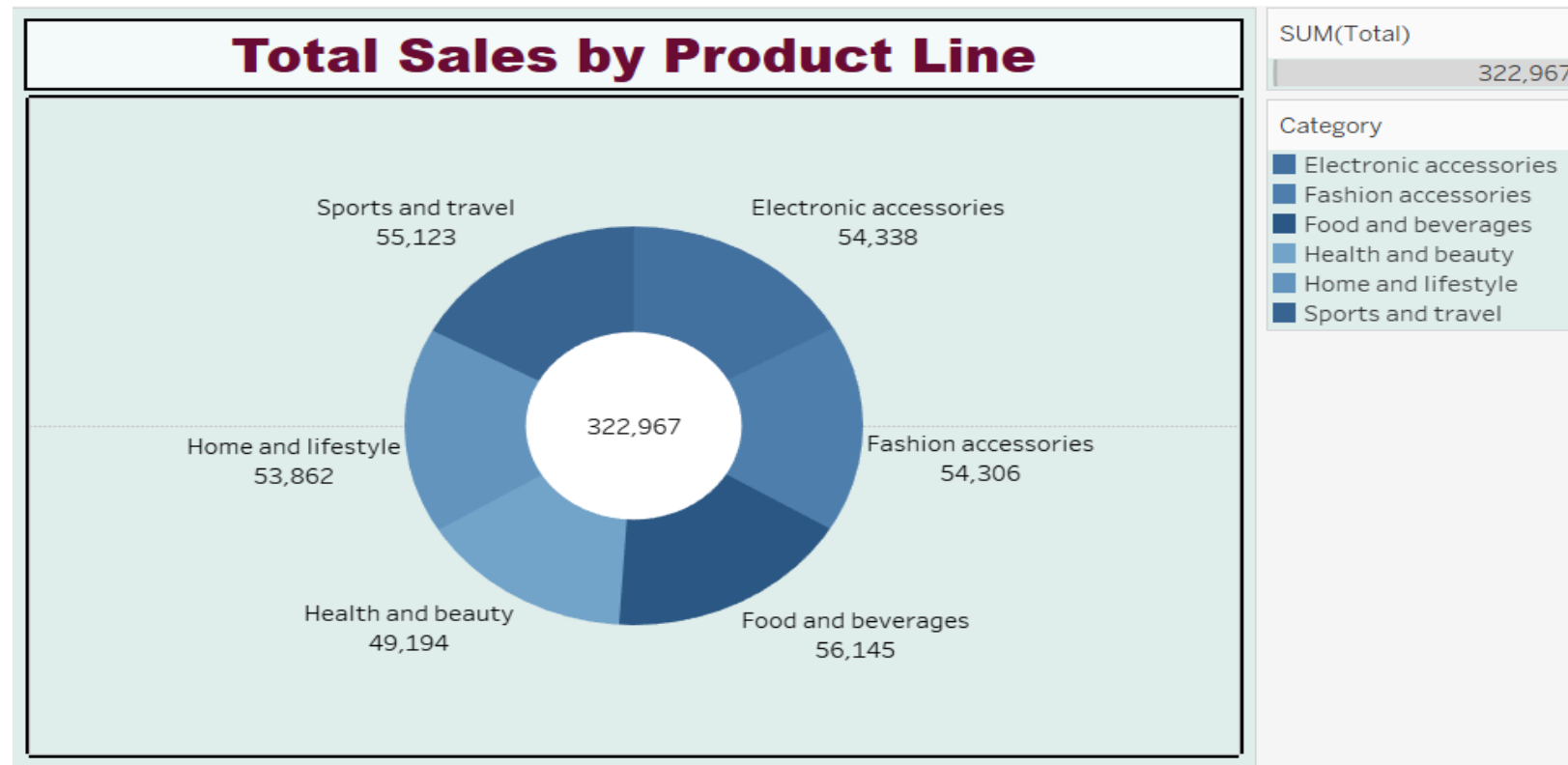# Insights from the Superstore Dataset

This dataset captures three months of sales from a supermarket chain operating in three branches across major cities, offering insights into retail trends and customer behaviour.
- The Invoice ID column was excluded from the analysis, as it serves only as a