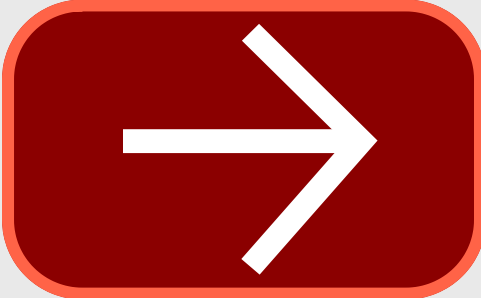The Sparks Foundation

Superstore Analysis

Overview

I was given with a dataset containing information about **sales transactions of USA**. The dataset includes various columns such as **Ship Mode, Segment, Country, City, State, Postal Code, Region, Category, Sub-Category, Sales, Quantity, Discount, and Profit**. The goal of this analysis is to gain insights into the sales performance and identify patterns or trends that can help improve business strategies.

Home
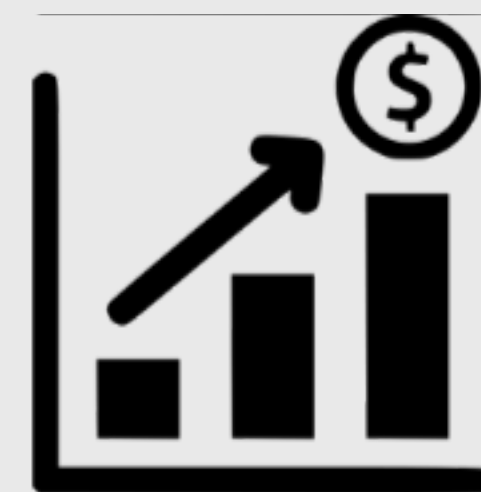
Sales Analysis

Product Analysis

Shipping Analysis

Insights

Sales Analysis

Superstore

Revenue **Profit** **Quantity**

2,297,200.86 Revenue
$286,397.0217 Profit
4 Ship Mode
37873 Quantity

Region
- [ ] Central
- [ ] East
- [ ] South
- [ ] West

Segment
- [ ] Consumer
- [ ] Corporate
- [ ] Home Office

Category
- [ ] Furniture
- [ ] Office Supplies
- [ ] Technology

Sub Category
- [ ] Accessories
- [ ] Appliances
- [ ] Art
- [ ] Binders
- [ ] Bookcases
- [ ] Chairs
- [ ] Copiers
- [ ] Envelopes
- [ ] Fasteners
- [ ] Furnishings

