

Report and project Insight:

I will do analysis of US based Superstore. It will comprise of following steps:

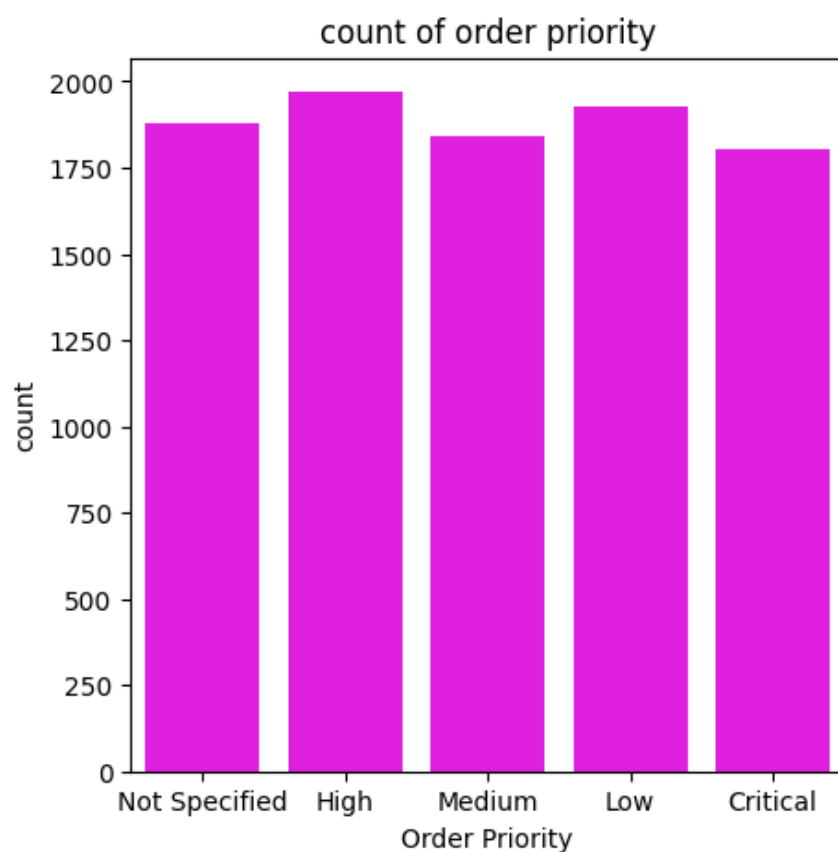
1. Data Collection
2. Data Cleaning
3. Data analysing
4. Data visualizing
5. Drawing conclusion
6. Presenting the data in terms of reports on the basis of useful findings.

Assumptions:

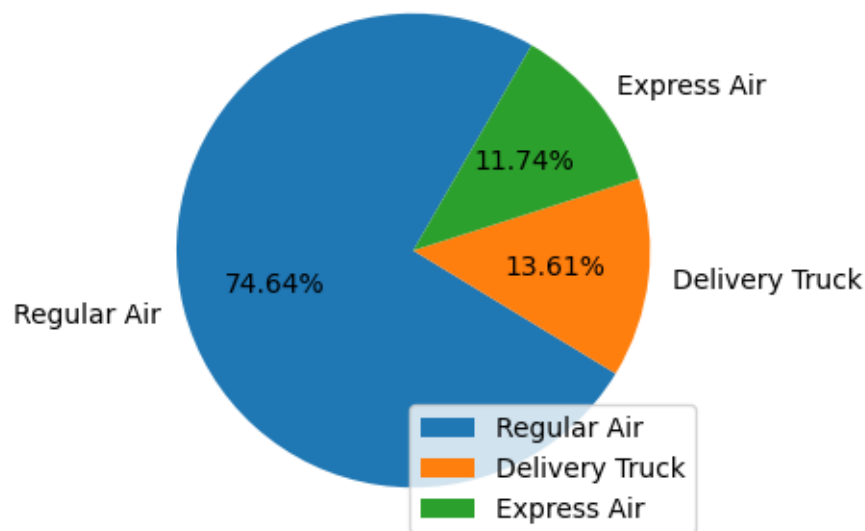
1. Only four years of data are considered for trend analysis.
2. The information is still current and can be used to analyse Products in an efficient manner.
3. The Superstore are not currently using any of the suggested solutions.

