New Challenge: #DataMondayViews.

Global Superstore Sales Analysis

Dataset Overview

- **Dataset Name**: Global Superstore Sales
- **Description**: This dataset includes information about product sales, customer segments, regions, and various performance metrics. It is ideal for conducting sales analysis and creating visual dashboards.
- **Data Format**: CSV/txt
- **Direct Download Link**: Download Global Superstore Dataset

Key Columns in the Dataset:

- **Order ID**: Unique identifier for each order.
- **Order Date**: Date of the order.
- **Region**: Geographic region of the sale.
- **Category**: Product category (e.g., Furniture, Office Supplies, Technology).
- **Sales**: Amount of sales in USD.
- **Profit**: Profit from each sale.
- **Quantity**: Number of items sold.
- **Customer Segment**: Type of customer (e.g., Consumer, Corporate, Home Office).

Challenge Instructions

1. **Objective**:
   - Analyze **sales performance** across different regions and product categories using your preferred data analysis tools.
   - Create visualizations that highlight key sales trends, profitable products, and regional performance.
2. **Tasks**:
   - **Data Preparation**: Import the dataset into your tool of choice and clean any inconsistencies.
   - **Descriptive Analysis**: Summarize total sales, average profit, and number of orders by region or category.
   - **Visualizations**:
     - Create line charts showing sales trends over time.
     - Generate bar or column charts comparing total sales by category and region.
     - Use heatmaps or scatter plots to show correlations between profit and quantity sold.
   - **Insights**:
     - Identify the region with the highest sales and profit.
     - Highlight the most profitable and least profitable product categories.
     - Any other insights.

3. **Tools**:
   - o **Participants can use any tool** (e.g., Excel, SQL, Python, R, Tableau, Power BI) to perform the analysis and create visualizations.
4. **Submission Guidelines**:
   - o Post your analysis and visual findings on LinkedIn, Instagram or Twitter using **#DataMondayViews** and tag the "Everything Data" community.
   - o Clearly mention the tools used in your analysis.
   - o **Deadline**: One week from the challenge release date. i.e. *11th November 2024*
5. **Evaluation Criteria**:
   - o **Creativity** and effectiveness of visualizations.
   - o **Depth of insights** derived from the analysis.
   - o **Presentation quality** and how well the findings are communicated.

Example Starting Points for Participants

- **Excel Users**: Use pivot tables to summarize sales by region and create interactive charts.
- **Python Users**: Use Pandas for data manipulation and Seaborn/Matplotlib for visualizations.
- **SQL Users**: Load the dataset into a database, write queries to extract insights, and use visualization tools to display results.
- **Tableau/Power BI Users**: Create dynamic dashboards showcasing sales trends and regional performance.

Dataset Source and Access

- **Download the Global Superstore dataset in CSV format** from trusted data platforms such as Kaggle or data.world. These datasets are typically available for open use and can be directly imported into analysis tools.