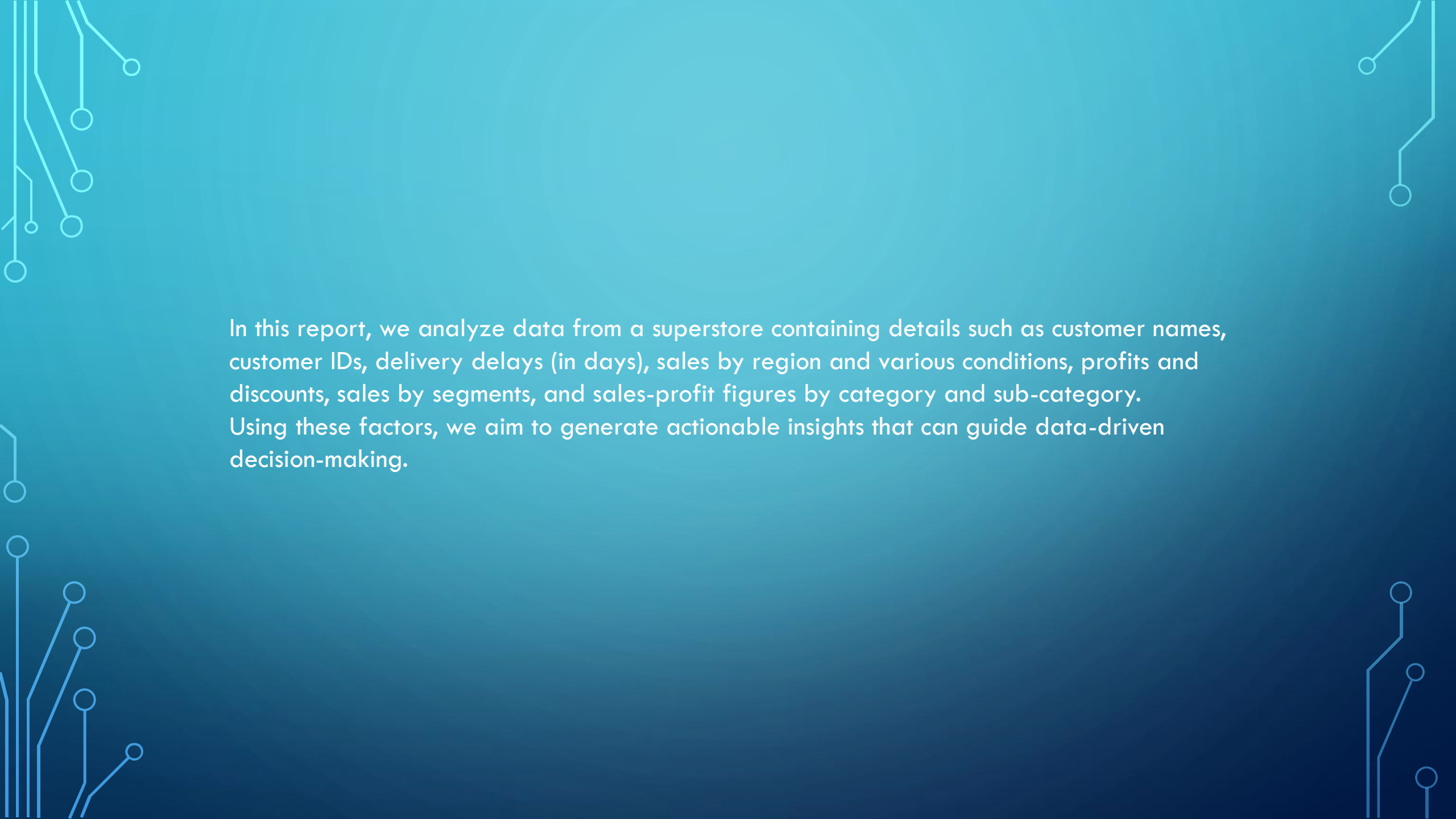# 📊 Analytics & Insights Report

Based on Sample Superstore Data

Presented by: Priyanshu Kumar
Role: Data Analytics Enthusiast / B.Tech CSE Student
**Date:** 6 August 2025

In this report, we analyze data from a superstore containing details such as customer names, customer IDs, delivery delays (in days), sales by region and various conditions, profits and discounts, sales by segments, and sales-profit figures by category and sub-category.
Using these factors, we aim to generate actionable insights that can guide data-driven decision-making.

Basic KPI's of superstore

| 0.16	0.12	36,749.00	2,82,857.75	22,72,449.86
Sum of Average_Discount	Sum of Profit_Margin	Sum of Sold_Quantity	Sum of Total_Profit	Sum of Total_Sales

Sales by ABC category
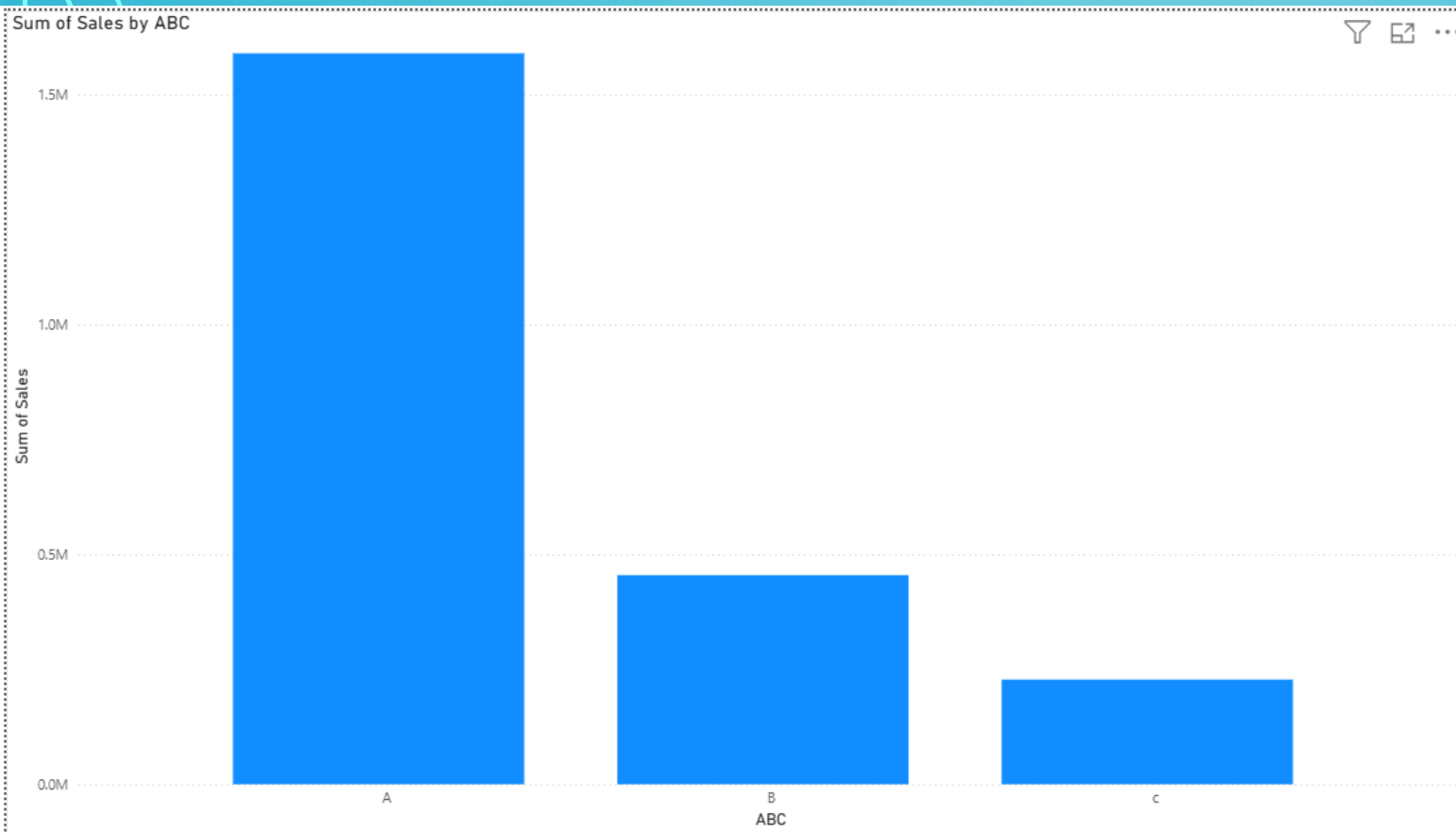
The data reveals the following distribution of sales:

Section A accounts for the top 70% of total sales, amounting to **1,589,759.99 M.**

Section B represents the next 20% (70%–90% range) of total sales, totaling **454,939.97 M.**

