**PROJECT DESCRIPTION ON SUPERSTORE**

**Project Overview**

This dataset superstore comprises of customers essential which focus on understanding the store’s sales performance across different years, product, categories, market, orders and quantity and also countries with a specific emphasis on profit and loss calculations with the aim of uncovering patterns and analyzing these dataset for easy understanding and visualization.

**Data Source**

Project work from Attenyi Academy “SUPERSTORE CSV” File comprising a detailed customers essential for store sales.

**Tools Used**

Microsoft excel / Power query: To clean and analyses the data

Structured query language (SQL) : To directly query and manipulate the data, and also provide insights from the dataset

PowerBi Desktop: To visualize the outcome.

**POSSIBLE QUESTIONS GENERATED**

* Who are our top 8 customers by sales?
* Top 5 different countries with highest sales?
* What was the profit made overall ?
* What is the category with the most sales?
* What is the category with the most profit?
* What is the top 5 product with the highest sales?
* What is the top 3 customers segmentation performance?
* What the top 5 customers regional performance in cities by sales?

**QUESTIONS ANSWERED USING SQL**

--use project

--go

--select \* from SUPERSTORE

-->>/ WHO ARE THE TOP 8 CUSTOMERS BY SALES/<<

--select top 8 customer\_name, SUM(SALES) as total\_sales FROM SUPERSTORE

--group by Customer\_Name

--order by total\_sales DESC;

--select \* from SUPERSTORE

-->>/TOP 5 DIFFERENT COUNTRIES WITH THE HIGHEST SALES/<<

--select top 5 "Country", sum(sales) as total\_sales

--from SUPERSTORE

--group by Country

--order by total\_sales desc

--select \* from SUPERSTORE

-->>/WHAT WAS THE SALES MADE OVERALL/<<

--select sum(Sales)as total\_sales from SUPERSTORE

--order by total\_sales;

--select \* from SUPERSTORE

-->>/WHAT IS THE CATEGORY WITH THE MOST SALES/<<

--select category, sum(Sales)as total\_sales from SUPERSTORE

--group by Category

--order by total\_sales desc;

--select \* from SUPERSTORE

-->>/THE CATEGORY WITH THE HIGHEST PROFIT/<<

--select category, sum(profit) as total\_profit from SUPERSTORE

--group by Category

--order by total\_profit desc;

--select \* from SUPERSTORE

-->>/TOP 5 PRODUCT WITH THE HIGHEST SALES/<<

--select top 5 sum(sales) as total\_sales,Product\_Name from SUPERSTORE

--group by Product\_Name

--order by total\_sales desc;

--select \* from SUPERSTORE

-->>/ WHAT ARE THE TOP 3 SEGMENTATION PERFORMANCE /<<

--select "Segment", sum(sales) as total\_sales, sum(profit) as total\_profit from SUPERSTORE

--group by Segment

--order by total\_sales desc;

--select \* from SUPERSTORE

-->>/ WHAT IS THE TOP 5 REGIONAL PERFORMANCE IN CITY BY SALES/<<

--select top 5 sum(sales) as total\_sales, sum(profit) as total\_profit, City from SUPERSTORE

--group by City

--order by total\_sales desc;

**VISUALIZATION IN POWER BI**

After completing data cleaning and analysis in MySQL, the results were exported to CSV files

These CSV files served as the basis for creating a visually appealing dashboard in Power BI.

The purpose of this Power BI dashboard was to provide a better understanding of the outcomes derived from the SQL data analysis.

**FINDINGS FROM THE ANALYSIS**

* The top 8 customers of the company include; Tom Ashbrook having over 14.55% sales, Tamara Chand 13.46% sales, Greg Tran 12.77% sales, Christopher Conant 12..64% sales, Sean Miler 12.64% sales, Bart Walters 11.61% sales, Natalie Fritzler 11.42% sales, and Fred Hopkins 10.02%
* Top 5 different countries with highest sales includes United states having over 42.46%, Australia 17.1%, France 15.87% , China 12.95% and Germany 11.62%.
* The sales made overall is 12.6M
* The category with most sales is Technology having over 4,744,691 sales
* The category that’s most profitable is technology (44.11%), followed by Office supplies (34.66%) then Furniture (21.23%)
* Top 5 products with the highest sales include; Apple Smart Phone having 23.49% (86936 sales), Full Size Cisco Smart Phone having 20.66% (76441 sales), Full Size Motorola Smart Phone having 19.77% (73159 sales), Full Size Nokia Smart Phone having 19.43% (71904 sales), Full Size Canon image CLASS 2200 Advanced Copier having 16.65% (61600 sales).
* The top 3 customers segmentation performance are consumers (51.48%), cooperate (30.25%) and home office (18.27%)
* The top 5 customers regional performance by city includes; New York City, Los Angeles, Manila, Seattle and San Francisco.

**LIMITATIONS**

* **Exclusion of special characters in state column and other columns**: During the data analysis process, a lot of special character was identified with in the state column and few on some other column. These records were excluded from the analysis
* **Difficulty while importing file:** I had issues while importing my data to sql, I had to change “product\_name” which was in varchar to MAX, “tarchar “ to decimal 10,18