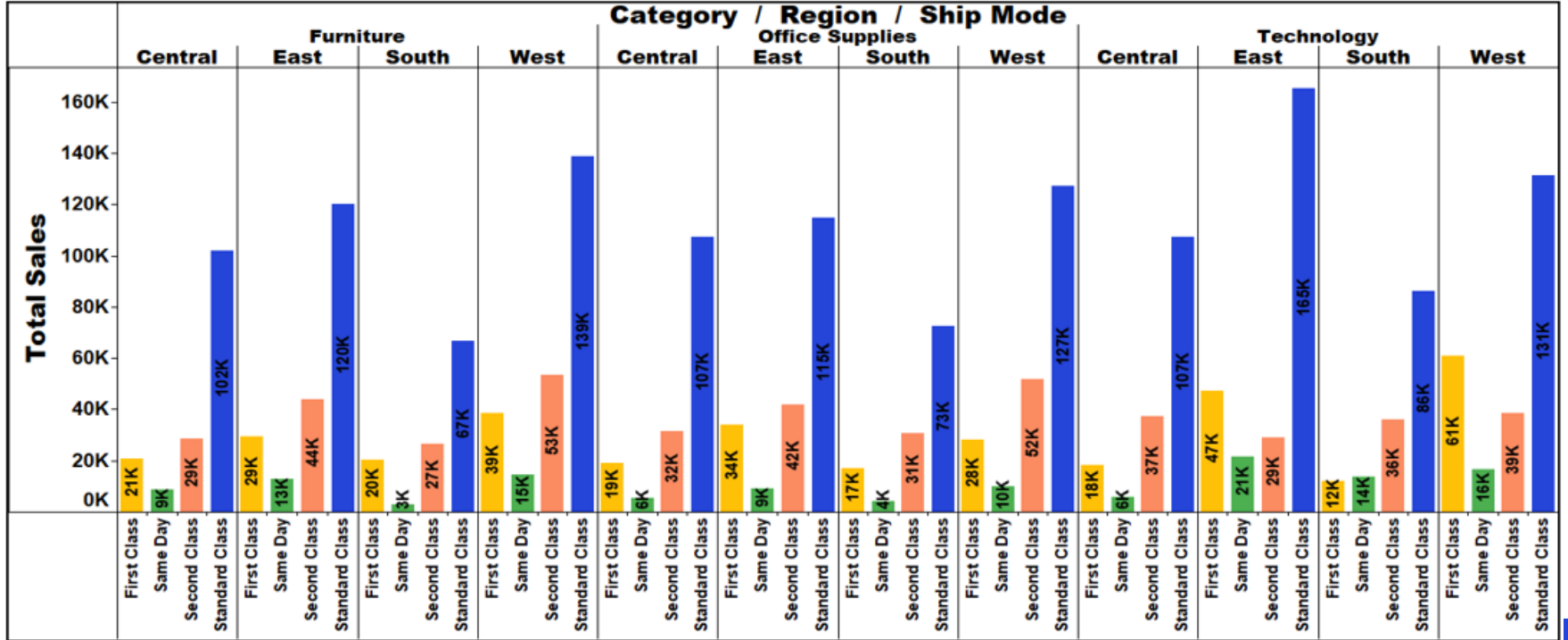
**How does \*Ship Mode\* impact sales for different product categories and regions?**



## Orders analysis per region/category/ship\_mode

Ship Mode

- First Class
- Same Day
- Second Class
- Standard Cl..



