

KEY BUSINESS INSIGHTS FROM SUPERSTORE DATA

1. Sales & Profitability:

- Total sales and profit across all orders can show top-performing categories and regions.
- Some orders have **negative profit**, likely due to **high discounts** or **returns**.

2. Top Categories & Subcategories

- Categories: Furniture, Office Supplies, and Technology.
- Subcategories like **Phones, Chairs, and Storage** appear frequently—worth checking their profitability.

3. Returns Analysis

- 800 returned items are linked to specific Order IDs.
- Returns can be joined with `Orders` to analyze which **categories or regions** face more returns.
- High return rates might indicate **product issues** or **customer dissatisfaction**.

4. Shipping Insights

- Ship Mode impacts delivery times and potentially customer satisfaction.
- We can see if quicker modes correlate with fewer returns or better profits.

5. Regional Trends

- The data includes all U.S. states split into **four regions**.
- Can break down sales and returns by region to see who performs best (and worst).

6. Customer Segments

- Segments: **Consumer, Corporate, Home Office**
- Useful to analyze segment-wise profitability and return behavior.

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11. Category with the Highest Average Discount

- **Office Supplies** had the highest average discount among all categories, indicating frequent promotions or markdowns in this category.

12. Segment with the Highest Average Order Value

- **Corporate** segment had the highest average order value, suggesting larger or more premium Purchases per transaction compared to other segments.