

OBJECTIVE

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To contribute to the success of a business by utilizing data analysis technology special focusing on time series analysis, to provide valuable insights and accurate sale forecast

Super Store Sales Dashboard

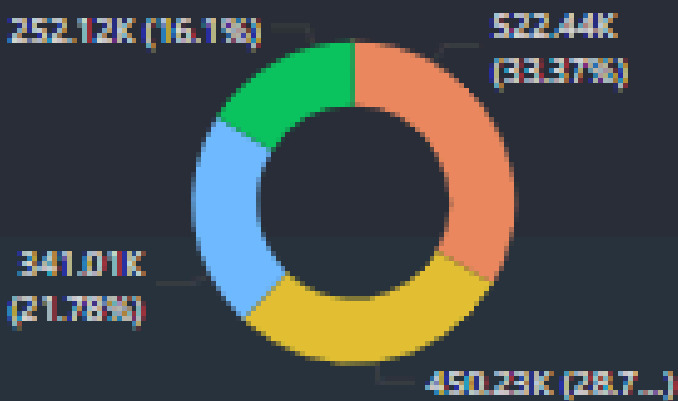
Central

East

South

West

Sales by Region



SALES

1,566K

QUANTITY

22K

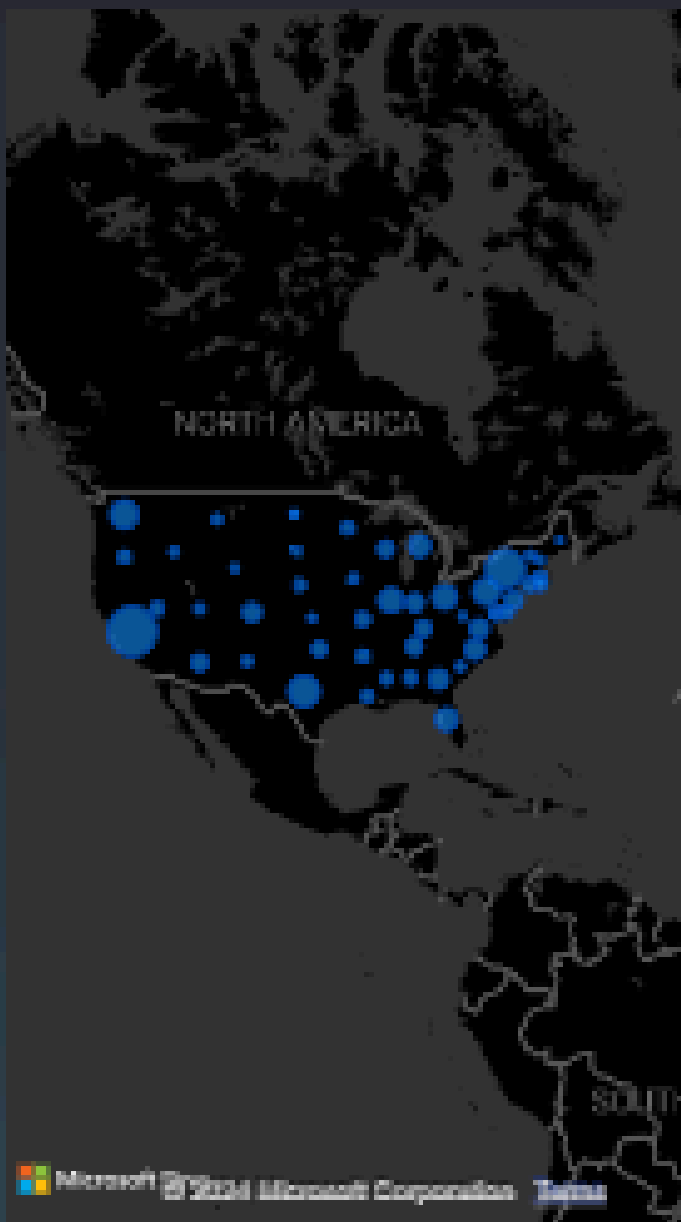
PROFIT

22.3K

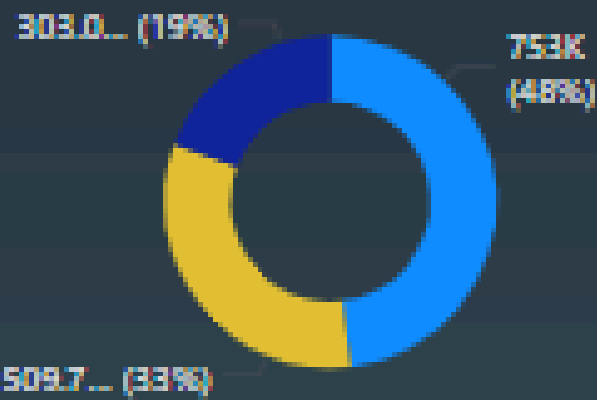
Average delivery days

4

Sum of Sales and Sum of Profit by State

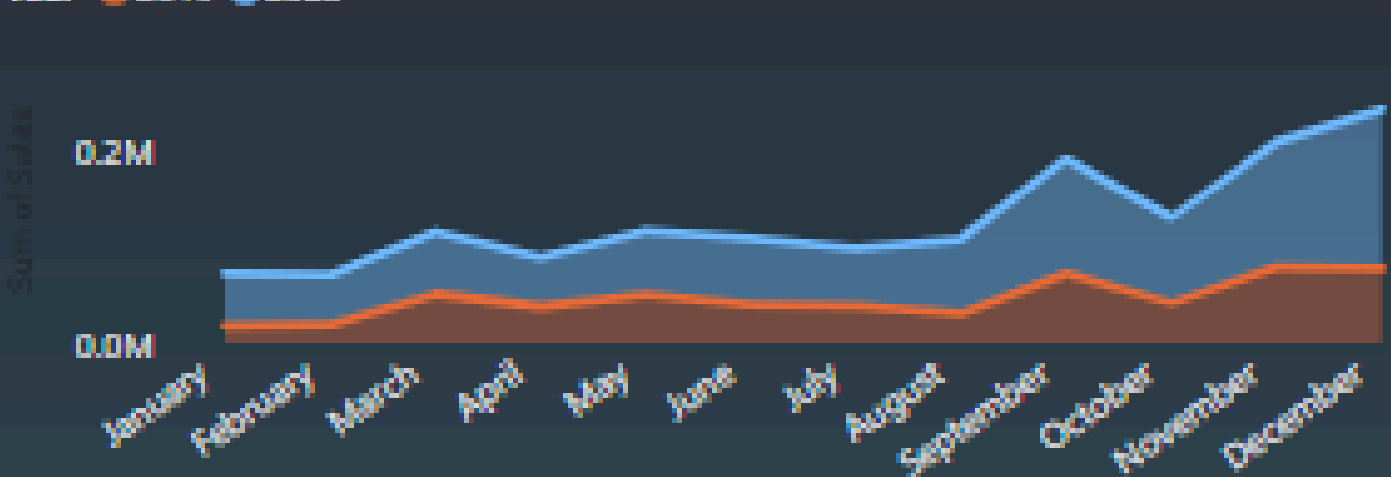


