**Superstore Data Analysis Report**

This is a Data analysis report of Superstore Sales Analysis. Superstore is a retail chain store with stores in several locations. Superstore sells a variety of household items at affordable prices to customers across the USA.

**Business Task**

Superstore wants to identify trends in their business and recommendations to increase their revenue. The key stakeholders are the Sales Manager, General Manager, and the Executive Team.

**Data preparation and cleaning**

The dataset used for analysis was downloaded from Superstore’s database. The dataset was saved on a computer for analysis. The dataset contained 18 columns and 9, 800 rows. It contained information about customer sales, store locations and regions, products bought, shipping mode, and customer information. The integrity of the data was checked to ensure it was the correct data to answer our business question. The data was also checked for private information to avoid breaching the privacy of the customers.

The dataset was checked for null values and duplicates. The Postal\_code column had 11 null values which were not removed since the column did not affect the analysis. There were no duplicates found in the dataset. Therefore, the dataset was clean and would lead to accurate results. The order\_date column was used to create a year column and a month column. The two columns created were essential for the analysis.

**Analysis summary**

Data analysis was conducted using Python in Google Colab. Descriptive analysis results showed the total revenue made by the Superstore within the 4 years was $2,261,536.78. The average sales made by the Superstore was $230.77. Most sales made were by the Consumer category. Stores in the West region had the most sales compared to other regions. Most bought products from the stores were office supplies and most customers shipped their products using the standard class shipping mode.

The results of the analysis showed that technology products brought the most revenue despite having the least sales. The Consumer Segment and stores in the West region brought the most revenue reflective of the sales they had. The Superstore had a gradual increase in revenue between 2015 to 2018. During the years Superstore experienced a drop in revenue in February and October and an increase in revenue in September and November. The states of California, New York, and Texas brought the most revenue for the Superstore. Although this may be influenced by the population of the states and their average household income.

**Recommendations**

Based on the analysis the following are the recommendations:

1. Increase prices of office products to capitalize on the huge number of sales which will increase revenue for the Superstore.
2. Create marketing campaigns for February and October to boost sales increasing the revenue for those months.
3. Conduct a customer survey to better understand the customer and their preferences. This will help improve customer satisfaction and customer retention.