## Customers distribution of each ship\_mode





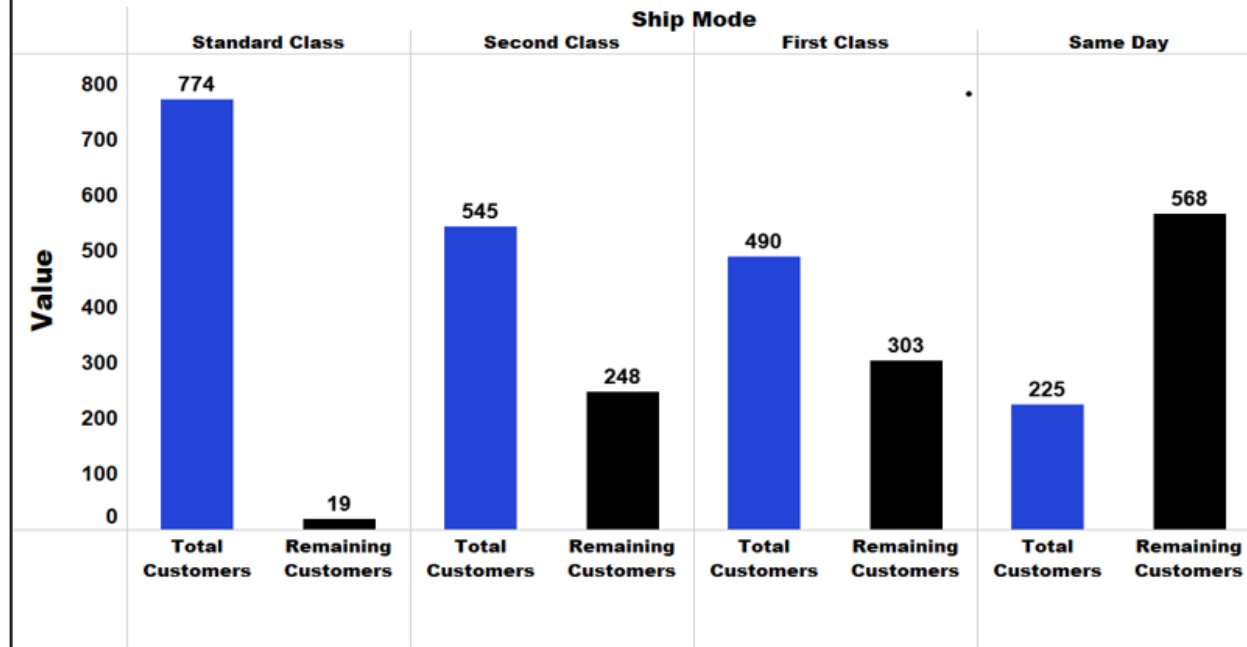
## Customers analysis per ship\_modes

Measure Names

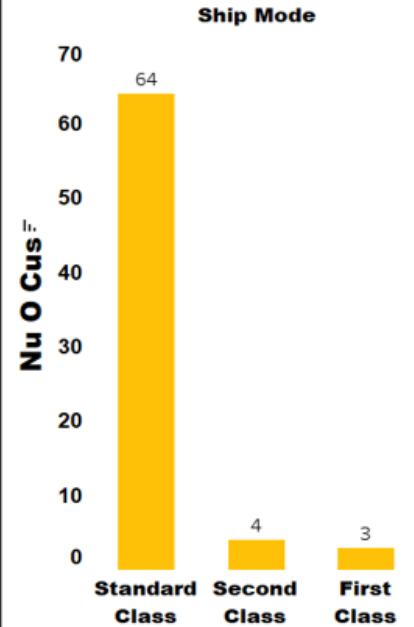
■ Total Customers

■ Remaining Customers

### Number of customers per ship\_mode



### Customers that use only one ship\_mode



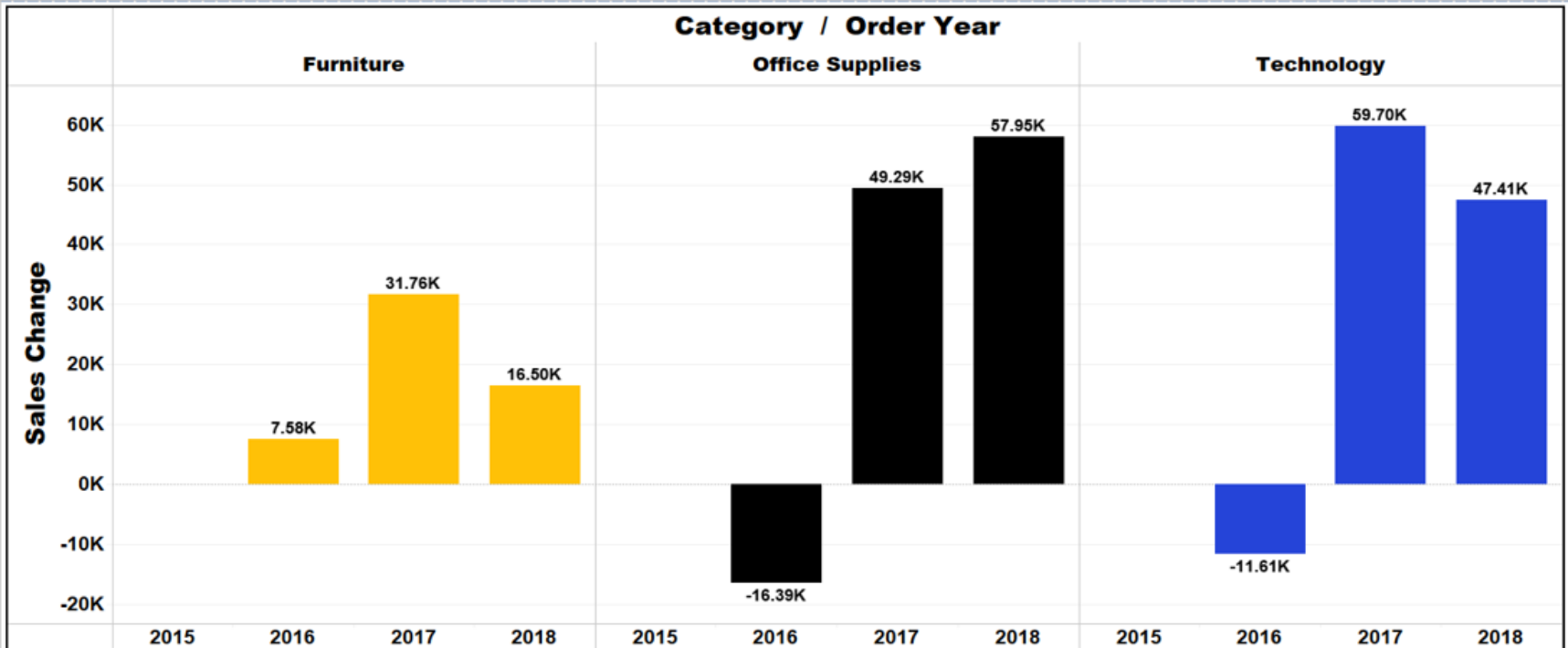