Sales by Segment

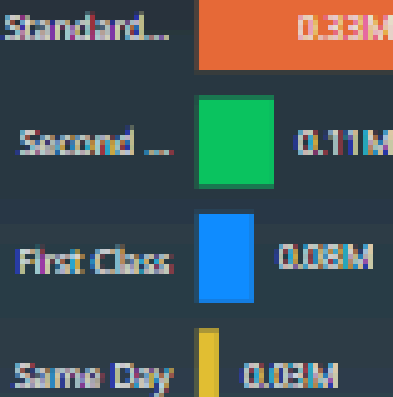


Month Sales by YOY

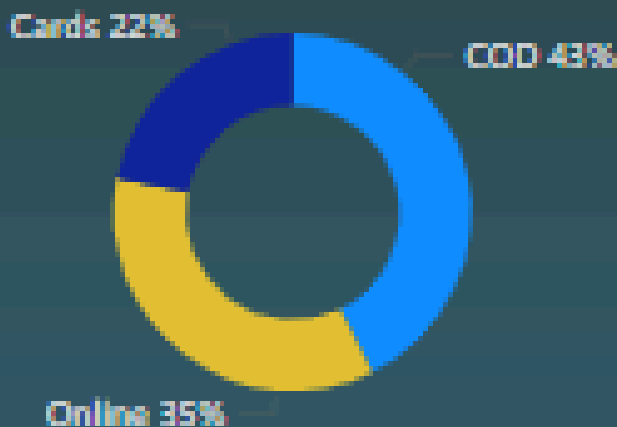
Year 2019 2020



Sales by Ship Mode

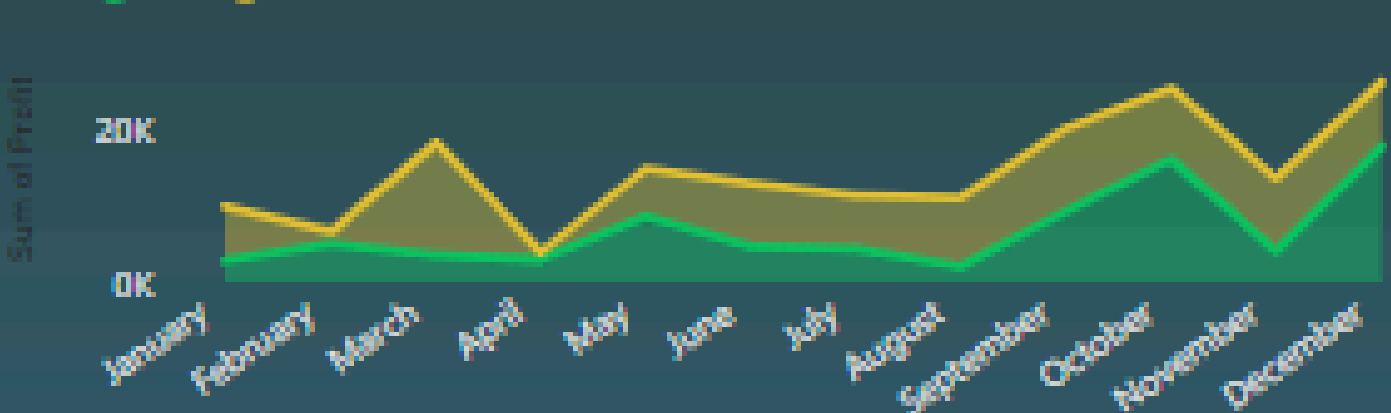


Sales by Payment Mode

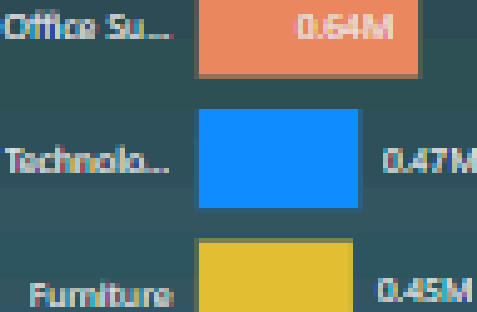


