**Super Sales Dataset**

**Group:3**

**Source: DEPI**

**Team Members**

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**Objectives**

**1. Sales Analysis**

* What is the total sales amount by region, state, and city?
* Which products, categories, and sub-categories are the top performers in terms of sales?
* What are the seasonal sales trends, and when do sales peak or drop throughout the year?
* How are orders distributed across different sales categories?
* How much revenue is generated by each product category and sub-category?

**2. Customer Segmentation**

Who are our customers when segmented by type (Consumer, Corporate, Home Office)?

Which customers contribute the most to overall sales?

How are the segments distributed across different seasons?

What is the order frequency for each customer segment?

Which customers contribute the most to the overall number of orders?

**3. Product Performance**

* How many products are sold over time (year, month, day)?
* Which product categories generate the most sales over time?
* What is the total number of products sold?
* What is the average order frequency across all products?

**Cleaning**

1. Remove Blanks
2. Duration
3. Convert The Date to Days, Years, Months
4. Add seasons (Winter – Summer – Automn – fall)
5. Day of Week
6. Sales Category (High - Low)
7. Customer Order Frequency
8. High-Value Customer
9. Order Count per Customer

10.Sales by City

11.Total Sales by Category

12.Total Sales by Sub-Category

**Recommendations**

**1. Focus on Office Supplies**

Invest more in marketing and expanding the Office Supplies category, which shows the highest sales volume.

**2. Prioritize West Region**

Allocate more resources to the West region, which shows the highest revenue generation.

**3. Seasonal Strategy**

Develop specific seasonal promotional strategies for Q4, when sales peak across all categories.

**4. Corporate Customer Focus**

Create targeted loyalty programs for corporate customers who generate higher revenue per order.

**5. Product Line Expansion**

Consider expanding the top-performing sub-categories to capture more market share.

**6. Optimize Shipping**

Review shipping processes to reduce the delivery time gap and improve customer satisfaction.