# Superstore Sales Analysis

The Superstore dataset represents transactional sales data from a fictional retail chain in the United States. It includes detailed information about orders placed between 2015 and 2018 across various product categories, customer segments, and regions. This dataset contains key fields such as sales, profit, discount, shipping mode, order dates, and customer demographics.

The objective of this analysis is to uncover actionable business insights by visualizing sales trends, customer behavior, product performance, and operational efficiency. Using tools like Tableau, we aim to highlight areas of strength and opportunities for improvement to support strategic decision-making.
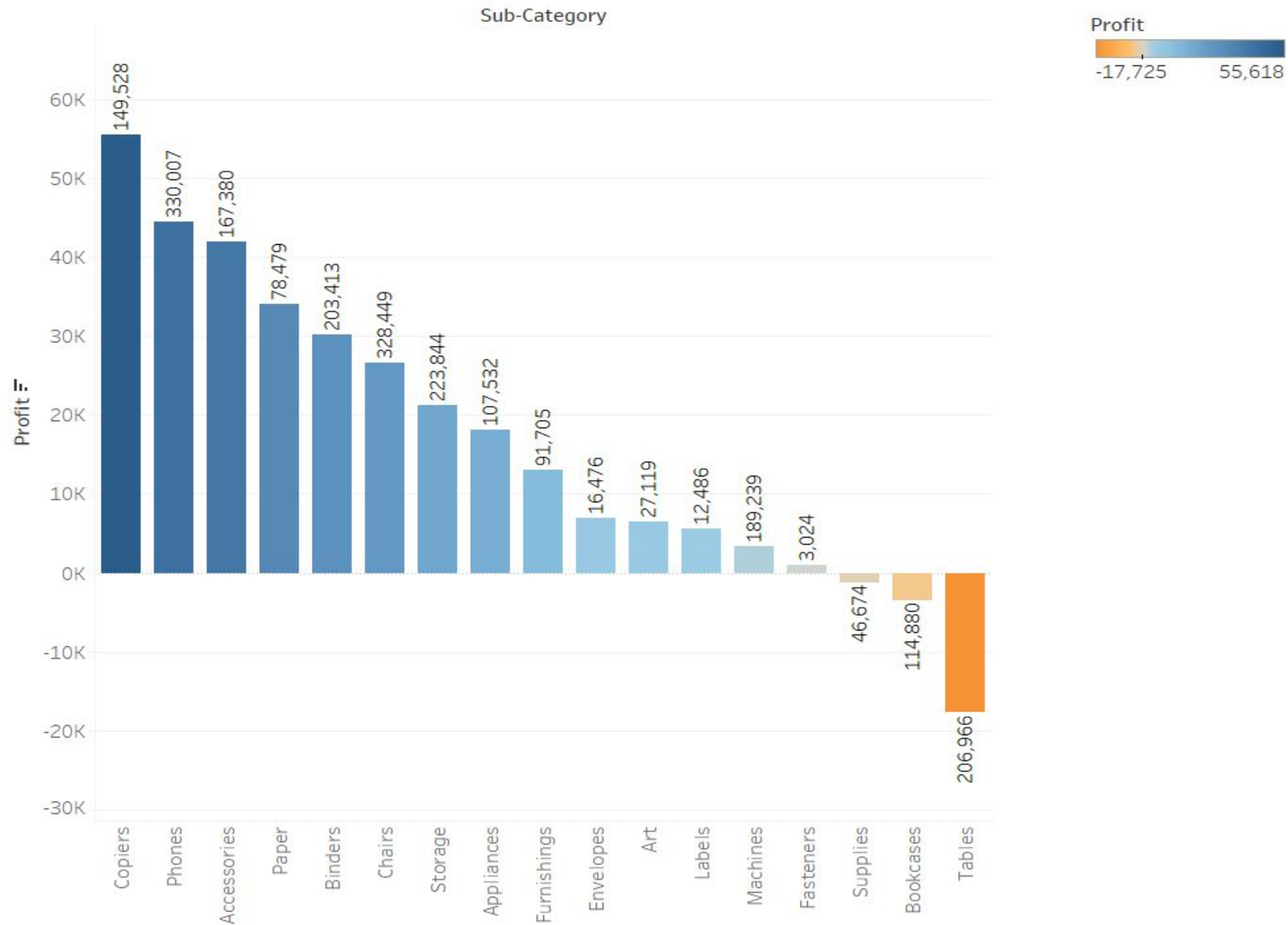
Sales and Profit by Region