Month Profit by YOY

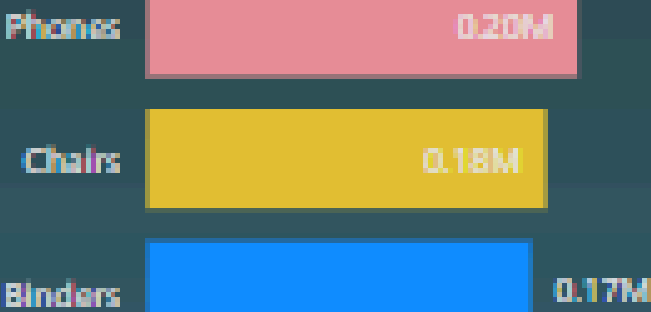
Year 2019 2020



Sales by Category

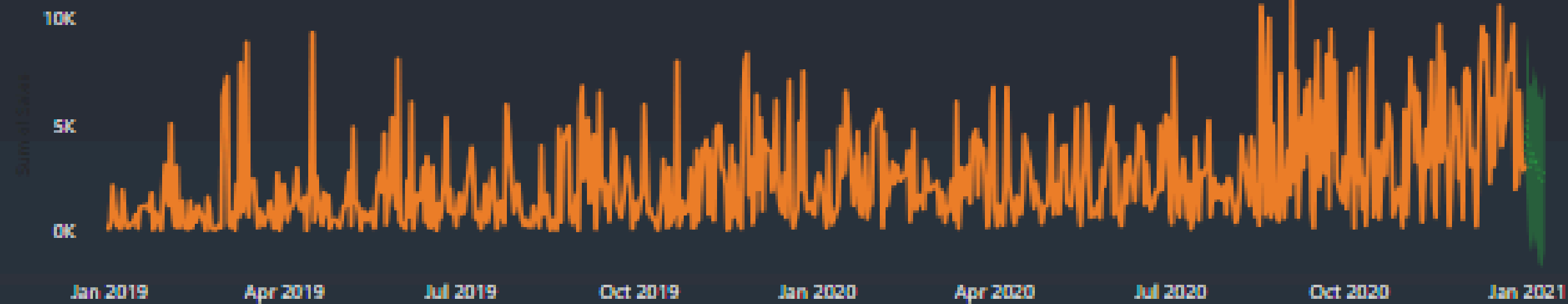


Sales by Sub-Category



Super Store Sales Forecast-15 days Forecast

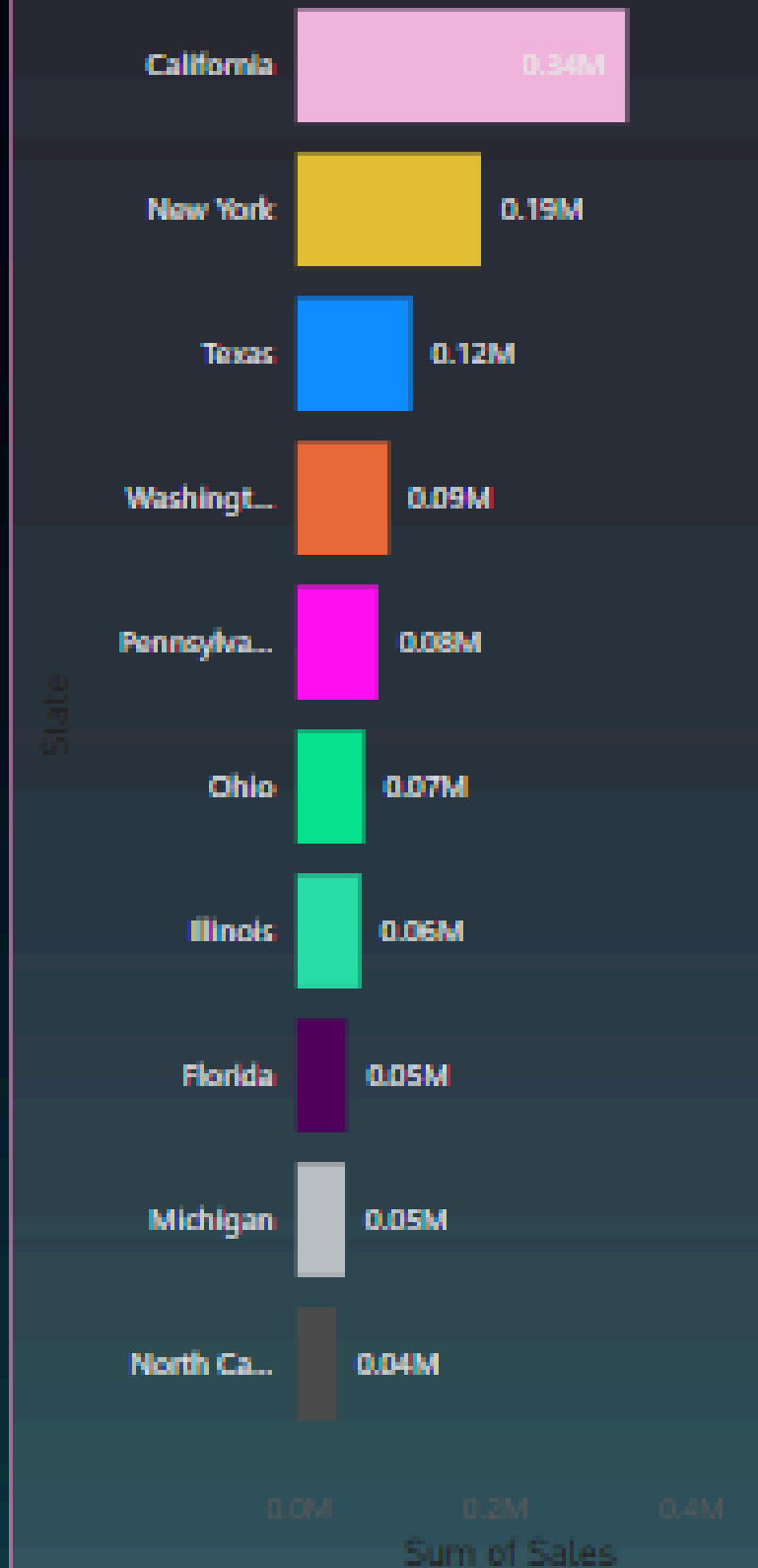
Super Store Sales Forecast-15 days Forecast



