# 🛍️ Sales Analysis Dashboard – Superstore Dataset

## 📌 Project Overview

This project demonstrates \*\*data visualization and storytelling\*\* using a sales dataset. The goal is to extract meaningful \*\*business insights\*\* through clean, compelling visualizations using Python. This type of analysis can help businesses understand sales performance, customer behavior, and shipping trends.

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## 🎯 Objectives

1. Create visualizations that convey a compelling story.

2. Choose appropriate charts for the data.

3. Avoid clutter and overuse of colors.

4. Highlight key takeaways.

5. Add context to each visualization.

6. Focus on business insights, not just visuals.

7. Summarize findings in a final dashboard/storyboard.

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## 🧰 Tools & Libraries

- Python 3.x

- Pandas

- Matplotlib

- Seaborn

- Jupyter Notebook (or Kaggle Notebook)

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## 📁 Dataset

- Dataset: \*\*Superstore Sales Data\*\*

- Columns include:

- `Order ID`, `Order Date`, `Ship Date`, `Sales`, `Customer ID`, `Segment`, `Region`, `Product Name`, `Category`, `Sub-Category`, etc.

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## 📊 Visualizations Created

1. 📈 \*\*Monthly Sales Trend\*\* – Analyze sales growth over time.

2. 🌍 \*\*Sales by Region\*\* – Identify high-performing regions.

3. 🛒 \*\*Top 10 Products by Sales\*\* – Find best-selling products.

4. 👥 \*\*Customer Segments\*\* – Segment-wise sales contribution.

5. ⏱️ \*\*Average Delivery Time\*\* – Delivery performance over time.

6. 🚚 \*\*Shipping Mode vs. Sales\*\* – Effect of shipping methods.

7. 🔁 \*\*Repeat vs. One-Time Customers\*\* – Customer loyalty snapshot.

8. 📌 \*\*KPI Summary\*\* – Total sales, average delivery days, total orders.

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## 🙌 Acknowledgements

Inspired by Kaggle’s focus on \*\*Data Visualization and Storytelling\*\*.

Dataset is a modified version of the famous \*\*Superstore Sales Dataset\*\* sales data.

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