unique transaction identifier and does not contribute to any meaningful insights or analytical value.
-The Branch column was removed from the dataset, as each Branch corresponds to only one City. Since it provides redundant information, it does not add value to the analysis. Dataset: link
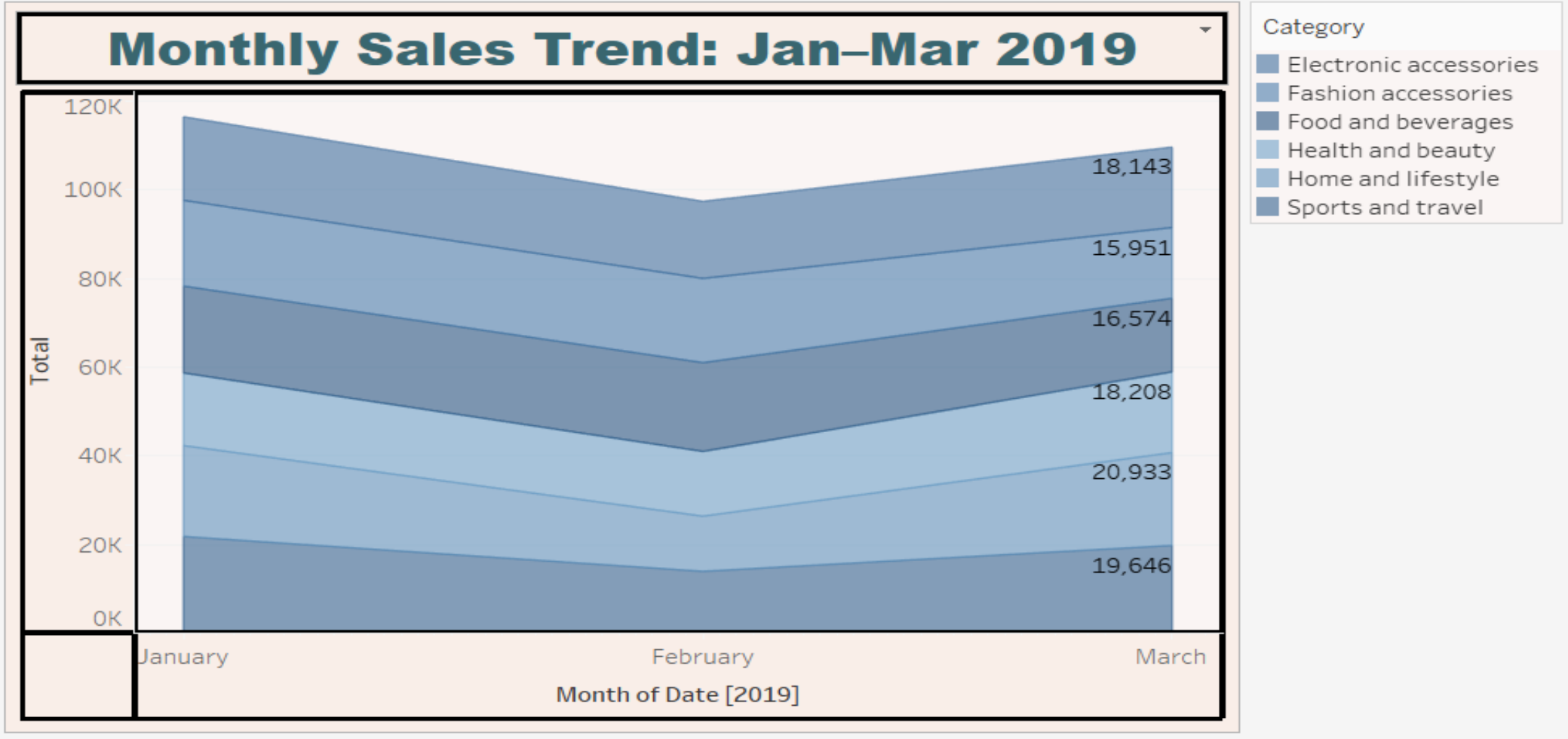
DONUT CHART