**Are there any specific \*Product Categories\* showing consistent growth or decline in sales?**



## Are there any specific \*Product Categories\* showing consistent growth or decline in sales?

Category

- Furniture
- Office Supplies
- Technology



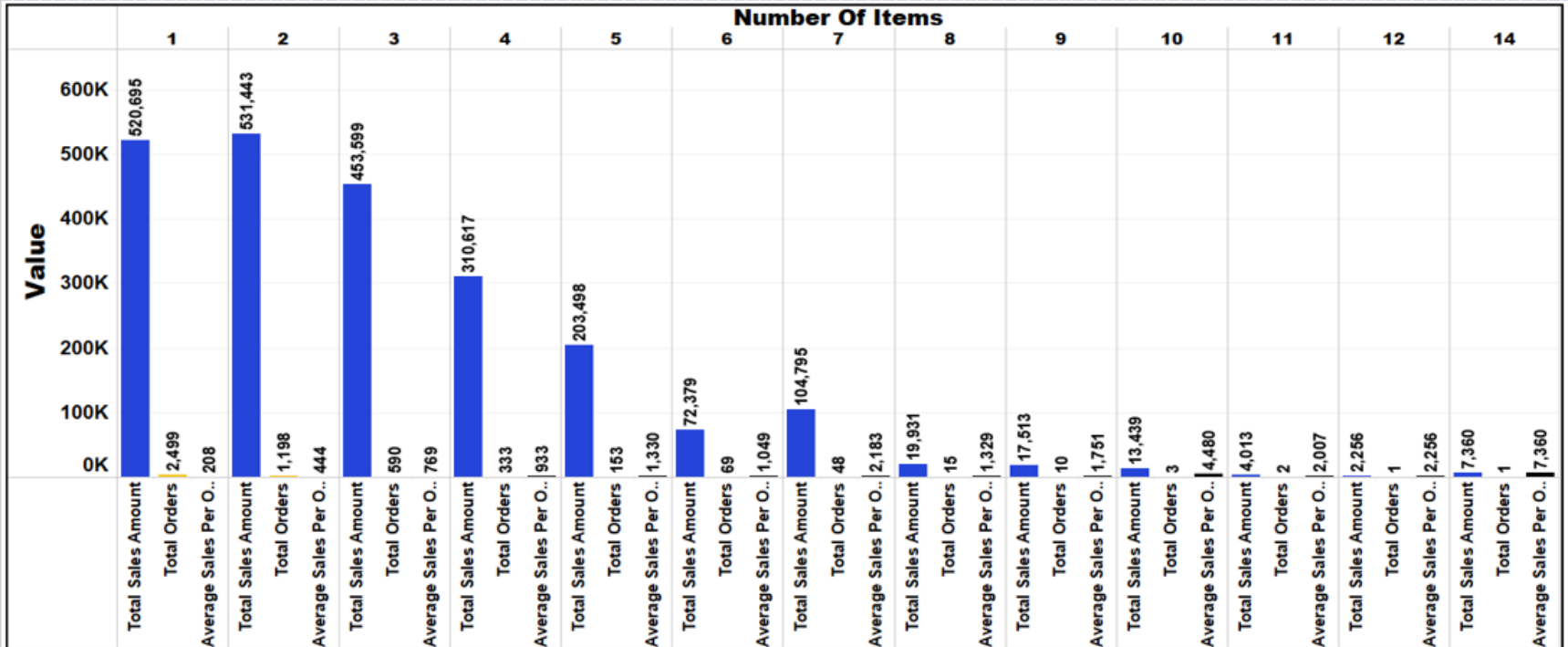
**How does the number of items per order impact total sales?**



