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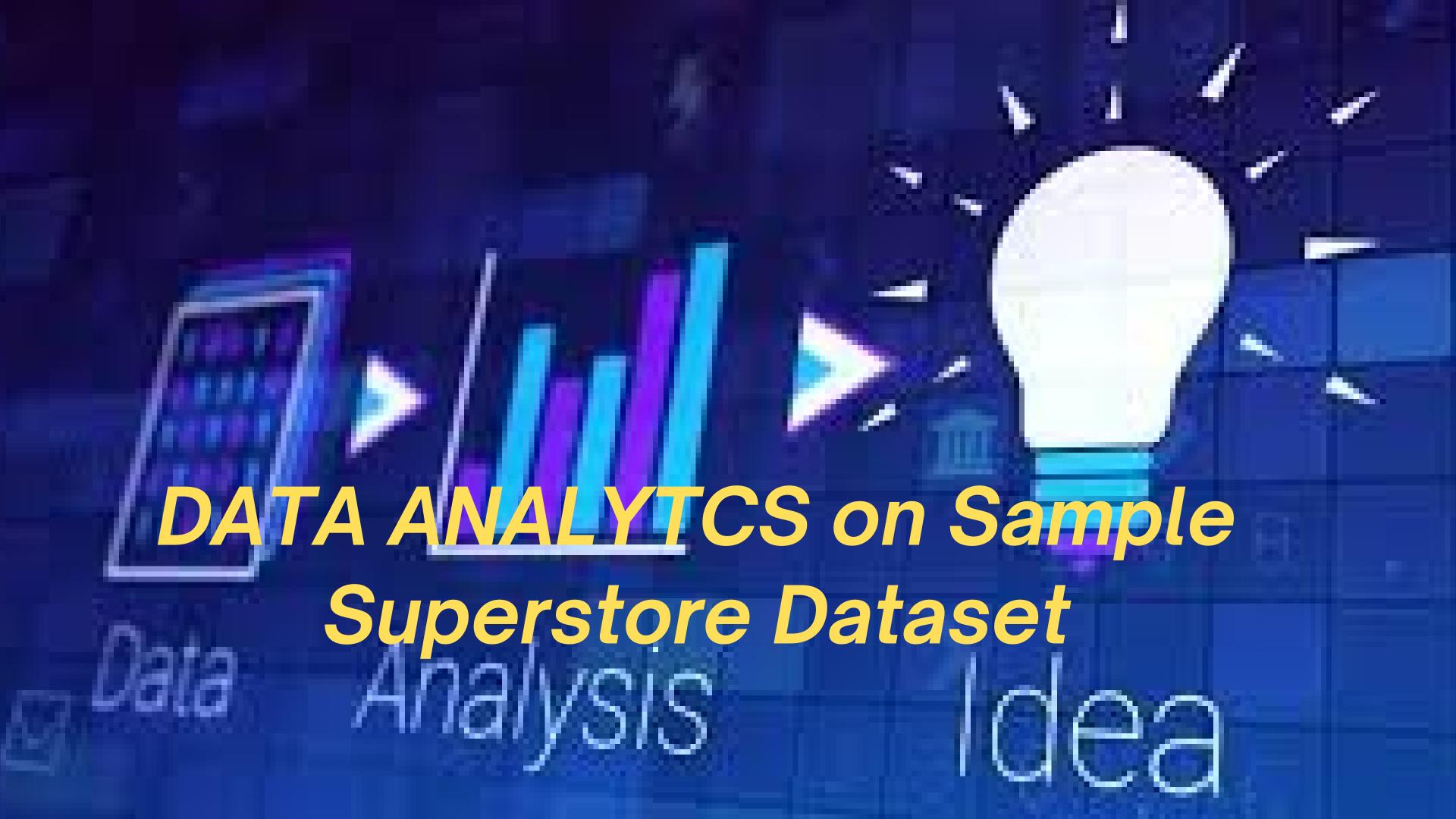
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College Name: Christ (Deemed to be University), Lavasa Pune

College State: Maharashtra

Internship Domain: Data Analytics(DA)

Start Date - End Date: 12-06-2023 to 24-07-2023



Project Topic

With a real-time dashboard that stores and tracks the records of sales made at a superstore to analyse the sales and profit of the superstore



AGENDA

Data analytics is collecting, cleaning, and analysing data to extract insights that can be used to make better business decisions, improve efficiency, and identify new opportunities.