The West region generates the highest sales and profit, while the South has relatively high sales but lower profitability. Central shows moderat..
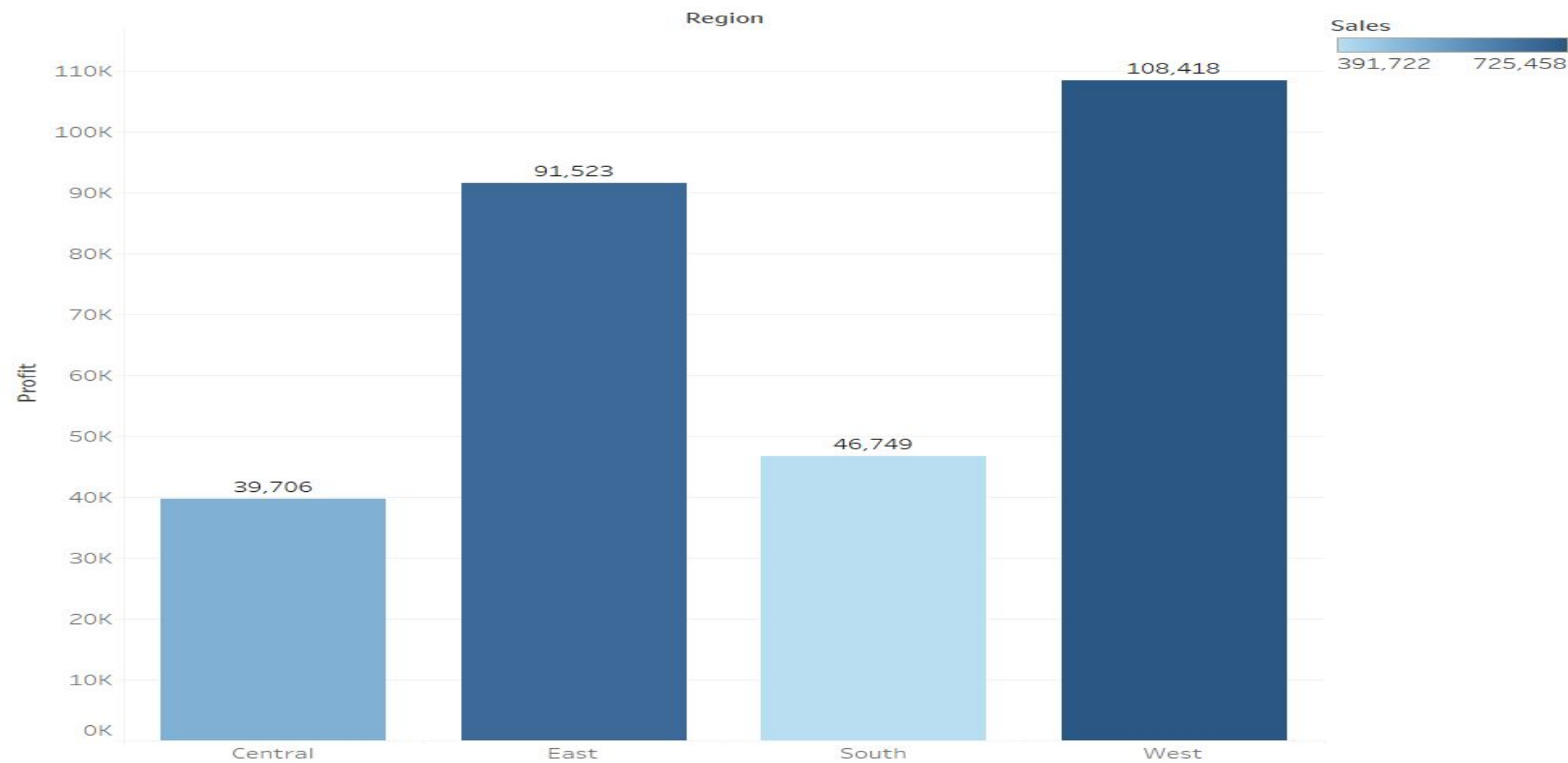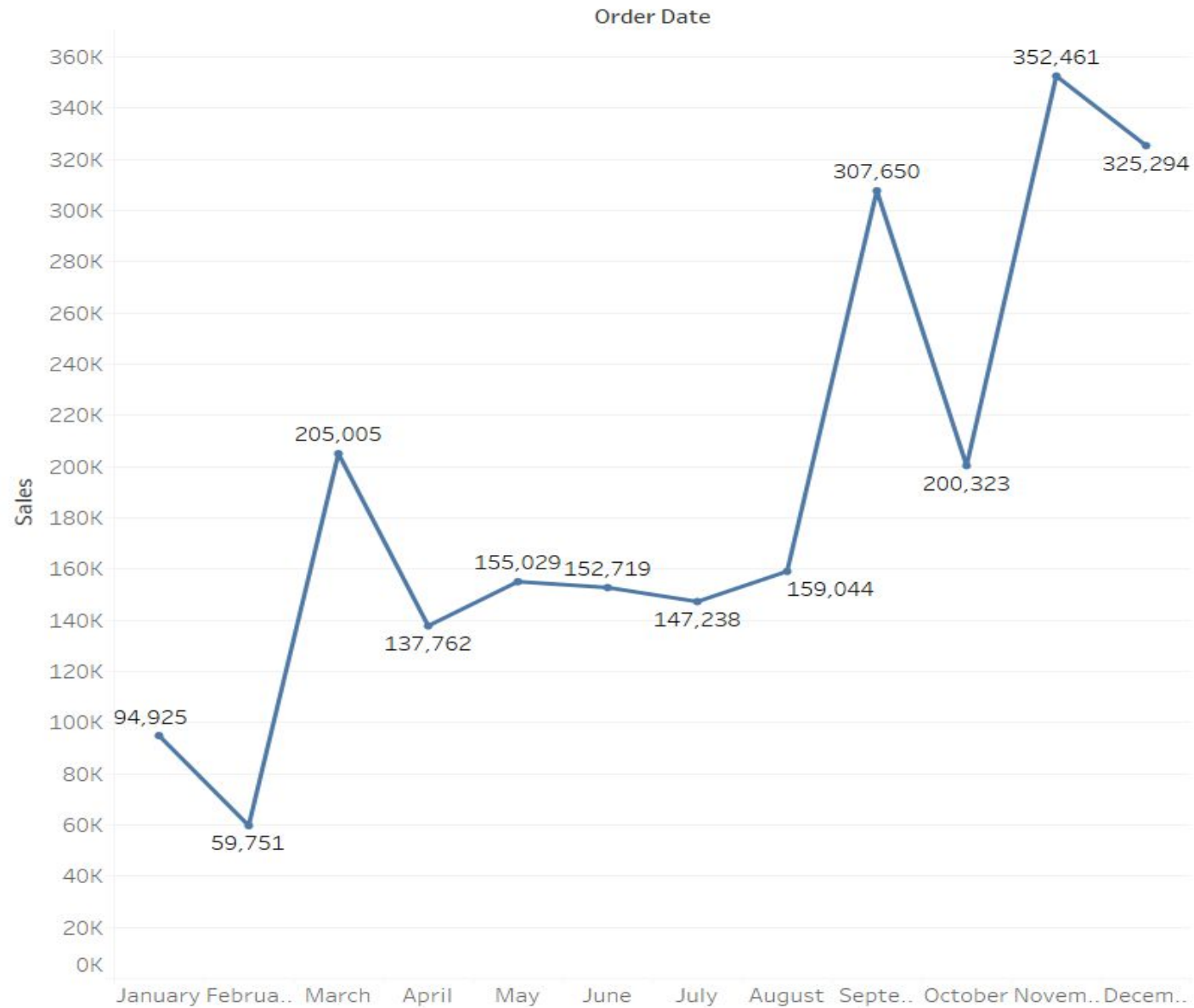
Top & Bottom Performing Sub-Categories

