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.

1.Bar Chart(side-by-side):

The side-by-side bars allow a direct visual comparison of Total Sales and Gross Income for each city, making it easy to see which city branch generate high revenue and how much of that revenue turns into profit.

Columns: Product Line, Measure Names
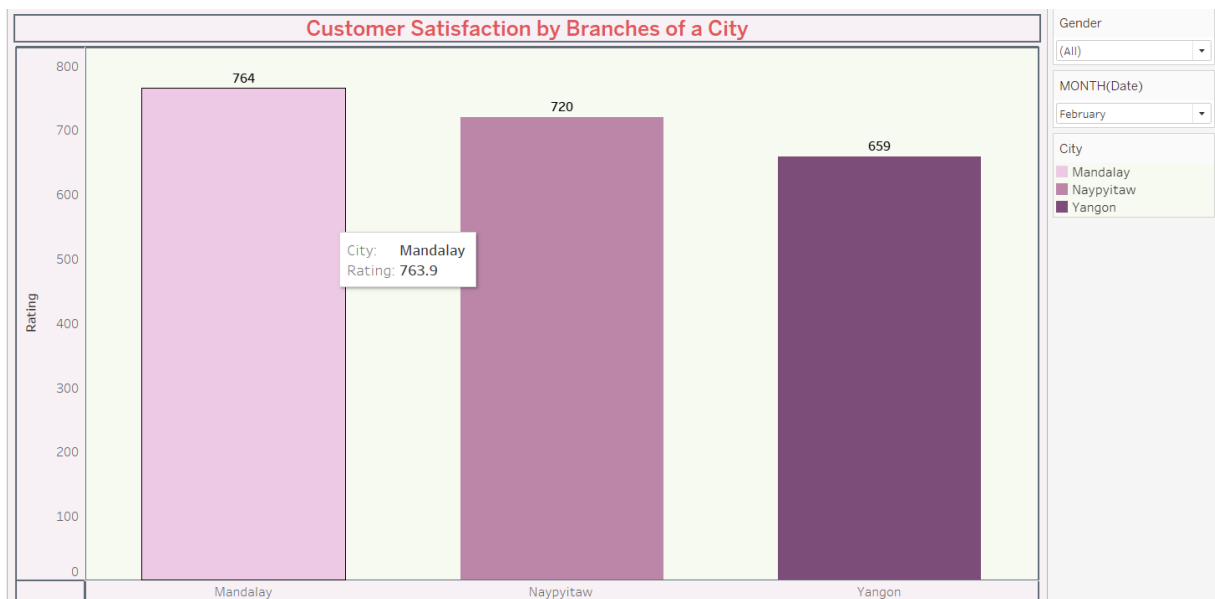
Rows   : Measure Values

2.Bar chart:

This chart shows how customers rated each City's branch based on their experience.
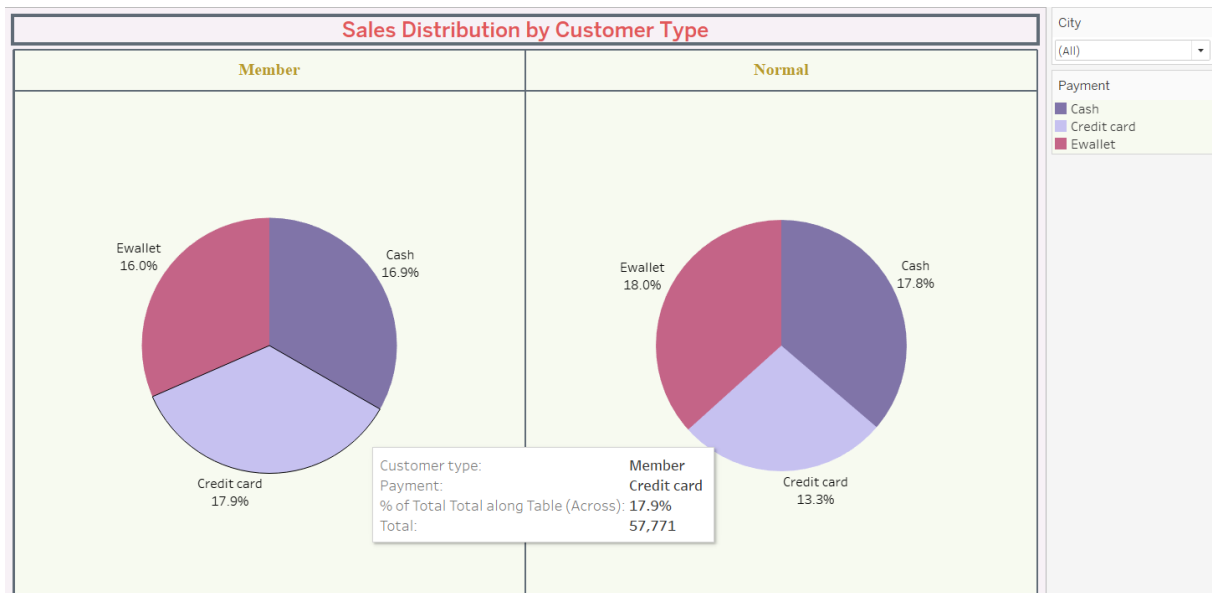
Columns: City

