

Dataset name: Superstore Sales Dataset

Group NO.: 419B-Group 3

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Superstore sales dataset

-the key objectives of the superstore sales dataset.

**1-Sales Performance Analysis:**

* Identify top-performing products and categories.
* Analyze total sales overtime (monthly, yearly trends).
* Compare sales performance across different regions.

**2-Customer Behavior & Segmentation:**

* Identify key customers based on purchase frequency and value.
* Understand how different customer segments contribute to revenue.
* trends in consumer behavior across different regions and segments.

3-**Shipping & Delivery Analysis:**

* Evaluate how different shipping modes affect delivery time.
* Identify any delays in order fulfillment.
* Determine the most frequently used shipping methods and their impact on sales.

4-**Geographical Insights:**

* Compare sales trends across cities, states, and regions.
* Identify areas with high or low demand for specific products.

5-**Product & Category Insights:**

* Determine the best-selling product categories and sub-categories.
* Assess the impact of different product categories on overall sales.

**6-Revenue Optimization:**

* Identify the most profitable products and categories.
* Analyze the effect of discounts or promotions on sales.
* Evaluate the profitability of different customer segments.

**7-Order Processing & Efficiency:**

* Evaluate order fulfillment times to detect delays or inefficiencies.
* Identify bottlenecks in the supply chain that impact sales.
* Optimize shipping modes based on cost and delivery speed.

**8-Pricing Strategy Analysis:**

* Determine the impact of pricing on sales volume.
* Compare average selling price across different categories.
* Identify price-sensitive products and customer segments.

**9-Order & Sales Performance Analysis:**

* Analyze total sales trends over time (daily, monthly, yearly).
* Determine the most profitable order categories.
* Identify patterns in high-value and low-value orders.
* Calculate the average sales value per order.

**10-Product Performance & Category Insights:**

* Identify the best-selling product categories and subcategories.
* Determine which products contribute most to overall revenue.
* Analyze sales trends for each category over time.
* Find products that are frequently purchased together.
* Identify slow-moving products that may need promotional discounts.