Tables drive high sales but consistently result in losses, highlighting a pricing or cost issue. In contrast, Phones and Bookcases show both high sales and strong profitability, making them top-performing categories.

Sub-Category

Profit

-17,725 ———— 55,618

Sub-Category	Sales
Copiers	149,528
Phones	330,007
Accessories	167,380
Paper	78,479
Binders	203,413
Chairs	328,449
Storage	223,844
Appliances	107,532
Furnishings	91,705
Envelopes	16,476
Art	27,119
Labels	12,486
Machines	189,239
Fasteners	3,024
Supplies	46,674
Bookcases	114,880
Tables	206,966

Sales Trend Over Time

Sales consistently peak in Q4 each year, reflecting strong end-of-year performance—likely driven by holiday season demand and year-end purchases.

Order Date

Line chart of Sales by month:
- January: 94,925
- February: 59,751
- March: 205,005
- April: 137,762
- May: 155,029
- June: 152,719
- July: 147,238
- August: 159,044
- September: 307,650
- October: 200,323
- November: 352,461
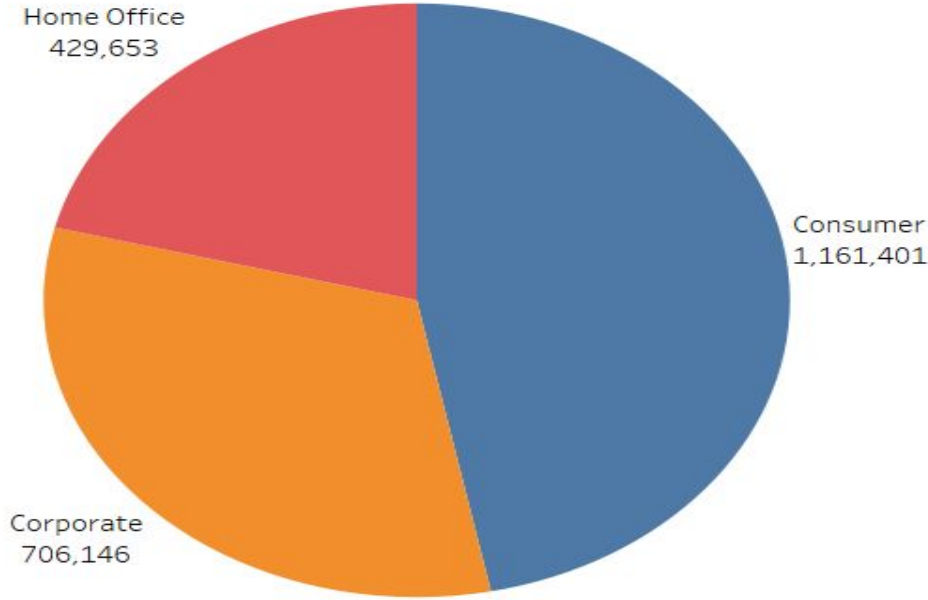- December: 325,294

Customer Segment Performance

Consumers contribute the highest share of both sales and profit, followed by Corporate and Home Office segments—indicating they are the primary revenue drivers.

