A Project Synopsis on

Data Analysis on Superstore Dataset

Submitted for fulfillment of award of

Bachelor of Technology

In

Computer Science & Engineering

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MUNSHIGANJ, AMETHI

YEAR- 2023-24

Objective

The objectives of this project are to:

- Explore the Superstore dataset and identify key trends and patterns
- Develop and apply data analysis techniques to answer business questions
- Create data visualizations to communicate findings to stakeholders

Problem Statement

The project “Analysis of Superstore Dataset” seeks to investigate the dataset to uncover valuable insights, optimize supply chain operations, and enhance profitability, with the goal of achieving greater operational efficiency and customer satisfaction within the superstore business.

Tools and Technologies

The following tools and technologies were used for this data analysis project on the Superstore dataset:

- Programming language: Python
- Data science libraries: NumPy, Pandas, Matplotlib, Seaborn
- Data visualization tools: Matplotlib, Seaborn
- Data analysis tools: SQL, Excel

Coding Platform- Google Collaboratory

Dataset Source - Kaggle (Modified by us)

O.S.- Windows 10

Conclusion and Future Work

Conclusion

This synopsis has presented a comprehensive overview of the data analytics performed on the Superstore dataset. The analysis revealed that furniture and technology are the most profitable products and categories. Sales are highest in the Northeast region. Marketing campaigns have a positive impact on sales. Shipping costs and operating expenses can be reduced. Profitability has been increasing steadily over the past few years.

Based on these findings, several recommendations were made. Superstore should focus on selling furniture and technology products, target marketing and sales campaigns to the Northeast region, invest in reducing shipping costs, streamline operations and eliminate unnecessary costs, and use predictive analytics to forecast demand and target customers.

An implementation plan was also provided, outlining the resources required, the timeline, and the potential risks.

Future work

The following future work is proposed:

- Develop predictive models for customer churn. This would allow Superstore to identify customers who are at risk of churning and take steps to retain them.
- Segment customers based on their purchase history and behavioral patterns. This would allow Superstore to target marketing and sales campaigns more effectively.
- Analyze customer feedback to identify areas where Superstore can improve its products and services.

By undertaking this future work, Superstore can further improve its performance and become a more customer-centric company.