Top 5 Quantity by City
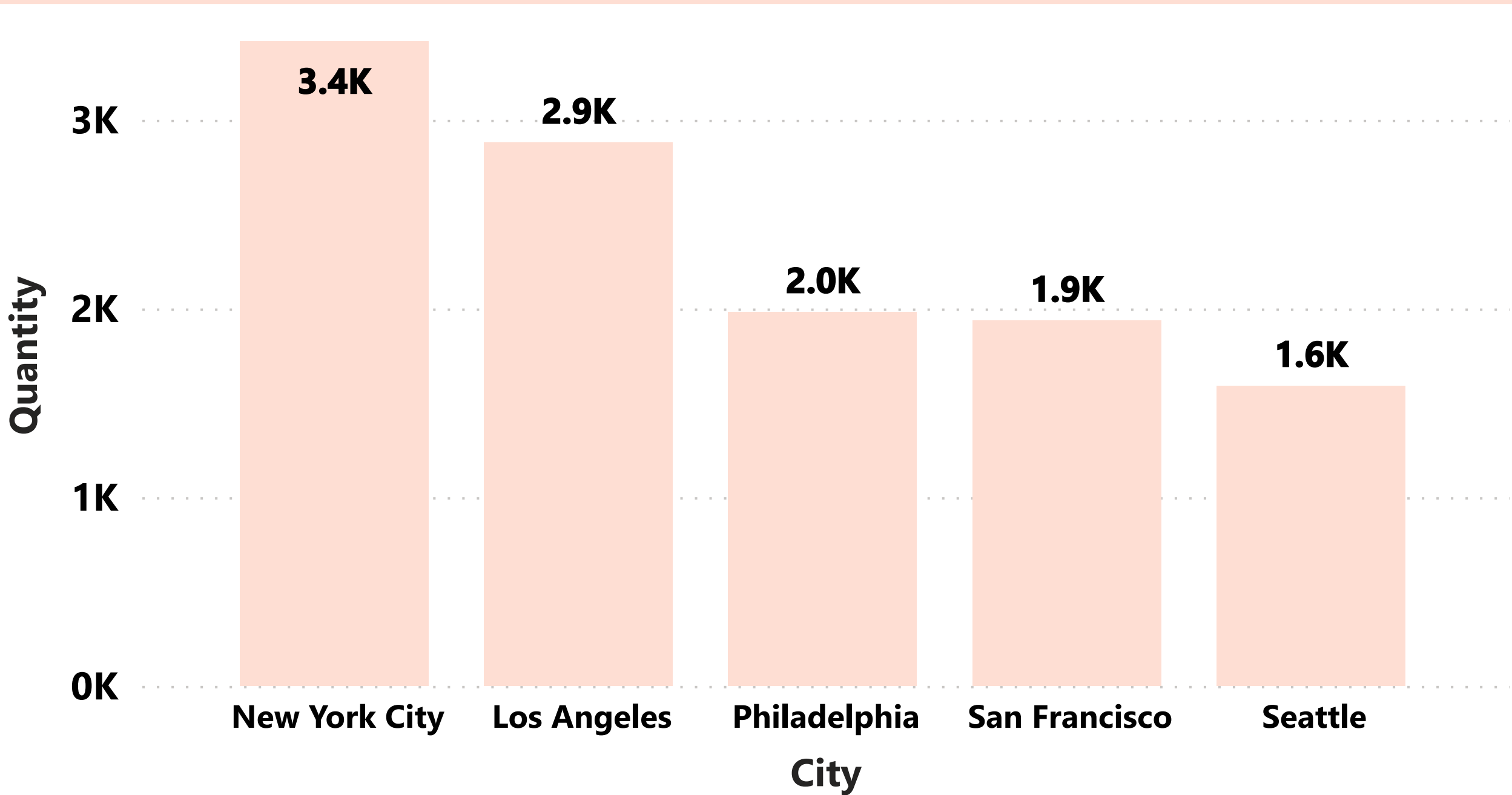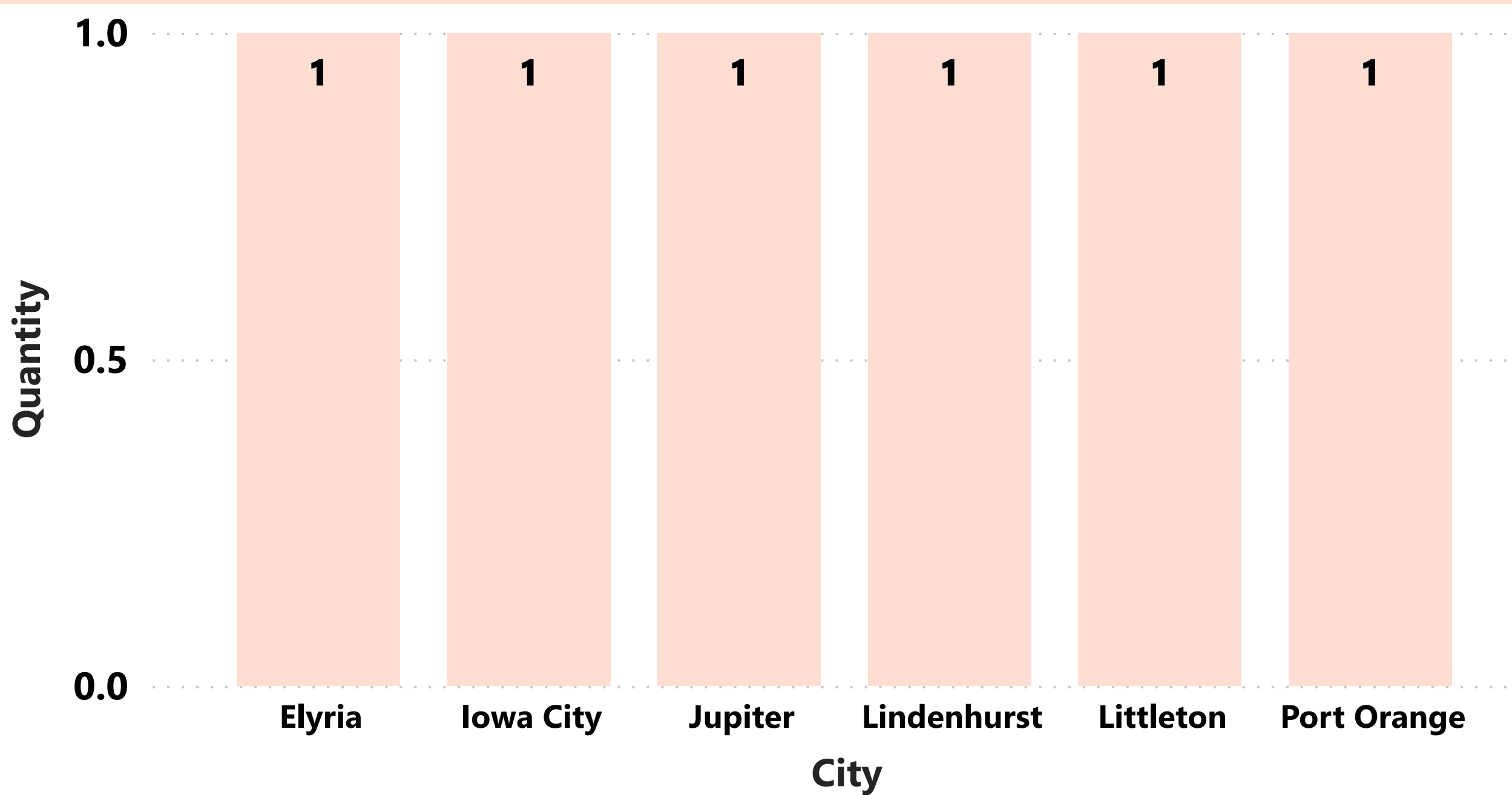