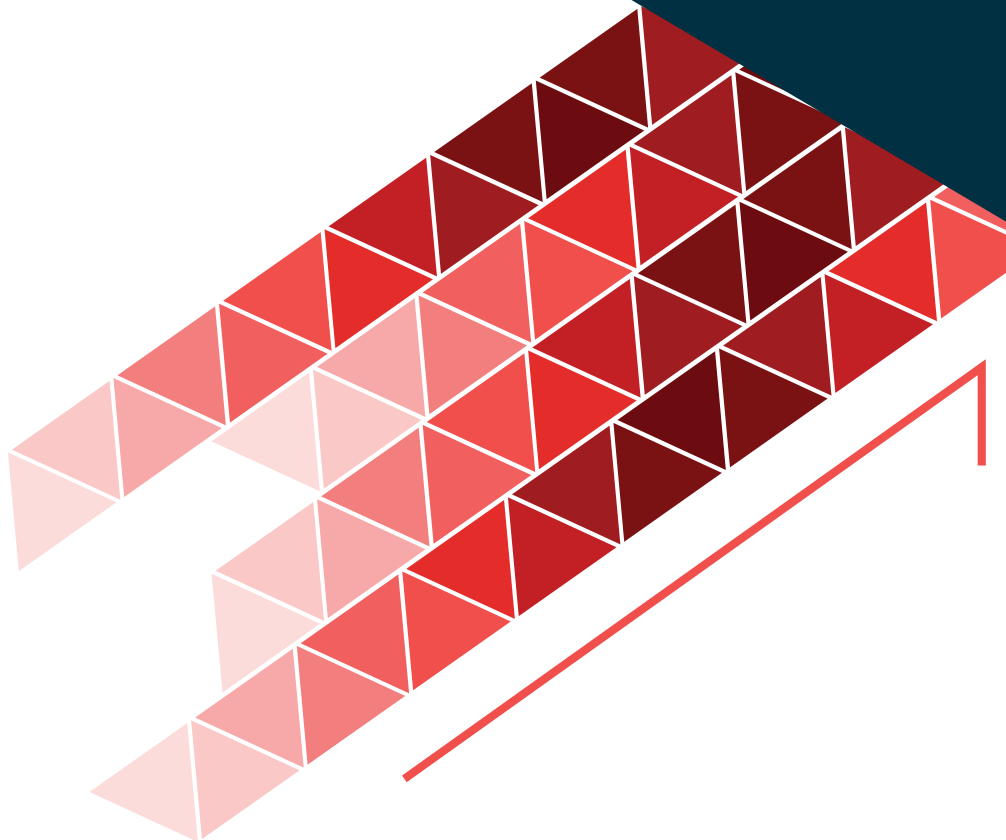




DATA ANALYSIS

SQL & Power Bi

Super Store Sales Analysis



Business Problem Statement:

The Superstore Sales Analysis project aims to leverage SQL and Power BI to extract valuable insights from the company's sales dataset, driving optimization of operations and enhancing overall profitability. Key aspects to be addressed include:

SQL Analysis :

1. Overview of Superstore Sales Dataset:

- Total number of orders
- Total sales
- Total quantity of products sold
- Average profit
- Average discount
- Total number of products
- Total number of product categories
- Total number of product subcategories
- Total years covered in the dataset
- Total countries represented

2. Sales Performance Analysis:

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

3. Customer Segmentation:

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

4. 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.

5. 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.

6. Global Sales/Product Quantity Overview:

- Analyze the distribution of sales across different regions/countries.

7. Regional Sub-Category Analysis:

- Explore the popularity of sub-categories in different regions.

Power BI Analysis :

1. Overview of Superstore Sales Dataset:

- Total number of orders
- Total sales
- Average profit

2. Sales Performance Analysis:

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

3. Customer Segmentation:

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

4. 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.

5. Profitability and Cost Analysis:

- Analyze profit margins for different product categories and sub-categories.
- Identify products or regions that may require cost optimization.

6. Global Sales/Product Quantity Overview:

- Analyze the distribution of sales across different countries.
- Identify the most sold products in each country.

7. State-Level Category Exploration:

- Understand the most used product categories in different states.

8. Regional Sub-Category Analysis:

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

This comprehensive analysis will empower the company to make data-driven decisions, enhance customer satisfaction, and optimize various aspects of its operations for improved profitability.