Total Sales by Product Line

	SUM(Total)
	322,967

Category
- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel

Sports and travel
55,123

Electronic accessories
54,338

Home and lifestyle
53,862

322,967

Fashion accessories
54,306

Health and beauty
49,194

Food and beverages
56,145

Angle : Total Sales
Color : Product Line
Size : Total Sales
Label : Product Line

AREA CHART

Monthly Sales Trend: Jan–Mar 2019

Category
- Electronic accessories
- Fashion accessories
- Food and beverages
- Health and beauty
- Home and lifestyle
- Sports and travel

18,143

15,951

16,574

18,208

20,933

19,646

January   February   March

Month of Date [2019]

Columns : Date(Months)
Rows : Total Sales
Color : Product Line
Label : Total Sales

TEXT TABLE

Average Unit Price by City, Product Line, and Month

City	Category	Month of Date		
		January 2019	February 2019	March 2019
Mandalay	Sports and travel	1,343.7	1,076.6	1,279.7
	Food and beverages	1,235.4	884.1	657.5
	Fashion accessories	1,231.5	1,329.6	839.2
	Health and beauty	979.6	869.8	1,234.5
	Electronic accessori..	954.0	1,016.4	771.6
	Home and lifestyle	800.2	743.2	1,232.3
Naypyitaw	Sports and travel	1,289.8	590.5	599.6
	Food and beverages	1,251.5	1,325.5	1,202.9
	Health and beauty	1,215.2	966.9	728.5
	Fashion accessories	1,190.7	1,473.4	1,218.7
	Home and lifestyle	1,023.6	534.3	887.2
	Electronic accessori..	889.2	918.4	1,261.9
Yangon	Home and lifestyle	1,513.3	822.6	1,294.1
	Sports and travel	1,194.3	882.2	1,204.5
	Fashion accessories	1,121.4	913.9	854.8
	Electronic accessori..	1,107.0	1,004.2	1,181.1
	Food and beverages	750.4	1,158.4	1,279.7
	Health and beauty	663.1	649.7	1,030.8

Columns : Date(Month)
Rows : City
Rows : Product Line
Label : Total Sales

HIGHLIGHTED TABLE

Total Sales by Product Line

City	Category	Date		
		January	February	March
Mandalay	Electronic accessori..	6,700	6,686	3,665
	Fashion accessories	6,113	6,137	4,164
	Food and beverages	6,609	5,555	3,051
	Health and beauty	6,400	5,856	7,724
	Home and lifestyle	4,586	4,660	8,303
	Sports and travel	6,768	5,530	7,690
Naypyitaw	Electronic accessori..	5,730	5,474	7,765
	Fashion accessories	6,385	7,699	7,476
	Food and beverages	8,315	7,391	8,061
	Health and beauty	6,021	5,830	4,764
	Home and lifestyle	5,595	3,003	5,298
	Sports and travel	8,389	3,537	3,836
Yangon	Electronic accessori..	6,401	5,203	6,713
	Fashion accessories	6,847	5,174	4,311
	Food and beverages	4,646	7,054	5,463
	Health and beauty	3,963	2,915	5,720
	Home and lifestyle	10,314	4,772	7,332
	Sports and travel	6,510	4,742	8,120

SUM(Rating)

73.5   183.2

Columns : Date(Month)
Rows : City
Rows : Product Line
Color : Ratings

WORDCLOUD

Top-Selling Product Categories by Quantity

SUM(Quantity)