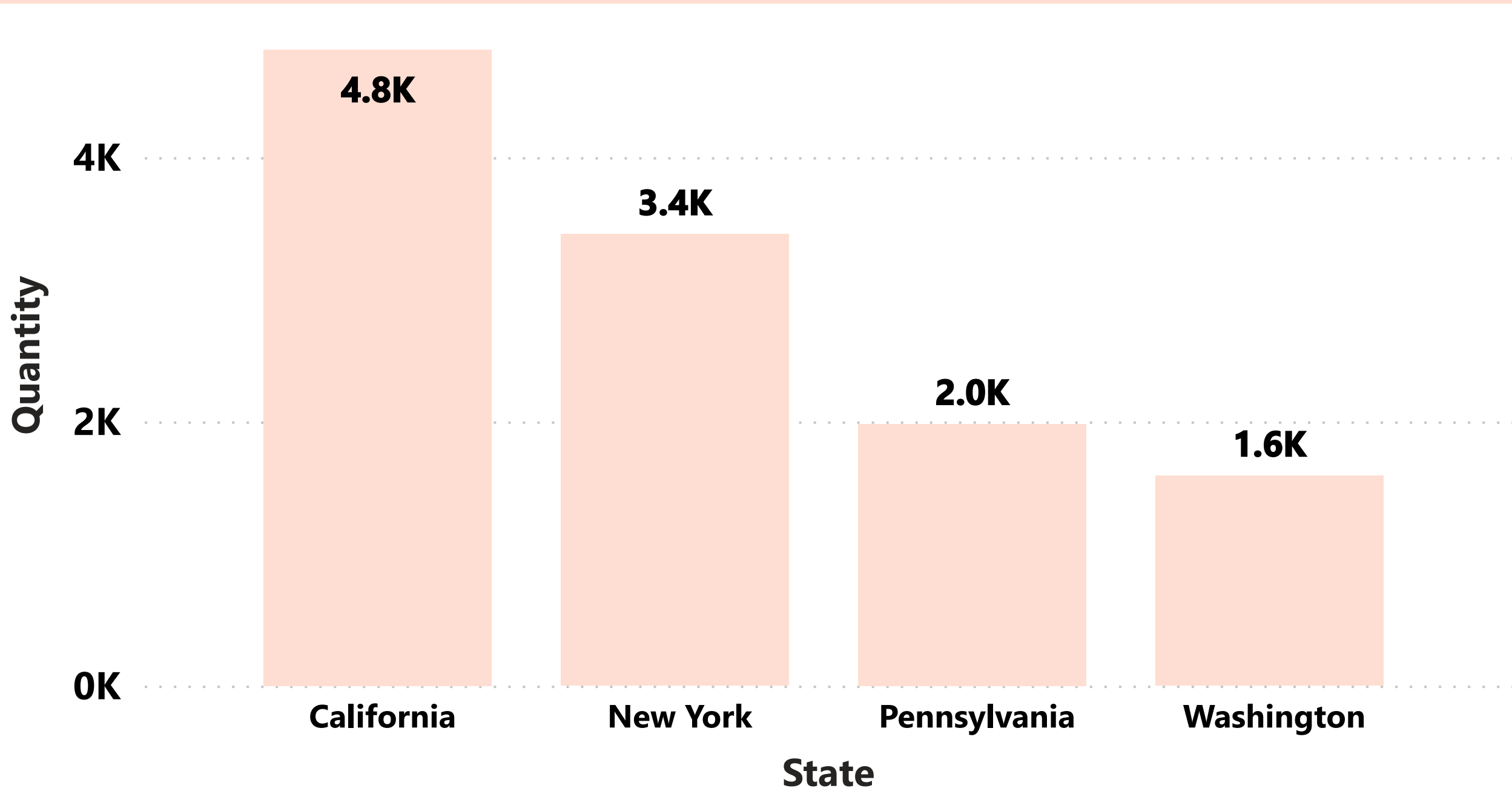
City	Quantity
New York City	3.4K
Los Angeles	2.9K
Philadelphia	2.0K
San Francisco	1.9K
Seattle	1.6K

