

Superstore Sales Analysis

Presented by:

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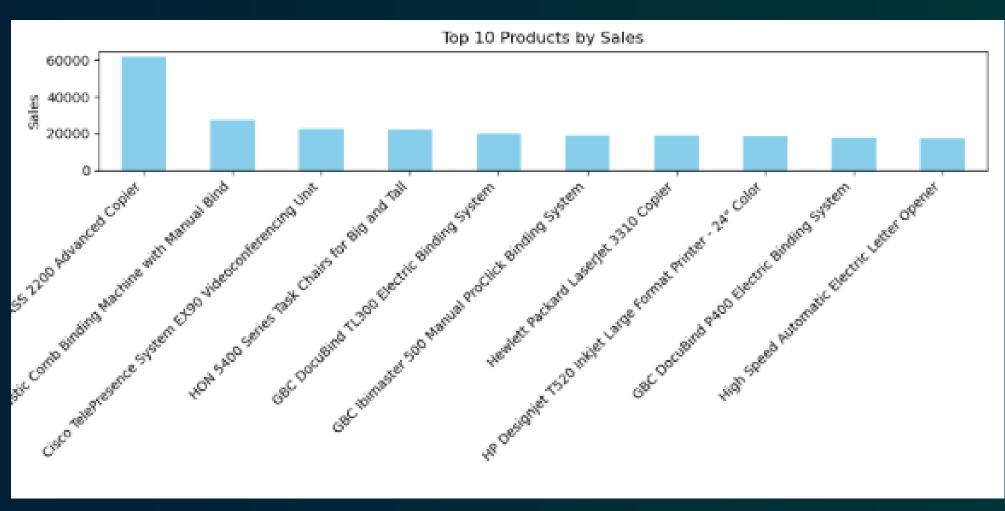
Introduction:

In today's competitive retail landscape, understanding sales performance is crucial for making informed business decisions. This project presents an in-depth analysis of Superstore sales data using data science techniques. By exploring key metrics such as sales, profit, and customer behavior across different regions, categories, and segments, we aim to uncover hidden patterns and actionable insights.

The analysis is performed using Python and data visualization tools to transform raw data into meaningful business intelligence. This presentation highlights the most impactful trends that influence profit and performance in the Superstore's operations.

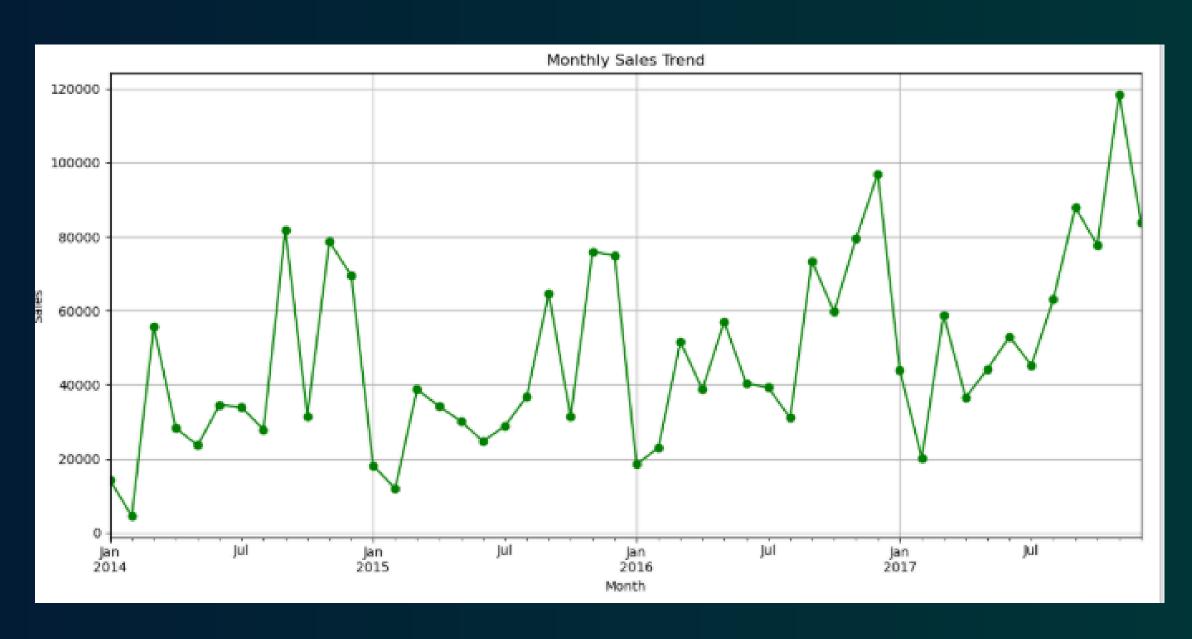


- Canon imageCLASS 2200 leads with sales over ₹61,000.
- Most top-selling products are office electronics and binders.
- High-value tech items contribute significantly to total revenue.



