

General store Sales Analysis

Business Problem Statement:

In this “General 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 General store 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.