Research Questions:

1. What area the count of order priority of the products?



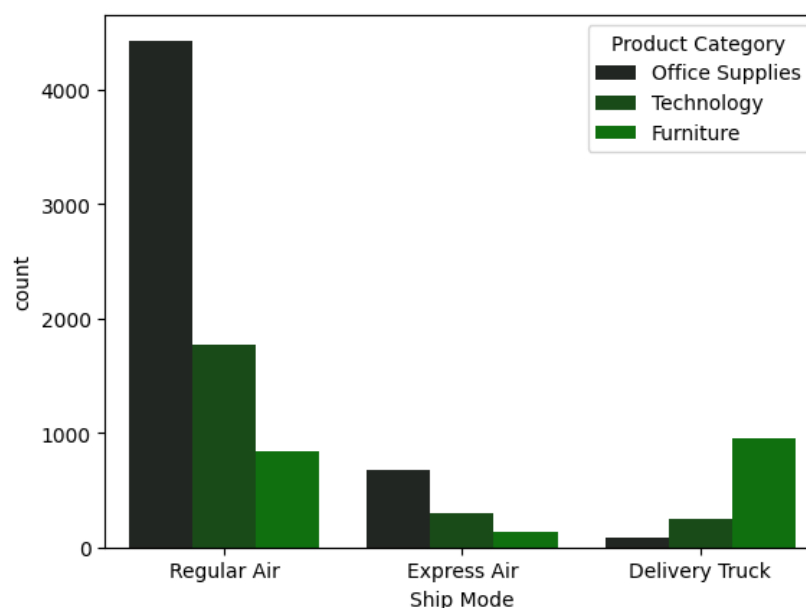
2. Which mode is mostly used for product supply to different parts?



Here's a detailed breakdown of the supply methods:

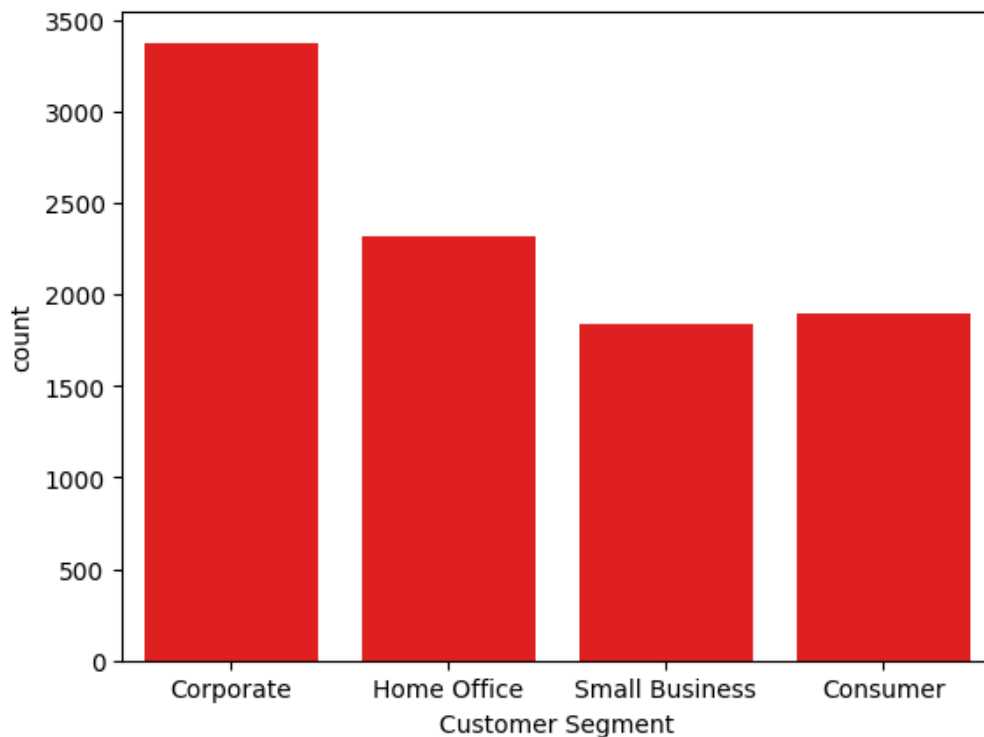
1. **Regular Air (75%):** The vast majority of the product is supplied through Regular Air, indicating it's the most utilized method, likely due to a balance of cost and efficiency.
2. **Road Transportation (13%):** This method accounts for a smaller portion of the supply, perhaps used for regional deliveries or areas where air transport isn't feasible or necessary.
3. **Express Air (12%):** The least used method, possibly reserved for urgent deliveries where time is critical despite higher costs.

