**Super Sales DataSet**

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**Objectives**

1. **Sales Analysis**

What is the total sales by region, state, and city?

Which are the top-performing products, categories, and sub-categories?

How do sales trends vary over time (monthly, quarterly, yearly)?

What is the average order value, and how does it vary across different regions?

What are the seasonal sales patterns, and which periods have the highest and lowest sales?

1. **Customer Segmentation**

Who are the customers segmented by (Consumer, Corporate, Home Office)?

What are the purchasing patterns and preferences for each customer segment?

What is the average purchase frequency for each customer segment?

Which customer segment contributes the most to total revenue and profit?

1. **Product Performance**

Which products are the best-selling and least-selling?

What are the profit margins for different products and categories?

1. **Geographical Analysis**

Where are the highest and lowest sales by region, state, and city?

What are the State preferences for specific products or categories?

Are there significant differences in consumer behavior across different regions?

What are the best and worst-performing locations in terms of sales

5. Shipping Analysis

What is the average delivery time for different shipping modes?