**Superstore Sales Analysis**

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**Dashboard link :** [**https://lnkd.in/gvv46JYZ**](https://lnkd.in/gvv46JYZ)

**Datasets**

* [**https://docs.google.com/spreadsheets/d/16IF\_-1W-ymW7jGgA2zy3kOGYyJo4\_kC0Iev-oE\_LJTE/edit?usp=sharing**](https://docs.google.com/spreadsheets/d/16IF_-1W-ymW7jGgA2zy3kOGYyJo4_kC0Iev-oE_LJTE/edit?usp=sharing)

### **Case Study Background**

You have been hired as a data analyst by **ShipFast Logistics**, a leading logistics company in India. They face challenges in managing shipments efficiently across the diverse Indian geography. Your task is to analyze order shipment data to improve delivery times and reduce costs

**Problem Selection**

Optimize the shipment process to reduce delays and costs. Timely deliveries and cost management are critical for customer satisfaction and profitability.

### **Stakeholder Involvement**

#### **Internal Stakeholders:**

* Logistics Team
* Finance Department
* Customer Service Team

#### **External Stakeholders:**

* Customers
* Shipping Partners

### **Problem Definition**

Reduce shipment delays and minimize shipping costs to enhance operational efficiency and customer satisfaction.

### **Metric Development**

* Average shipping time
* Number of orders per customer
* On-time shipment rate
* Shipment delays
* Sales and profit analysis

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### **Insights & Actions**

Identify patterns and anomalies in shipping data, evaluate shipping partners, and improve shipping efficiency.

### **Communication**

Present findings through a detailed report and visualizations, offering actionable recommendations.

### **Detailed Questions and Visualizations**

#### **1. Total Sales: Score Card**

#### **2. Total Profit: Score Card**

#### **3. Total Orders: Score Card**.

#### **4. Average Sales: Score Card**.

#### **5. Unique Customers: Score Card**

#### **6. Quarterly Sales: Line Chart**

#### **7. Sales by Segment: Bar Chart**

#### **8. Sales by Region: Pie Chart**

#### **9. Sales by Region and Ship Mode: Treemap**

**Impact of this Insight in Problem Solving:**

* Analyzing sales by region and ship mode helps evaluate the efficiency of shipping methods in different regions, informing logistics optimization strategies.

### **Deliverables**

* Comprehensive case study document with problem, dataset, analysis, and questions.
* Solution guide with detailed answers and explanations.
* Additional resources and references for further exploration.

This case study will help trainees build analytical skills and provide actionable insights to improve ShipFast Logistics' operations.

* Skills
  + Excel
  + SQL
  + Python
  + Tableau
  + Power BI
* Projects
  + Real World Projects
  + Problem Statement
  + Industry Oriented
* Resume
  + Crafting
* Apply
  + Naukri
* LinkedIn