Super Store Sales Forecast-15 days Forecast



Sum of Sales by State

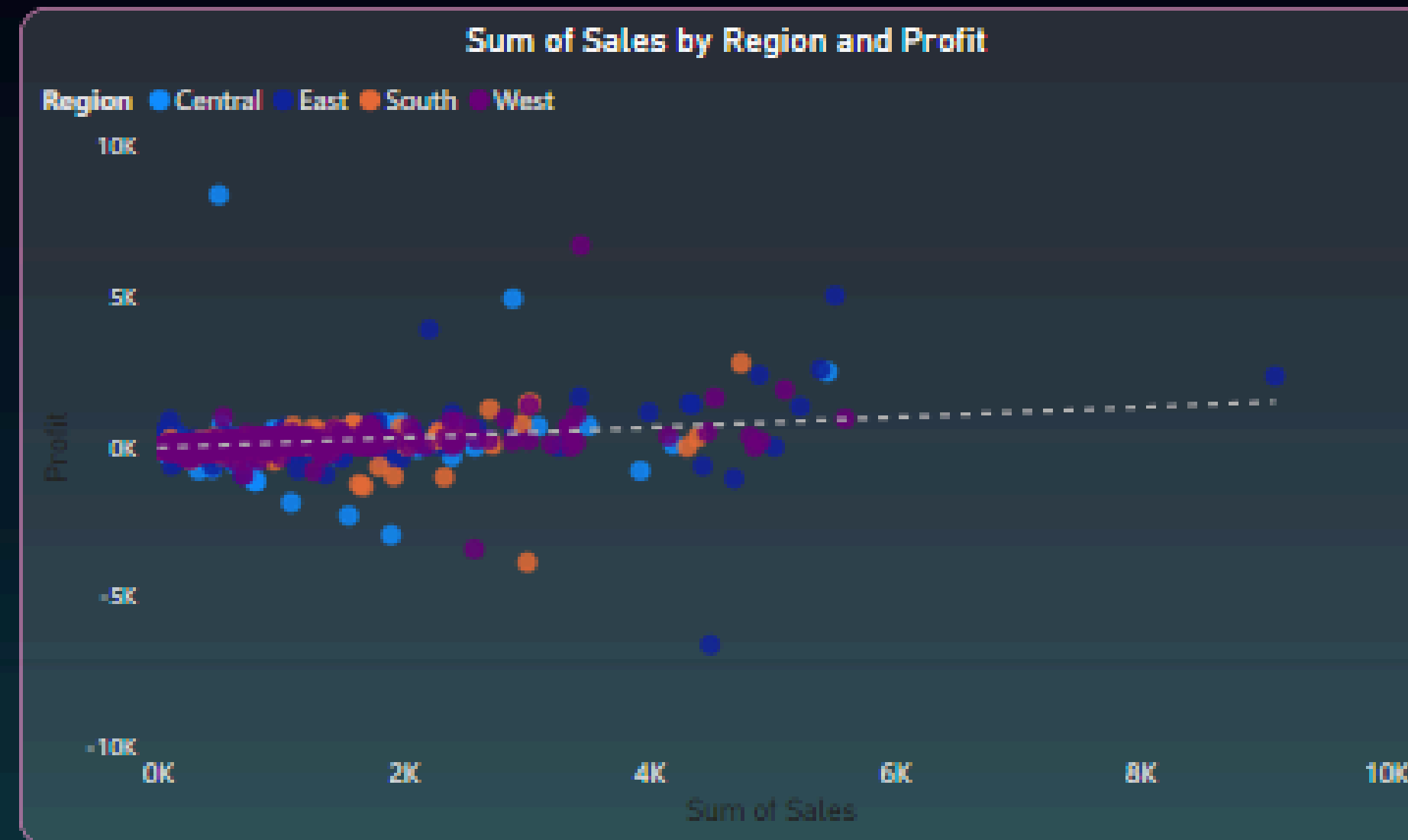
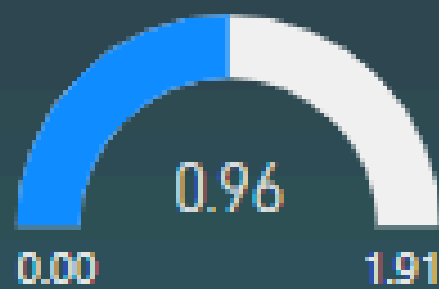