1.Bar Chart – Top Products by Sales

- Sales show a clear upward trend toward the end of each year (Q4 spike).
- Seasonal peaks often occur in November and December, likely due to holiday shopping.
- Some months, like January and February, may reflect lower sales activity, showing seasonality.



2.Line Chart – Monthly Sales Trend



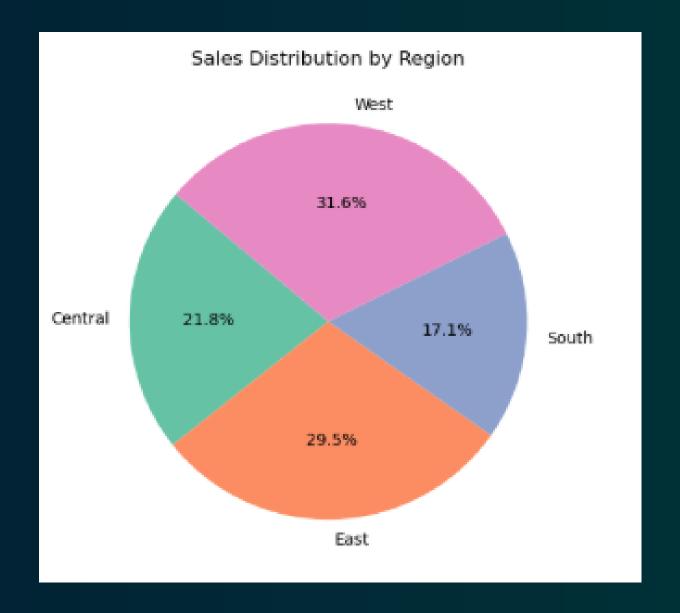
- California typically dominates sales across all categories, especially Technology.
- New York and Texas often follow, showing strong performance in Office Supplies.
- Some states like Wyoming or Montana may show low or negligible sales, indicating less market penetration.

		Heatman of Sales by State and Sales		
****		Heatmap of Sales by State and Category		_
Alabama -	6332	4209	8969	
Arizona -	13525	10006	11751	
Arkansas - California -	3188 156065	4565 142352	3925 159271	
Colorado -		7899		
Connecticut -	13243 5175	5418	10966 2791	
Delaware -	4759	8130	14562	- 140000
District of Columbia -	1347	139	1380	
Florida -	22987	19519	46968	
Georgia -	8321	26716	14059	
Idaho -	2595	950	837	
Ilinois -	28275	19908	31984	
Indiana -	11497	15735	26323	- 120000
lowa -	2642	783	1154	
Kansas -	111	1954	849	
Kentucky -	12127	11894	12571	
Louisiana -	2963	3423	2831	
Maine -	109	400	761	
Maryland -	9149	10390	4166	- 100000
Massachusetts -	10919	11989	5727	
Michigan -	22321	37724	16225	
Minnesota -	7611	19407	2845	
Mississippi -	4318	3631	2822	
Missouri	2936	12182	7087	
Montana -	64	1862	3663	- 80000
o Nebraska −	1945	2234	3286	
Nevada -	4635	6957	5137	
New Hampshire -	1886	1769	3637	
New Jersey -	6307	14956	14501	
New Mexico -	1701	1384	1698	
New York -	93373	90020	127484	- 60000
North Carolina -	15155	14365	26083	
North Dakota -	0	920	0	
Ohio -	24199	18383	35676	
Oklahoma -	8284	5031	6368	
Oregon -	6338	5271	5822	
Pennsylvania -	39355	34942	42215	- 40000
Rhode Island -	5919	6235	10474	
South Carolina -	3078	3812	1592	
South Dakota -	325	598	393	
Tennessee -	13507	12348	4807	
Texas -	60593	44491	65104	
Utah -	4822	4088	2310	- 20000
Vermont -	5120	2210	1600	
Virginia -	25322	21170	24145	
Washington -	48020	40084	50537	
West Virginia -	673	536	0	
Wisconsin -	17257	6060	8798	
Wyoming -	1603	0	0	- 0
	Furniture	Office Supplies Category	Technology	-

