Superstore Database Insights

# 1. Customer Insights

• How many unique customers are there?

• What is the distribution of customers by segment (Customer, Corporate, Home Office)?

• Which segment generates the highest sales?

• How many orders does each customer place on average?

**Charts:**

• Bar chart: Number of customers by segment.

• Pie chart: Sales contribution by customer segment.

• Bar chart: Number of orders per customer.

# 2. Order Insights

• How many orders were placed, and what is the average order amount?

• What is the average time between the order date and the ship date?

• Which customers place the highest number of orders?

**Charts:**

• Line chart: Number of orders over time.

• Bar chart: Average ship time by customer.

• Line chart: Number of orders by month.

# 3. Product Insights

• Which products are the most and least sold by quantity?

• What are the best-selling product categories and sub-categories?

• How does product sales vary across different regions?

**Charts:**

• Bar chart: Sales by product category.

• Pie chart: Sales by sub-category.

• Heatmap: Product sales by region.

# 4. Sales and Revenue Insights

• What is the total sales amount, and how does it distribute across customer segments and regions?

• Which regions contribute the most to sales?

• What is the trend of sales over time?

**Charts:**

• Line chart: Total sales over time.

• Stacked bar chart: Sales by region.

• Pie chart: Sales distribution by region.

# 5. Geographical Insights

• How are sales distributed across different regions and cities?

• Which postal codes are the most active in terms of sales and orders?

• What is the regional contribution to overall revenue?

**Charts:**

• Map chart: Sales by postal code.

• Bar chart: Orders by region.

• Pie chart: Sales by city/state.

**Summary of Potential Questions:**

1. How many customers, orders, and products are there?
2. What is the sales distribution across customer segments?
3. What are the top-selling products?
4. Which customers contribute the most to revenue?
5. What are the geographical patterns of sales?