## How does the number of items per order impact total sales?

### Measure Names

- Total Sales Amount
- Total Orders
- Average Sales Per Order



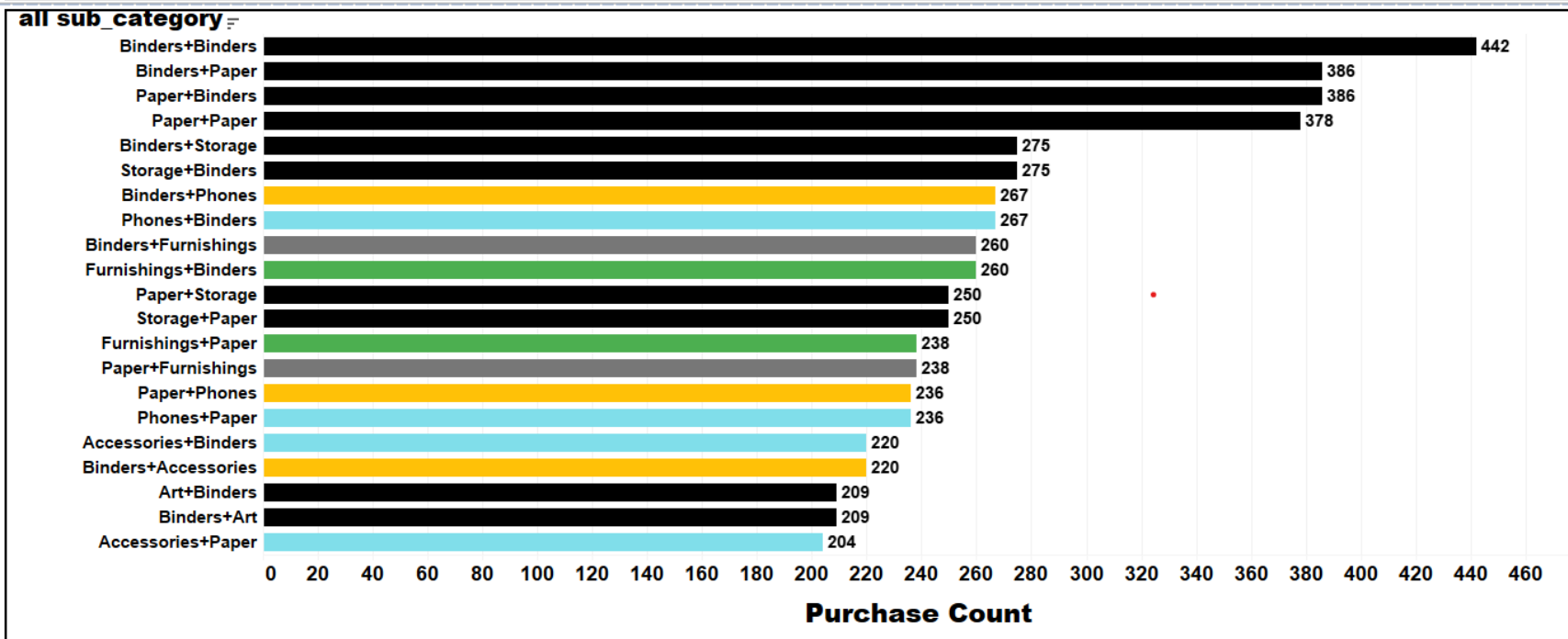
**Which \*Product Categories\* and \*Sub-Categories\* are frequently purchased together?**



