



GLOBAL SUPERSTORE DATA REPORT

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1. About the Global Superstore Dataset 🌐🌍🌟

The Global Superstore dataset contains information on retail transactions, returns, and personnel details. This dataset supports diverse analytical tasks such as sales performance, customer segmentation, and operational efficiency. The dataset includes over 9,000 records spanning multiple geographic regions, product categories, and customer segments. 🌐🔄🌟

2. Dataset Features 🌟📦🌟

"Orders" Sheet: 🌟

1. **Order Date:** The date an order was placed.
2. **Ship Date:** The date an order was shipped.
3. **Ship Mode:** Shipping method (e.g., Standard Class, Second Class).
4. **Customer ID:** Unique customer identifier.
5. **Customer Name:** Name of the customer.
6. **Segment:** Customer segment (e.g., Consumer, Corporate, Home Office).
7. **Region:** Geographic region of the order.
8. **State:** State within the region.
9. **Country:** Country of the sale.
10. **Category:** Product categories (e.g., Office Supplies, Furniture).
11. **Sub-Category:** Sub-categories of products (e.g., Binders, Chairs).
12. **Sales:** Total sales value of the order.
13. **Quantity:** Quantity of items sold.
14. **Discount:** Discount applied to the order.
15. **Profit:** Profit earned from the order.
16. **Shipping Cost:** Cost associated with shipping the order.
17. **Order Priority:** Priority level of the order (e.g., Low, Medium, High). 📏🌟

Table tools										
File		Home		Help						Share
Name: Orders		Manage relationships		New measure measure column Calculations		Quick New table		Mark as date table		
Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment	City	State	Country
50879	IZ-2014-6230	29 December 2014	02 January 2015	Standard Class	CS-2250	Chris Selesnick	Corporate	Basra	Al Basrah	Iraq
13589	ES-2012-1361094	03 August 2012	07 August 2012	Standard Class	JP-16135	Julie Prescott	Home Office	Bilbao	Basque Country	Spain
46357	CA-2011-6580	09 July 2011	15 July 2011	Standard Class	TG-11310	Toby Gnade	Consumer	Red Deer	Alberta	Canada
12856	ES-2013-4486106	22 March 2013	27 March 2013	Standard Class	AB-10060	Adam Bellavance	Home Office	Villeneuve-la-Garenne	Ile-de-France	France
47869	RO-2014-3800	10 December 2014	14 December 2014	Standard Class	DK-2835	Damala Kotsoris	Corporate	Galati	Galati	Romania
43356	RF-2014-3610	16 October 2014	20 October 2014	Standard Class	JH-5430	Jennifer Halladay	Consumer	Johannesburg	Gauteng	South Africa
20074	ES-2014-5705147	30 July 2014	04 August 2014	Standard Class	DI-13420	Denny Joy	Corporate	Rome	Lazio	Italy
22848	IN-2012-60714	08 November 2012	12 November 2012	Standard Class	CJ-11875	Carl Jackson	Corporate	Guangzhou	Guangdong	China
31132	IN-2012-81812	30 October 2012	03 November 2012	Standard Class	MZ-17335	Maria Zettner	Home Office	Newcastle	New South Wales	Australia
19120	ES-2011-2722980	09 February 2011	14 February 2011	Standard Class	HR-14770	Hallie Redmond	Home Office	Barcelona	Catalonia	Spain
43105	IR-2014-7530	17 April 2014	23 April 2014	Standard Class	CA-2055	Cathy Armstrong	Home Office	Shushar	Khuzestan	Iran
10912	ES-2014-3632460	17 September 2014	24 September 2014	Standard Class	TS-21160	Theresa Swint	Corporate	Marseille	Provence-Alpes-Côte d'Azur	France
16083	ES-2014-2455390	05 November 2014	12 November 2014	Standard Class	TP-21130	Theone Pippenger	Consumer	Messina	Sicily	Italy
19549	ES-2011-4472015	07 April 2011	13 April 2011	Standard Class	LW-17125	Liz Willingham	Consumer	Le Blanc-Mesnil	Ile-de-France	France
29817	IN-2012-30166	11 September 2012	16 September 2012	Standard Class	LH-17155	Logan Haushalter	Consumer	Kawasaki	Fukuoka	Japan
43814	AO-2014-6780	13 January 2014	18 January 2014	Standard Class	SK-9990	Sally Knutson	Consumer	Luanda	Luanda	Angola
10429	IT-2014-4554442	27 June 2014	03 July 2014	Standard Class	AC-10615	Ann Chong	Corporate	Dundee	Scotland	United Kingdom
15363	ES-2014-11114603	26 December 2014	31 December 2014	Standard Class	HJ-14875	Heather Jas	Home Office	Metz	Lorraine	France
2901	MX-2013-160892	18 October 2013	24 October 2013	Standard Class	CC-12100	Chad Cunningham	Home Office	Londrina	Parana	Brazil
48042	BN-2012-3640	19 November 2012	23 November 2012	Standard Class	AS-225	Alan Schoenberger	Corporate	Cotonou	Littoral	Benin
45914	PL-2013-6230	16 October 2013	22 October 2013	Standard Class	PB-8805	Patrick Bzostek	Home Office	Lublin	Lublin	Poland
15804	ES-2014-2018081	10 December 2014	14 December 2014	Standard Class	WB-21850	William Brown	Consumer	Oyonnax	Rhône-Alpes	France
23318	IN-2014-66895	05 December 2014	10 December 2014	Standard Class	GK-14620	Grace Kelly	Corporate	Suzhou	Anhui	China
45187	IR-2014-3320	19 September 2014	26 September 2014	Standard Class	SR-10740	Steven Roelle	Home Office	Sari	Mazandaran	Iran
16801	ES-2013-2023938	08 June 2013	13 June 2013	Standard Class	SV-20365	Seth Vernon	Consumer	Bayonne	Aquitaine	France
28762	IN-2014-39826	24 June 2014	30 June 2014	Standard Class	RS-19870	Roy Skaria	Home Office	Jodhpur	Rajasthan	India
44366	CG-2012-4900	21 September 2012	25 September 2012	Standard Class	SC-10305	Sean Christensen	Consumer	Lubumbashi	Katanga	Democratic Republic of the Co