Section C comprises the remaining 10% of total sales, with **227,749.89 M.**

Total profit & Total sales by Region

Sum of Total_Profit and Sum of Total_Sales by Region
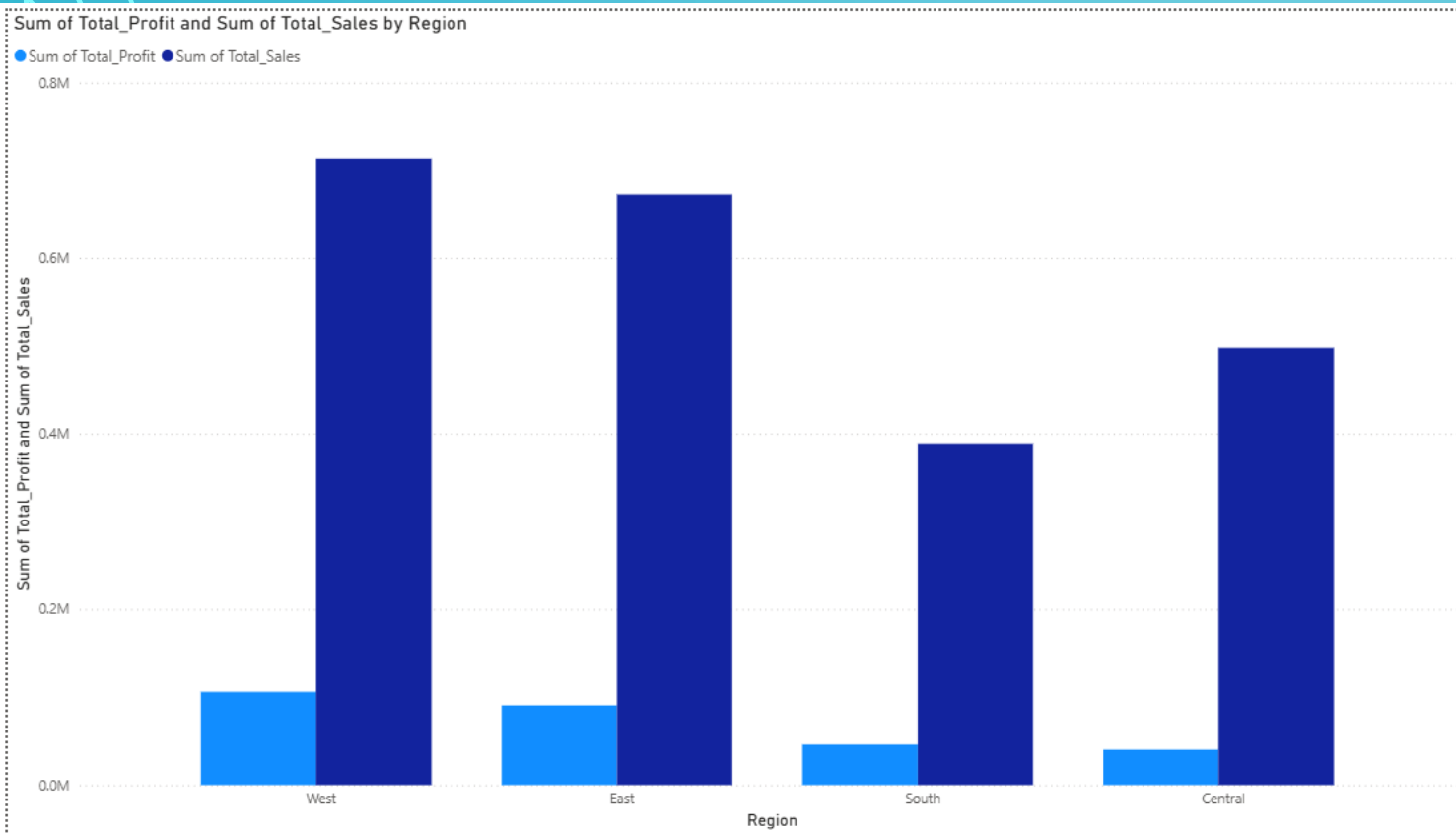
- The **Central region** records the **lowest profits** at **40,128.90 M**.
- The **West region** achieves the **highest profits** at **106,021.15 M**.
- The **South region** has the **lowest sales** at **388,983.59 M**.
- The **West region** records the **highest sales** at **713,471.34 M**.
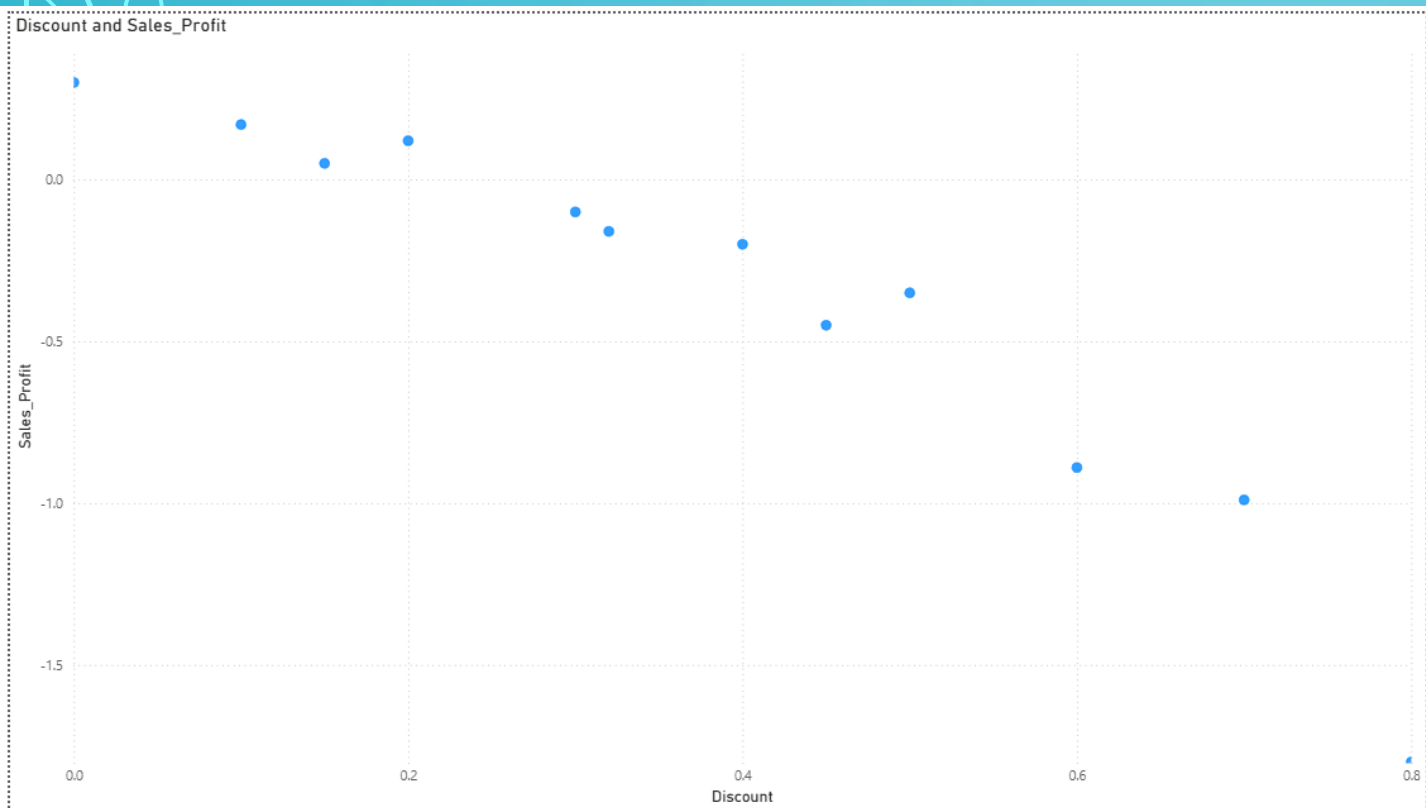
Average profit by Discount

