

Super Store Sales Analysis



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Problem Statement



ShipFast Logistics is facing challenges with shipment delays and rising shipping costs, affecting customer satisfaction and profitability. As a data analyst, your task is to analyze shipment data to identify patterns, reduce delays, and optimize costs to improve delivery times and overall operational efficiency.

Stakeholders

Internal Stakeholders:

- Logistics Team
- Finance Department
- Customer Service Team

External Stakeholders:

- Customers
- Shipping Partners



KPI's(Key Performance Indicator)



2.3M
Total Sales



₹442.53K
Total Profit



5000
Total Orders



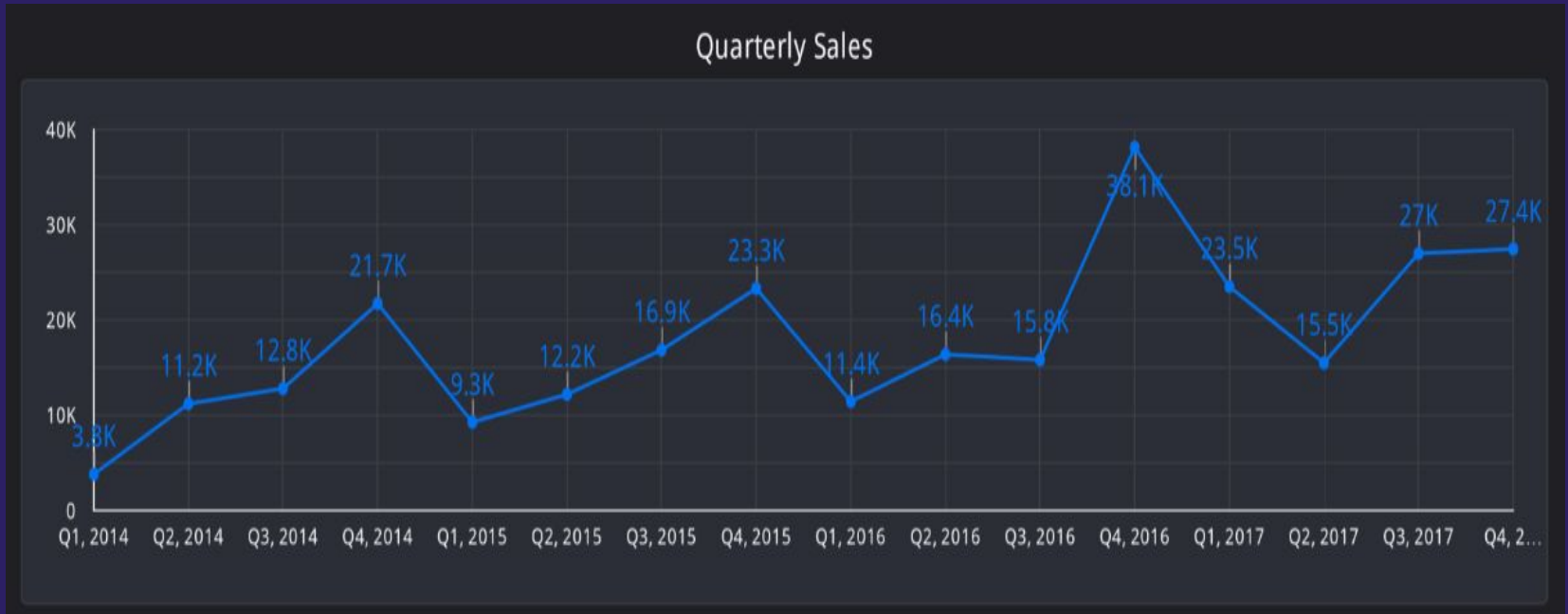
₹229.86
Avg Sales



783
Total Customer

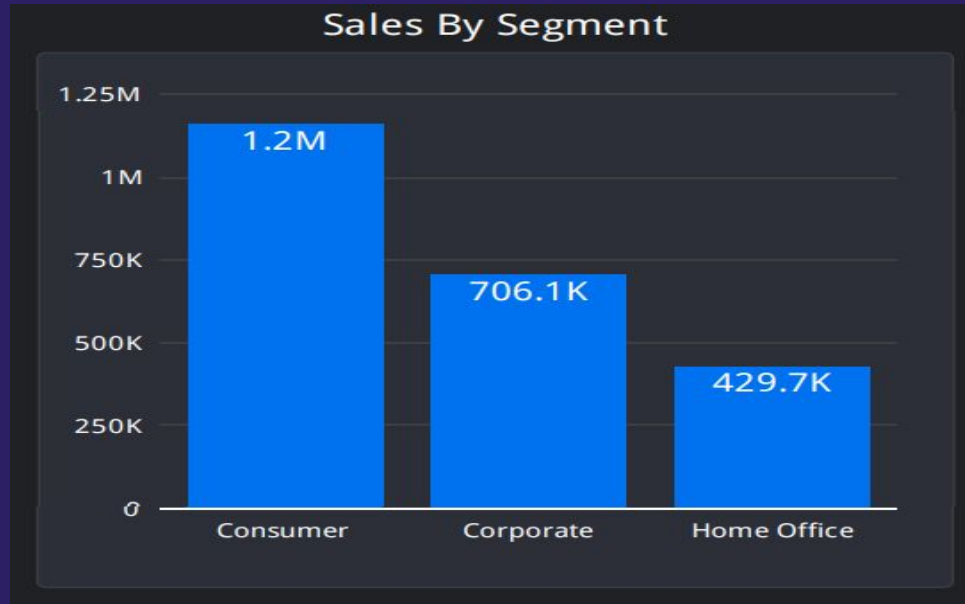
Recommended Analysis

Q1. Find the Quarterly Sales?



