

Data Analysis Report:

Superstore Sales Dataset

Introduction

This report provides an analysis of the Superstore Sales dataset, focusing on various aspects such as product categories, shipping modes, customer segments, and regional performance

Key Insights

- Product Category Analysis:

Most Sold Category: Office Supplies

Least Sold Category: Technology

- Furniture Sub-Category Analysis:

Most Sold: Furnishings

Least Sold: Bookcases

- Office Supplies Sub-Category Analysis:

Most Sold: Binders and Paper
Least Sold: Envelopes, Fasteners, and Supplies

- Technology Sub-Category Analysis:

Most Sold: Phones and Accessories
Least Sold: Copiers

- Shipping Mode Preferences:

Most Preferred: Standard Class (~60%)
First Class: 15.39%
Second Class: Approximately 15.39%
Same Day: Least preferred

- Customer Segment Analysis:

Major Segment: Consumer (more than half of the total customers)

- Most Profitable Segment: Technology
- Least Profitable Segment: Furniture

- Top 5 Cities by Order Volume:

New York
Los Angeles
Philadelphia
San Francisco
Seattle

- Profitability Analysis by Sub-Category:

Most Profitable: Copiers, followed by
Phones and Accessories

Loss-Making Sub-Categories: Tables and
Bookcases

- Discount Analysis by Sub-Category:

Most Discounted: Binders
Least Discounted: Copiers

- Regional Analysis:

West Region: Most orders for Labels and Paper

East Region: Most orders for Binders

South and Central Regions: Most orders for Binders

- Shipping Mode and Delivery Time:

Mean Delivery Time:

First Class: 63 days

Second Class: 96 days

Standard Class: 145 days

Same Day: 1 day

- Customer Preference:

Standard Class: 60%

Second Class: 20%

First Class and Same Day: 20% combined

- **Conclusion**

Office Supplies is the most popular category, whereas Technology sees the least sales volume. However, Technology is the most profitable segment, indicating high-margin products.

Standard Class is the most preferred shipping mode, despite having the longest average delivery time. This preference could be due to cost considerations.

Consumer Segment constitutes the majority of the customer base, and targeted marketing efforts towards this segment could be beneficial.