Sum of Average_Profit by Discount
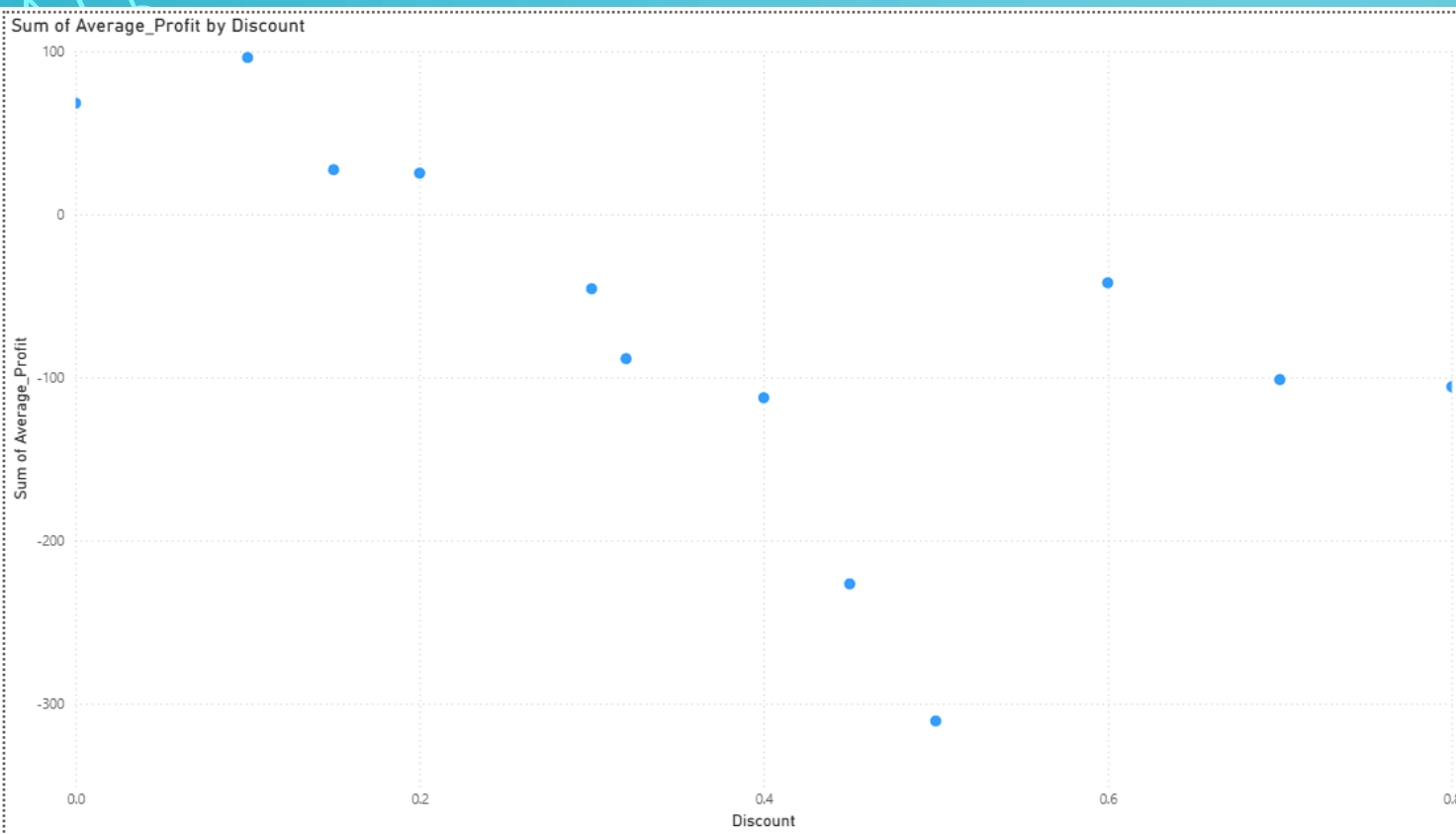
According to the data, discounts in the **0–0.2 range** yield **positive average profits.**
However, for discounts **above 0.2**, the average profit becomes **negative**, indicating a complete loss.
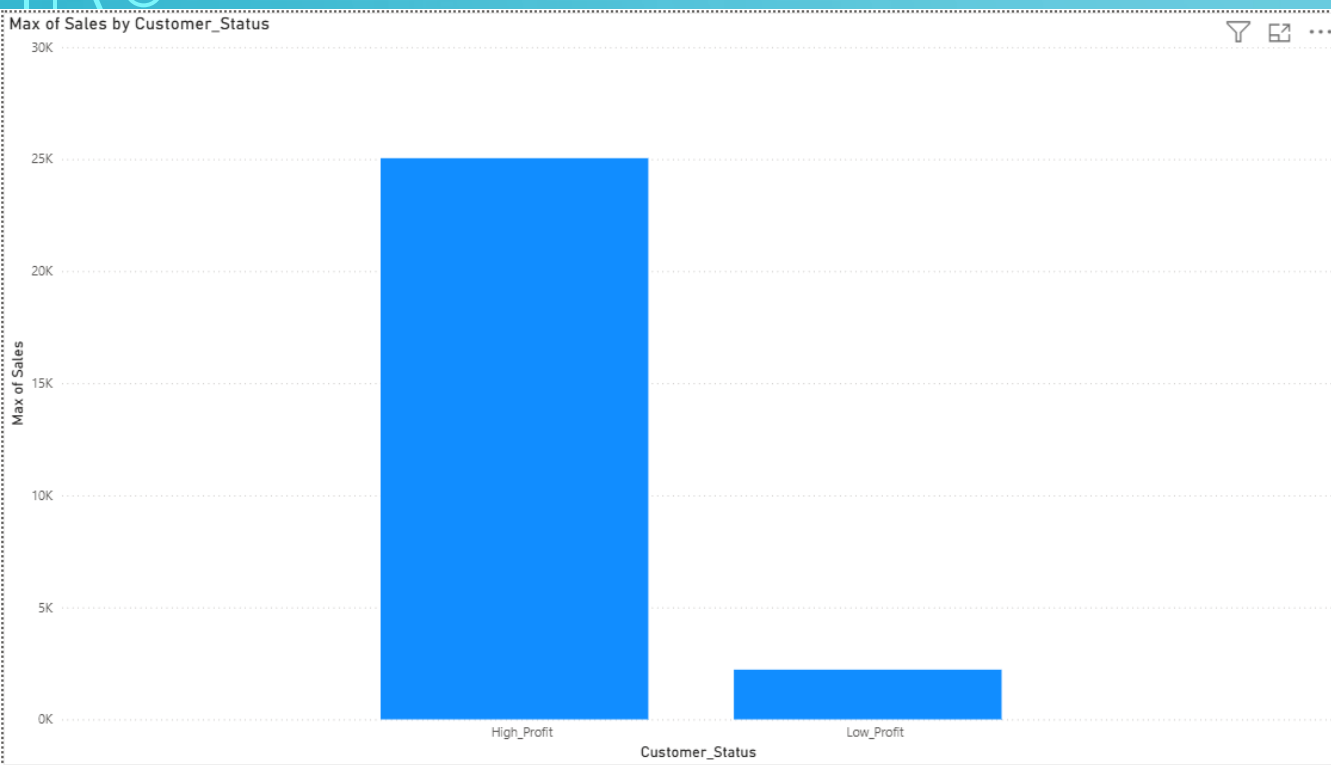
Sales profit by Discount

Discount and Sales_Profit

According to the data, the profit margin remains **positive only for discounts between 0 and 0.2.** Beyond a **0.2 discount**, the profit margin turns **negative.**
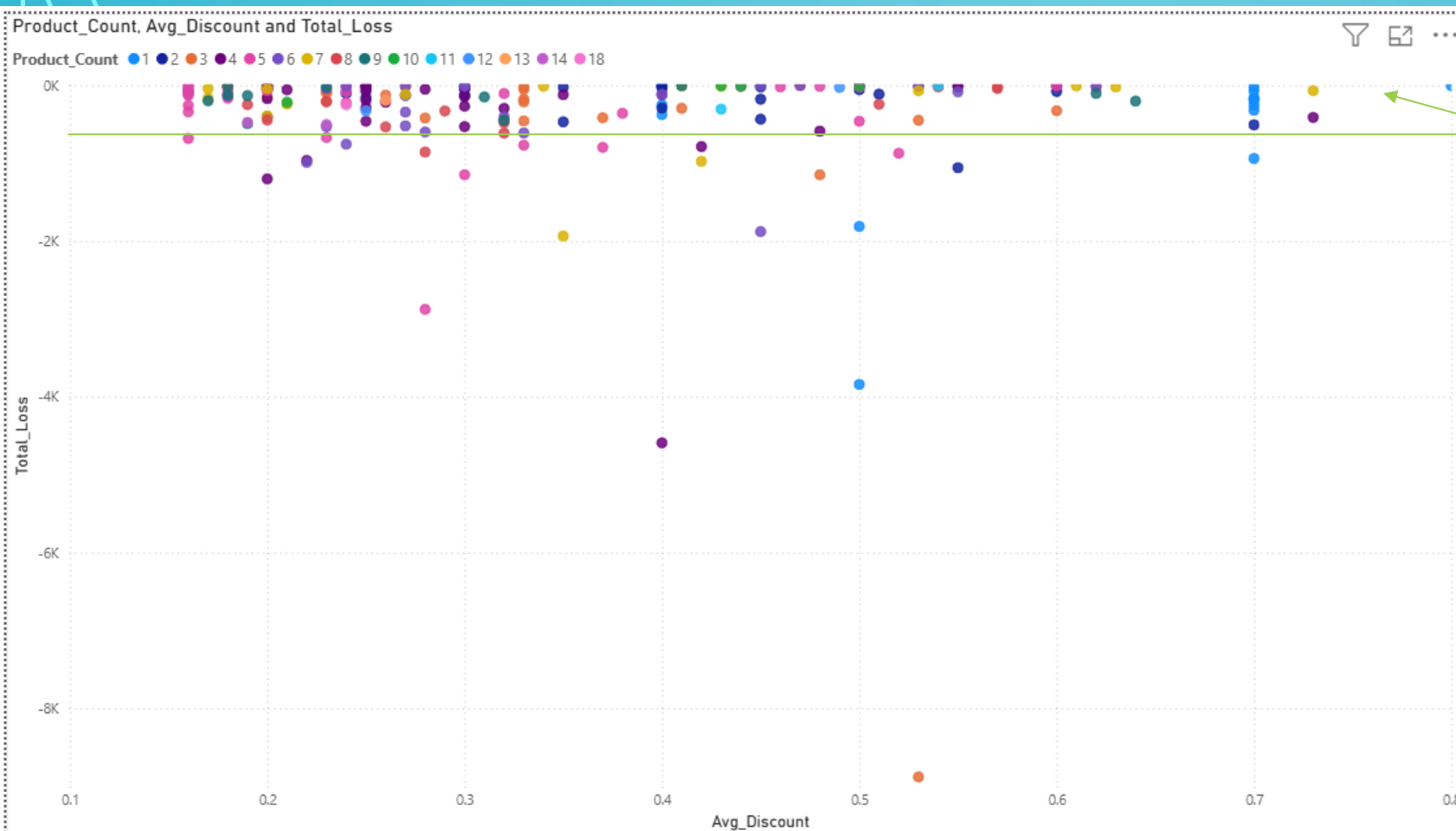
Maximum profit margin: Achieved at **0% discount**, with a **30% margin.**
Maximum loss: Occurs at **0.80 discount**, with a **-180% margin.**

