

Depi sales store project

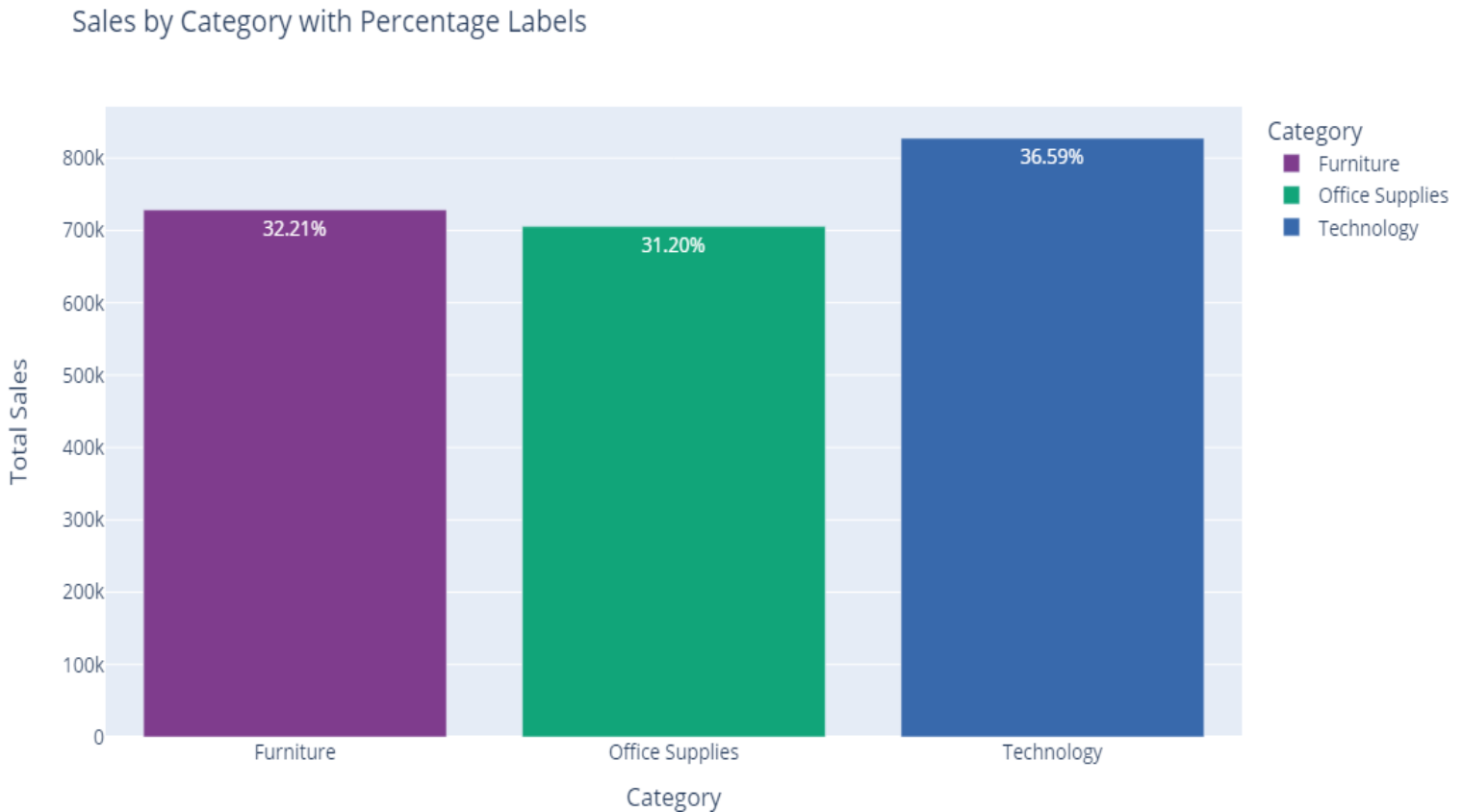
October 24, 2024

PERPEARED BY: ALI AHMED NOUR

EXECUTIVE OVERVIEW:

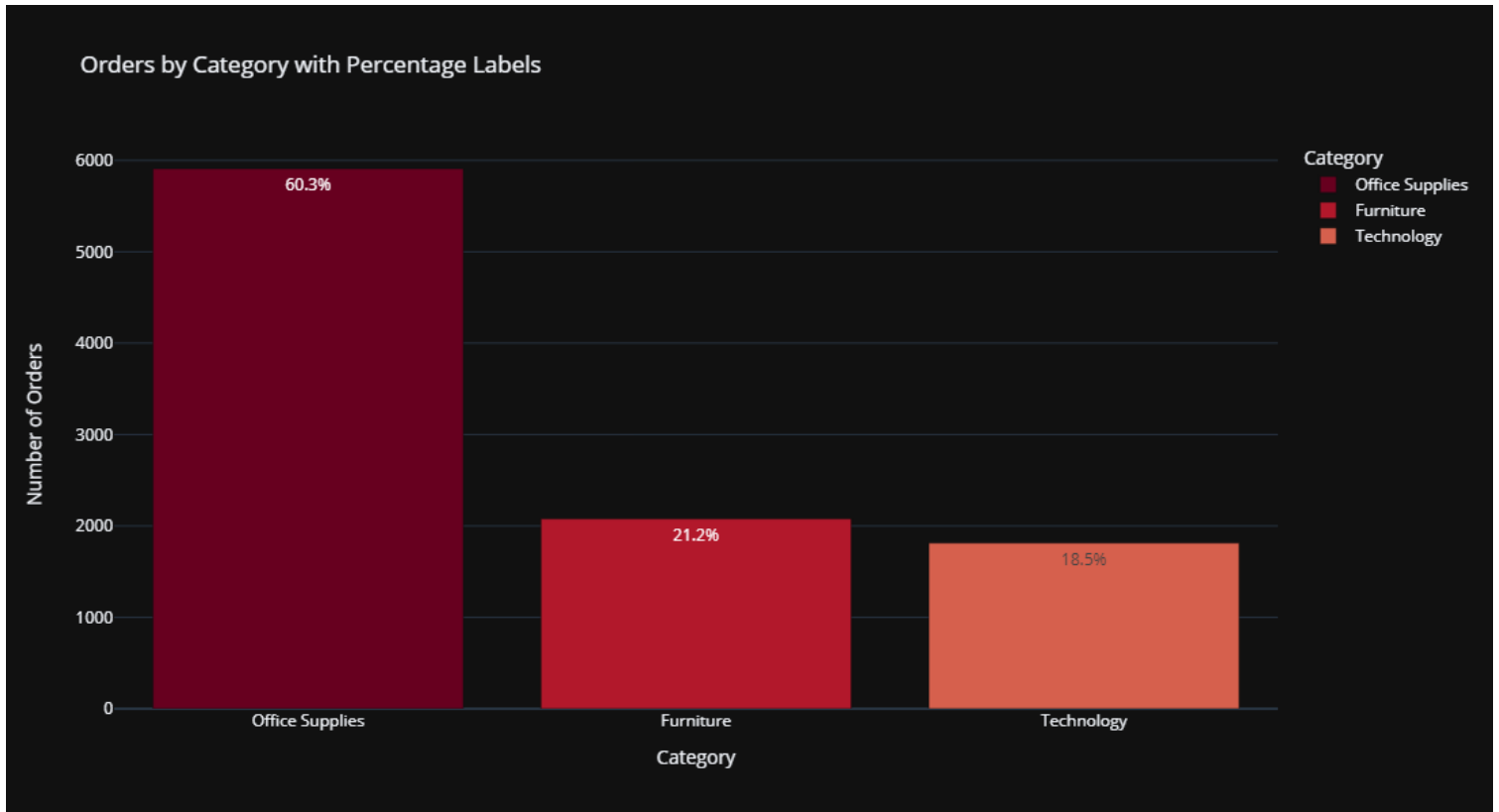
Superstore is a fictional retail company based in the United States. They specialize in selling furniture, office supplies, and technology products. This summer, they hired me as a Business Intelligence Analyst at their Seattle office. My role is to identify weaknesses and opportunities within their business, and my goal is to help them enhance their business growth and profitability.

What is the percentage of sales for each category in the data set?



RESULT : Technology has the highest sales at 36.59%, with a small 1% difference between Furniture (32.21%) and Office Supplies (31.20%).

What is the distribution of orders among different categories in the dataset, and which category has the highest number of orders?



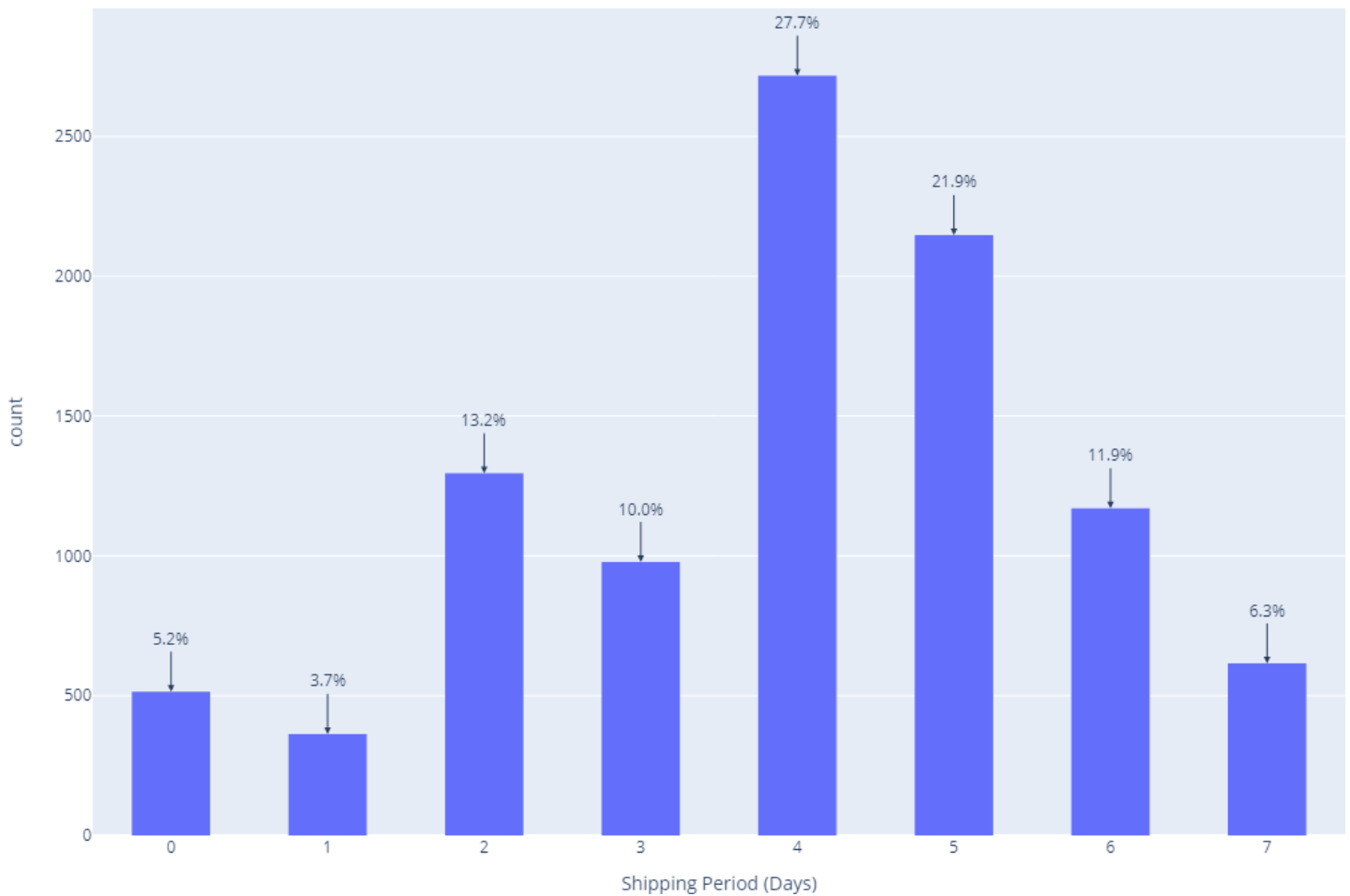
RESULT:

