Insights from the Superstore Dataset
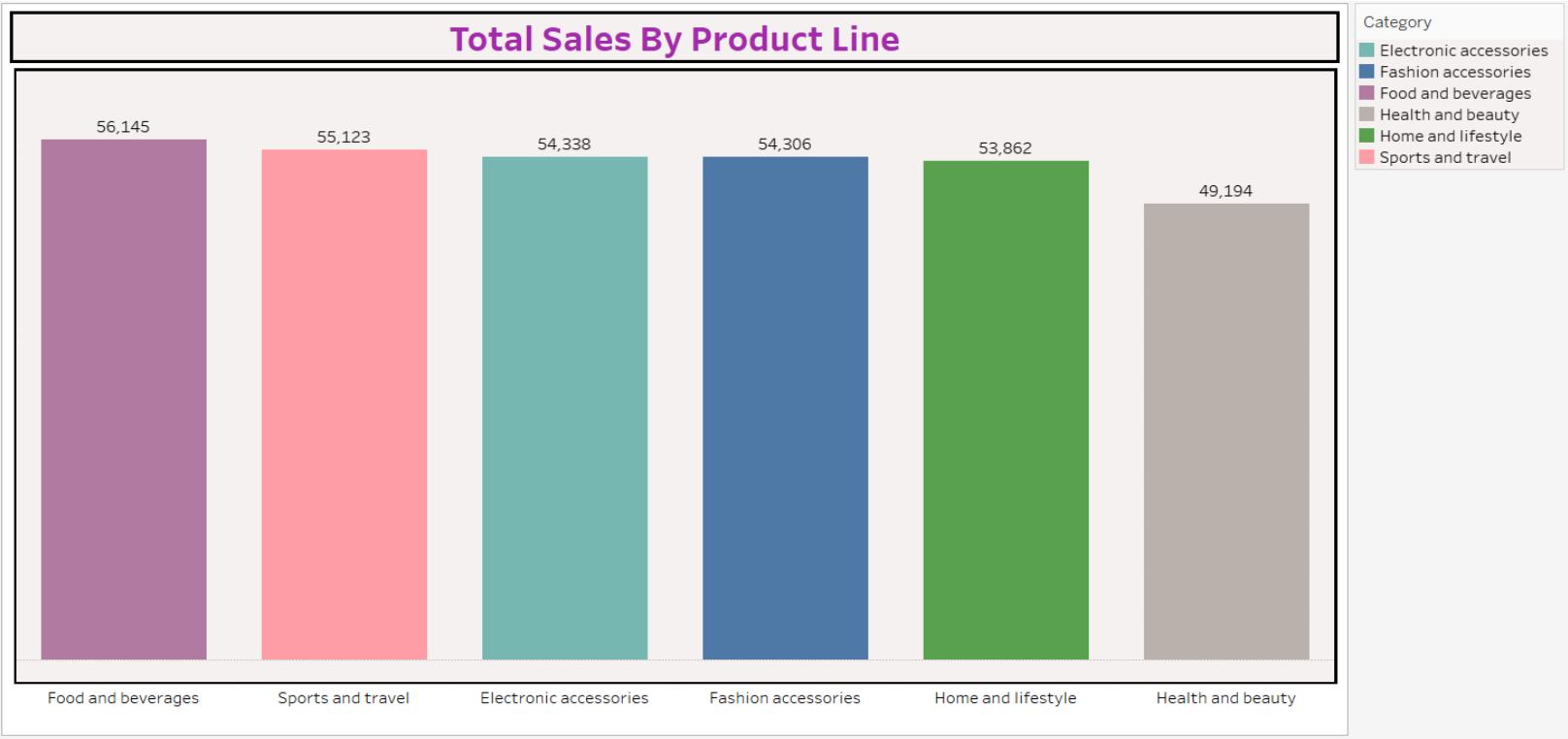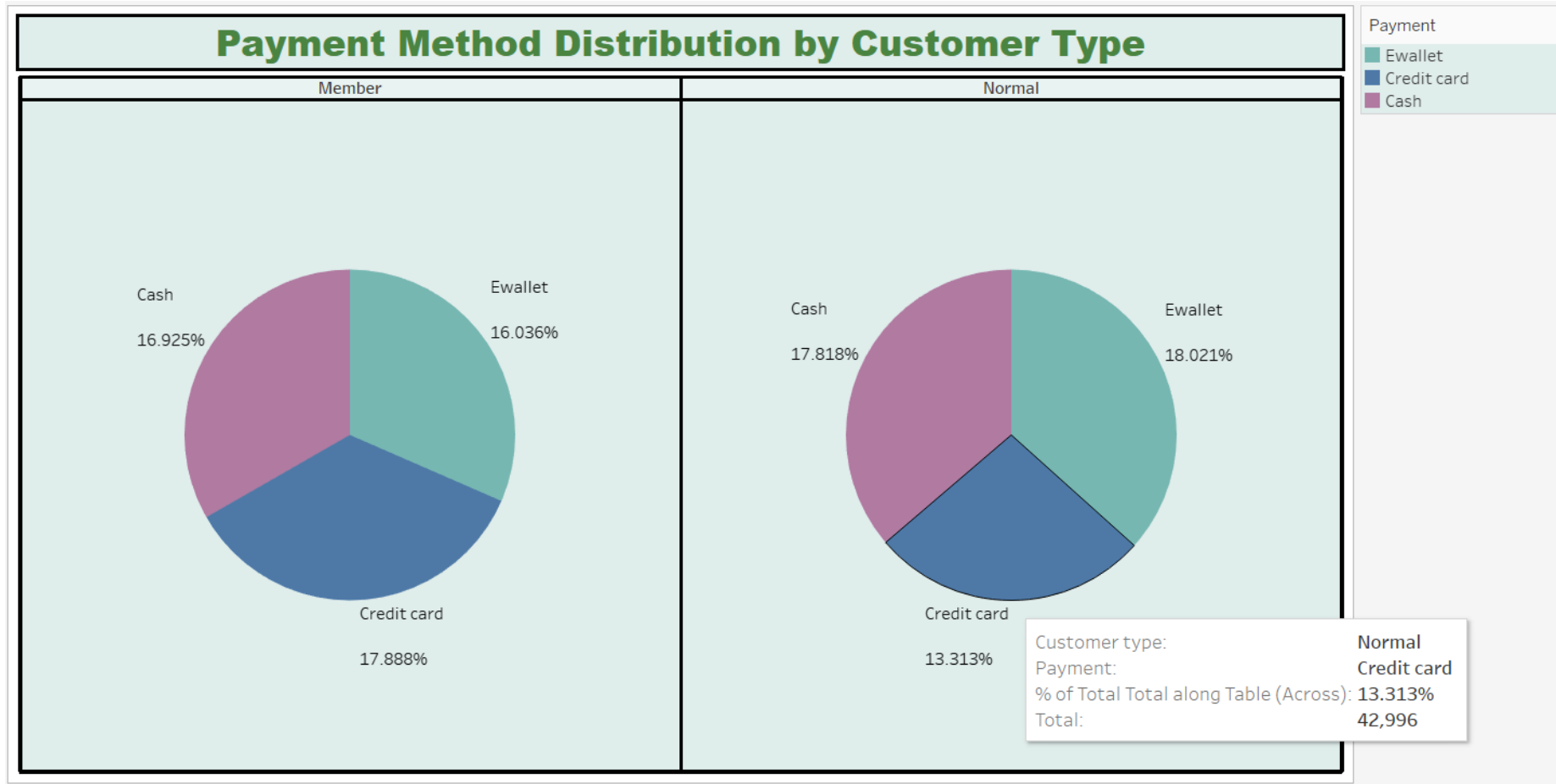
-This dataset captures three months of sales from a supermarket chain operating in three branches across major cities, offering insights into retail trends and customer behaviour.
 - The Invoice ID column was excluded from the analysis, as it serves only as a unique transaction identifier and does not 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.