Is there correlation between profit and sales

Sales and Profit
correlation for Region

0.96

Sales and Profit
correlation for
Region



Region

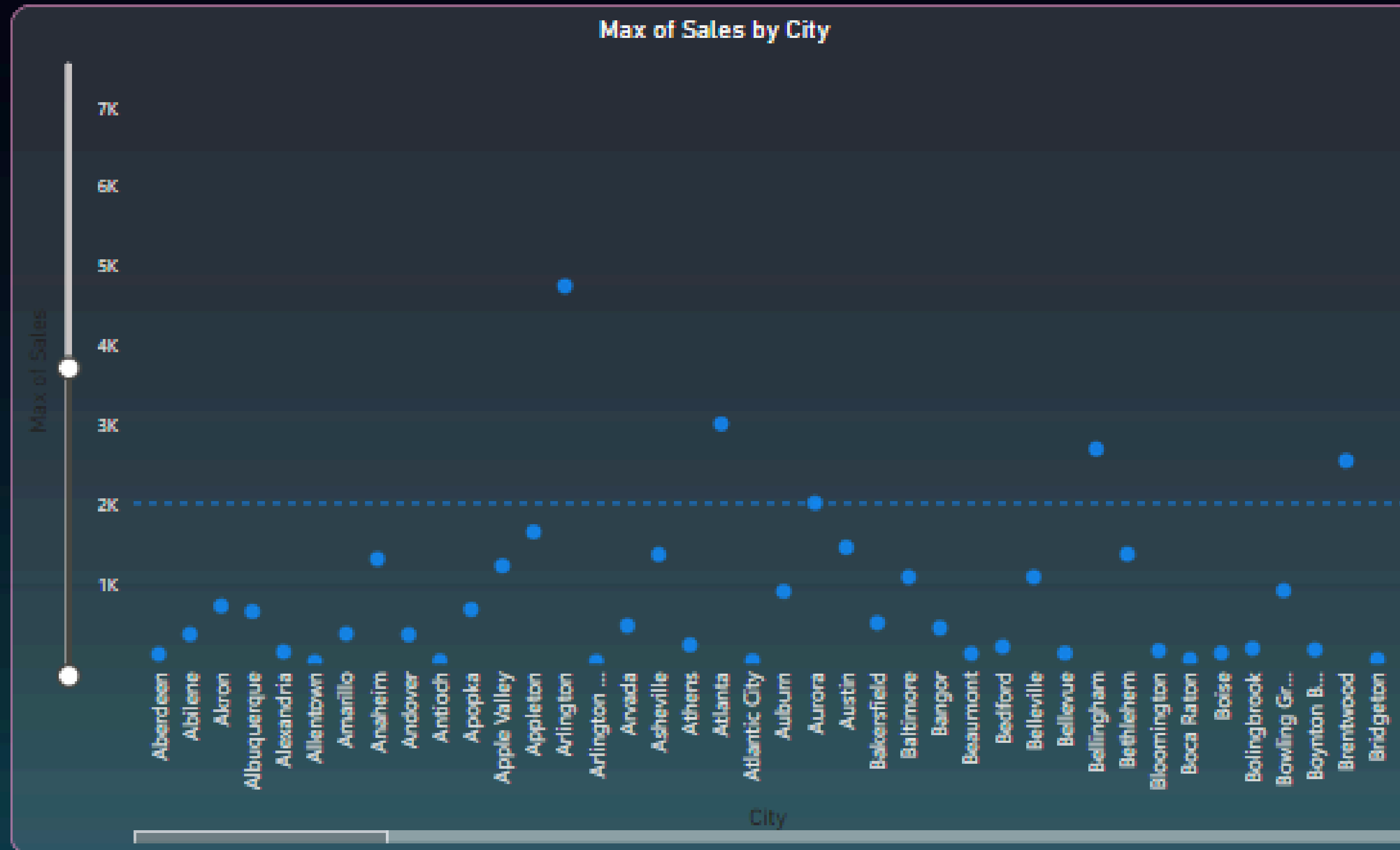
Central

East

South

West

Is there outliers in the city wise sales?