Segment
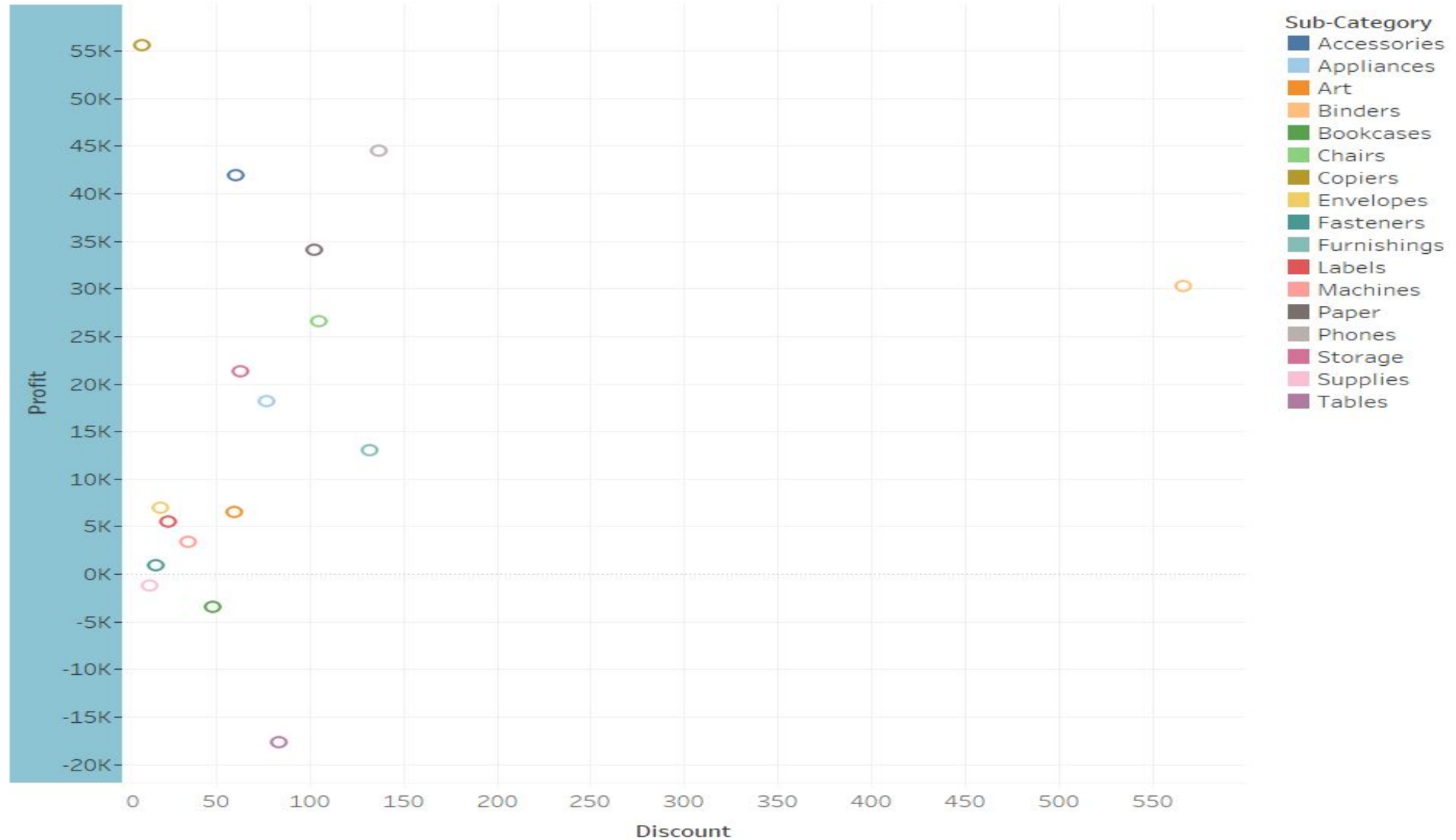- Consumer
- Corporate
- Home Office

Sales

2,297,201

Home Office
429,653

Consumer
1,161,401

Corporate
706,146

Impact of Discounts on Profit

Higher discounts—particularly above 30%—often correlate with negative profits, suggesting diminishing returns and the need for better discount strategies

Sub-Category
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Shipping Mode Efficiency

Standard Class drives the highest profit, while Second Class shows lower profitability—highlighting the need to optimize shipping costs for better margins.