## Which \*Product Categories\* and \*Sub-Categories\* are frequently purchased together?

ALL categories

- Office Supplies+Office Supplies
- Technology+Office Supplies
- Office Supplies+Technology
- Furniture+Office Supplies
- Office Supplies+Furniture



**How does the number of new customers (measured by \*Customer ID\*) compare to sales from returning customers?**





How does the number of new customers (measured by \*Customer ID\*) compare to sales from returning customers?

New Customer Count

6

New Customer Sales

1,109

Returning Customer Count

787

Returning Customer Sales

2,260,427

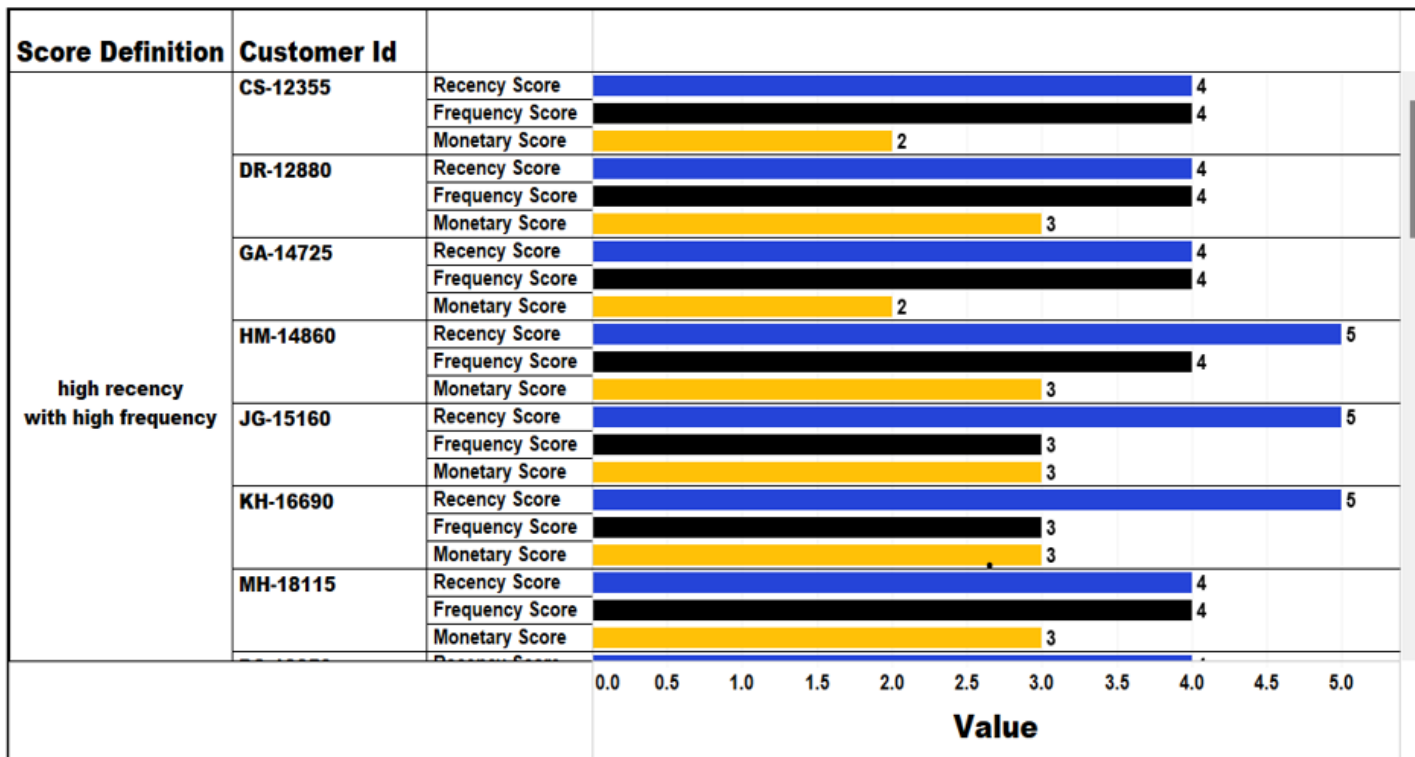
# RFM (Recency, Frequency, Monetary) analysis



