

Project Title: Superstore Sales Data Analysis

Objective:

The primary goal of this project is to analyze the sales performance of a retail superstore to identify trends, profitable segments, and areas for improvement. This data-driven approach will support decision-making and strategic planning.

Monthly Sales Analysis:

After analyzing the data I found that November and December Months had the highest sales and January and February months had the lowest sales.

Sales Analysis by Product Category:

The Office Supplies Category has the lowest sales but In Technology Category has the highest sales.

Sales Analysis by Sub-Category:

Phones and Chairs are the top selling products in the Sub-Category.

Monthly Profit Analysis:

our profit in December month had the highest profit and January month had the lowest profit.

Profit Analysis by Product Category:

Technology's product had the highest profit and Furniture's product had the lowest profit

Profit Analysis by Product Sub-Category:

The highest profitable product is copiers and The most loss-making product is Tables and Bookcases.

Sales and Profit Analysis by Customer Segment:

Sales and profit values across three customer segments: Consumer, Corporate, and Home Office. Sales are highest for the Consumer segment, followed by Corporate and then Home Office. Profit margins appear to be relatively low across all segments.

Sales to Profit Ratio of Segment:

The ratio of sales to profit is highest for the Consumer segment, followed by the Corporate segment, and lastly the Home Office segment.