3. Potential Use Cases 🌟🔍🌟

1. Sales Analysis: 📊

- Identify top-performing product categories and regions.
- Monitor monthly and yearly sales trends.

2. Customer Segmentation: 🌐

- Segment customers based on their sales and profitability.
- Analyze purchase behavior across Consumer, Corporate, and Home Office segments.

3. Operational Insights: 📦

- Assess shipping time by comparing order and ship dates.
- Evaluate the impact of shipping costs on profitability.

4. Product Insights: 🌟

- Determine popular sub-categories and products.
- Analyze the correlation between discounts and profitability.

4. Common Data Preparation and Cleaning Steps 🌟🔍🌟

1. Removing Unwanted Columns/Rows: 🔄

- Eliminate irrelevant or null rows and columns for cleaner analysis.

2. Data Type Validation:

- Ensure numerical and categorical fields are correctly formatted.

3. Duplicate Checks:

- Detect and handle duplicate entries to maintain data integrity.

4. Date Splitting:

- Extract Year, Month, and Day from dates for time-series analysis.

5. Null Value Handling:

- Replace missing values with appropriate alternatives (e.g., averages). 
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5. Analytical Metrics (DAX Examples)

1. Sales Contribution:

- Formula:
- $\text{SalesContribution} = \text{DIVIDE}(\text{Orders}[\text{Sales}], \text{CALCULATE}(\text{SUM}(\text{Orders}[\text{Sales}]), \text{ALL}(\text{Orders})))$
- Measure each order's contribution to total sales.

2. Average Discount:

- Formula:
- $\text{AverageDiscount} = \text{AVERAGE}(\text{Orders}[\text{Discount}])$
- Analyze average discounts applied across orders.

3. Profit Margin:

- Formula:
- $\text{ProfitMargin} = \text{DIVIDE}(\text{SUM}(\text{Orders}[\text{Profit}]), \text{SUM}(\text{Orders}[\text{Sales}]))$
- Measure overall profitability.

4. Monthly Sales Trends:

- Formula:
 - $\text{MonthlySales} = \text{CALCULATE}(\text{SUM}(\text{Orders}[\text{Sales}]), \text{GROUPBY}(\text{Orders}, \text{Orders}[\text{Year}], \text{Orders}[\text{Month}]))$
 - Track sales trends month-over-month.
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6. Visualizations for Insights 🌟🧠🌟

1. Sales by Region and Country: 📄

- Visualization: Bar chart or map.
- Identify regions and countries with the highest sales.

