

Financial & Sales Analysis Report

Project Title:

Financial & Sales Analysis of Global Superstore 2016 Dataset

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17-03-2002

Executive Summary

This project presents an in-depth financial analysis of the Global Superstore 2016 dataset using Python (Pandas & Seaborn). The dataset consists of over **51,000 customer orders** across **23 global regions**, enriched with return records and manager assignments.

The goal was to uncover actionable insights into **Sales**, **Profitability**, and **Return trends** segmented by Region, Customer Segment, and Manager. Visualizations were created to support data-driven business decisions.

Project Workflow

- Data Cleaning & Handling Missing Values
 - Merging Orders, Returns, and People datasets
 - Financial KPI Calculations (Sales, Profit, Return Rate)
 - Segment-wise, Region-wise, and Manager-wise breakdown
 - Data Visualization using Matplotlib & Seaborn
 - Business Insights & Recommendations
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Key Metrics

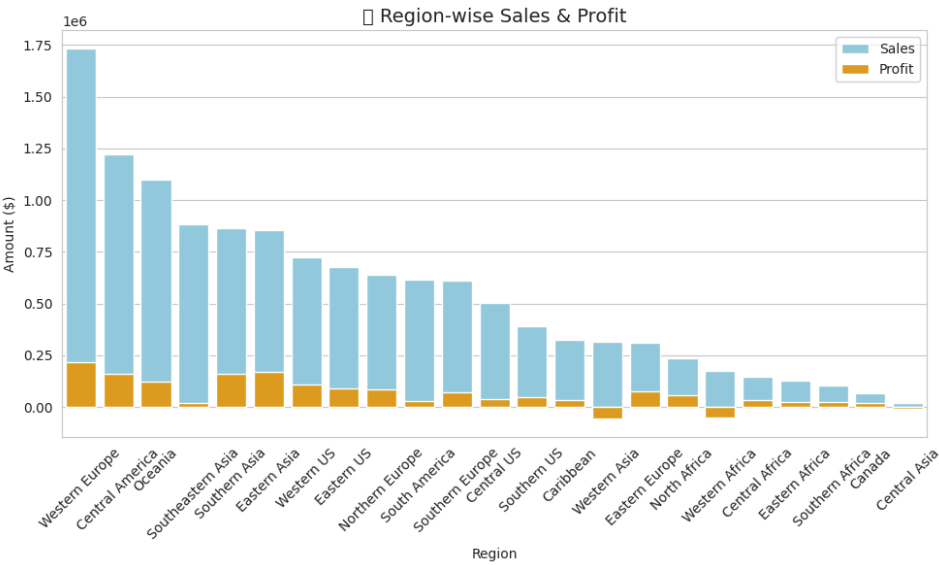
Metric	Value
Total Sales	\$12.64 Million
Total Profit	\$1.46 Million
Return Rate	4.33%
Lost Profit due to Returns	~\$61,000

Key Insights

1. The **Consumer segment** accounts for **51% of total sales**, outperforming Corporate and Home Office.
2. **Western Europe** leads all regions with **\$1.73 Million** in sales, followed by **Central America**.
3. The **Western US** region shows the **highest return rate** of **5.53%**, resulting in operational losses.
4. **Gilbert Wolff** is the top-performing manager, generating **\$1.73 Million** in sales under their region.

Visualizations

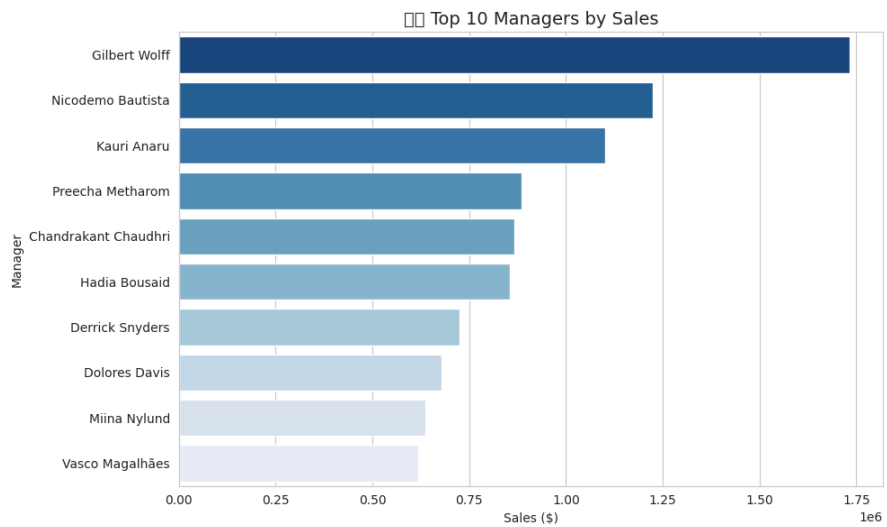
1. Region-wise Sales & Profit Comparison



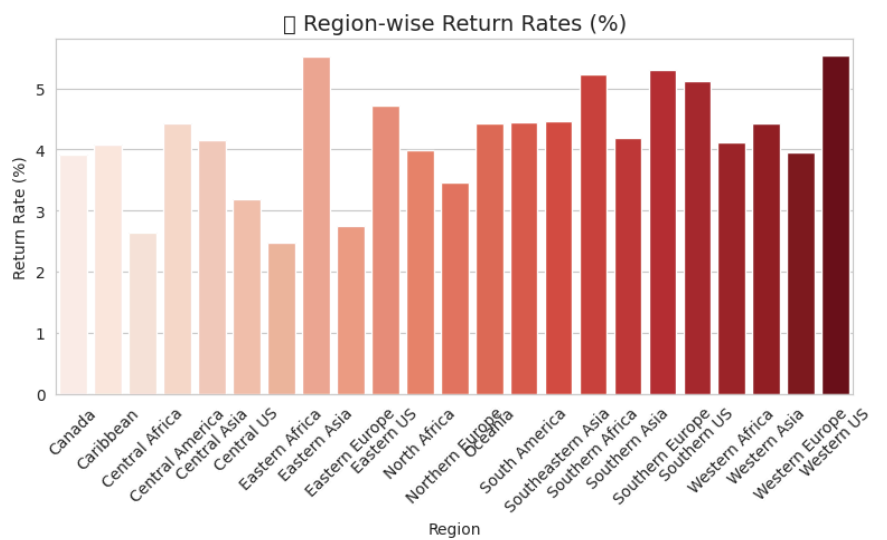
2. Segment-wise Sales & Profit Comparison



3. Top 10 Managers by Sales



4. Region-wise Return Rates



Business Recommendations

- Investigate and optimize return processes in **Western US** and **Southern Europe**.
 - Scale successful sales strategies from the Consumer **segment** across other segments.
 - Encourage knowledge-sharing of best practices from high-performing managers like **Gilbert Wolff**.
 - Consider targeted marketing in regions with high profitability and low return rates.
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