3.Heatmap – Sales Distribution by State and Category



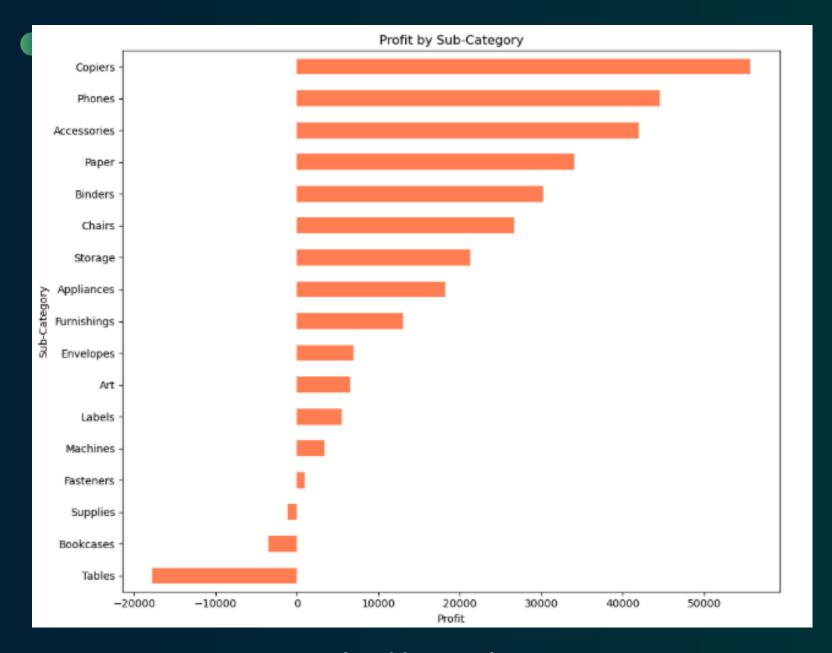
- The West region usually contributes the highest share of total sales.
- East and Central regions follow with moderate sales contributions.
- The South often lags in sales, indicating potential for market growth.



4. Sales Distribution by Region (Pie Chart)



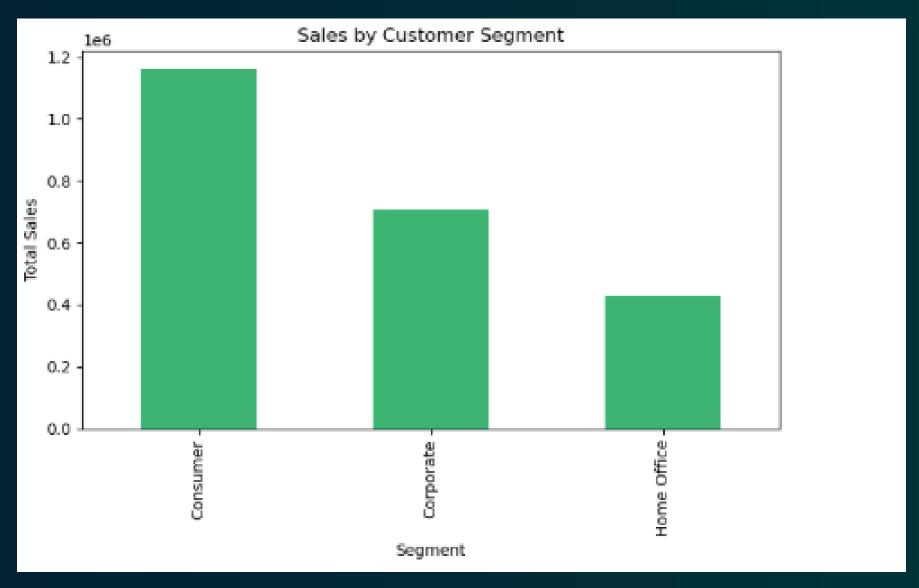
- Copiers and Phones generate the highest profits among all sub-categories.
- Tables consistently show negative profit, indicating losses despite sales.
- Binders and Supplies also perform poorly in terms of profitability.



5.Sub-Category Profitability (Horizontal Bar Chart)



- The Consumer segment generates the highest sales volume.
- Corporate customers contribute moderately to overall sales.
- The Home Office segment lags behind, suggesting untapped potential.



6.Sales by Customer Segment (Bar Chart)



Conclusion

In conclusion, the Superstore sales analysis uncovered valuable insights into the company's performance across regions, categories, and customer segments. The data shows that technology and office equipment are the most profitable product lines, while categories like tables and binders often incur losses. Sales are highest in the West region and among Consumer customers, indicating strong market presence in those areas. Conversely, the South region and Home Office segment show lower sales, suggesting opportunities for growth. Overall, this analysis highlights the importance of leveraging data to guide strategic decisions in marketing, inventory, and regional expansion.