# Sales by Customer status

Customers in the **high-profit segment** achieved the **highest sales** of **25,000 units,** whereas customers in the **low-profit segment** recorded maximum sales of only **2,200 units.**

Total Loss by Average Discount

This section records the **highest loss count**, with **18 products.** It highlights products that are both **loss-making** and have **high product counts,** along with their corresponding loss amounts.

Total Sales by Months

Sum of Total_Sales by Months
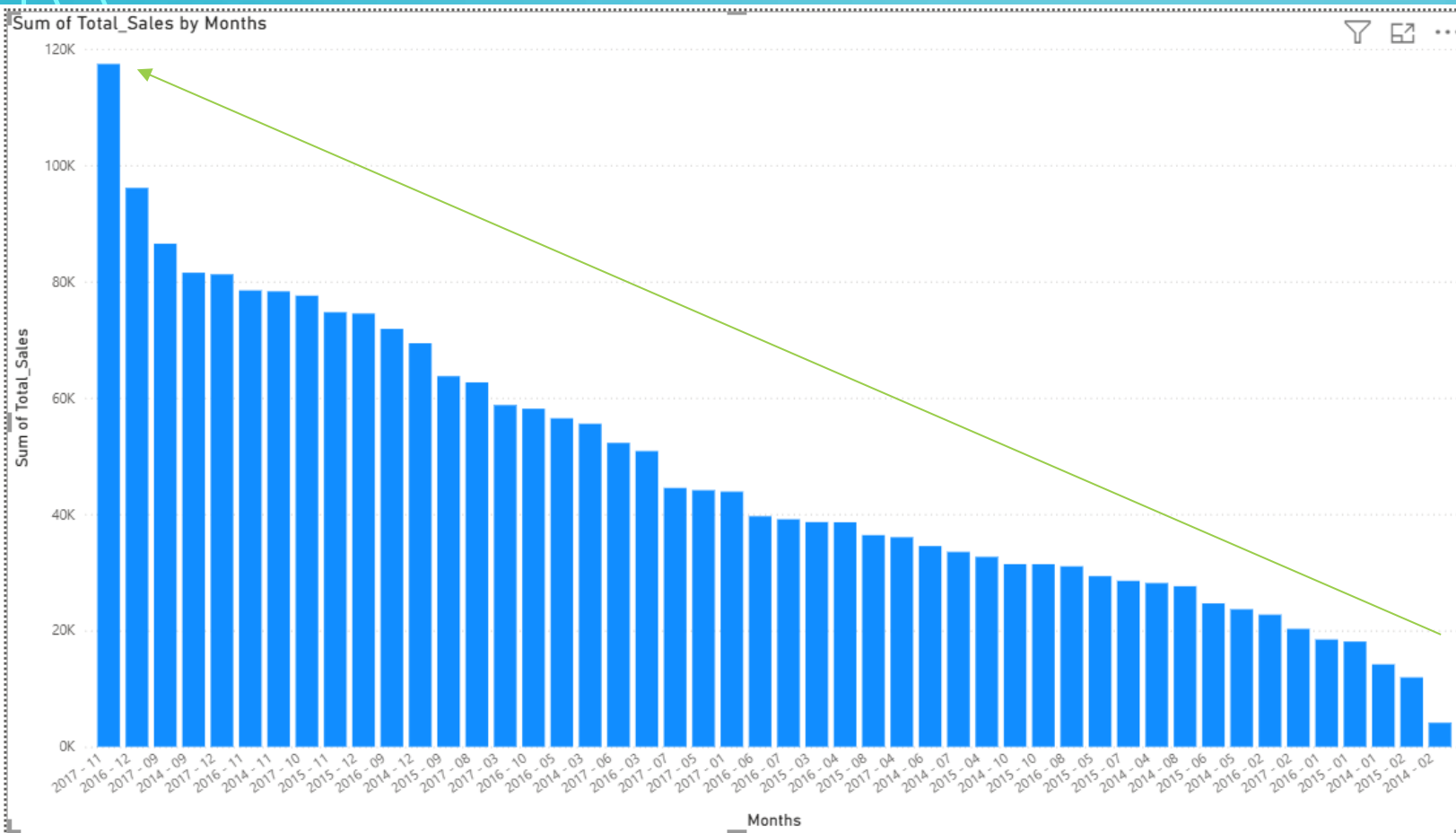
The data shows fluctuations in sales over the years, with both increases and declines.

Highest sales were recorded in **November 2017** at **117,383.38 thousand**, followed by a decline in **December 2017** to **81,227.62 thousand**.

Lowest sales occurred in **February 2014**, at just **4,119.82 thousand**, compared to **14,161.35 thousand** in January 2014.

Overall, the sales trend experienced periodic growth and decline throughout the observed period.

