

Superstore Data Analysis Insights

Dataset Overview:

- **Total Records:** 9,994
- **Columns:** 12, including Ship Mode, Segment, Country, City, State, Region, Category, Sub-Category, Sales, Quantity, Discount, and Profit.
- **Unique Categories:**
 - **Ship Modes:** Second Class, Standard Class, First Class, Same Day.
 - **Segments:** Consumer, Corporate, Home Office.
 - **Categories:** Furniture, Office Supplies, Technology.

Key Statistics:

- **Sales:**
 - Mean: \$229.86
 - Max: \$22,638.48
 - Min: \$0.44
- **Profit:**
 - Mean: \$28.66
 - Max: \$8,399.98
 - Min: -\$6,599.98 (indicating significant losses in certain transactions).
- **Discount:**
 - Mean: 15.62%
 - Max: 80.00%
 - Min: 0.00%

Data Quality:

- No missing values or null entries across all columns.
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Regional Analysis:

1. **Sales:**
 - **West:** Highest sales region.
 - **Central:** Moderate sales.
 - **South:** Relatively lower sales.
2. **Profit:**
 - **West:** Contributed the most to profit.

- **Central:** Lowest profitability despite moderate sales, potentially due to higher discounts or operational inefficiencies.
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Category-Wise Analysis:

1. Sales Contribution:

- Technology: 35%
- Office Supplies: 31%
- Furniture: 34%

2. Profit Contribution:

- Technology: Leading contributor to profit.
 - Office Supplies: Moderate profit.
 - Furniture: Lowest profit, indicating the need for margin review.
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State-Wise Insights:

1. States such as **California** and **New York** generated the highest sales and profits.
 2. States like **Texas** and **Florida** show moderate sales but lower profits, requiring a deeper dive into discount and operational cost structures.
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