Despite having the lowest number of orders, the Technology category achieves the highest sales, indicating that its products are likely of higher value or price.

Office Supplies, on the other hand, has the highest number of orders but contributes less to overall sales. This suggests that the products in this category might be lower-priced or purchased in smaller quantities compared to Technology.

What is the distribution of different shipping periods in the datas

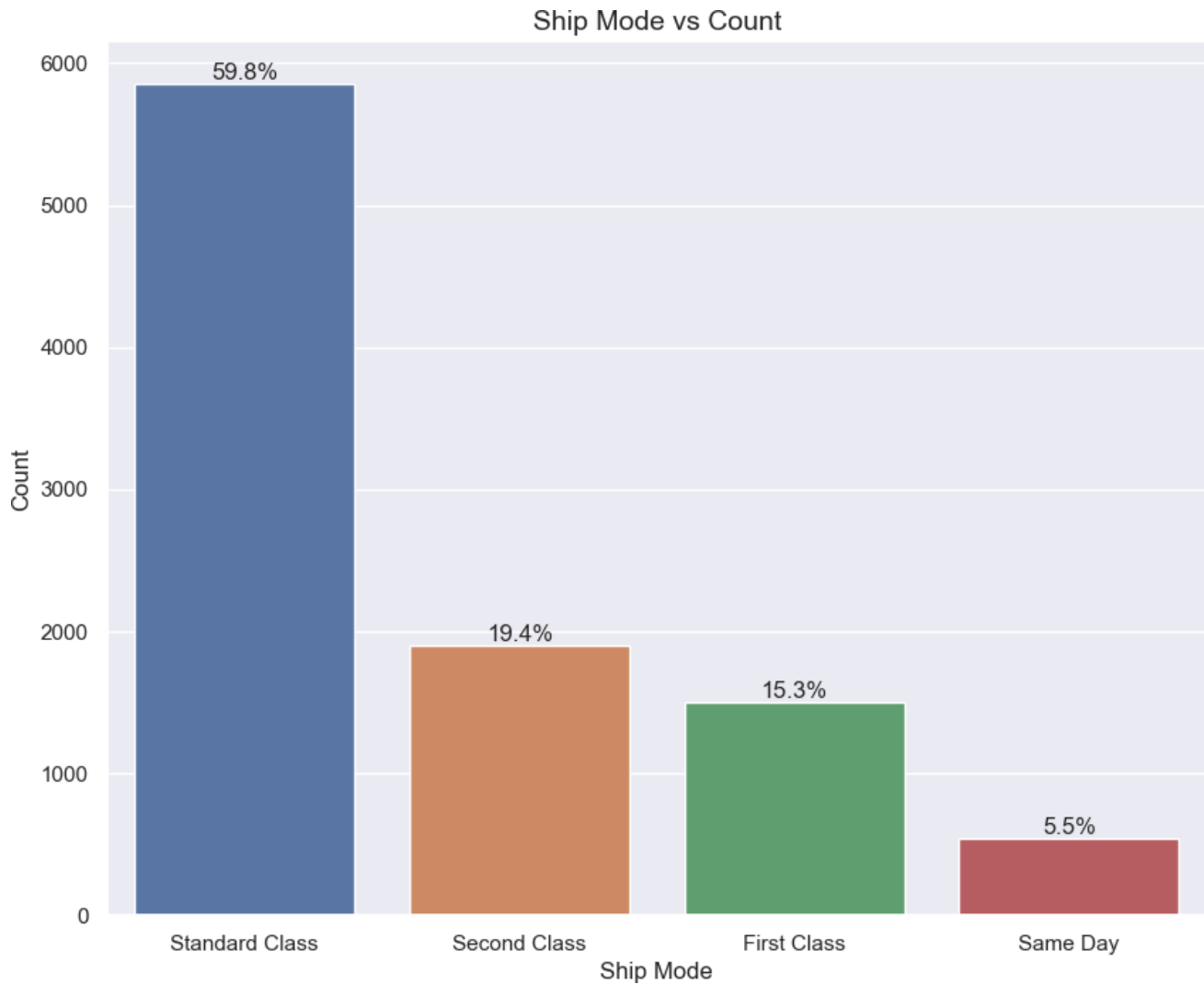
Distribution of Shipping Periods



RESULT:

Approximately 50% of the orders are delivered within 4 to 5 days

What is the distribution of different shipping modes in the dataset?



RESULT:

Approximately 60% of the orders are shipped via Standard Class.

What is the distribution of orders among different segments in the dataset, and which segment has the highest number of orders?

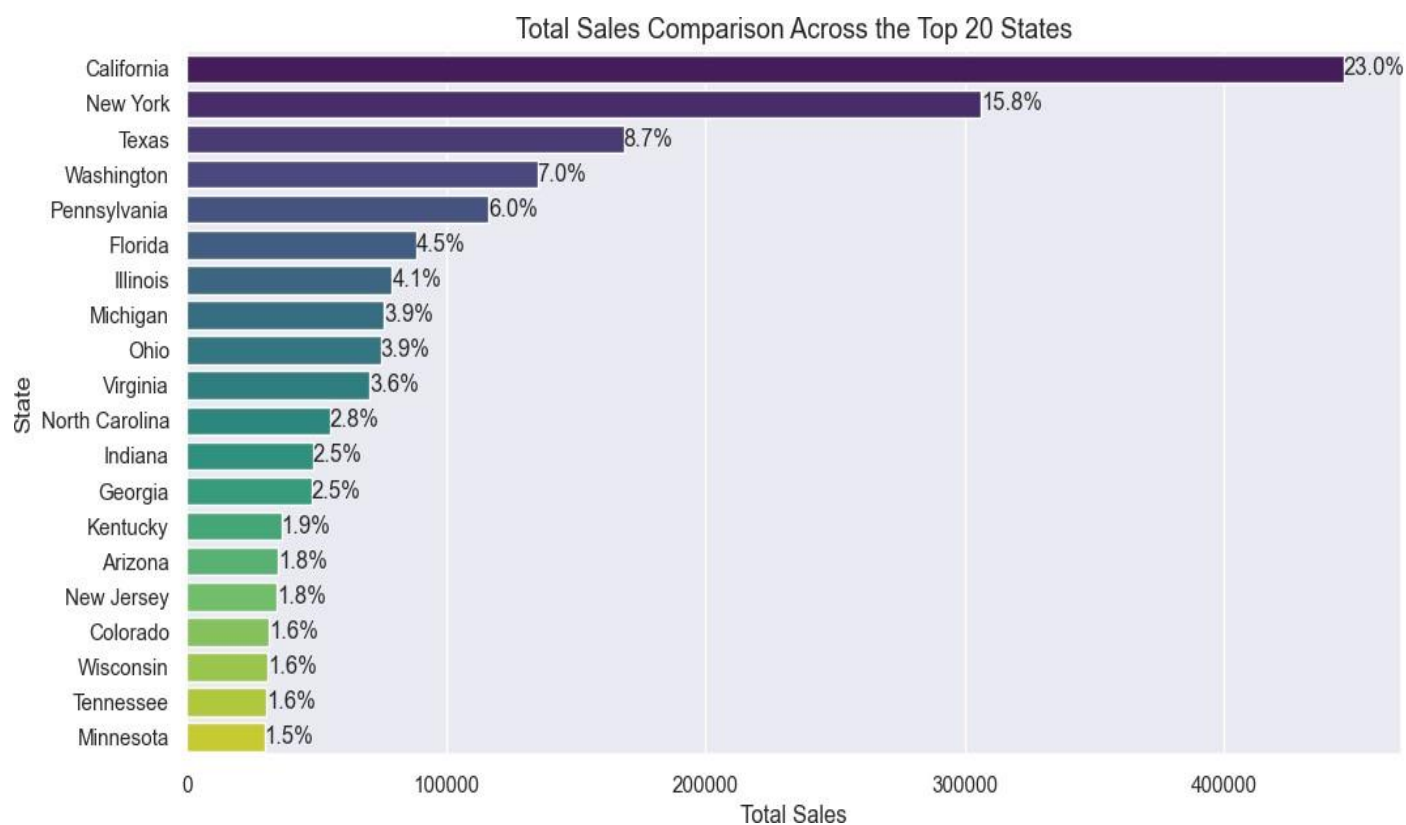
Segment



RESULT:

Approximately half of the total orders come from the “CONSUMER” segment.

How do the total sales compare across the top 20 states in the dataset?