Rows : SUM(Rating)

3.Pie chart:

This pie chart shows who is buying and how they are paying, broken down by customer type and payment method.
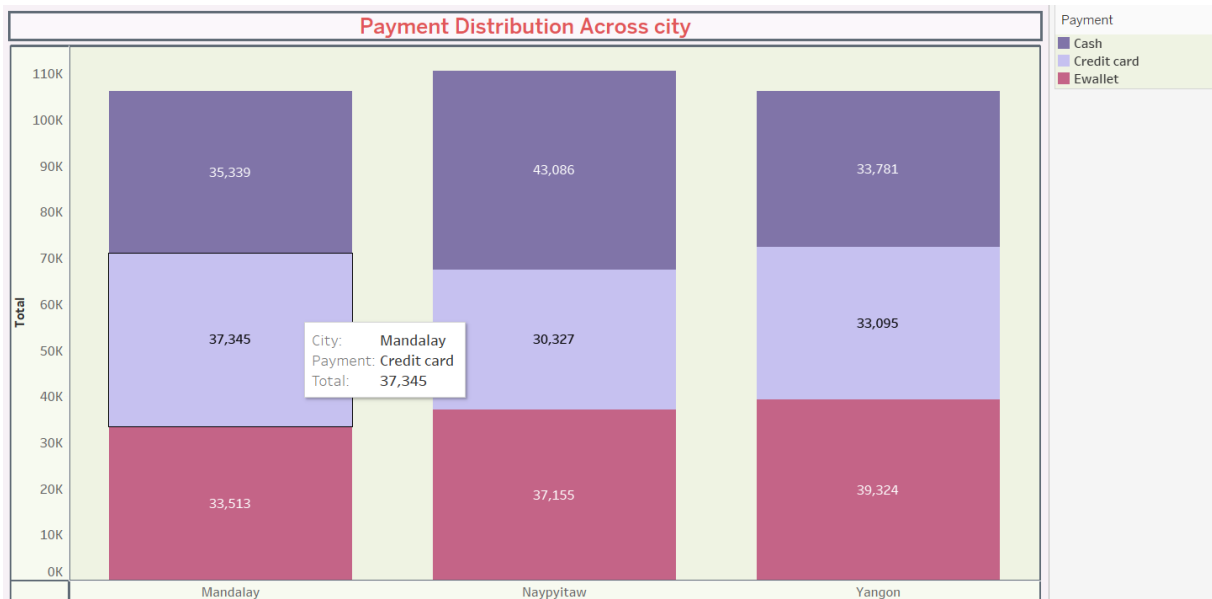
Columns: Customer Type

Size : SUM(Total)

4.Stacked bar chart:

This stacked bar chart shows how much total sales each city made, and how that sales amount is split by different payment methods.

