# Superstore Sales Analysis Report

## 1. Introduction

**Dataset Source**: Kaggle (Superstore Sales Dataset)

**Objective**:

The main objective of this is to analyse sales data to understand performance, patterns and customer behaviour. It aims to generate meaningful business insights using Excel that can help in decision making.

**Tool Used:-** Microsoft Excel

**File Structure:**

- **Raw data :** Contains original dataset.
- **Data Cleaning :** Cleaned dataset, no duplicates, missing value handling and correction in data types.
- **Analysis :** Pivot Table based analysis of data.
- **Charts :** Visual representation of findings from analysing the data.

## 2. Analysis

Pivot table is used to analyse the dataset efficiently. We have analysed 5 different pattern from data set which includes :-

a. **Sales by Category** :- It shows the total sales contribution of each product category, helps in identifying best performing category.

b. **Profit by Region**:- This analysis helps us understand about how much profit is gained in different regions.

c. **Quantity by Sub categories**:- This analysis helps us identify most frequently purchased sub-categories based on no of quantity sold.

d. **Monthly Sales Trend**:- It helps us identify how many sales were done per month.

To understand the trends we have used visual representation for the following data:-

- Sales by Category – Pie chart
- Profit by Region – Bar chart
- Quantity by Sub categories- Column graph
- Monthly Sales Trend - Line graph

**3. Insights**

1. The Furniture category generates the highest sales, which means strong customer demand.
2. The West region generates the highest profit, making it most profitable region.
3. Certain regions contribute more to overall profit.
4. Office Supplies shows lower profit margin compared to other categories.
5. Sales performance varies significantly by product category.
6. The Phones sub category is one the most frequently purchased products.
7. Monthly sales trends shows the seasonal buying behaviour, where customers purchase more products during specific period.

## 4. Business Recommendations

- We can focus on marketing and promotional efforts on high profit categories and sub categories.
- To re-evaluate pricing strategies for low-margin products, like Office Supplies.
- We can strengthen operations and customer engagement in high-performing regions, like in the west.
- Use monthly sales trends to plan seasonal campaigns and manage inventory.