## RFM (Recency, Frequency, Monetary) analysis

### Measure Names

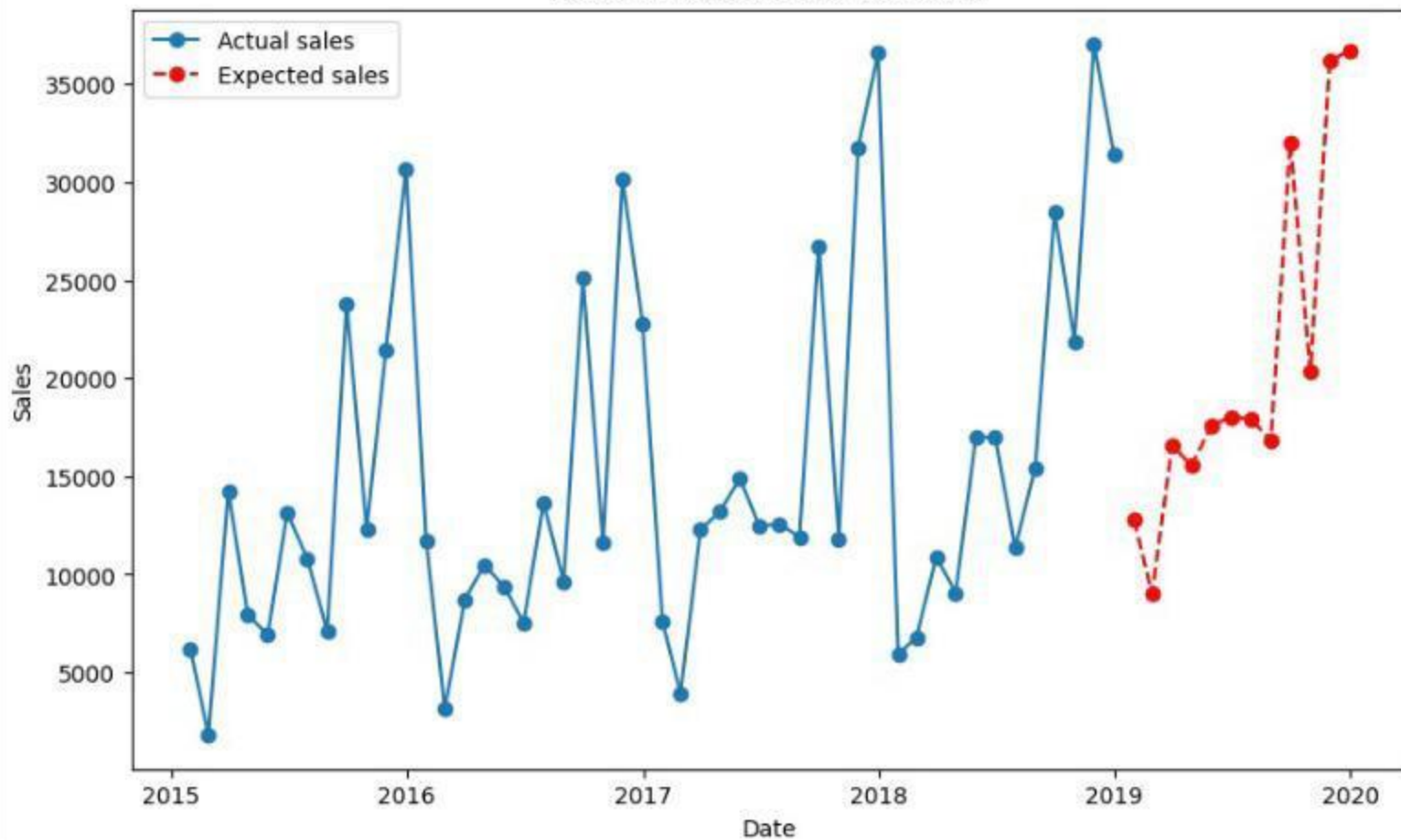
- Recency Score
- Frequency Score
- Monetary Score