- Understanding the dataset
- Data cleaning and preparation
- Data analysis and visualisation
- Insights and recommendations

PROJECT OVERVIEW



As we take the example of most business aspects, most companies or organisations perform business analysis for their past sales and profit forecast. We were provided a Sample Superstore dataset where we were expected to observe the various sides of the dataset, focusing on Sales and Profit Analysis.

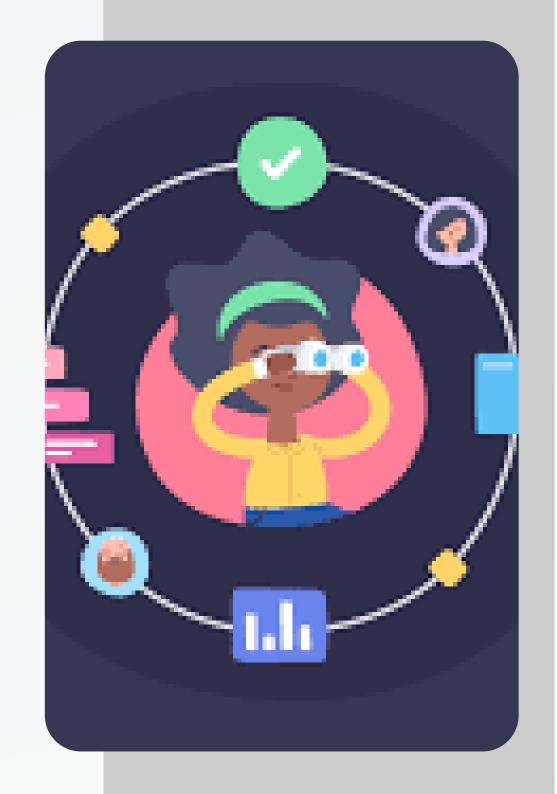


This project aims to analyze the sales and profits of a superstore in the United States from 2014 to 2018. The specific objectives of the project are to:

- Identify the top-performing products and categories.
- Determine the most profitable customers and regions.
- Find out the impact of discounts on sales and profits.
- Identify areas where the superstore can improve its sales and profits.



The dataset contains 9995 rows and 21 columns of data about the sales and profits of a superstore in the United States.



WHO ARE THE END USERS?

The *end users* of the sample superstore dataset are businesses that want to improve their sales and profits.

Sales and Marketing managers can use the dataset to identify top-performing products and customers. This information can be used to identify opportunities for growth and make predictions about future performance and allocate the required resources.

Finance managers can use the dataset to track costs and profits, which can be used to decide pricing, inventory, and other financial matters.

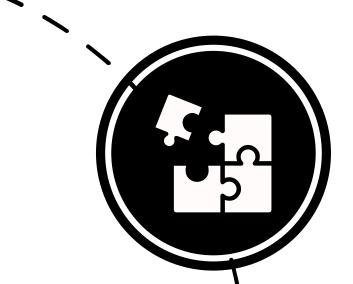
Operations managers can track inventory levels and order fulfilment times using the dataset. This information can be used to improve the efficiency of the supply chain.

SOLUTION AND PRESENTATION

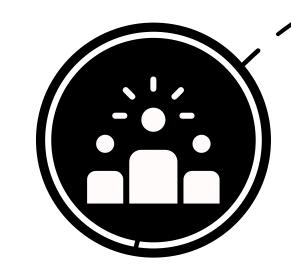
The top-performing products are technology, furniture, and office supplies. These products are well-liked by customers and have a high-profit margin. Businesses that want to improve their sales and profits should focus on these products.

The most profitable customers are those who live in the Northeast and West regions. These customers spend more money and are more likely to make repeat purchases. Businesses that want to improve their profits should focus on marketing to these customers.

Discounts have a positive impact on sales but a negative impact on profits. While discounts can help to increase sales, they can also reduce profits. Businesses should carefully consider the impact of discounts before offering them.