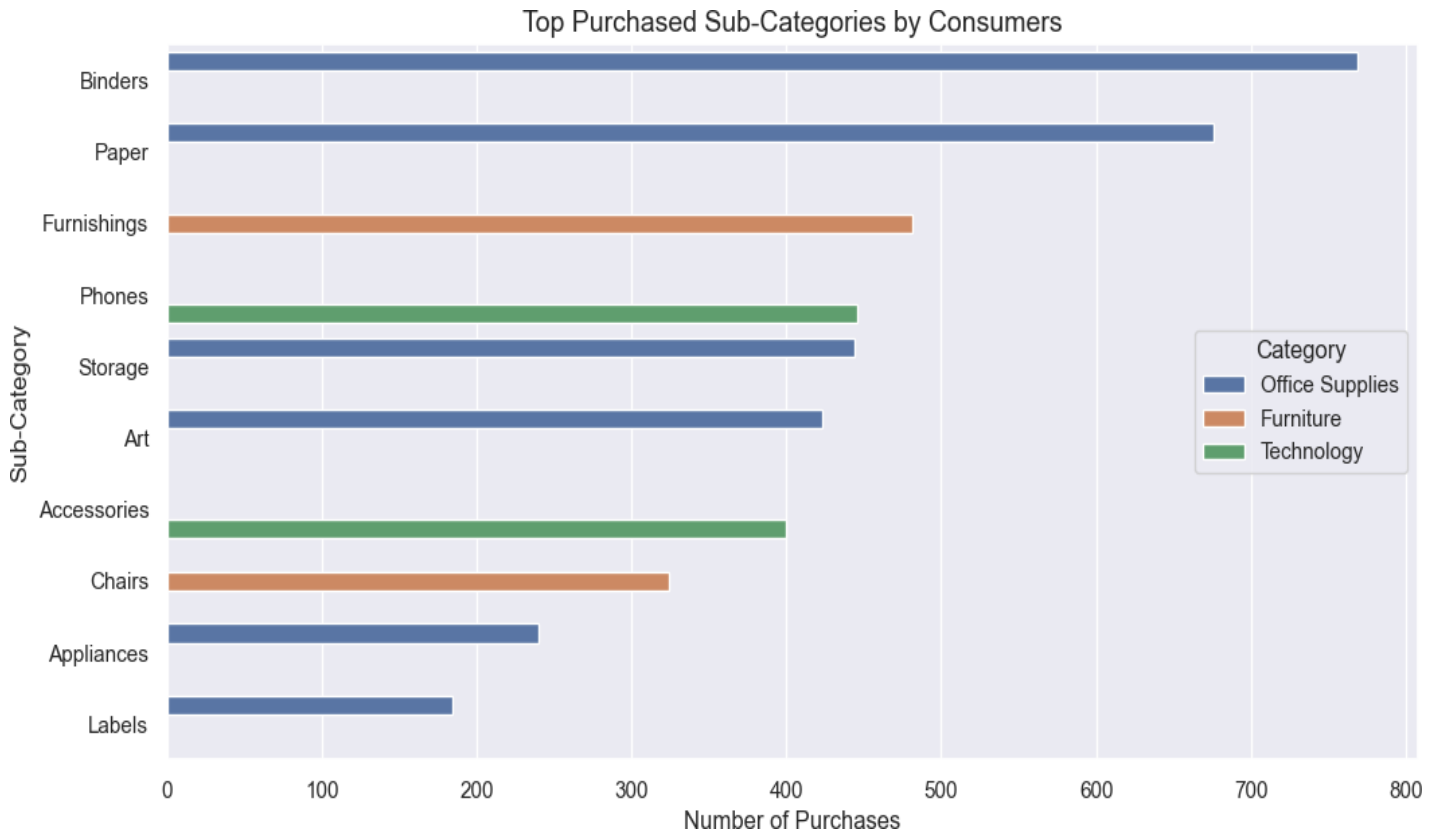


RESULT:

Most of the Orders are from California and New York States

SECONED Bivariate analysis QUESTIONS

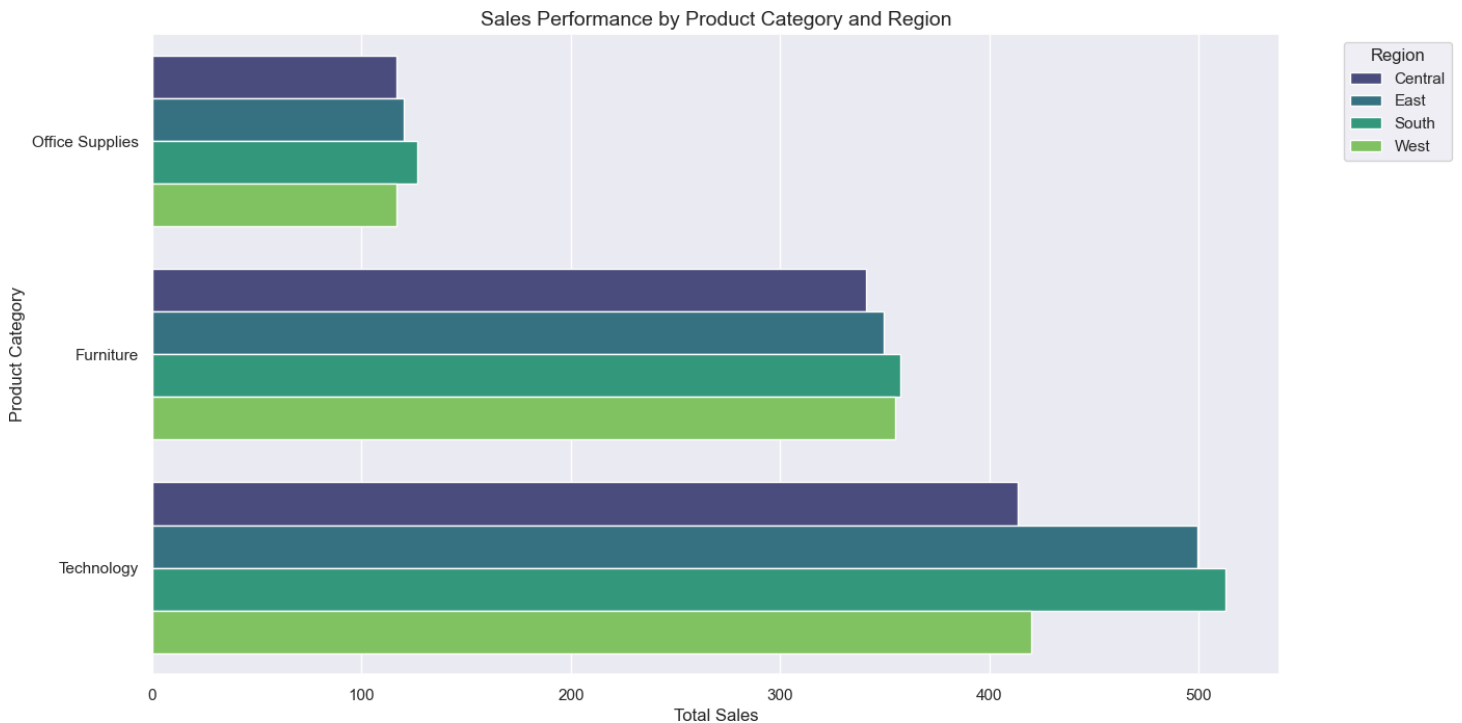
What are the top purchased sub-categories and their categories by the ‘Consumer’ segment?



RESULT:

The most purchased Category is: Office Supplies and Sub-Category is: Binders with 769 purchases.

what is the impact on products category and regions on sales performance ?