2. Monthly Sales and Profit Trends: 🔍

- Visualization: Line chart.
- Monitor trends over time.

3. Customer Segmentation Analysis: 🔄

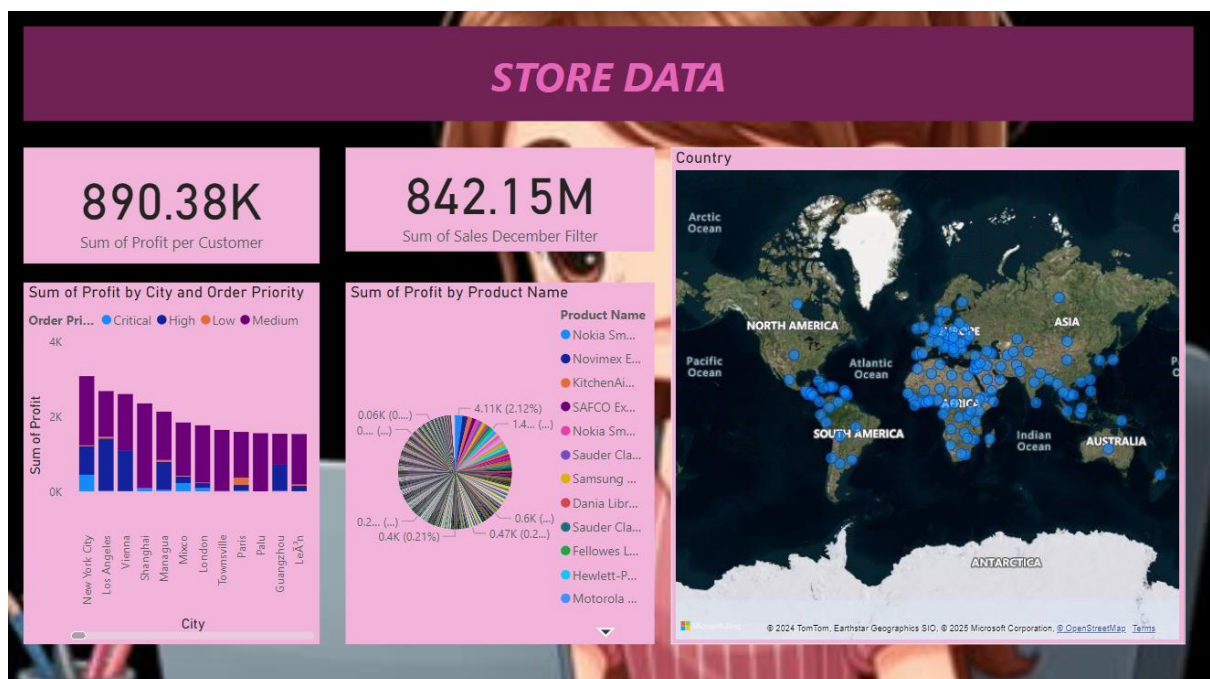
- Visualization: Pie chart or stacked bar chart.
- Understand sales distribution across segments.

4. Top-Selling Products: 🧑🌟

- Visualization: Horizontal bar chart.
- Highlight most popular sub-categories or products.

5. Discount vs. Profit: 📊

- Visualization: Scatter plot.
- Evaluate how discounts affect profitability.



7. Key Insights 🌟🌍🌟

1. Sales Distribution: 🌐

- Office Supplies is likely the highest contributor, followed by Furniture and Technology.
- North America and Europe dominate sales regions.

2. Profitability: 💰

- High discounts negatively impact profit margins.
- Products like Chairs and Storage have varying profitability depending on discounts.

3. Shipping and Operational Costs: 📦

- Standard Class is the most commonly used shipping mode, with medium profitability.

4. Customer Segmentation: 🔍

- Consumer segment contributes the highest sales, while Corporate has higher profitability. 🌟📊🌟

8. Conclusion 🌟🧠🌟

The Global Superstore dataset provides a robust foundation for detailed analysis. It supports business decision-making through insights into sales performance, customer behavior, and operational efficiency. Coupled with visualizations and metrics, this data empowers strategic growth and profitability optimization. 🌟📊🌟