

Supersales Dataset Description:

The Supersales dataset is designed to provide a comprehensive overview of sales data, including order details, customer information, shipping, and product specifics. Below is a detailed description of the dataset, including column names, data types, and a brief description of each column.

➤ Dataset Overview:

The Supersales dataset consists of 24 columns and contains various types of data: identifiers, dates, categorical, and numerical values. The dataset captures essential aspects of the sales process, from order placement to delivery and customer feedback.

➤ Dataset Details:

The Supersales dataset contains the following columns:

- Row ID: A unique identifier for each row in the dataset.
- Order ID: A unique identifier for each order placed.
- Order Date: The date when the order was placed.
- Ship Date: The date when the order was shipped.
- Ship Mode: The mode of shipping used for the order (e.g., Standard, Express, Same Day).
- Customer ID: A unique identifier for each customer.
- Customer Name: The name of the customer who placed the order.

- Segment: The market segment to which the customer belongs (e.g., Consumer, Corporate, Home Office, Small Business)
- Country: The country where the order was placed
- City: The city where the order was placed
- State: The state where the order was placed.
- Postal Code: The postal code of the location where the order was placed.
- Region: The region where the order was placed (e.g., East, West, Central, South).
- Product ID: A unique identifier for each product.
- Category: The category of the product (e.g., Electronics, Furniture, Clothing, Office Supplies).
- Sub-Category: The sub-category of the product (e.g., Phones, Chairs, Binders).
- Product Name: The name of the product.
- Sales: The total sales amount for the order.
- Quantity: The quantity of products ordered.
- Discount: The discount applied to the order.
- Profit: The profit generated from the order.
- Order Priority: The priority of the order (e.g., High, Medium, Low).

➤ **Data Type Summary:**

- Integer: Row ID, Quantity
- String: Order ID, Ship Mode, Customer ID, Customer Name, Segment, Country, City, State, Postal Code, Region, Product ID, Category, Sub-Category, Product Name, Order Priority
- Date: Order Date, Ship Date
- Float: Sales, Discount, Profit

➤ **Data Volume:**

- The dataset contains 9995 rows and 22 columns

➤ **Use Cases:**

1. Sales Performance Analysis:

- Evaluate overall sales performance across different regions and segments.
- Identify trends and patterns in sales data to inform strategic decisions.

2. Customer Segmentation:

- Analyze customer segments to understand purchasing behaviors and preferences.
- Tailor marketing strategies to specific customer segments for better engagement.

3. Product Analysis

- Determine top-performing products and categories.
- Identify opportunities for expanding product lines or discontinuing underperforming items.

4. Shipping and Logistics

- Analyze shipping times and methods to optimize logistics.
- Improve customer satisfaction by reducing delivery times and enhancing shipping reliability.

5. Profitability Analysis

- Assess the impact of discounts and promotions on overall profitability.
- Identify areas to increase profit margins through strategic pricing.

➤ **Conclusion:**

This dataset can be used for various analytical purposes, such as sales trend analysis, customer segmentation, product performance evaluation, and operational efficiency assessment.

➤ **Source Link:**

<https://www.kaggle.com/datasets/ishanshrivastava28/superstore-sales?select=Superstore.xlsx>