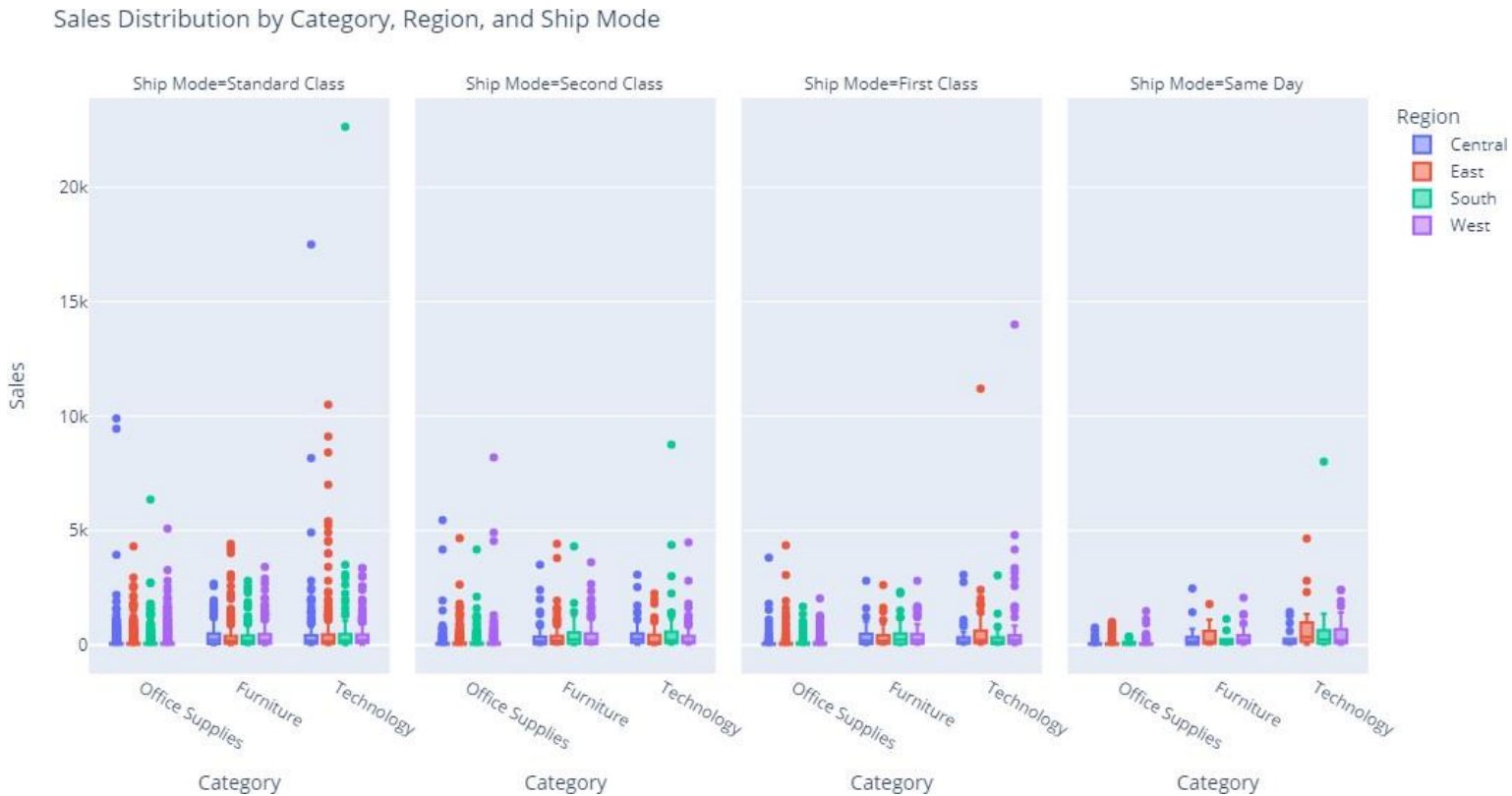


RESULT :

- 1. Technology:** Has the highest sales across all regions, especially in the West region.
- 2. Furniture:** Shows moderate sales with a consistent performance across regions.
- 3. Office Supplies:** Has the lowest sales in all regions, with the South region showing the least performance.

Third multivariate analysis

Sales Distribution by Category, Region, and Ship Mode



result and insights

Average Sales: \$119.38

Most Common Region: West

Most Common Ship Mode: Standard Class Furniture

Average Sales: \$350.69 Most Common Region: West

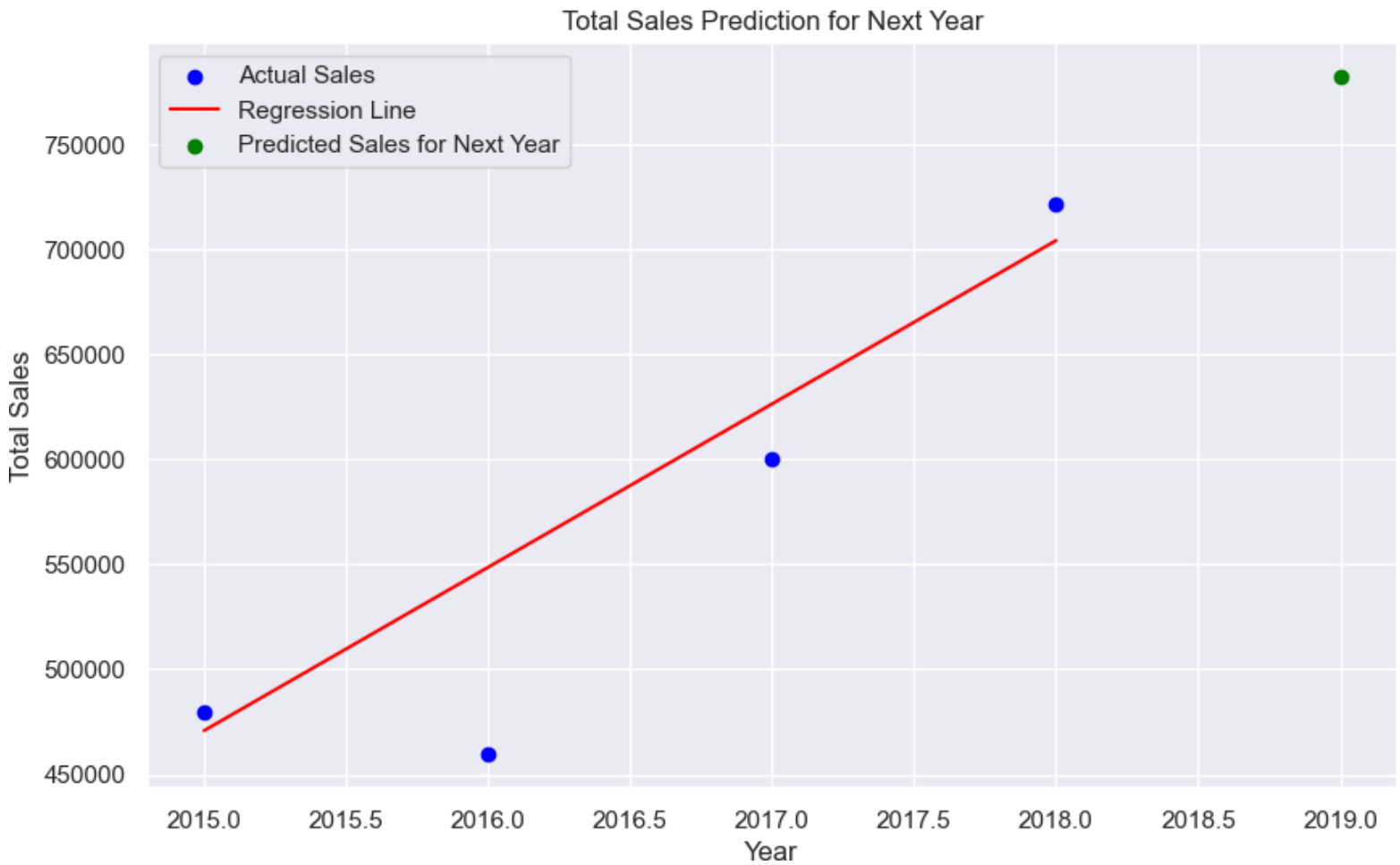
Most Common Ship Mode: Standard Class Technology