Total Sales per Product & Total Quantity by product Name

Sum of Total_Sale_Per_Product and Sum of Total_Quantity by Product Name
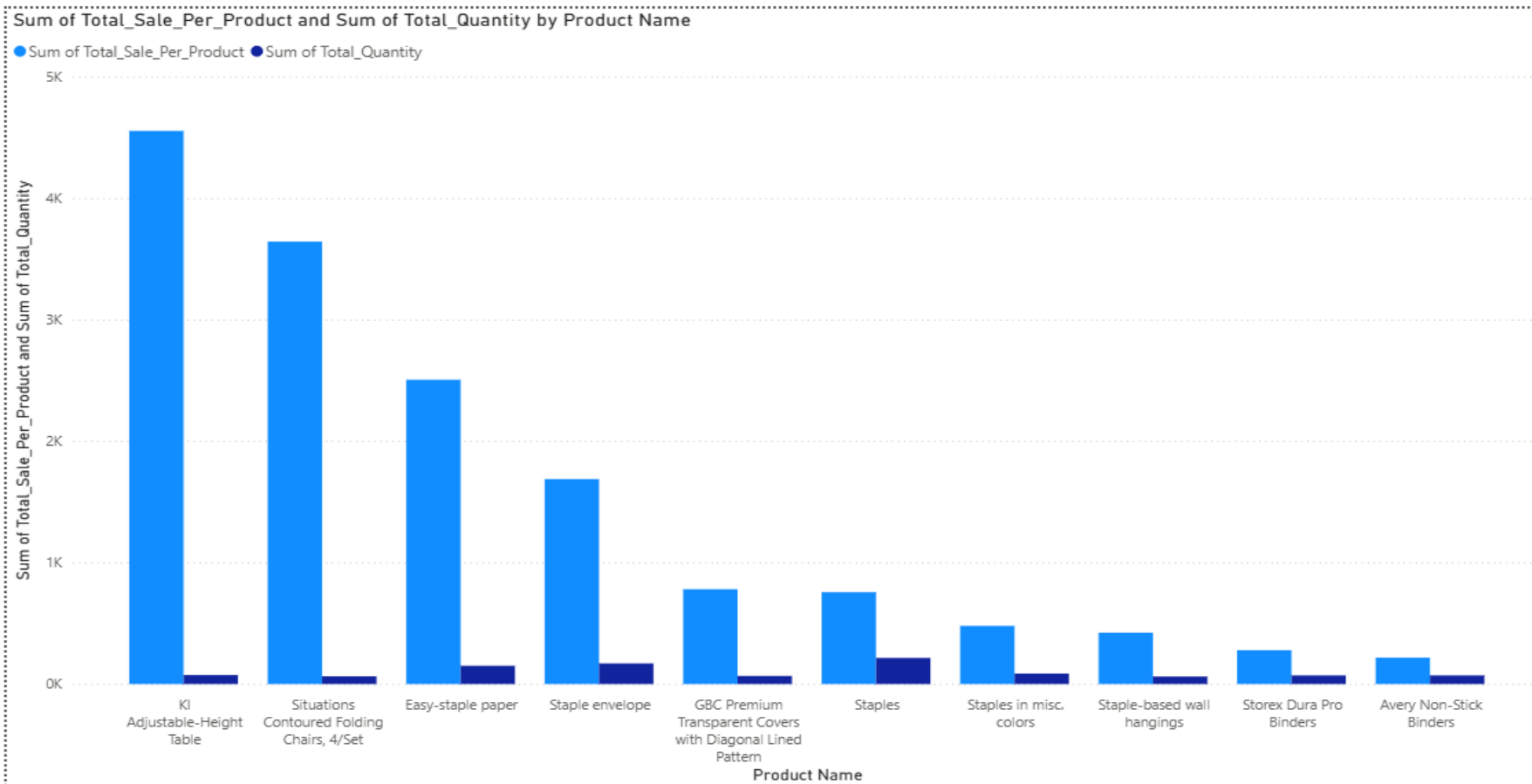
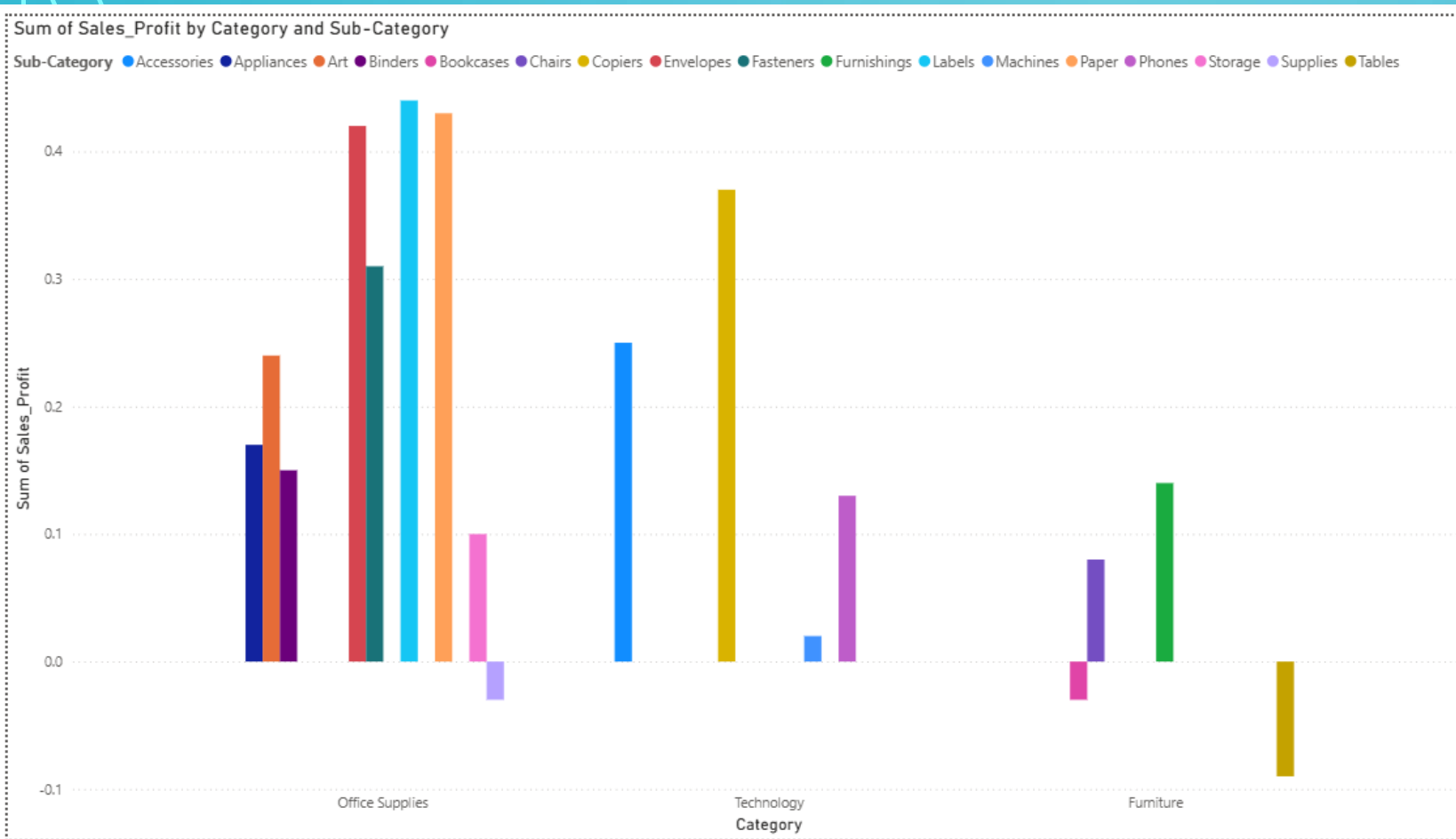**Top 10 Most Sold Products**

Minimum total sales per product:
*Avery Non-Stick Binders —***217.32**

Maximum total sales per product: *KI Adjustable-Height Table —* **4,552.64**

Minimum total quantity sold: *Staple-Based Wall Hangings —* **62 units**

Maximum total quantity sold: *Staples —* **215 units**

Sales profit by Category and Sub - Category

According to the data, only the **Office Supplies** and **Furniture** categories show a **negative profit margin.**

Within **Office Supplies**, the **Supplies** sub-category is in loss.

Within **Furniture**, **Bookcases** and **Tables** are in loss.

The **Technology** category remains in the safe zone, generating **positive profits.**

Total Quarterly Sales by Quarters

Sum of Total_Quarterly_Sales by Quarter
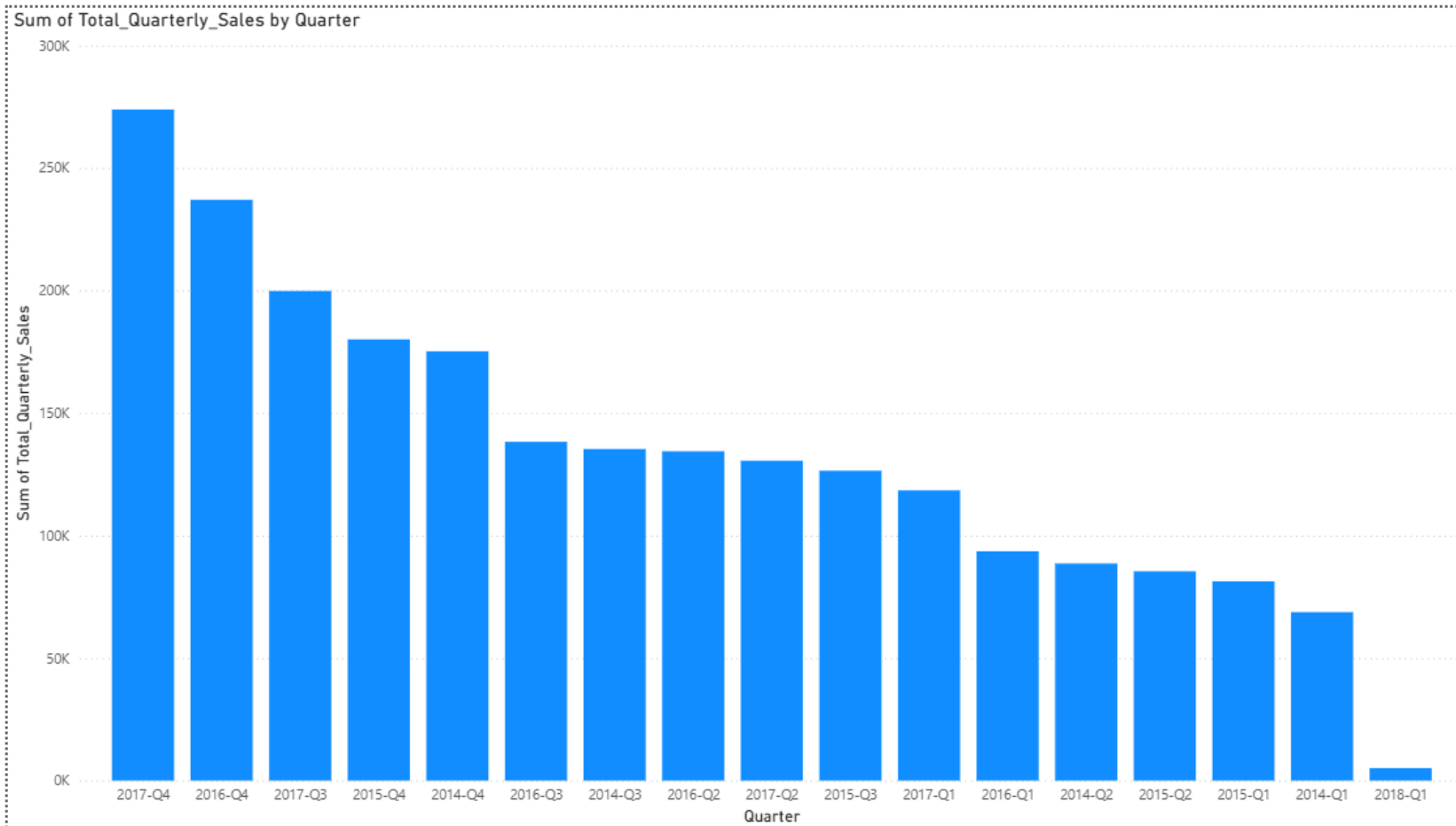
According to this and previous monthly data: **Highest sales** occurred in **Q4 2017**, totaling **273,881.72**.
Lowest sales were in **Q1 2018**, with only **5,073.97**.
Notably, sales in **Q1 2014** (**68,749.58**) were significantly higher than in Q1 2018, despite being the starting period.