4. Which product is more supplied at different mode shipping?



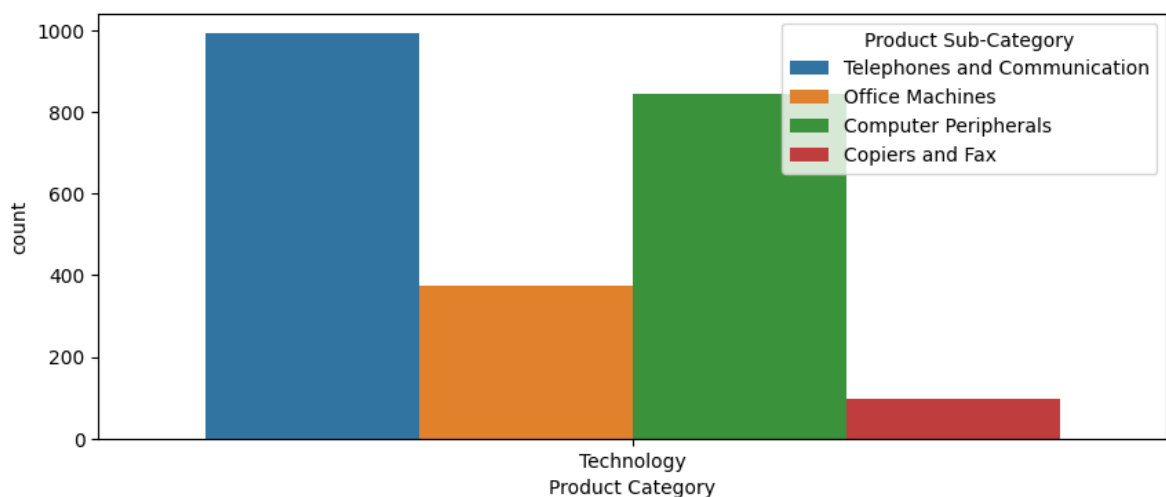
In regular air mode, the supply of office supplies is the highest where as in the delivery truck it is the least. We can conclude that delivery truck takes much time and everyone demand office supplies in hurry, that's why air mode has highest office supplies.

