Superstore Sales Analysis

Overview

The analysis was performed on the Superstore dataset to evaluate sales, profit distribution, and performance patterns across different regions, product categories, and time periods.

Data was cleaned and preprocessed in Python (date field converted to datetime format, unnecessary columns removed, null values handled), and an interactive dashboard was created in Power BI.

Key Performance Metrics

- Total Orders: 2,003
- Total Sales: ₹885.46K
- Total Profit: ₹110.35K
- States Covered: 47

Time-based Analysis

Monthly Trends:

- Sales peaks in **February** and **August**, showing strong seasonal buying patterns.

- Lowest sales observed around **June** and **October**.

Year Range:

- The dashboard allows filtering data between **2011** and **2014** to analyze trends over time.

Regional Insights

- **West Region**:

  - Highest total sales (~₹280K) and leading in profit.

- **East Region**:

  - Second in sales and profit.

- **Central Region**:

  - Moderate sales with relatively low profit compared to East and West.

- **South Region**:

  - Lowest sales (~₹150K) but still positive profit.

Segment & Ship Mode Impact

- Dashboard filters allow analysis by **Customer Segment** (Consumer, Corporate, Home Office) and **Ship Mode** (First Class, Same Day, Second Class, Standard Class).

- Preliminary observations show that **Consumer** segment contributes a significant share of sales.