# Business Insights from Superstore Sales Descriptive Analysis Over Time

1. **Overall Sales Growth Over the Years**

* By grouping sales data yearly, we can see whether sales have increased, decreased, or remained stable.
* The trend gives management an idea of the business’s overall growth trajectory.

2. **Seasonality and Monthly Patterns**

* The monthly analysis shows fluctuations in sales within each year.
* Peaks indicate high-demand months (e.g., holiday seasons, back-to-school periods).
* Low points reveal slow months where fewer purchases occur.

3. **Sales Volatility**

* By observing sharp rises or drops between consecutive months, we can detect volatile demand.
* Understanding volatility helps in adjusting inventory, staffing, and marketing campaigns.

4. **Year-over-Year Comparison**

* Looking at monthly sales across years highlights whether certain months consistently outperform others.
* For example, if December sales are always higher year after year, this suggests strong seasonality.

5. **Baseline for Forecasting**

* The descriptive patterns from monthly and yearly sales provide the foundation for future predictive modeling (e.g., ARIMA, Prophet).
* This baseline tells us which months or years to expect high or low sales.

**6. Strategic Planning Opportunities**

* Management can leverage high-performing months with more promotions and stock availability.
* For weak months, marketing or discount strategies could be introduced to boost demand.