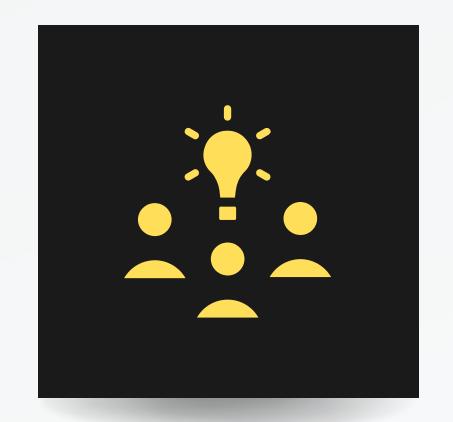


The superstore dataset is valuable for businesses that want to improve their sales and profits. The dataset can be used to identify trends, make predictions, and develop strategies to improve performance. The dataset's insights can help businesses make better decisions and achieve their goals.



WOW IN PROJECT

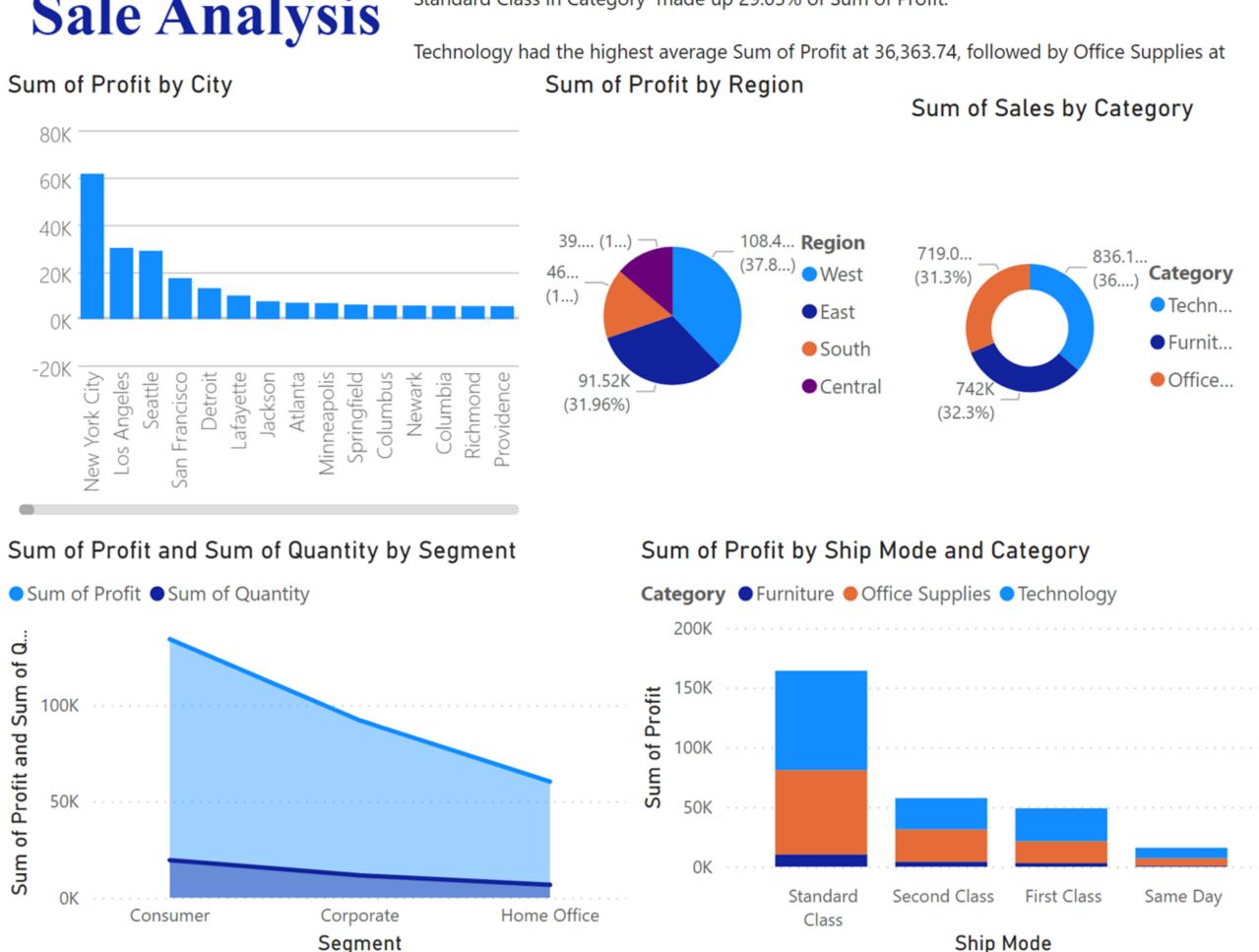
- Focused on the top-performing products and customers interested in identifying the areas where the superstore was most successful and could improve even further.
- A variety of data visualization techniques to present the findings of the data analysis, such as Plotly and ggplot.
- Analyzed trends in sales, profits, and other metrics by identifying how the superstore's performance had changed over time and any areas where there were opportunities for improvement.