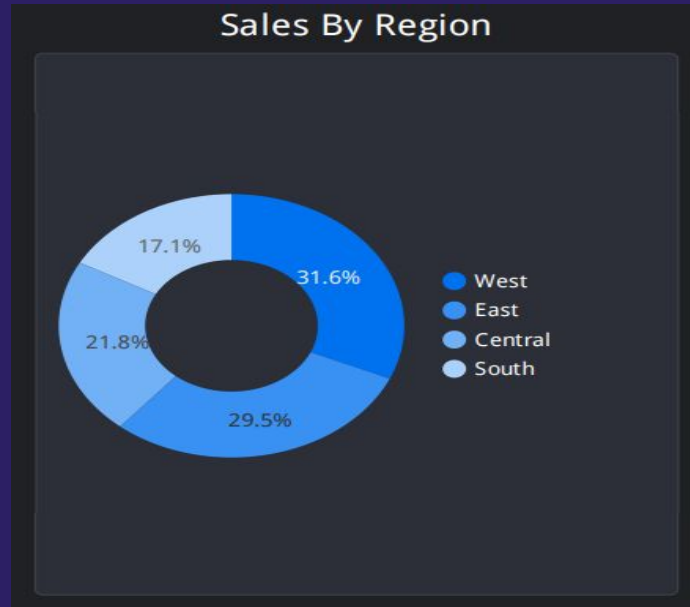
Recommended Analysis

Q2. Calculate Total Sales in Each Segment?



Recommended Analysis

Q3. Calculate Total Sales in Each Region?



Recommended Analysis

Q4. Calculate Total Sales by Region and Payment Mode



City

SuperStore Sales Analysis

Category

Total Sales

2.3M

Total Profit

₹442.53K

Unique Orders

5.0K

Average Sales

₹229.86

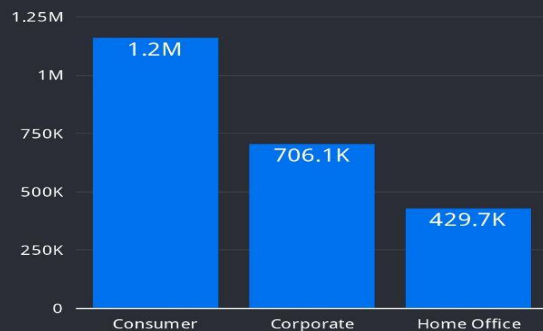
Unique Customer

793

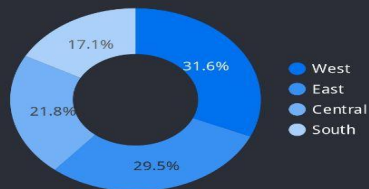
Quarterly Sales



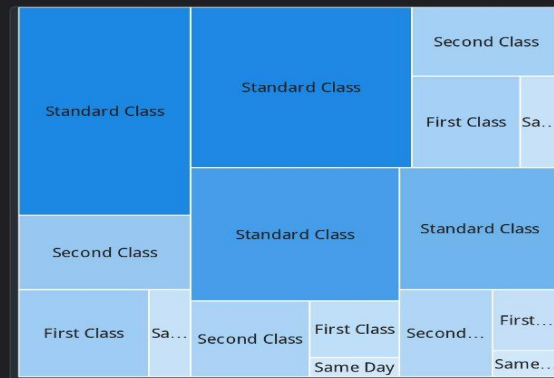
Sales By Segment



Sales By Region



Sales By Region and Ship Mode



City

SuperStore Sales Analysis

Category

Total Sales

2.3M

Total Profit

₹442.53K

Unique Orders

5.0K

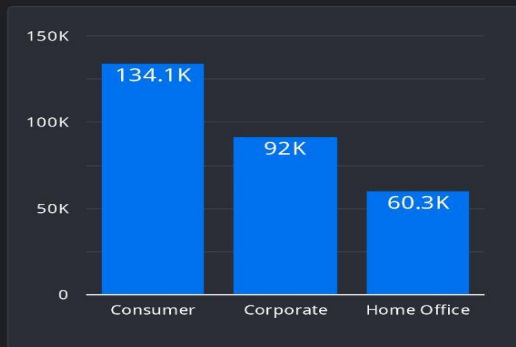
Average Sales

₹229.86

Unique Customer

793

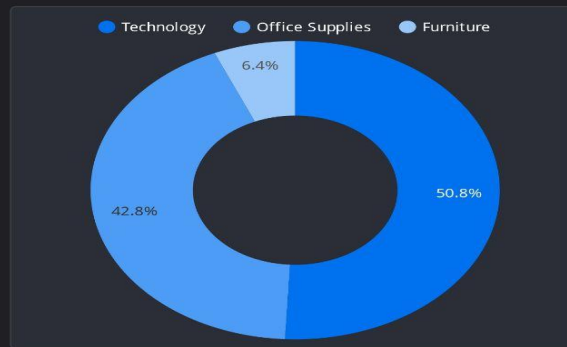
Profit by Segment



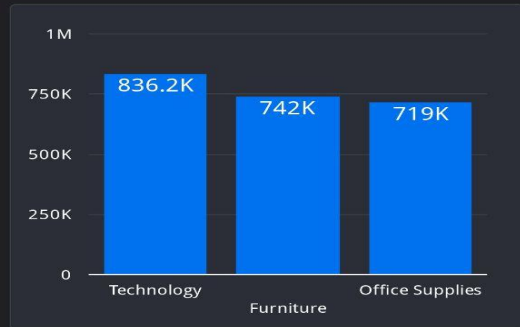
Profit by Category



Profit by Category



Sales by Category



Sales by Category



Thanks!

