SAMPLE SUPERSTORE SALES DATASET

OVERVIEW

You will work with a dataset that includes variables such as Order ID, Customer ID, Order Date, Ship Date, Ship Mode, Segment, Region, Category, Sub-Category, Product Name, Sales, Quantity, Discount, and Profit. Your task is to generate business insights from this dataset.

Business Questions to Explore:

You are required to answer **any 4** of the following questions using Power BI:

1. **Which Region Generates the Most Profit?**
   - **Guide**:
     - Use a bar chart to visualize profit by region.
     - Sort the regions by total profit to identify the highest and lowest-performing regions.
2. **What is the Relationship Between Discount and Profit?**
   - **Guide**:
     - Create a scatter plot with Discount on the x-axis and Profit on the y-axis.
     - Analyze the trend to see if higher discounts result in lower profits or if there's an optimal discount rate.
3. **Which Product Sub-Categories are the Most Profitable?**
   - **Guide**:
     - Use a bar chart to display the profit for each sub-category.
     - Identify the top 5 most profitable sub-categories.
4. **How Does the Shipping Mode Impact Profitability?**
   - **Guide**:
     - Create a bar chart to visualize profit by shipping mode.
     - Compare the different shipping modes to determine which is the most profitable.
5. **What Trends Can Be Identified in Sales Over Time?**
   - **Guide**:
     - Use a line chart to plot sales revenue over time.
     - Identify and discuss any noticeable trends or patterns.
6. **Which Customer Segment is the Most Valuable?**
   - **Guide**:
     - Create a bar chart to visualize profit by customer segment.
     - Compare the contribution of each segment to overall profit.
7. **What is the Impact of Quantity Sold on Profitability?**
   - **Guide**:
     - Use a scatter plot with Quantity on the x-axis and Profit on the y-axis.
     - Analyze whether selling more units of a product leads to higher profits.

Submission Instructions:

1. **Report Creation**:
   - Summarize your findings after creating your report.
2. **Video Presentation**:
   - Create a video presentation of at most 2 minutes where you present your analysis and findings.
   - Upload this video to your LinkedIn account.
3. **GitHub Repository**:
   - Upload the dataset and your Power BI file to a GitHub repository.
   - Include the link to this repository in your LinkedIn post.

Deadline:

- Submit latest **4th September 2024.**.