Superstore Sale Analysis

Technology had the highest total Sum of Profit at 1,45,454.95, followed by Office Supplies at 1,22,490.80 and Furniture at 18,451.27.

Standard Class in Category made up 29.03% of Sum of Profit.

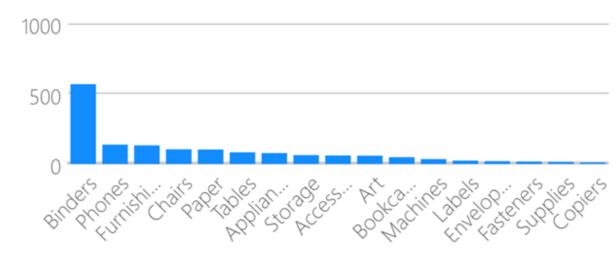


286.40K 2.30M

Sum of Profit

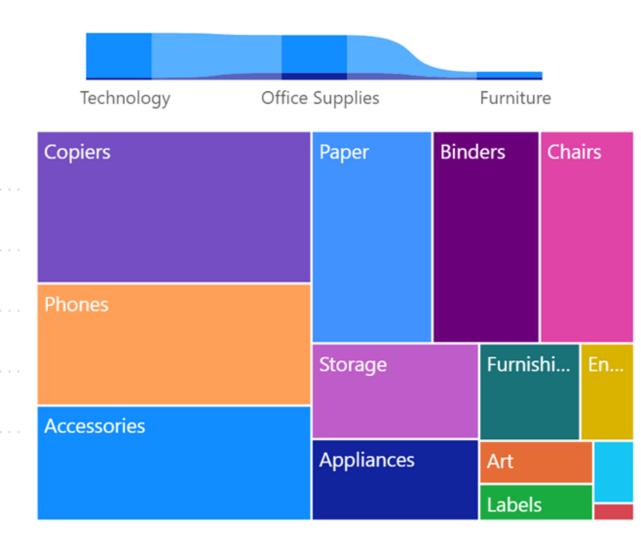
Sum of Sales

Sum of Discount by Sub-Category



Sum of Profit and Sum of Quantity by Category

Sum of Profit ● Sum of Quantity



RESULTS

The top-performing products The most profitable customers are technology, furniture, and are those who live in the office supplies. These products are well-liked by customers and have a highprofit margin. Businesses that make repeat purchases. want to improve their sales and profits should focus on these products.

Northeast and West regions. These customers spend more money and are more likely to Businesses that want to improve their profits should focus on marketing to these

customers.

Discounts have a positive impact on sales but a negative impact on profits. While to increase sales, they can also reduce profits.

Sales of furniture products have been increasing in recent months. This may be due to the increasing popularity of home improvement projects or the discounts can help growing number of people working from home. Businesses that sell furniture products should consider ways to capitalize on this trend, such as offering special promotions or expanding their product selection.

Sales of technology products have been declining in recent months. This may be due to the increasing popularity of online shopping or the rising cost of technology products. Businesses that sell technology products should consider ways to increase sales, such as offering discounts or improving their marketing efforts.

LINKS

https://pandas.pydata.org/docs https://realpython.com/ggplotpython https://plotly.com/python/



