**Superstore Sales Data Visualization**

**Introduction:**

This “superstore sales data visualization” dashboard provides us with comprehensive overview of the sales related data. In this data set we have all the information related to a Superstore Sales .We need to extract all the insights of the performance of the store sales in different countries .We also have the data of profits, modes of shipping and many more.

**Column Names:**

order\_id, order\_date, ship\_date, ship\_mode, customer\_name, segment, state, country, market, region, product\_id, category, sub\_category, product\_name, sales, quantity, discount, profit, shipping\_cost, order\_priority, year.

**Key Insights:**

* Represent the sales in different countries with respect to ship-mode.
* Represent the highest shipping cost per a particular date.
* Profitable products among all the products.
* Represent the top Customers according to sales, quantity, discount.
* Profits according to segments.
* Discounts according to Categories.

**Conclusion:**

By analyzing the data we collected, we can conclude that sales and all three shipping types are operating in the United States. We can see from a review of shipping expenses that the peak shipping rate consistently falls between $3,000 and $4,000 each shipment. The Canon image Advanced 2200 Copier is the most lucrative item. We generate the most profit in the consumer category.According to all of these findings, we can conclude that we need to increase the selection of goods that are comparable to the Canon Image 2200 so that customers have a wide range of choices and don't try to switch. We also need to concentrate on the products that are offered by US Superstore and make sure that it carries all of the goods.