# Superstore Sales Analysis

#### **Business Problem Statement:**

In this superstore analysis portfolio project, we gain insights into its sales data to optimize its operations and improve profitability. The company is particularly interested in understanding the following aspects:

#### Overview of superstore sales dataset:

- Total no of orders
- Total sales
- Average profit

#### **Sales Performance Analysis:**

- Identify the top-selling products and categories.
- Analyze sales trends over the years and highlight any significant patterns.

#### **Customer Segmentation:**

- Segment customers based on their purchasing behavior.
- Understand which segments contribute most to the sales.

#### **Shipping and Order Management:**

- Evaluate the efficiency of different shipping modes.
- Analyze shipping costs and their impact on overall profitability.
- Assess order processing times and identify areas for improvement.

### **Profitability and Cost Analysis:**

- Analyze profit margins for different product categories and sub-categories.
- Evaluate the impact of discounts on overall profitability.
- Identify products or regions that may require cost optimization.

# **Global Sales/Product Quantity Overview:**

• Analyze the distribution of sales across different countries.

# **State-Level Category Exploration:**

• Understand the most used product categories in different states.

# **Regional Sub-Category Analysis:**

• Analyze the popularity of sub-categories in different regions.