Bottom 5 Quantity by City

City	Quantity
Elyria	1
Iowa City	1
Jupiter	1
Lindenhurst	1
Littleton	1
Port Orange	1

Top 5 Quantity by State

State	Quantity
California	4.8K
New York	3.4K
Pennsylvania	2.0K
Washington	1.6K

Bottom 5 Quantity by State

State	Quantity
Florida	2
Colorado	1
Iowa	1
New York	1
Ohio	1

Superstore

Product Analysis
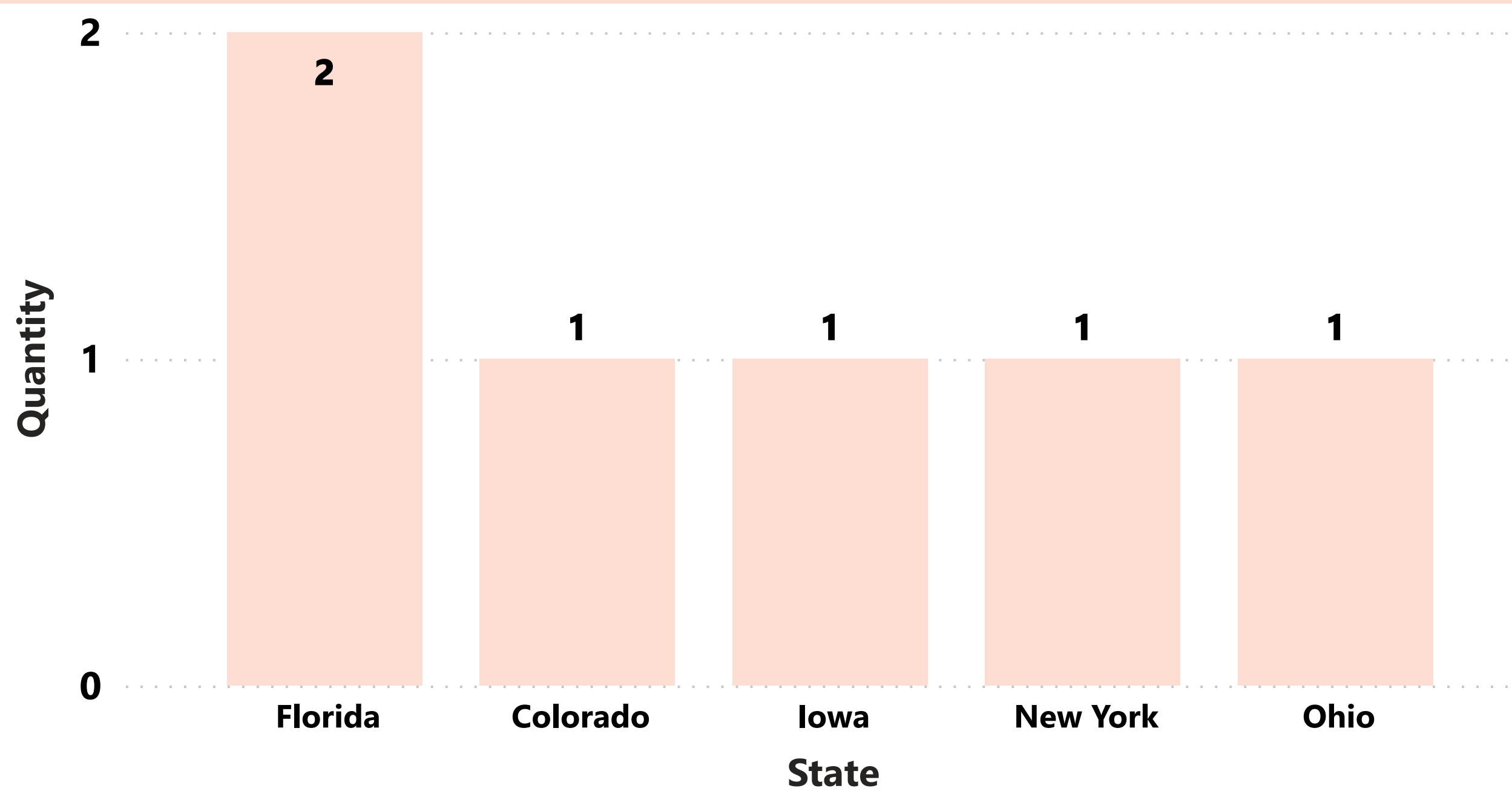
Region
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Segment
- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category
- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Sub Category
- ☐ Accessories
- ☐ Appliances
- ☐ Art
- ☐ Binders
- ☐ Bookcases
- ☐ Chairs
- ☐ Copiers
- ☐ Envelopes
- ☐ Fasteners
- ☐ Furnishings