Average Sales: \$456.40 Most Common Region: West

Most Common Ship Mode: Standard Class

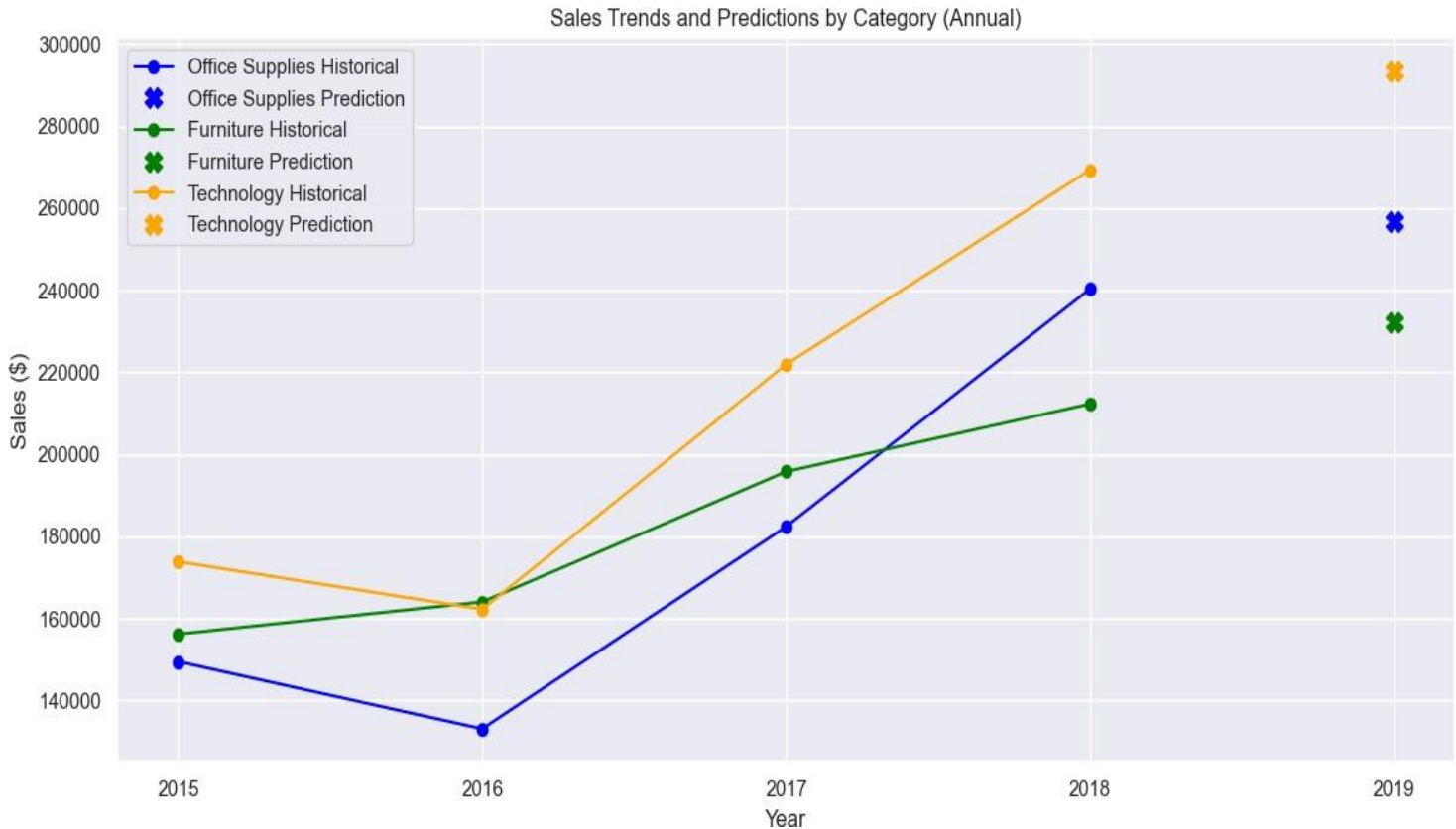
Forecasting Questions Phase

What will be the total sales in the next year?



The predicted sales for the next year: \$782360.88

How will sales vary by product category over the next year?



Sales Predictions for Next Year by Category:

The predicted sales for Office Supplies is: \$256,819.91

The predicted sales for Furniture is: \$232,122.05

The predicted sales for Technology is: \$293,418.91

Final Insights

Ship Mode of most of the Orders is Standard Class Most of the Orders are from Consumers.

Most of the Orders in Category are Office Supplies.

Most of the Orders in Sub-Category are Binders and Papers.

Most of the Orders are from California and New York States.

Most of the Sales are from California and New York States.

Most of the Sales are from New York City and Los Angeles.

Most of the Sales are from Technology Products.

Most of the Sales are from Consumers.

Most of the Sales are from West Region.

The Canon imageCLASS 2200 Advanced Copier Product achieved.

The Most Sales Recommendations & Next Steps

- 1. Enhance shipping options to reduce delivery times.**
- 2. Target high-profit regions with focused marketing strategies.**