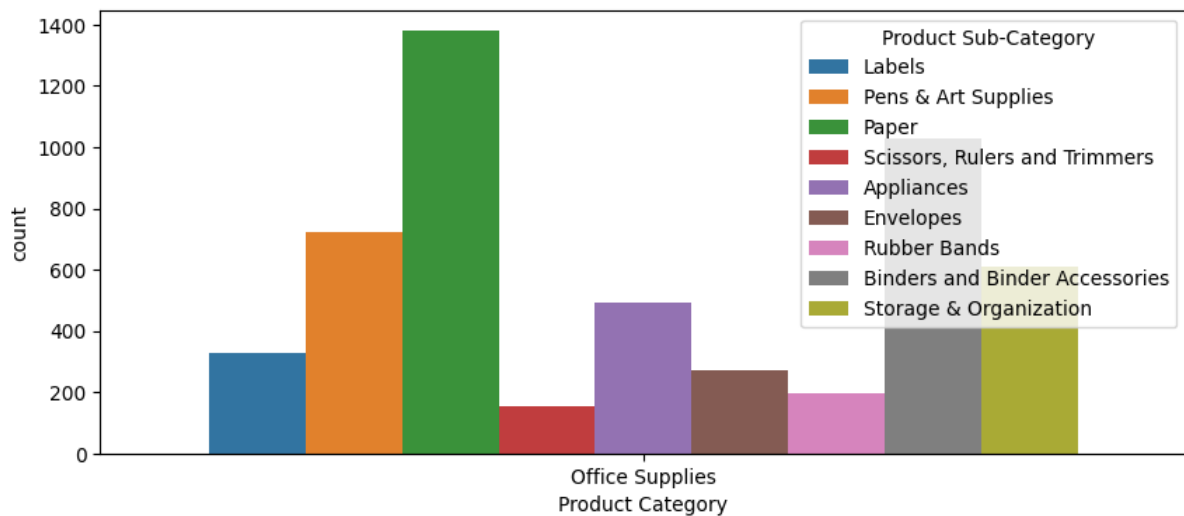
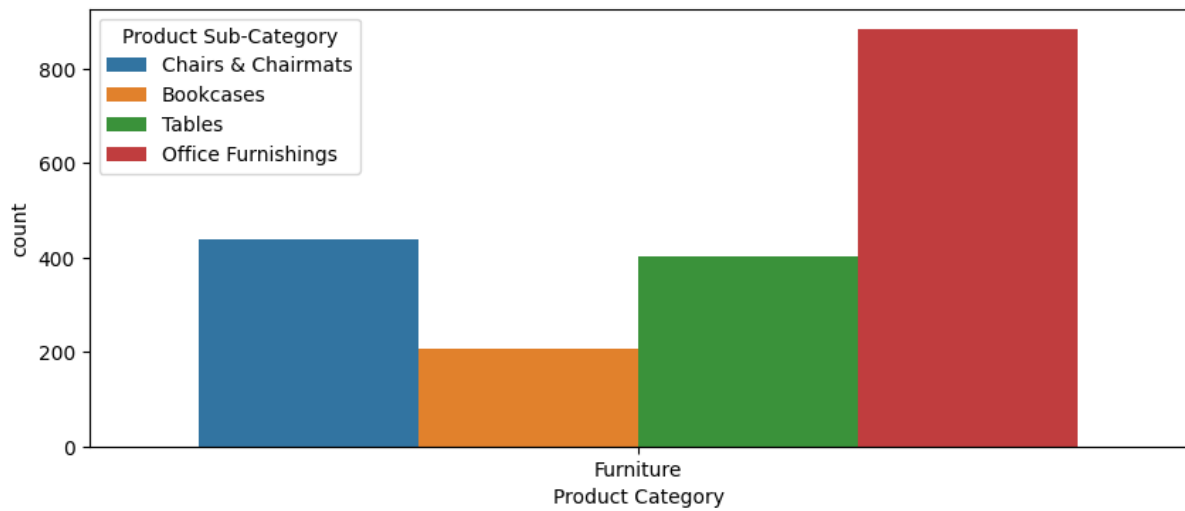
5. How much customer we hold from different segment?



The superstore has the highest number of customers from the corporate sector where demand of the office supplies is the highest. Consumers and the small business have the least count.

6. Which type of product and its category has highest sales data?



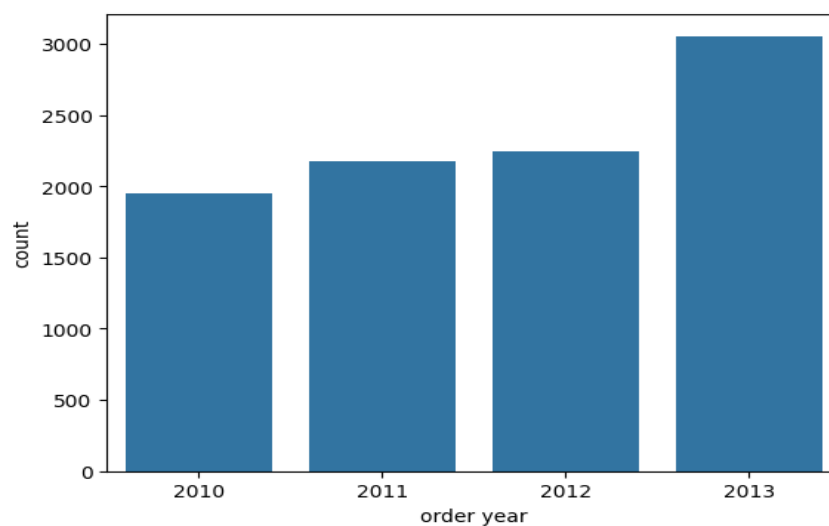


From the office supplies products, we have the supply of paper is the highest.

