Exploratory Data Analysis of Superstore Dataset

A Beginner Data Analysis Project
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Project Overview

Objective:

To **explore** and **analyze** the Superstore dataset using basic cleaning and pivot table techniques to uncover sales and shipping insights.

Tools Used:

- Google Sheets
- Pivot Tables
- Basic Excel/Sheet Formulas

Dataset Description

- The dataset contains records of orders from a retail store.
- Fields include: Order Date, Ship Date, Sales, Quantity, Profit, Product Name, Region, Category, Ship Mode, Segment and more.
- Total records after cleaning: **9994.**
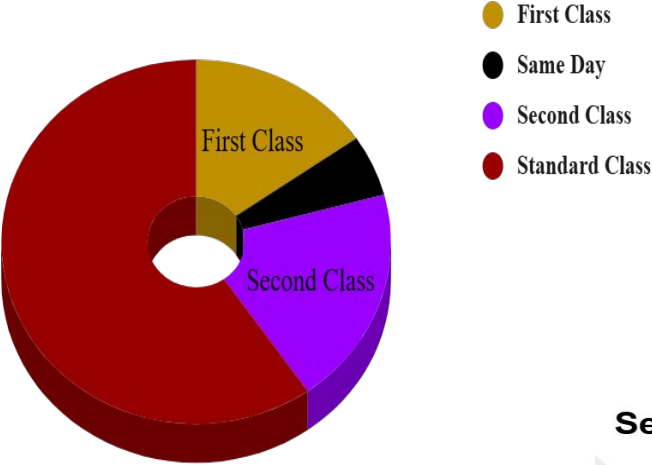
Data Cleaning Process

Steps Taken:

- Removed extra spaces using **TRIM ()**
- Checked for missing values and duplicates
- Validated number formats using **ISNUMBER ()**
- Fixed date formatting issues
- Calculated shipping duration = **Ship Date - Order Date**
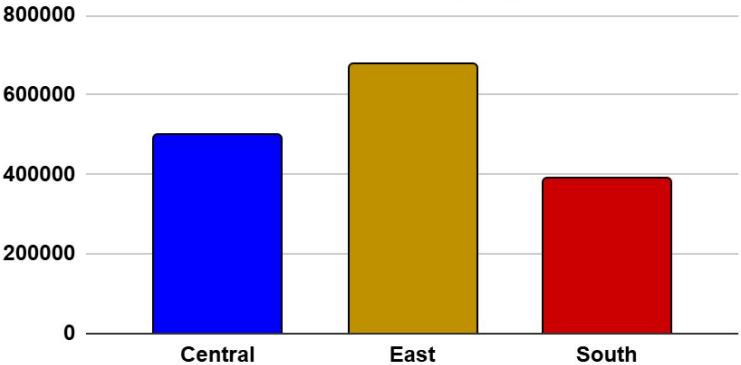- Checked for logical errors using **IF statements**

Key Insights

- Most Used Ship Mode: **Standard Class**
- Product Category with Highest Sales: **Technology**
- Region with Highest Sales: **West**
- Customer Segment that Buys The Most: **Consumer**
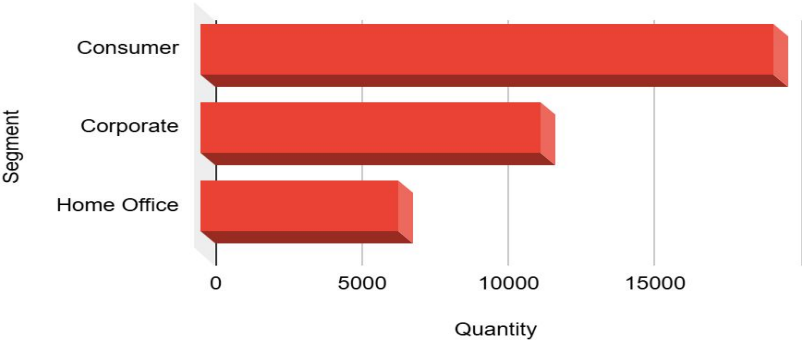- Product Category with Most Profit: **Technology**

Key Visualizations

Ship Mode Usage
- First Class
- Same Day
- Second Class
- Standard Class

Sales By Category

Segment VS Quantity

Conclusion

- The dataset was successfully **cleaned and analyzed.**
- Pivot tables and charts helped uncover sales trend and shipping patterns.
- This project sharpened my skills in cleaning, analyzing and drawing insights from raw data.

What I learned

- How to use pivot tables for summarizing large datasets
- Importance of data cleaning before analysis
- Gained hands-on experience in Google Sheets
- Confidence boost in presenting analytical work