State

All ▼

City
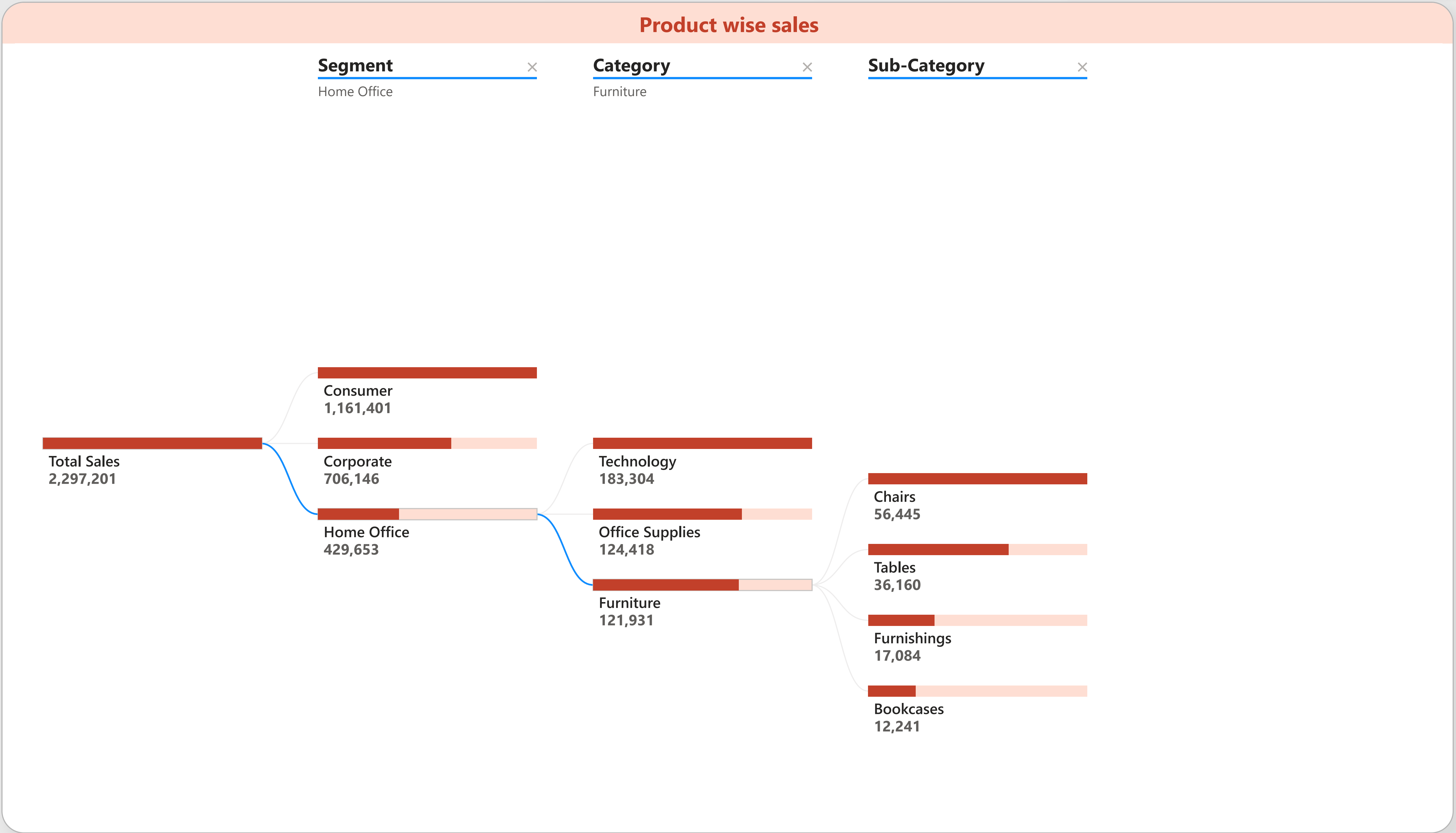
All ▼

| 2,297,200.86 Revenue | $286,397.0217 Profit |
| 4 Ship Mode | 37873 Quantity |

Product wise sales

Segment ✕
Home Office

Category ✕
Furniture

Sub-Category ✕

Total Sales
2,297,201

Consumer
1,161,401

Corporate
706,146

Home Office
429,653

Technology
183,304

Office Supplies
124,418

Furniture
121,931

Chairs
56,445

Tables
36,160

Furnishings
17,084

Bookcases
12,241

Shipping Analysis

Revenue	Profit	Quantity	Region
2.30M	**12%**	**38K**	**Central**

Region
- [ ] Central
- [ ] East
- [ ] South
- [ ] West

Segment
- [ ] Consumer
- [ ] Corporate
- [ ] Home Office

Category
- [ ] Furniture
- [ ] Office Supplies
- [ ] Technology

Sub Category
- [ ] Accessories
- [ ] Appliances
- [ ] Art
- [ ] Binders
- [ ] Bookcases
- [ ] Chairs
- [ ] Copiers
- [ ] Envelopes
- [ ] Fasteners
- [ ] Furnishings

City
All

Revenue by Ship Mode

- Standard Class: $1,358K
- Second Class: $459K
- First Class: $351K
- Same Day: $128K

Quantity by Ship Mode

- Standard Class: 22797
- Second Class: 7423
- First Class: 5693
- Same Day: 1960