BAR CHART

Total Sales By Product Line

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

Columns : Product Line
Rows : Total Sales
Color : Product Line
Label : Total Sale

PIE CHART

Payment Method Distribution by Customer Type

Member

Cash
16.925%

Ewallet
16.036%

Credit card
17.888%

Normal

Cash
17.818%

Ewallet
18.021%

Credit card
13.313%

Payment
- Ewallet
- Credit card
- Cash

Customer type:	Normal
Payment:	Credit card
% of Total Total along Table (Across):	13.313%
Total:	42,996

Columns : Customer Type
Color : Payment
Label : Payment
Angle : Total Sales
Label : Total Sales

STACKED BAR CHART

Stacked Sales by Product Line

Branch
- A
- B
- C

Branch: A
Category: Sports and travel
Total: 19,373

Food and beverages
- A 17,163
- B 15,215
- C 23,767

Sports and travel
- A 19,373
- B 19,988
- C 15,762

Electronic accessories
- A 18,317
- B 17,051
- C 18,969

Fashion accessories
- A 16,333
- B 16,413
- C 21,560

Home and lifestyle
- A 22,417
- B 17,549
- C 13,896

Health and beauty
- A 12,598
- B 19,981
- C 16,615
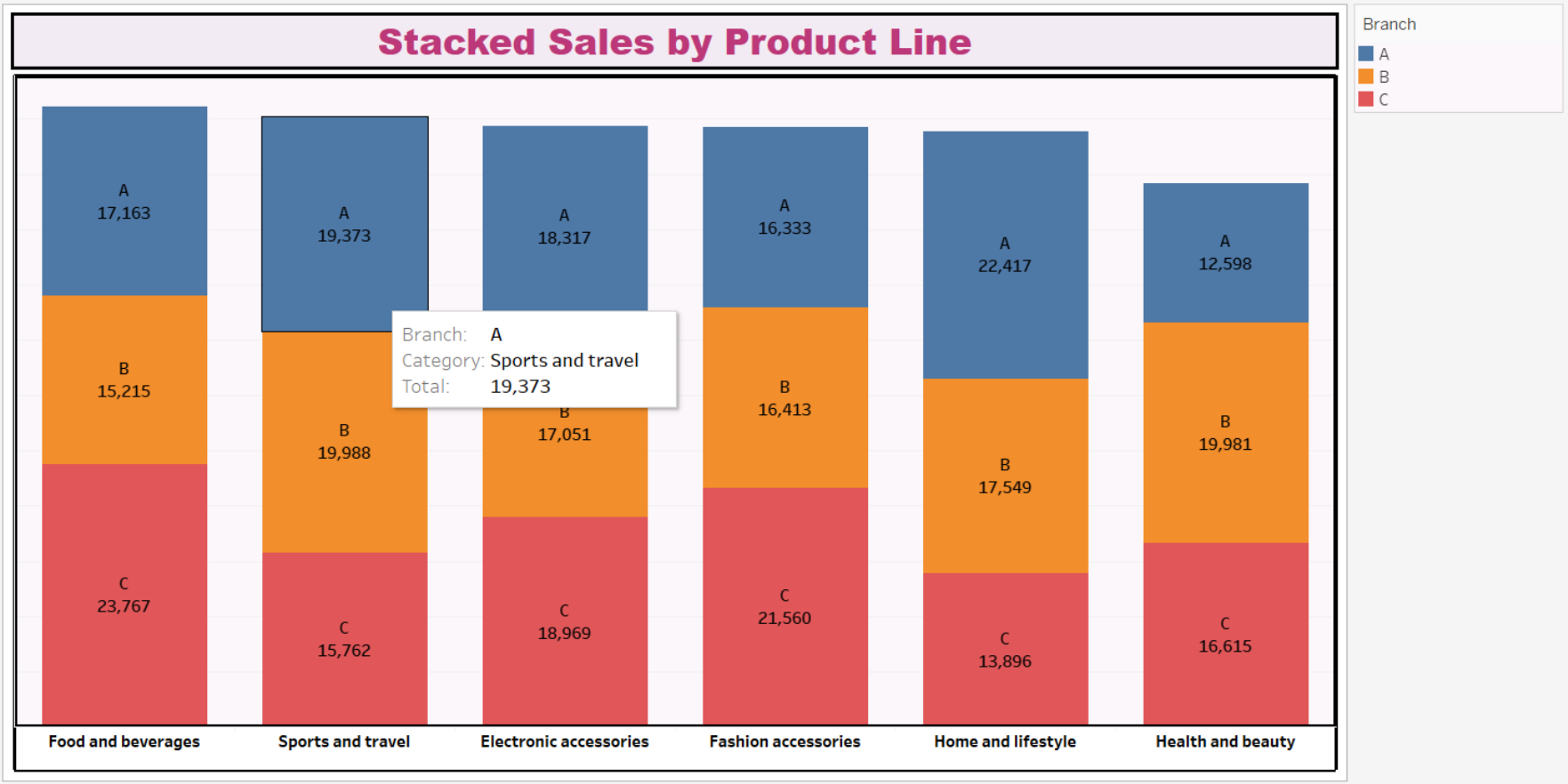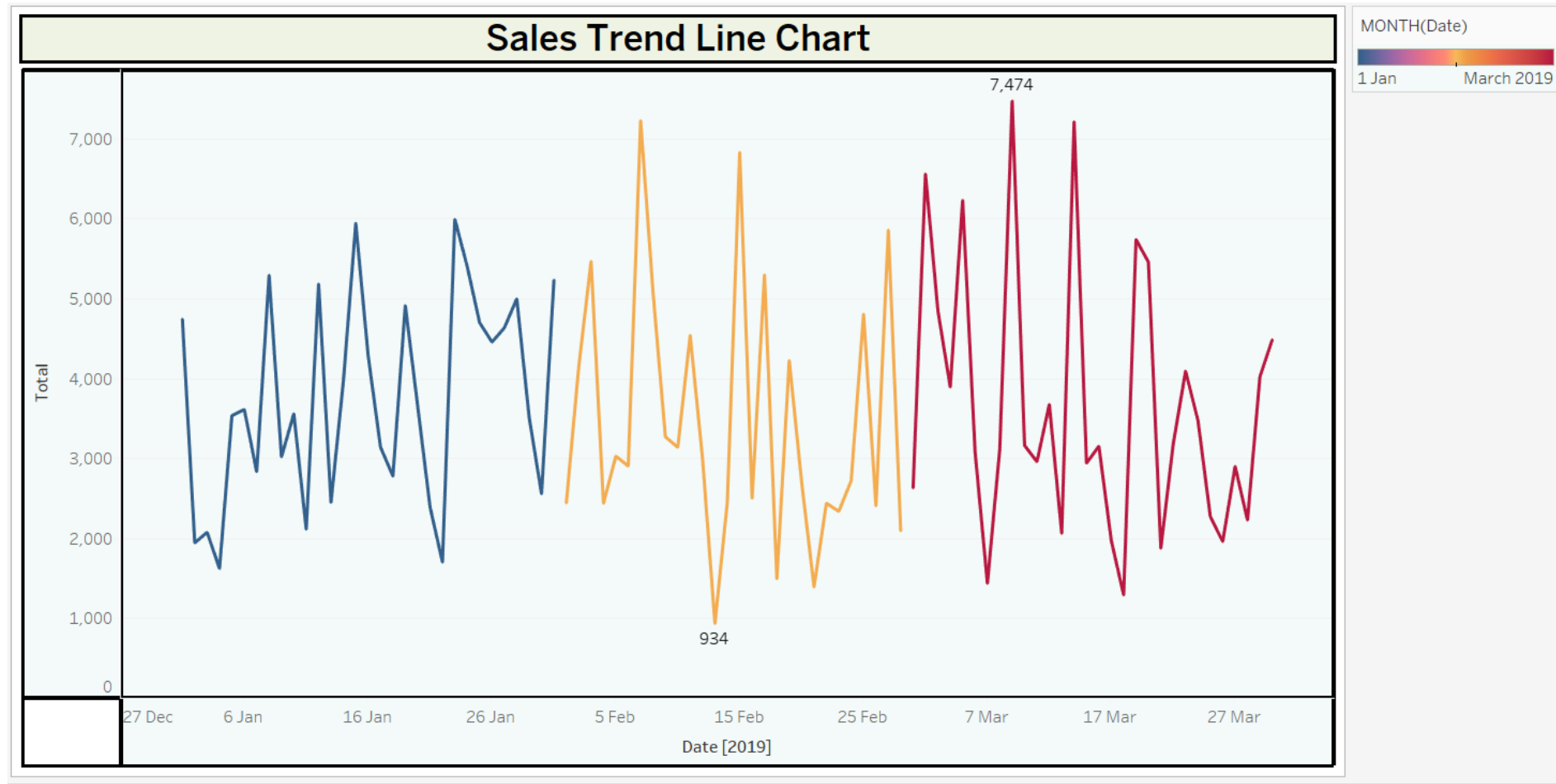
Columns : Product Line
Rows : Total Sales
Color : Branch
Label : Branch
Label : Total Sales

LINE CHART

Columns : Date
Rows : Total Sales
Color : Date(Month)