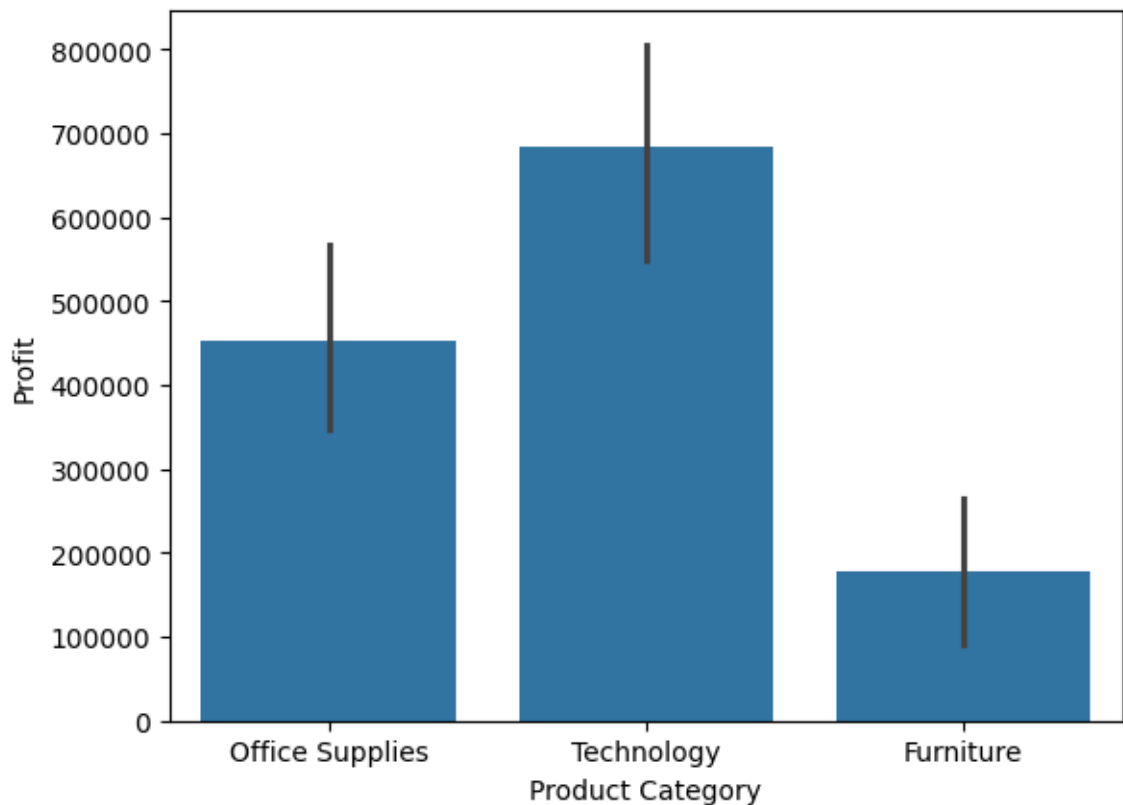
And from technology we have the supply of telephone and communication has the highest.

The furniture category holds the highest sales of office furnishings.

7. What is the total numbers of orders placed in every year?



8. What is the total profit on each product category?



The technology category has the highest profit in all years whereas the furniture has the very less profit margin.

Suggestions:

1. From the analysis we come to know that the order priority has no significance as the count of all the orders are almost same so we can remove order priority option and treat the all the demand equally important.
2. Expand Product range and introduce more high-demand technology products like smart home devices, wearable tech, and the latest gadgets.

3. We have very less profit over furniture sales and so we should focus on increasing the furniture sales by introducing stylish and ergonomic furniture designs that cater to modern office needs and home office setups.

4. Enhance loyalty programs with personalized rewards, discounts, and exclusive offers for frequent customers. So that the sales for consumer segment increases.