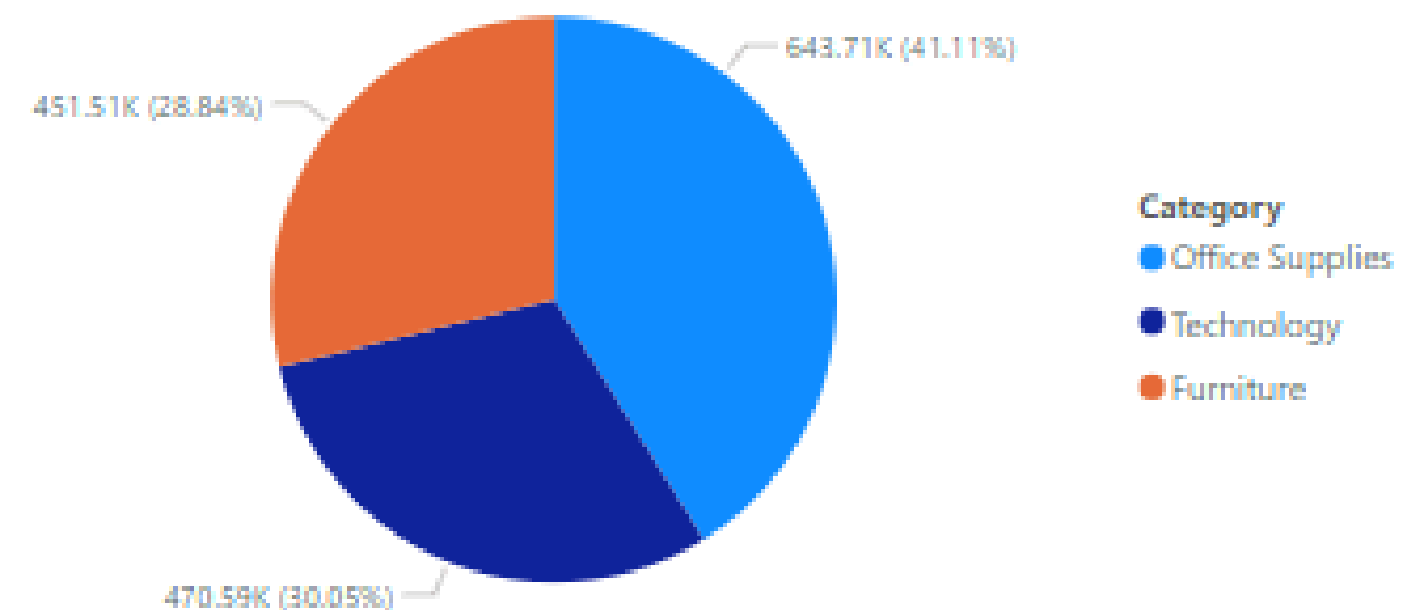


Are there any underperforming products that need attention or improvement?

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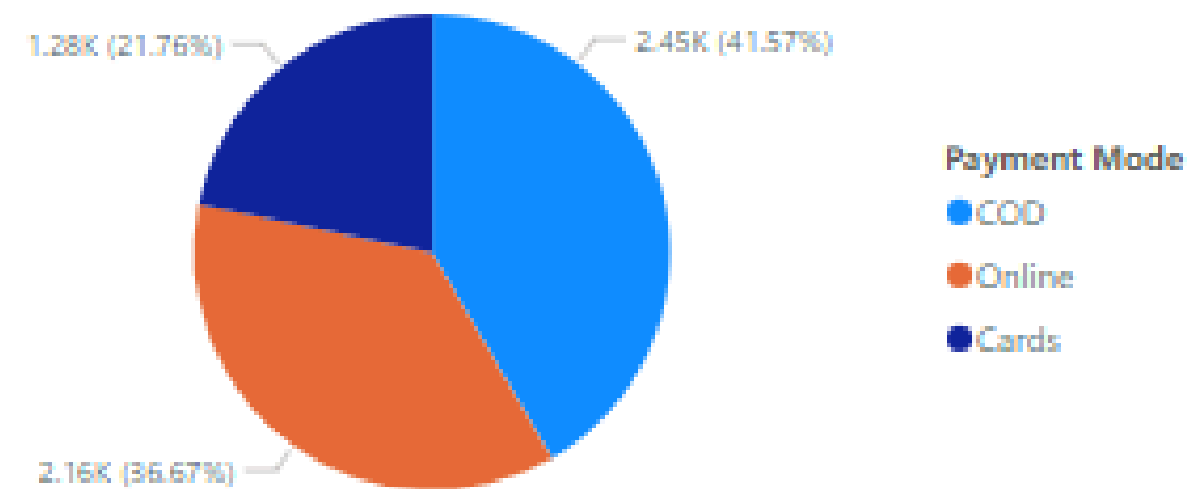
lowest 5 sales	Count of Sales	Category
Supplies	112	Office Supplies
Fasteners	121	Office Supplies
Envelopes	133	Office Supplies
Labels	185	Office Supplies
Art	433	Office Supplies
Total	955	

Sum of Sales by Category



Which mode of payment is being used the most?

Count of Payment Mode by Payment Mode



conclusion

- 1. COD orders are associated with a higher risk of fraudulent orders or non-delivery since payment is collected after the goods have been dispatched. E-commerce businesses may incur losses from fraudulent transactions or goods not being delivered and returned.

Insights

1. the most common shipping modes used in this dataset **standard class**
2. On an average **4 days** does it takes for delivery?
3. 15- days forecast sales suggests that on 10 jan 2024 the average sales of the day can be 2983.04
4. The highest month sale is by day is **78399** for 2019 and **166185** for 2020
5. Top sales by category and sub- category are **phone** and **office supply**