Max. of total sales & total orders by customer id and Name

Max of Total_Sales and Sum of Total_Orders by Customer ID and Customer Name

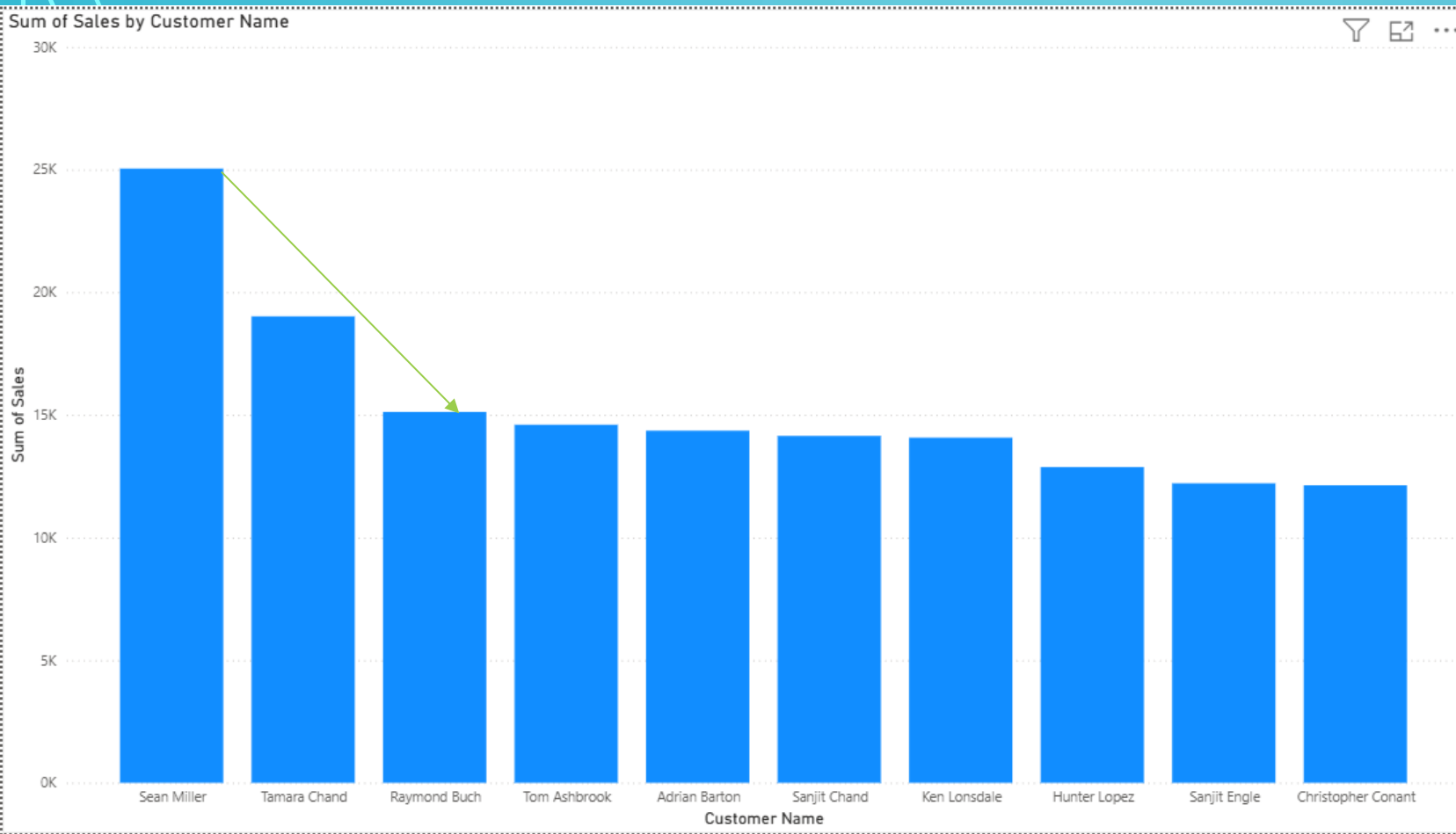● Max of Total_Sales ● Sum of Total_Orders
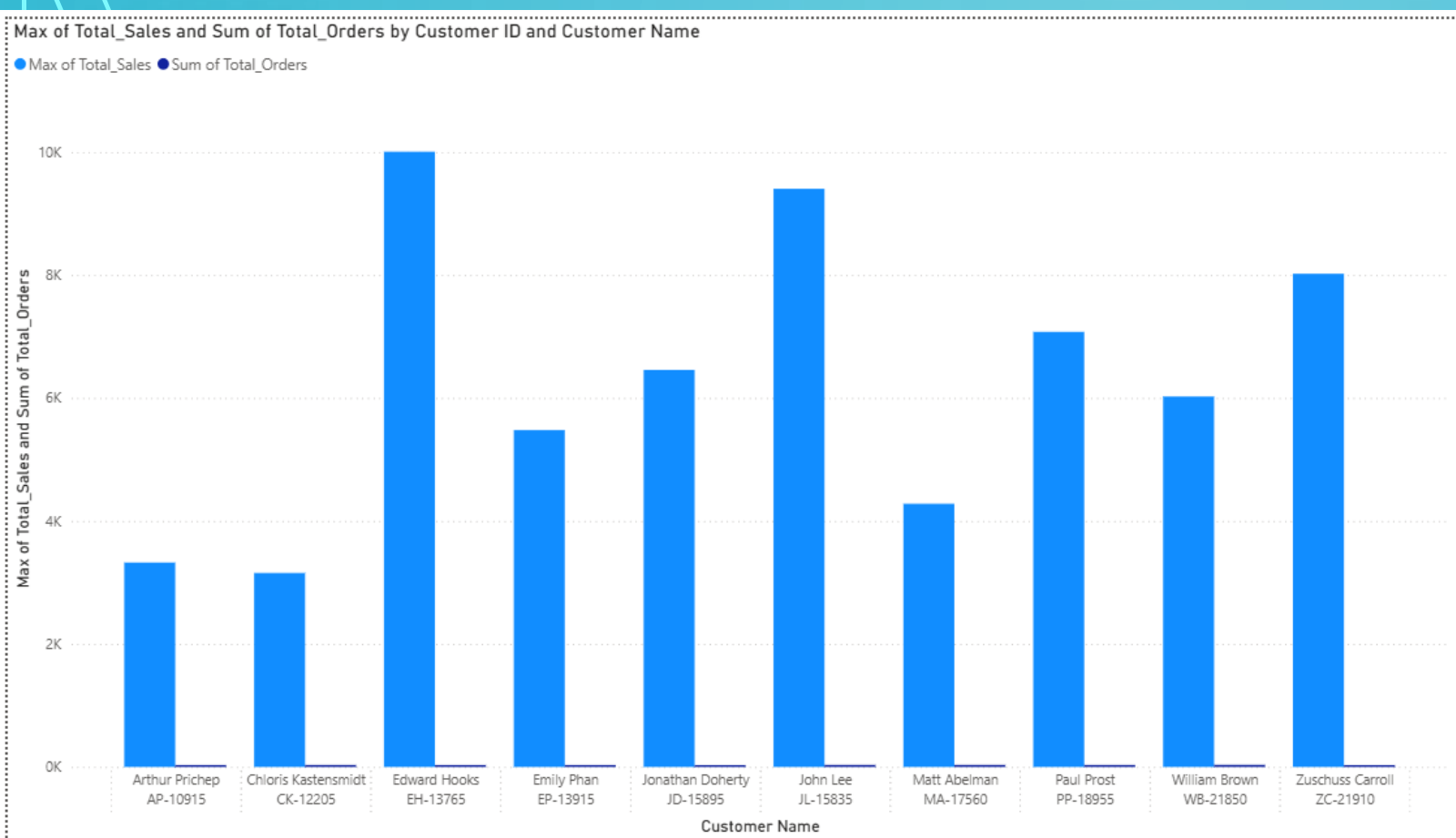
Top 10 Customers with Maximum Orders
Minimum sales: Customer **CK-12205** – 3,154.86
Maximum sales: Customer **EH-13765** – 10,005.98
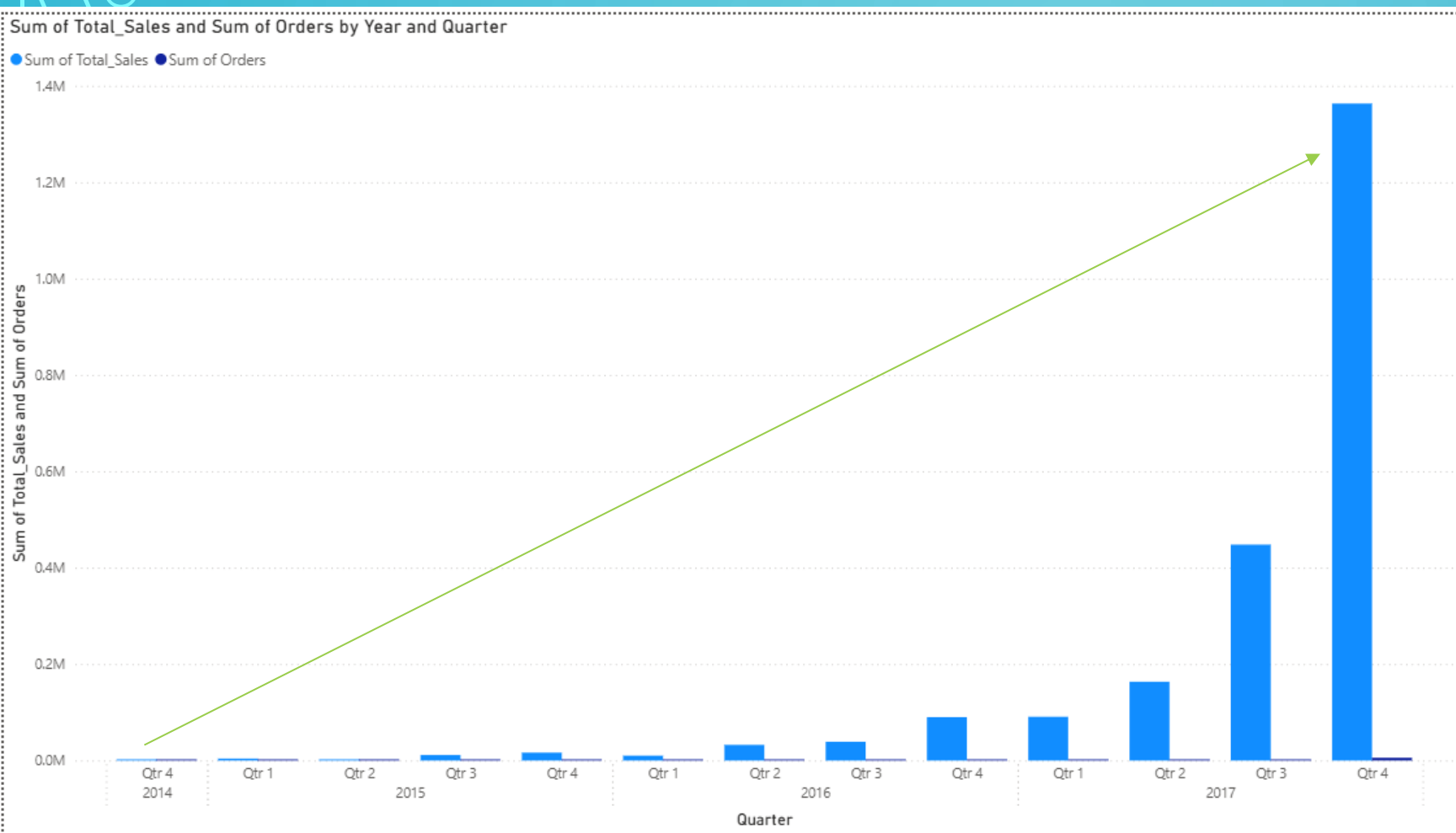**Most orders placed:** Customer **WB-21850** – 34 orders