BUBBLE CHART

Unit Price by Product

Fashion accessories

Home and lifestyle

Food and beverages

Sports and travel

Health and beauty

Electronic accessories

Category: Health and beauty
Unit price: 49,194

Category
- Food and beverages
- Sports and travel
- Electronic accessories
- Fashion accessories
- Home and lifestyle
- Health and beauty
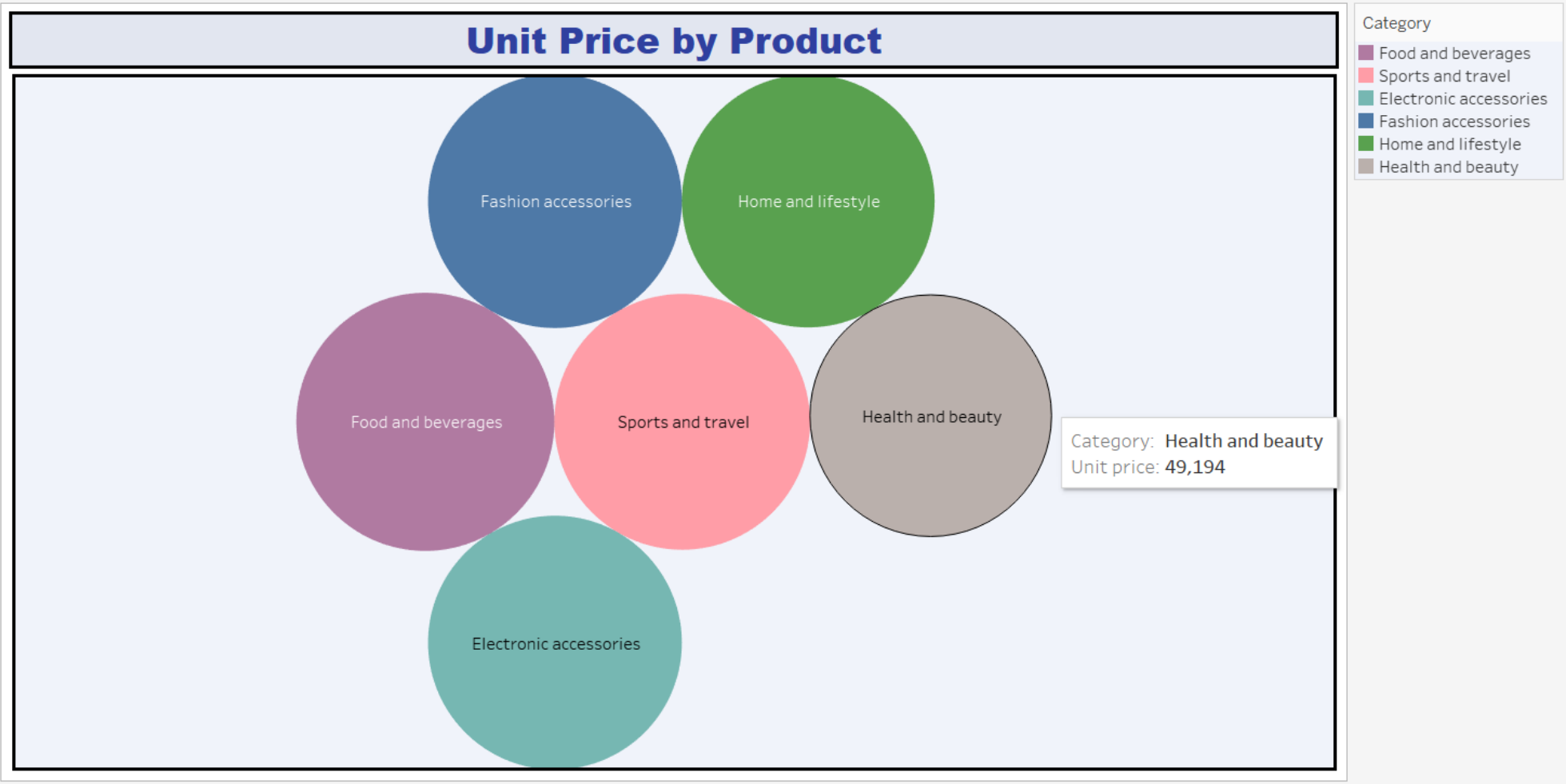
Color : Product Line
Label : Product Line
Size : Total Sales