854.0   971.0

Home and lifestyle

Fashion accessories

Electronic accessories

Sports and travel Food and beverages

Health and beauty

Color : Quantity
Label : Product Line
Size : Quantity

FUNNEL CHART

Total Sales by Product Line

56,145

55,123

54,338

54,306

53,862

49,194
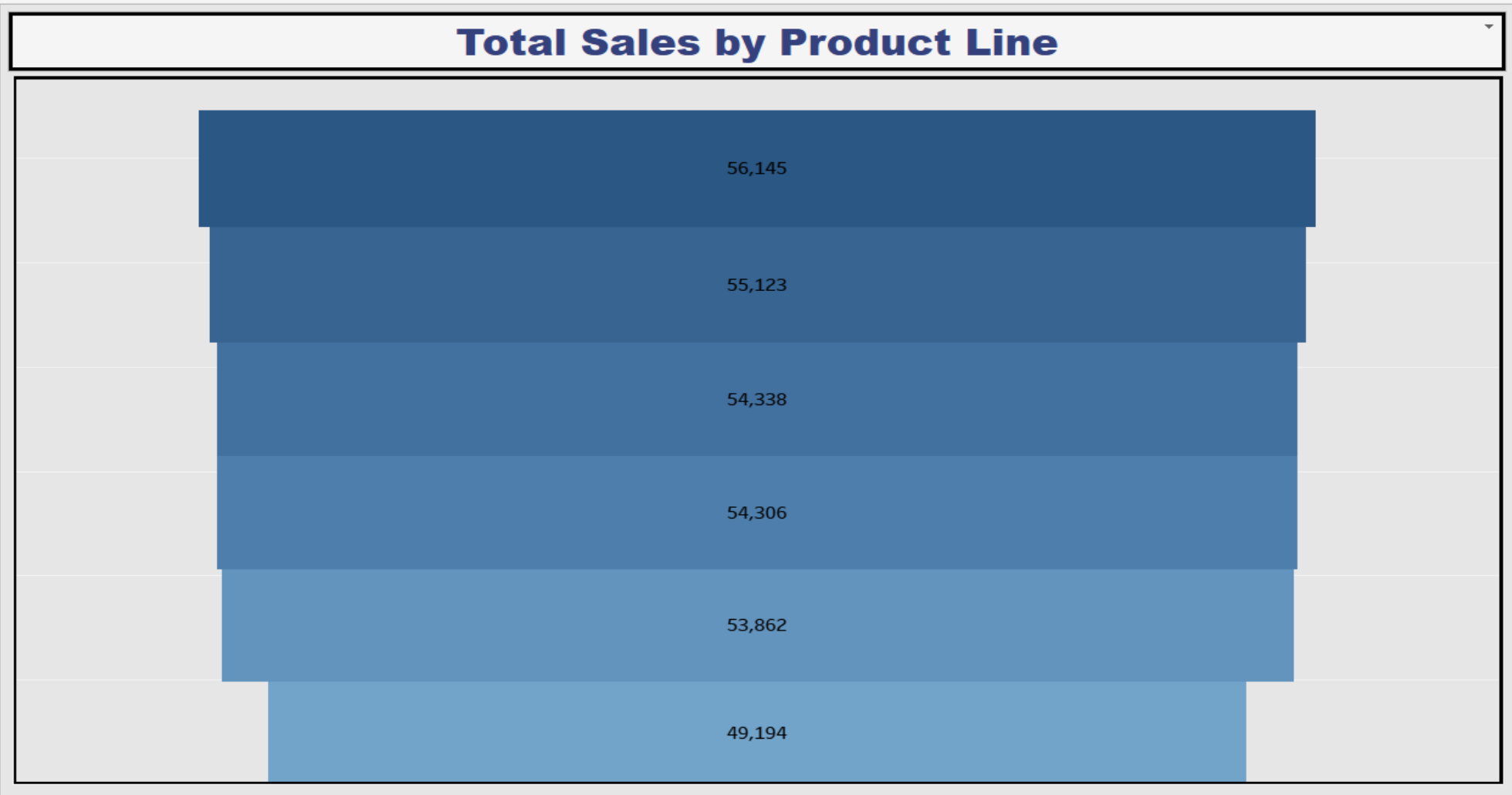
Rows : Total Sales
Color : Product Line
Size : Total Sales
Label : Total Sales