Profit by Ship Mode

- Standard Class: $164K
- Second Class: $57K
- First Class: $49K
- Same Day: $16K
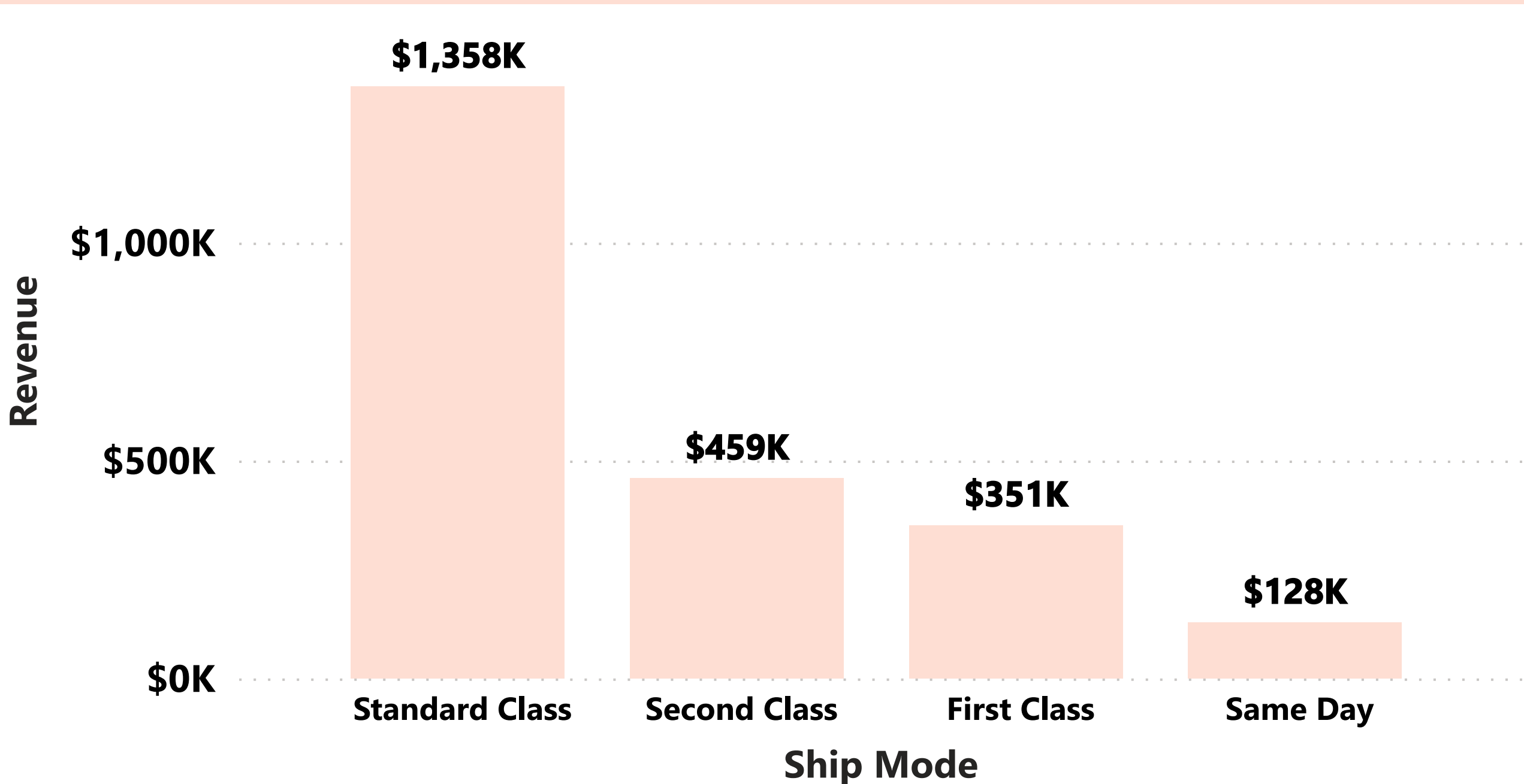