Sales by Top customers

Top 3 Customers by Sales
Sean Miller – 25,043.05
Tamara Chand – 19,017.85
Raymond Buch – 15,117.34

There is a sharp decline in sales from the top customer to the third.

Total sales & orders by Year and Quarter

Sum of Total_Sales and Sum of Orders by Year and Quarter

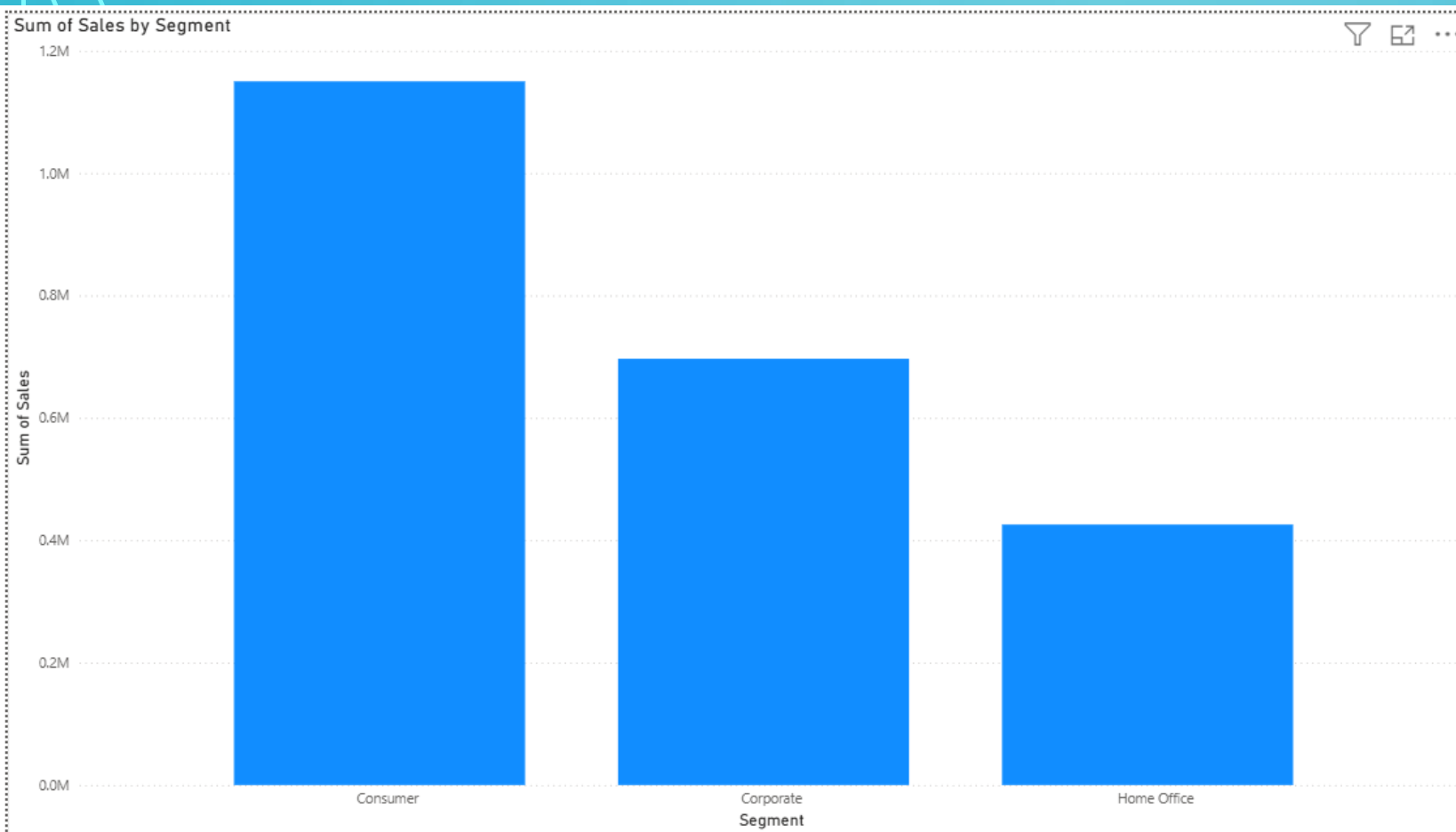● Sum of Total_Sales ● Sum of Orders

As per the data, the **highest number of orders** occurred in **Q4 2017**, with **5,748 orders** and total sales of **1,363,291.38.**

