**E-Commerce Sales & Profit Analysis**

**Problem Statement**

E-commerce businesses generate large volumes of sales data. However, without proper analysis, it is difficult to identify what drives profitability and how discounts or customer segments impact business performance.

This project uses the Sample Superstore dataset to uncover these insights.

**Objectives**

1. Analyze overall sales and profit distribution.

2. Identify high-performing and low-performing product categories.

3. Measure the impact of discounts on profitability.

4. Compare regional performance across different states.

5. Provide actionable recommendations for business growth.

**Tools & Libraries**

- Python : pandas, numpy (data processing)

- Visualization : matplotlib, seaborn, plotly

- Environment : Google Colab

- Version Control : Git & GitHub

**Business Questions**

- Which product categories and sub-categories contribute most to profit?

- Which regions and states perform best/worst in terms of sales?

- How do discounts affect profit margins?

- Which customer segments are most valuable to target?

**Deliverables**

- Cleaned dataset

- Google Colab with analysis & visualizations

- Visual reports (charts & graphs in `/visuals/`)

- Final stakeholder report (PDF in `/docs/`)