Global Superstore Sales Analysis

Global Superstore is a leading retailer dealing in a wide range of consumer goods across different regions. The data analysed here offers insights into the performance of the business by looking at orders, Regional Head. This dataset consists of two workbooks: Orders, Regional Head.

1. Orders:

The Orders workbook contains the transactional records of purchases made through the Global Superstore platform. Each row represents an individual order line, capturing important details such as the order ID, order date, ship date, customer ID, Customer Name, Category, Total Price. It also includes geographical data like country, region, city, and state, allowing us to analyse the performance by location.

Key fields include:

- Order ID: A unique identifier assigned to each order placed in the system.
- Order Date and Ship Date: These fields record when the order was placed and when it was shipped to the customer, respectively.
- Order Priority: Indicates the urgency level of the order, such as Critical, High, Medium, or Low.
- Customer ID and Customer Name: These fields identify the customer's name and ID.
- City, State, and Country: Provide the geographical location of the customer.
- Region: This field represents broader geographical divisions based on global regions or economic zones.
    - APAC – Representing Asia Pacific countries.
    - EU – Covering European Union nations.
    - LATAM – Short for Latin America.
    - US – United States-based customers.
    - Africa – Countries from the African continent.
    - Canada – Sales specific to Canada.
- Category and Sub-Category: Classify products into main and more specific product lines.
- Unit Price: Represents the price per unit of the product sold.
- Quantity: Shows the number of units sold for the particular product.
- Total Price: Indicates the revenue generated from each transaction.

2. Regional Head:

The Regional Head workbook includes information about the sales representatives' handling orders in each region. Each entry connects a region to a specific Regional Head who manages operations there. This allows us to map regional performance to the responsible individuals.

Key fields include:

- Regional Head: Name of the sales representative responsible for that region.
- Region: Identifies the geographic zone being managed.