Overall, both **total sales** and **order counts** have shown an upward trend over the years.
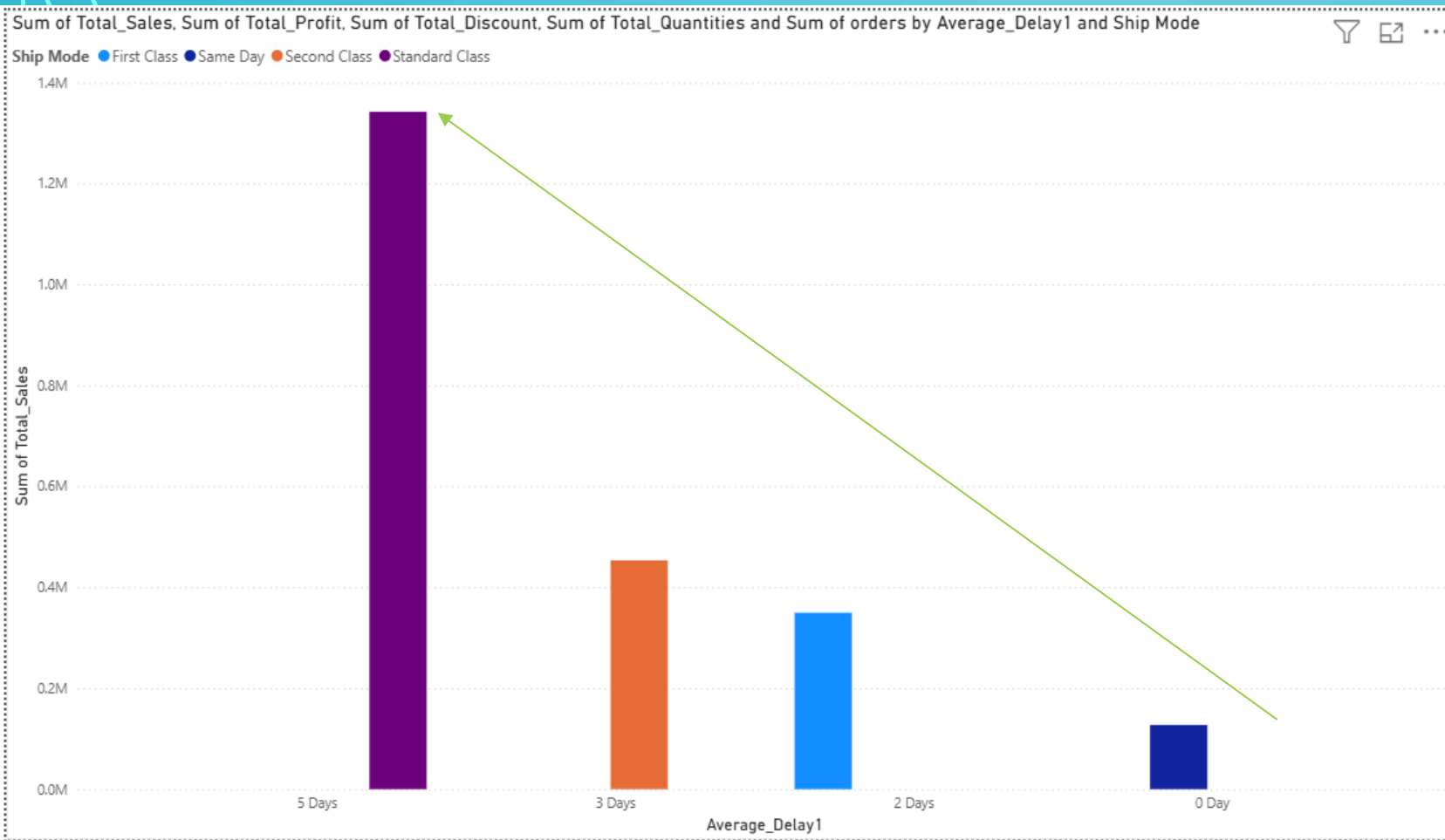
Sales by Segment

Sum of Sales by Segment

According to the data:

Maximum sales: Consumer segment — **1,150,166.15**

Second highest: Corporate segment — **696,604.51**

Lowest sales: Home Office segment — **425,679.16**

Sales by Average Delay in days

Sum of Total_Sales, Sum of Total_Profit, Sum of Total_Discount, Sum of Total_Quantities and Sum of orders by Average_Delay1 and Ship Mode

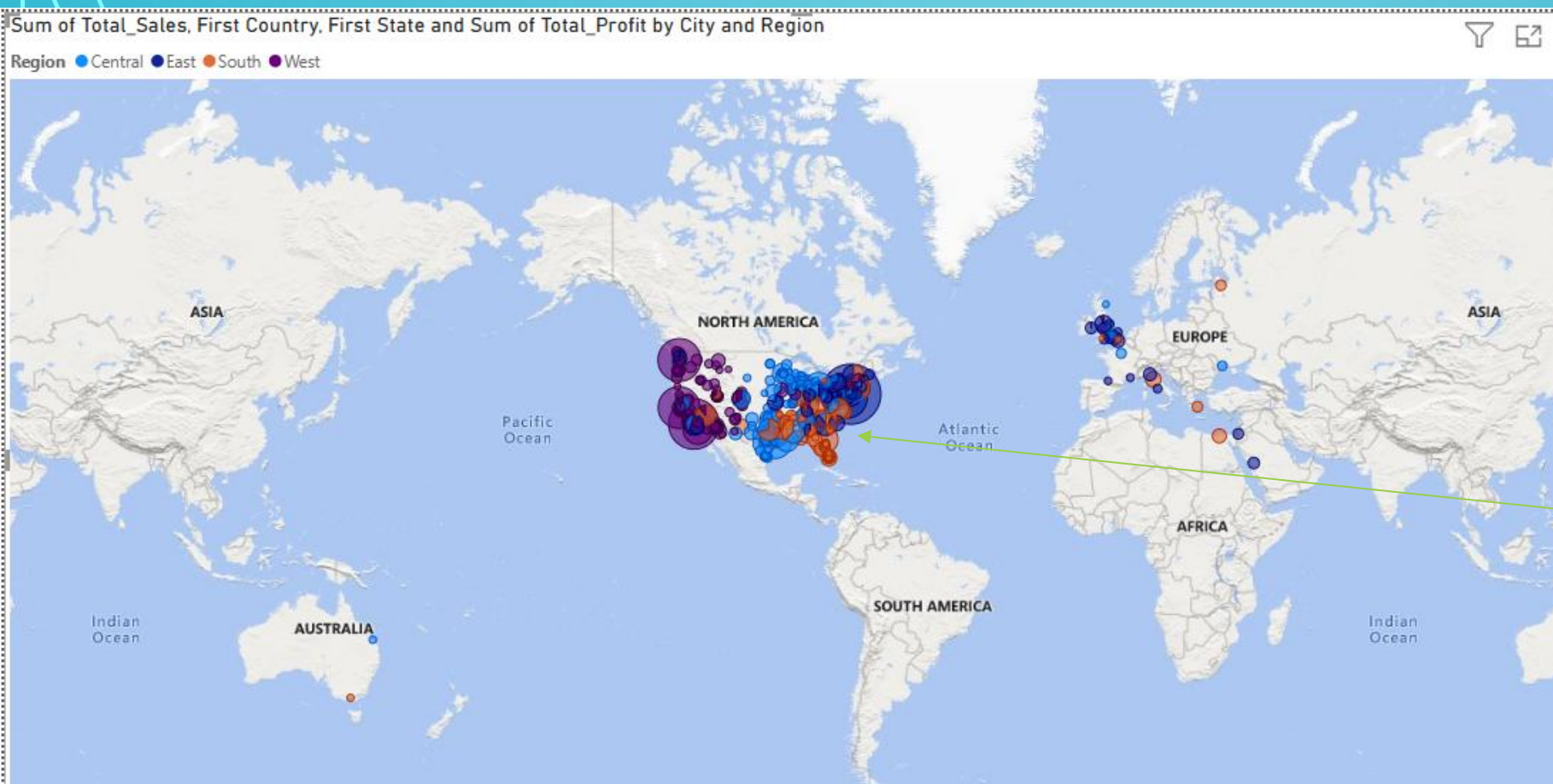Ship Mode ● First Class ● Same Day ● Second Class ● Standard Class

According to the data:

Highest sales occurred when the **average delay** was **5 days** and the **ship mode** was **Standard Class.**

Lowest sales occurred with **0 days delay** and **Same Day** shipping.

This indicates that, in this dataset, **longer delivery delays are associated with higher sales volumes.**

Total sales by Region

Sum of Total_Sales, First Country, First State and Sum of Total_Profit by City and Region

Region ● Central ● East ● South ● West

According to the data, **most sales occurred in this part of the USA.**

As observed earlier, the **West region** recorded the **highest sales**, while the **South region** had the **lowest sales.**

Thank You 🙏
We appreciate your time and attention.
📊 *Data speaks louder when we listen to it.*

Presented by: Priyanshu
Contact: LinkedIn : Priyanshu Kumar
Email : priyanshukumar9053@gmail.com