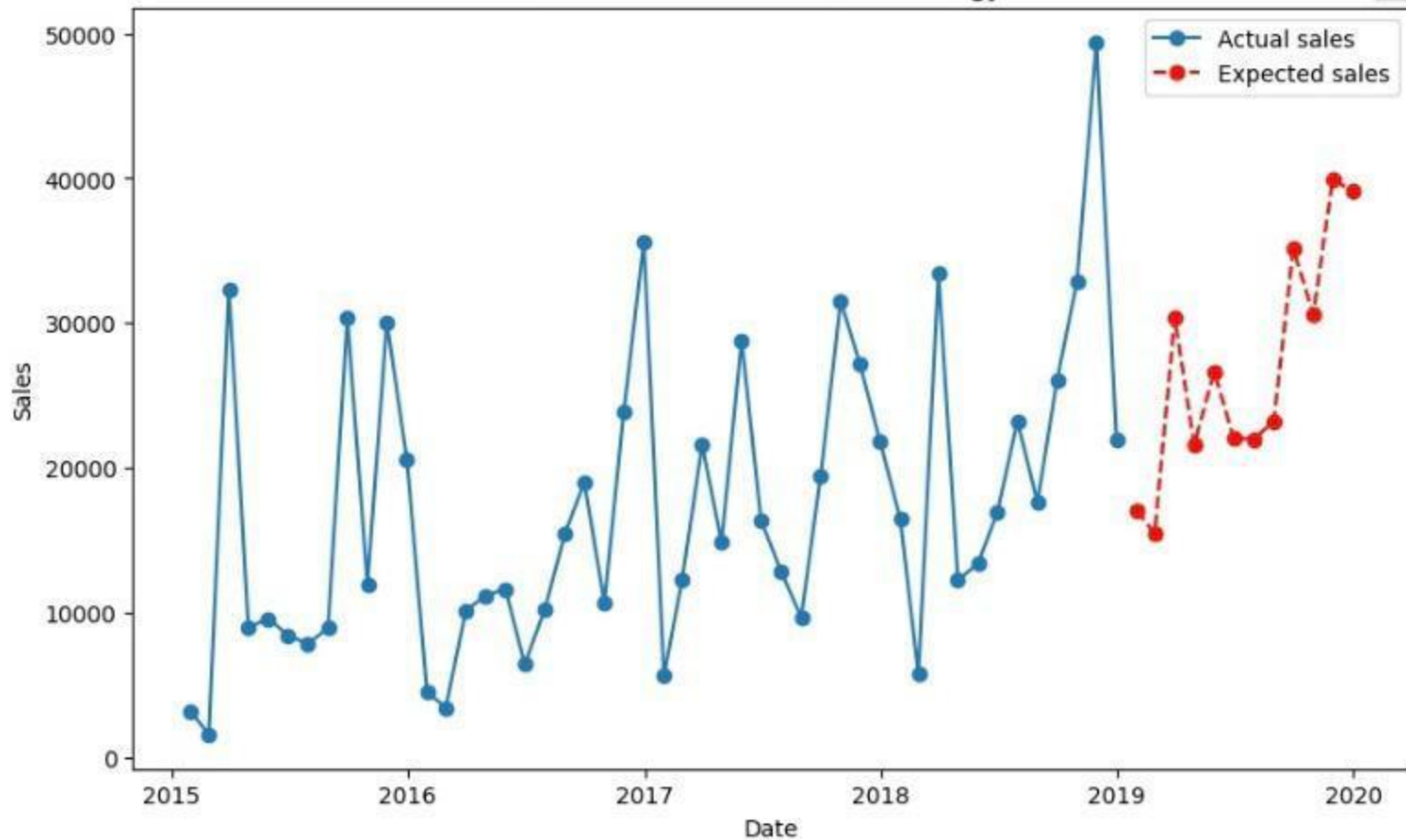
# Forecasting using Pandas and Matplotlib



