

Superstore Sales Analysis

The superstore sales data is used to visualize and analyze the data, and transforming it into interactive dashboards and reports are created.

Dataset Overview:

- **Total Records:** 9,994
- **Time Period:** 2014 – 2017
- **Key Fields:** Order Date, Sales, Profit, Category, Region, Customer Segment, Discount, Quantity

Sales & Profit Overview:

- **Total Sales:** 2.30M
- **Total Profit:** \$286,40K

Category Performance:

- **Top-Sales Category:** Technology
- **Most Profitable Category:** Technology
- **Least Profitable Sub-Category:** Furniture

Regional Insights:

- **Top Region by Sales:** West
- **Top Region by Profit:** West

Customer Segment Analysis:

- **Most Sales:** Consumer Segment
- **Highest Profit Margin:** Corporate Segment

Recommendations:

- Reevaluate pricing strategy on **Tables** and high-discount items
- Focus marketing on **East Region** and **Corporate Segment**
- Increase upselling in **Furniture** category to maximize margins



Superstore Sales Analysis



Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West



286.40K
Sum of Profit



9994
Total_CustomerID



2.30M
Sum of Sales



1.56K
Sum of Discount

Sum of Sales by Region



Technology
Sum of Sales
8,36,154.03

Sum of Sales by Category



Furniture
Sum of Sales
7,41,999.80

Office Supplies
Sum of Sales
7,19,047.03

Sum of Sales by Order Date



Sum of Sales by Segment