Columns: City

Size   : SUM(Total)   By payment
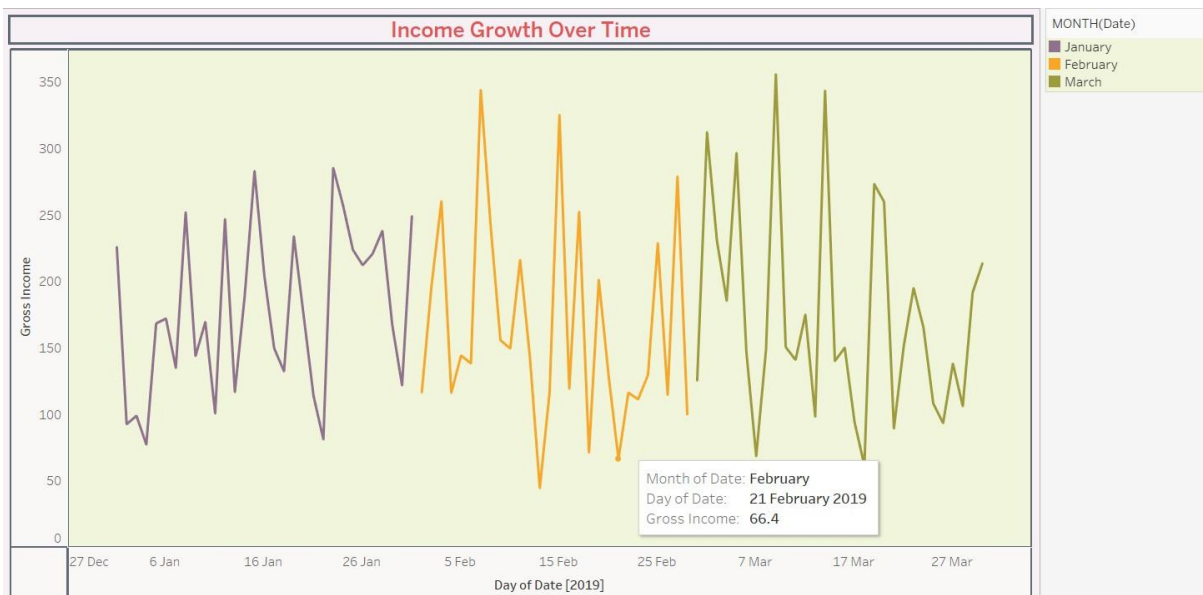

Payment Distribution Across city

5.Line Chart:

In this Line chart we can see a clear upward trend, which means the profits have been slowly increasing over time.
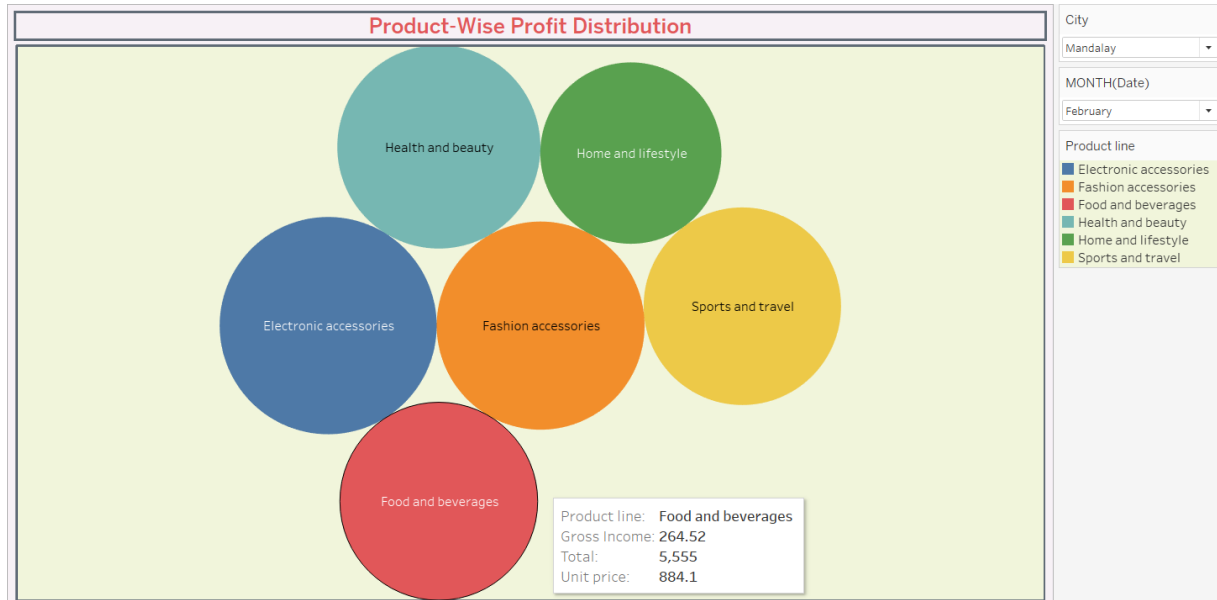
Columns: DAY(Date)

Size   : SUM(Gross Income)

Income Growth Over Time

6.Bubble chart:

This bubble chart shows how much profit each product line made, with the size of the bubble representing the profit.

Size : SUM(Gross Income)

The dataset shows steady growth in sales and profit over time, with all three cities branches performing almost equally. Customer ratings are generally positive, and members tend to spend little more than normal customers. Ewallet payments are most preferred. Product categories contribute fairly evenly to overall profit, showing consistent performance across all lines.