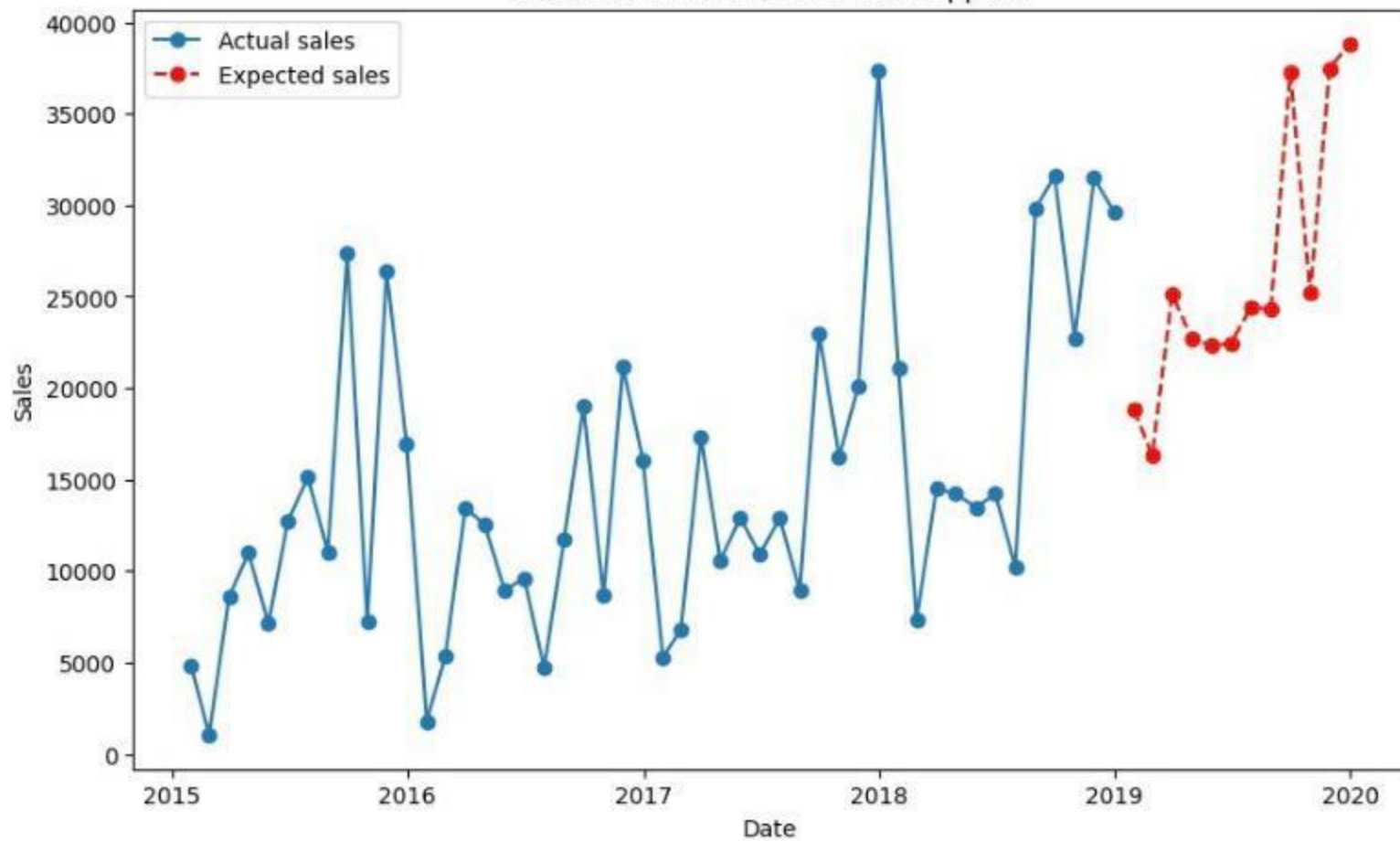
Sales forecast for the Furniture



Sales forecast for the Technology



Sales forecast for the Office Supplies





# Thanks!

- **Ahmed saber fahiem saeed**
  - **Mostafa Abdelkader**
  - **Abdullah Shehata Abd El Hamed**
  - **Mahmoud Ramadan**
- 