



Analysis

Analysis2

Outliers

# Super Store Sales Analysis

## Report Objective

**Period:** 2015 – 2018

This report aims to analyze sales performance across different regions, product categories, and time periods, in order to understand market trends, identify strengths and weaknesses, and support strategic decision-making.

The report includes key performance indicators (KPIs), customer behavior analysis, order distribution, and outlier detection — all of which significantly contributed to accurate data understanding and generating actionable insights.

One of the key findings was the reduction of skewness in sales distribution. Initially, the mean sales value was nearly **five times** greater than the median, indicating a strong right skew. After addressing outliers, the gap between the mean and median narrowed significantly, resulting in a more realistic and reliable interpretation of sales performance.

**Disclaimer: The information provided in this text is not factual and is for illustrative purposes only**

Average Order-to-Ship Time (Days)

3.96

Total Sales

\$2M

Total Customers

793

Total Products

1861

Total Orders

4922

Mean (Sales)

231

Median

54

Cover

Analysis2

Outliers

Sections

All

Region

All

Product Name

All

Order Date

All

Is\_Outlier

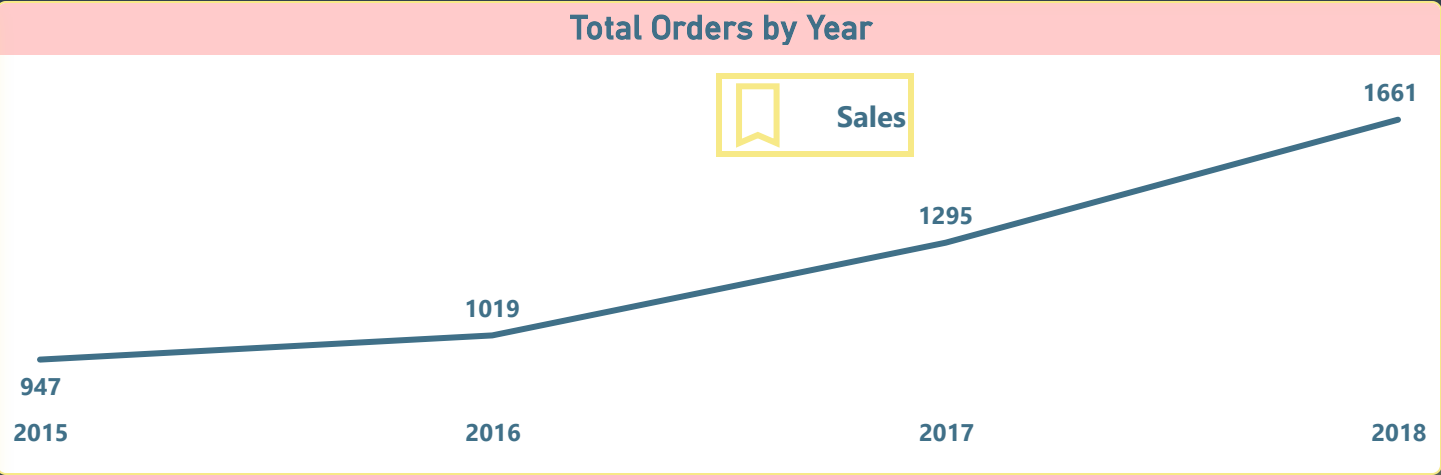
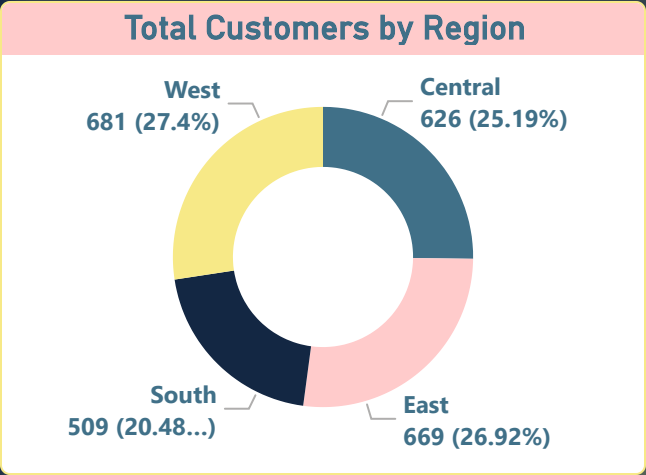
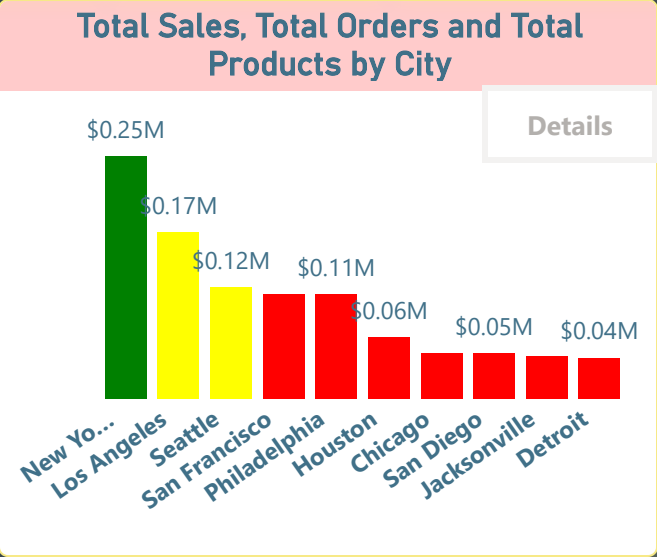
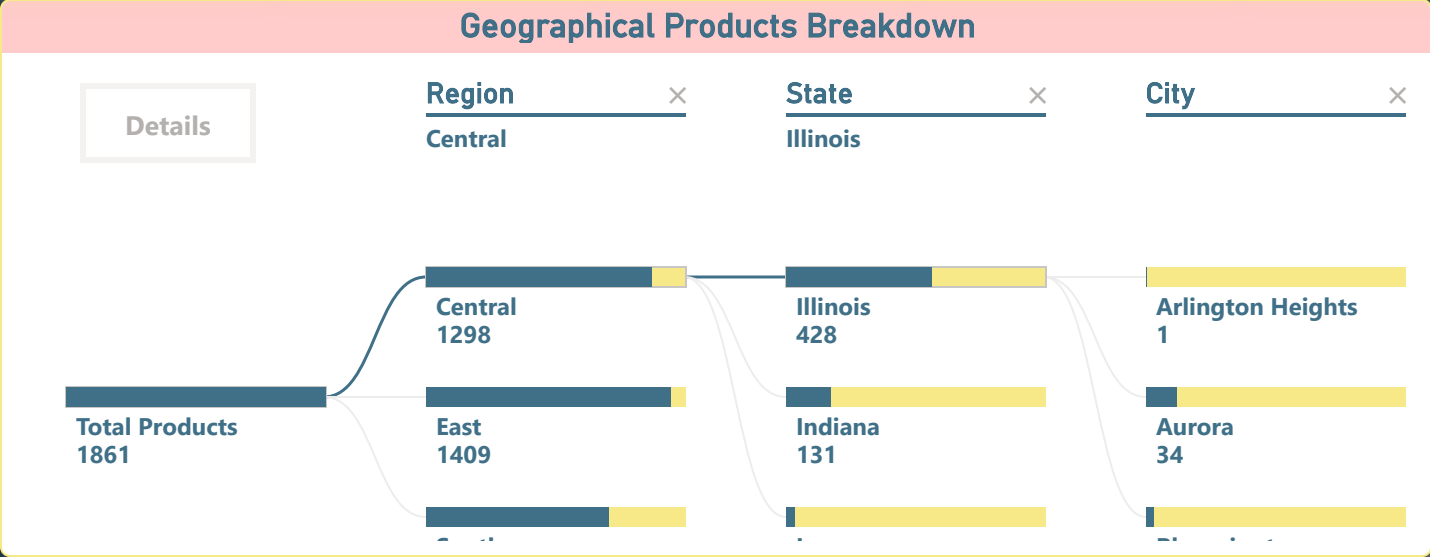
All

