

Superstore Sales & Profitability Analysis

Executive Summary

This report presents key insights and recommendations based on the exploratory data analysis of the Superstore sales dataset. The analysis covers sales, profit, product performance, customer segments, shipping modes, and regional trends.

Key Insights & Recommendations

- Technology and Office Supplies are the most profitable categories.
- Copiers, Phones, and Accessories are top sub-categories; Tables and Bookcases are loss-making.
- High discounts are strongly associated with lower profits.
- West and East regions are most profitable; focus on improving Central and South.
- Standard Class is most used and profitable, but slowest.
- Consumer segment is most valuable.
- Focus on loss-making states (Texas, Ohio, Pennsylvania, Illinois, North Carolina).
- Leverage November-December for sales campaigns.
- Monitor outliers for unusual transactions.
- Reduce excessive discounting and optimize shipping strategies.

Visualizations

See the Jupyter notebook for all supporting plots and charts.