# Superstore Sales - Executive Summary

## Executive Summary

This project analyzed sales performance using the Superstore Sales dataset, which contains transactional data across various products, customers, and regions. The primary objective was to identify key sales trends, understand customer purchasing behavior, and uncover opportunities to improve profitability and operational efficiency.

The analysis focused on evaluating overall sales, profits, and quantities across different product categories, customer segments, and geographic regions. By leveraging dashboard visualizations, management can easily monitor KPIs such as total sales, profit margin, and order trends over time, facilitating data-driven decision-making.

## Objectives

1- Provide an interactive dashboard to visualize sales, profit, and quantity performance.

2- Identify top-performing products, customers, and regions to support marketing and sales decisions.

3- Highlight underperforming areas where improvements or strategic actions can increase profitability.

## Questions

How do total sales and profit vary over time (monthly, quarterly, yearly)?

Which product categories and sub-categories generate the highest revenue?

Who are the top customers by sales and profit contribution?

Which regions and cities perform best in terms of sales and profit?

What is the relationship between discount rates and profit margins?

Are there seasonal trends in sales or order volume?

Which shipping modes are most frequently used and how do they affect delivery performance?

## Dataset Description – Superstore Sales

General Information:  
  
- Dataset Name: Superstore Sales Dataset  
- Source: Global Superstore transactional data  
- Total Records: ~10,000 orders  
- Total Columns: ~20 variables  
- Key Fact Table: Superstore Sales  
- Dimension Tables: Dim\_Customer, Dim\_Product, Dim\_Date

## Metadata (Field Definitions)

Order ID — String: Unique identifier for each order.

Order Date — Date: Date when the order was placed.

Ship Date — Date: Date when the order was shipped.

Customer ID — String: Unique identifier for each customer.

Customer Name — String: Full name of the customer.

Segment — String: Customer segment (Consumer, Corporate, Home Office).

Product ID — String: Unique identifier for each product.

Category — String: Product category (Furniture, Office Supplies, Technology).

Sub-Category — String: Sub-category of the product.

Sales — Float: Revenue generated from the sale.

Quantity — Integer: Number of units sold.

Discount — Float: Discount applied to the order.

Profit — Float: Net profit from the sale.

Region — String: Geographic region (e.g., East, West, South, Central).

City — String: City where the order was delivered.

Ship Mode — String: Shipping method (First Class, Second Class, Standard Class).

## Sanity Check – Superstore Sales Dataset

1. Business Question Alignment

Primary Question: What drives sales and profit performance across different products, customers, and regions?

Dataset Coverage:

- Contains customer, product, geographic, and order details.  
- Includes monetary metrics such as sales, profit, and discounts.  
Data aligns directly with sales performance analysis.

2. Data Completeness

- Sufficient number of records (~10,000+).  
- Key fields such as Sales, Profit, Category, Customer, and Region are complete.  
Some additional operational metrics (e.g., delivery time satisfaction) may be missing.

3. Data Quality

- Minimal missing values.  
- Categorical variables standardized (Region, Ship Mode, Category).  
- Numeric fields (Sales, Profit, Quantity) within realistic ranges.  
 Dataset ready for analysis with minimal preprocessing.

4. Analytical Usefulness

- Can answer:  
 • Which categories, customers, or regions generate the most revenue?  
 • How do discounts affect profitability?  
 • Are there temporal patterns in sales performance?  
  
- Cannot answer well:  
 • Customer satisfaction or marketing campaign effectiveness.

5. Conclusion

The dataset provides comprehensive information for analyzing sales performance, identifying top contributors, and understanding business trends across dimensions such as product, customer, and geography. With its structured schema and complete data coverage, it is suitable for dashboard reporting, trend visualization, and business decision support.