Ship Mode

All

Customer Name

All



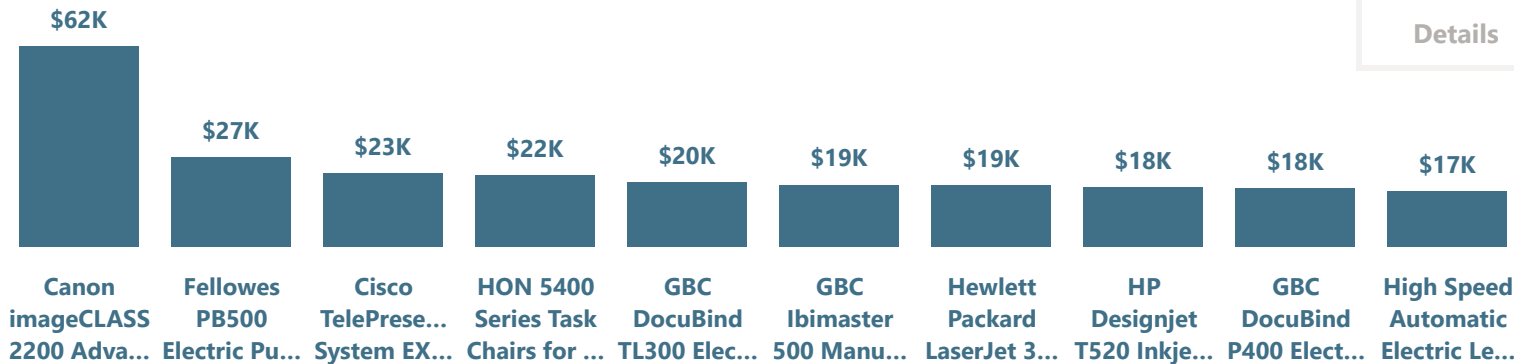
Category

All

City

All

Top 10 Product by sales



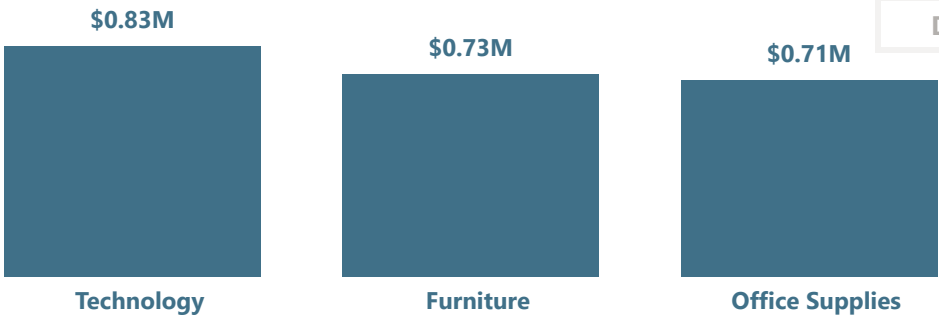
Details

Cover

Analysis

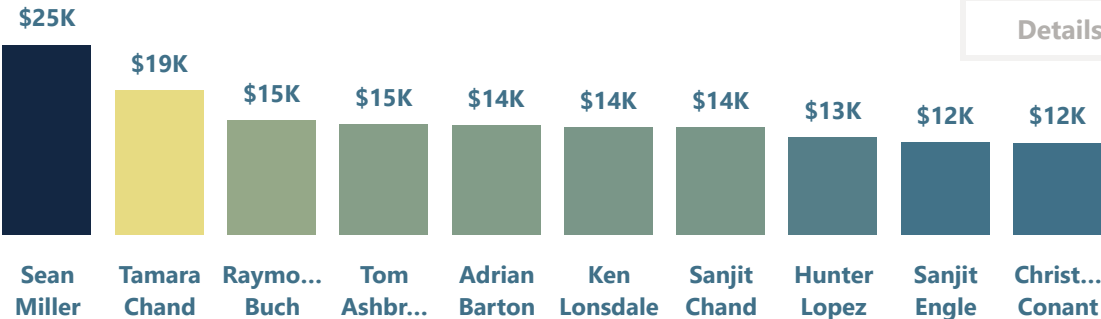
Outliers

Total Sales by Category



Details

Segment & Top 10 Customer by sales



Details

Total Sales and Total Orders by Country



Total Customers by Category

Office Supplies

787

Furniture

705

Technology

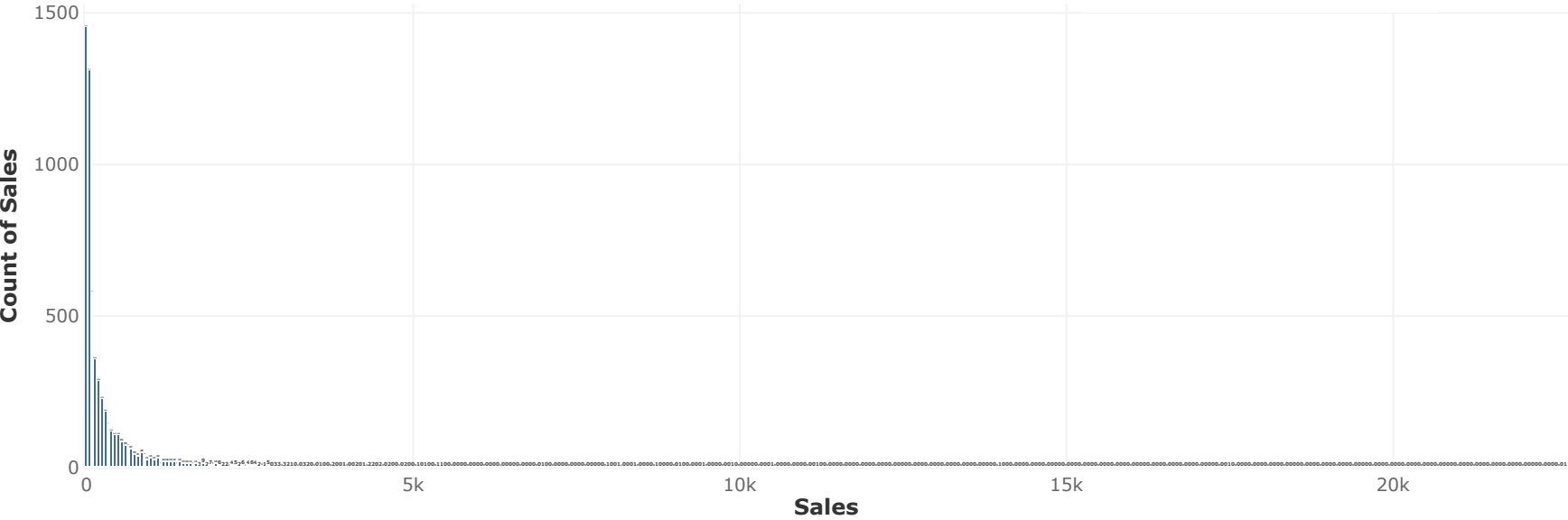
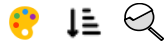
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Distribution of Sales Value



right skewed  
median < Mean



Average Order-to-Ship Time (Days) by Segment