WATERFALL CHART
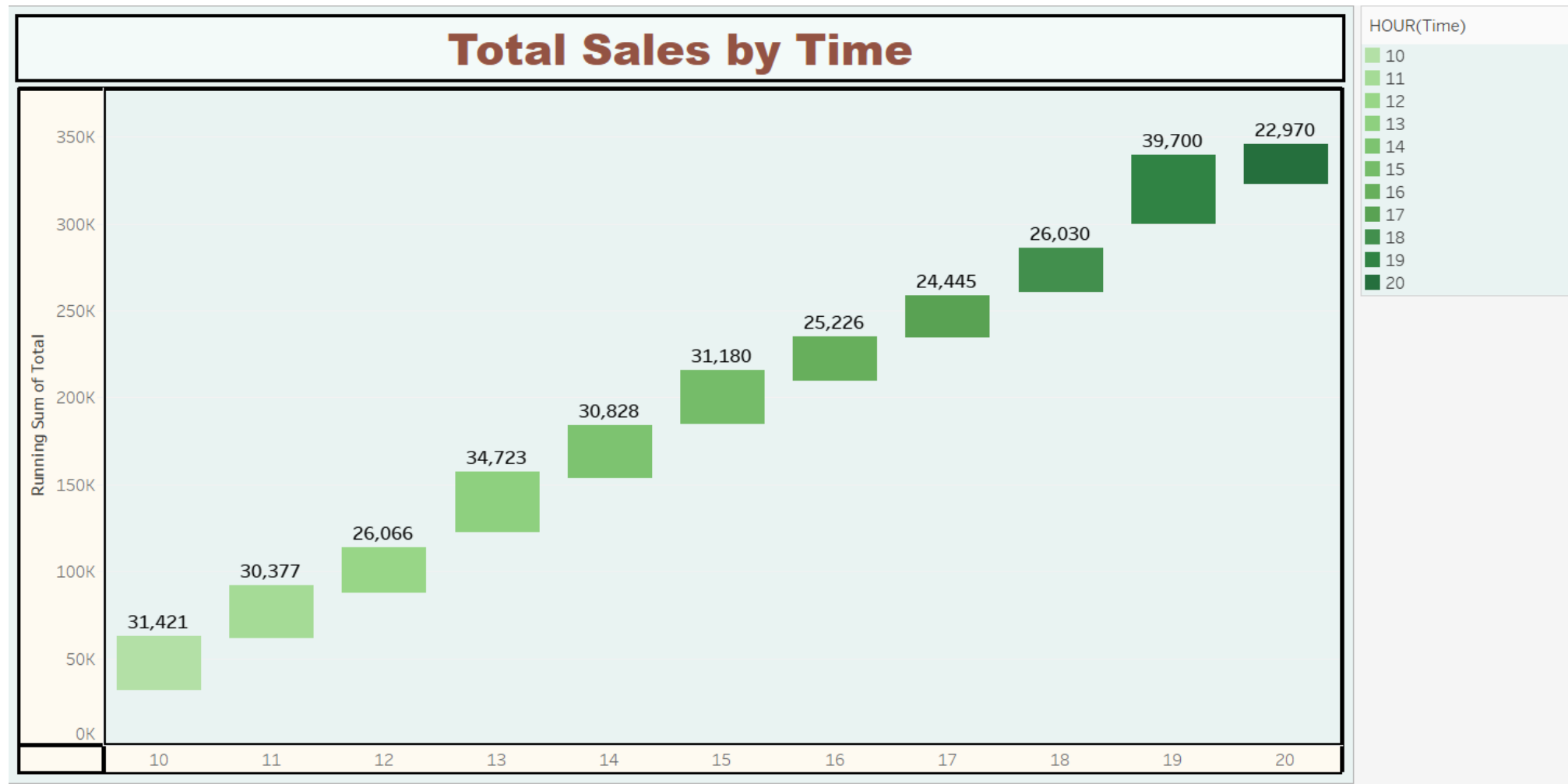
Total Sales by Time

Columns : Time(Hour)
Rows : Total Sales
Size : Total sales