📊 Superstore Sales Analytics & Dashboard Project

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# 📁 Project Overview

This real-time analytics project analyzes a retail superstore’s sales data across different dimensions—customers, categories, and geographies. The pipeline includes data cleaning, feature engineering, KPI calculation, customer segmentation, and dashboarding using Dash and Plotly.

# 📦 Dataset Overview

\*\*Source\*\*: Kaggle - Superstore Dataset

\*\*Key Fields\*\*:

* - Order Info: Order ID, Order Date, Ship Date, Ship Mode  
  - Customer Info: Customer ID, Customer Name, Segment  
  - Location Info: Country, State, City, Region  
  - Product Info: Product ID, Category, Sub-Category, Product Name  
  - Metrics: Sales, Quantity, Discount, Profit

# ⚙️ Tech Stack

* - Python (Pandas, NumPy)  
  - Dash & Plotly for dashboarding  
  - Power BI for optional reporting  
  - VS Code for development  
  - Virtual environment with pip requirements

# 🚀 How to Run

1. Create virtual environment and activate it.

2. Install dependencies from `requirements.txt`.

3. Run scripts for cleaning, feature engineering, and KPI calculation.

4. Launch the dashboard:

```bash  
 python dashboard.py  
 ```

# 📊 Dashboard Features

* The dashboard provides interactive visualizations such as:  
  - Sales by Category  
  - Monthly Sales Trends  
  - Top 10 Customers by Sales  
  - Profit by Region