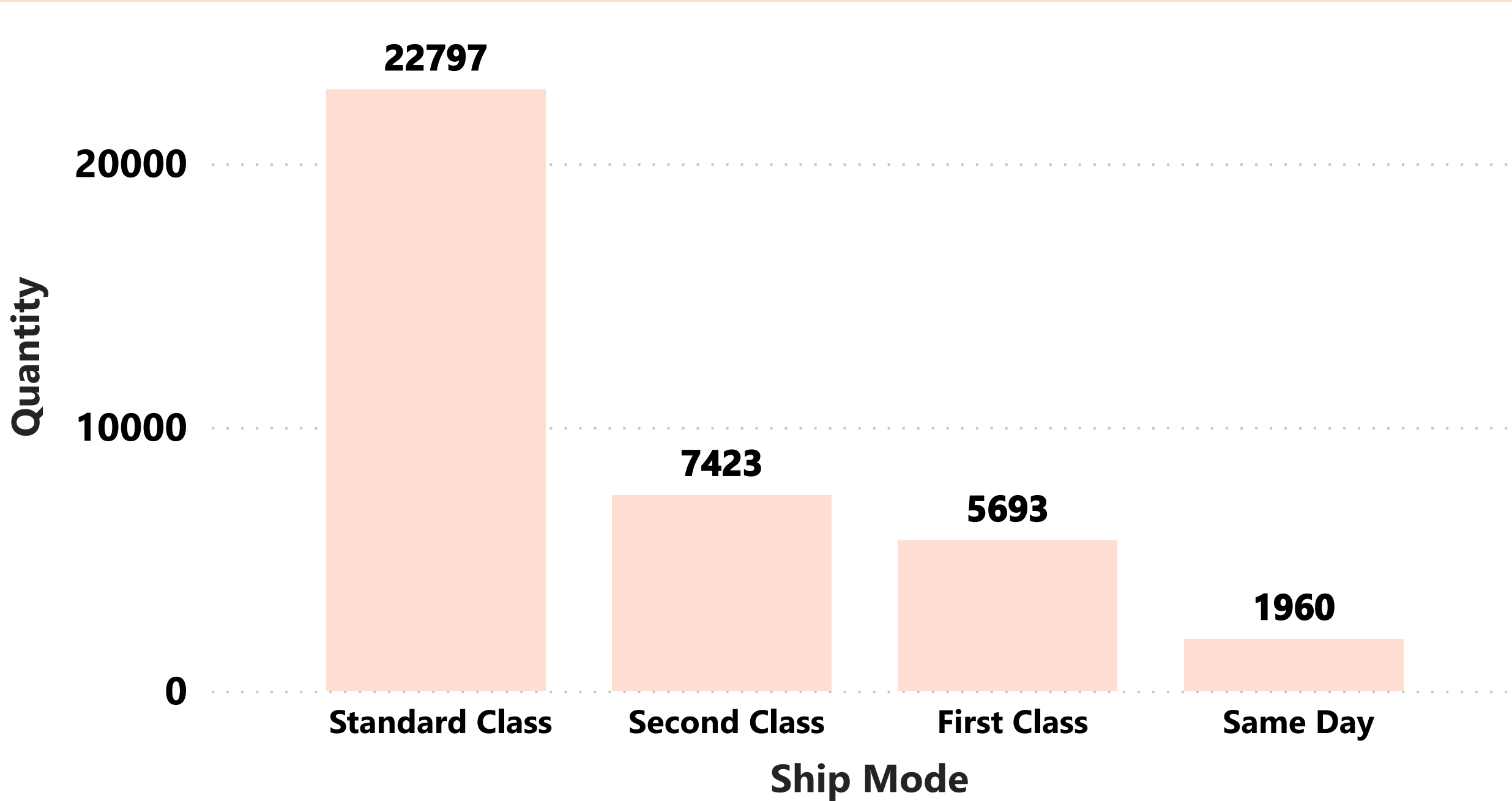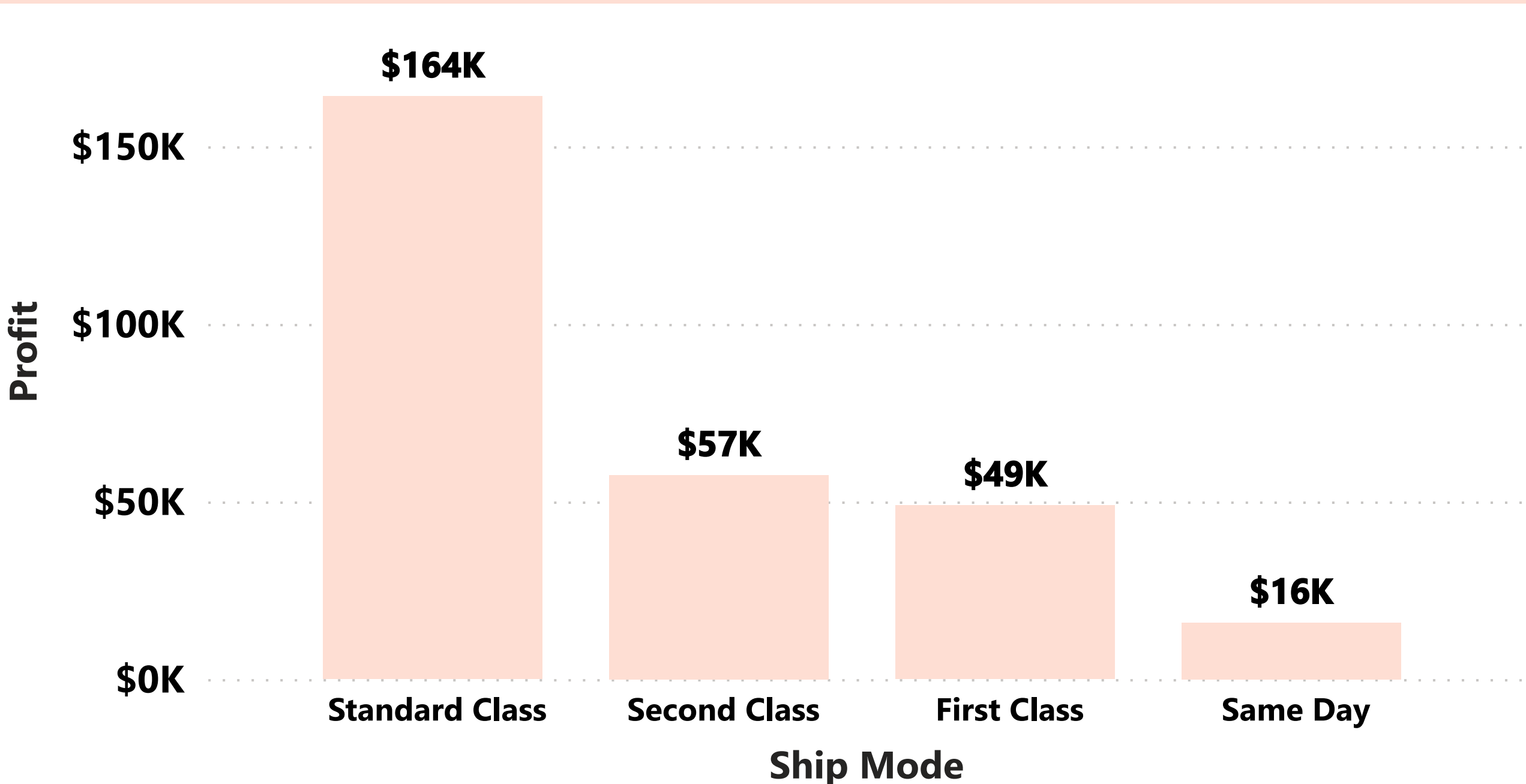
Profit by Ship Mode and Segment

