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Superstore Sales Analysis – SQL Project

Business Background

A superstore with operations across major cities of the world aims to understand some certain features of his business and get vital information from its data to be able to plan or focus on what is selling with a full understanding of sales trend and forecasting for the future all things being equal.

This kind of analysis will reduce understocking and overstocking, also focus extremely on the selling products by taking into consideration, the demand and supply.

Problem Statement

Every store be it online or offline needs evaluation and analysis to predict daily sales and know what goods customers want at a particular time and what the trend would be every day, month, and year. Recent customer complaints are:

a. The shipment of products is delayed. The agreed SLA is a maximum of three days from the order date.

b. The shop is unable to meet customers demands on certain product line, as a result, market share is being lost to competition.

The major focus of this analysis is to understand the following:

a. Identify the existence of duplicates in the data provided and eliminate the duplicates

b. Sales Trend

c. Most Selling Products by Amount of Sales

d. Least Selling Product by Amount of Sales

e. Most preferred Shipping Mode by Sales

f. The Shipping Mode responsible for not meeting the agreed SLA

g. Profitable Categories

h. Numbers of Product Sold by Category

i. Cities with Highest Sales

j. Top Selling Products by Number of Sales

k. Define a loyalty reward scheme for customers based on their performances to keep them to the brand

l. Having analyzed the data, would you suggest the Store Manager review the Order Priority of the products? Support your claim with insight from the data.

m. Advise the store manager with insights from your analysis.

n. Include the limitations with the dataset and how you think your analysis can be further enriched

Desired Outcome

The outcome of the analysis is to give the store management a comprehensive, but easy to understand analysis using some key visualization tools for easy understand and to help him make informed decision. Present your findings and visuals in PowerPoint.

Data Info

There are three data sets to be used for your analysis namely:

i. Orders
ii. Product Details
iii. Customer Segment & Region

The structure of the data sets is presented below:

ORDERS	
Row ID	Unique id for each record
Order ID	Order number of products ordered. This has a relationship with
Order Date	Date of order
Ship Date	Date order was shipped
Ship Mode	The mode of shipment used
Customer ID	Unique id for each customer that placed an order. This has a relationship with the Customer_id in the customer and segment table
Product ID	Unique id for each product ordered. This has a relationship with the product_id in the product details table
Sales	Amount of sales
Quantity	Number of sales recorded
Discount	Discount applied
Profit	Profit per product
Shipping Cost	The cost of shipping
Order Priority	The priority assigned to the orders

PRODUCT DETAILS	
Product ID	Unique id for each product
Product Name	Name of the product
Sub-Category	Categorization of the product
Category	Further categorization of the product

CUSTOMER SEGMENT & REGION	
Customer ID	Unique id for each customer
Segment	Customer Segment
Customer name	Name of the customer
Postal Code	Postal code of customer
City	City of customer
State	State of customer
Country	Country of customer
Region	Region of customer
Market	Market Segment

Good luck!