Superstore Sales Analysis

Business Problem Statement:

In this superstore analysis portfolio project, we gain insights into its sales data to optimize its operations and improve profitability. The company is particularly interested in understanding the following aspects:

# Overview of superstore sales dataset:

* Total no of orders
* Total sales
* Total Quantity of products sold
* Average profit
* Average discount
* Total no of products
* Total number of categories
* Total number of subcategories
* Total Years
* Total countries

# Sales Performance Analysis:

* Identify the top-selling products and categories.
* Analyze sales trends over the years and highlight any significant patterns.

# Customer Segmentation:

* Segment customers based on their purchasing behavior.
* Understand which segments contribute most to the sales.

# Shipping and Order Management:

* Evaluate the efficiency of different shipping modes.
* Analyze shipping costs and their impact on overall profitability.
* Assess order processing times and identify areas for improvement.

# Profitability and Cost Analysis:

* Analyze profit margins for different product categories and sub-categories.
* Evaluate the impact of discounts on overall profitability.
* Identify products or regions that may require cost optimization.

# Global Sales/Product Quantity Overview:

* Analyze the distribution of sales across different countries.
* Identify the most sold products in each country.

# State-Level Category Exploration:

* Understand the most used product categories in different states.

# Regional Sub-Category Analysis:

* Analyze the popularity of sub-categories in different regions.