Standard Class
- Consumer: $78K
- Corporate: $57K
- Home Office: $29K

Sec...
- Consumer: $25K

First...
- Consumer: $21K

Sec...
- Corporate: $18K

First...
- Corporate: $14K

Sec...
- Home Office: $14K

First...
- Home Office: $13K

Same Day
- Consumer: $10K
- Home Office: $4K
- Corporate: $2K
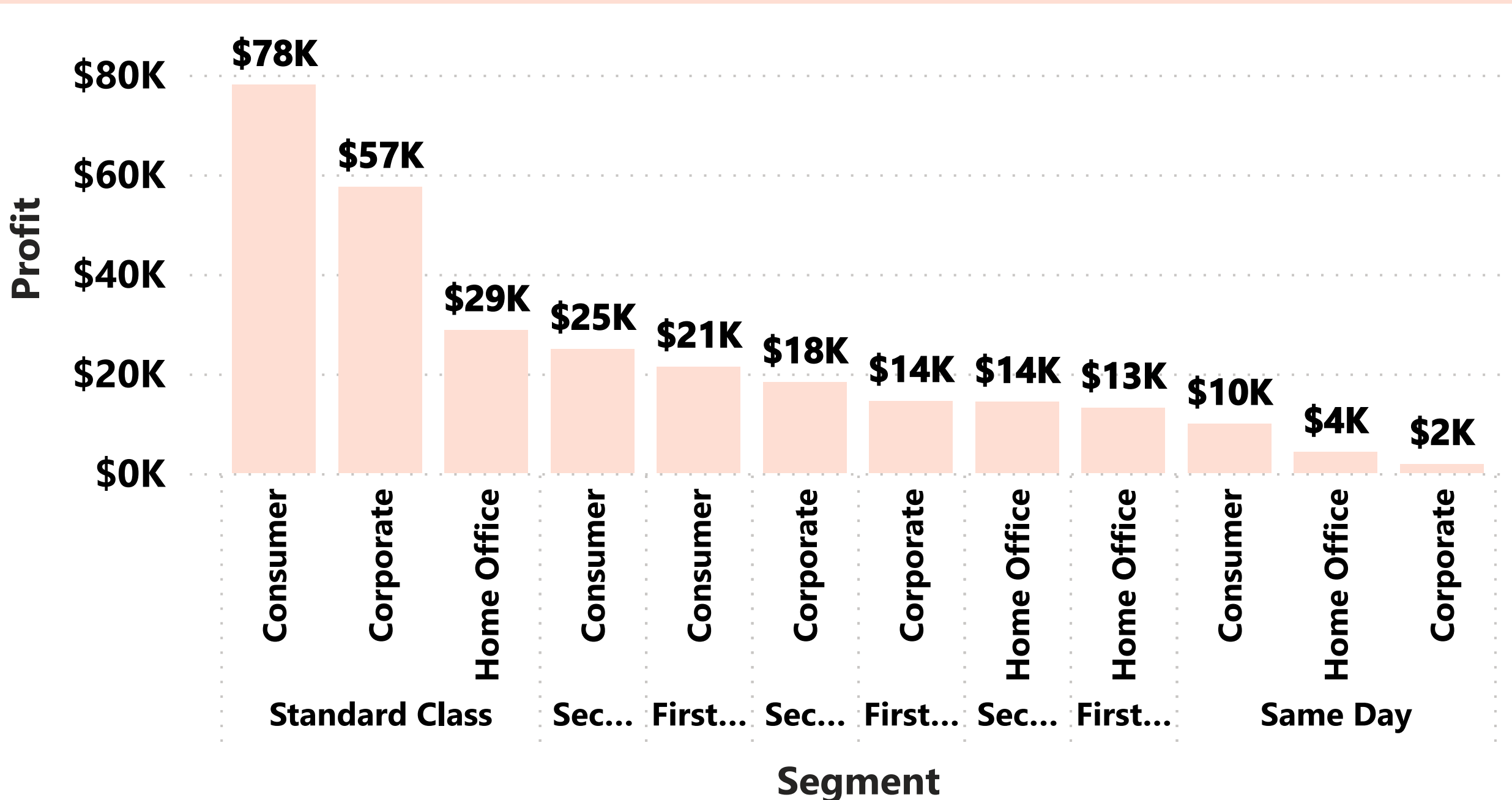
Insights

- **California State** stays on the **top** in terms of **revenues** as well as **Newyork city** stays on the **top** and **Texas** at the **bottom**.

- In terms of **Profit Newyork city** and **state** stays on the **top** and **Texas city** as well as **philadephia state** on the **bottom**.

- For **quantity** it was the same for **top states** and **cities** but for the **bottom cities** and **states** it was **different**. Like we are **delivering less quantity** but getting **good profits** but when we are delivering **more quantity** we are getting **less profits.**

- **Cities and state** which are generating **less revenue** are have **less than 2 ship modes**.

- These **cities and states** choose **2 ship modes** the **major** one is **Second Class** and the other is **Standard Class**.

- When coming to **shipping Quantity** and **Revenue directly proportional to Profit**. The **maximum** number of **people** choose **standard delivery** followed by **second class, first class and same day.**

- **Consumers** are generating **more sales** and in **Technology Category** generating more sales. **chairs** and **tables** are generating **more sales** in **Corporate category**. **Binders** and **storage** are generating **more sales** in **Home Office Category**.