📊 Executive Summary: Global Superstore Dataset EDA

This Exploratory Data Analysis (EDA) covers transactional data from the **Global Superstore** dataset, containing **51,290 entries** across **24 features** including customer segments, shipping details, geography, product categories, and performance metrics such as sales, discounts, and profit. The analysis uncovers key trends in customer behavior, market reach, and product performance.

🔍 Key Findings & Insights

1. 👨‍💼 Customer Segment Distribution

- The dataset consists of three customer segments: **Consumer**, **Corporate**, and **Home Office**.

- **Consumer** segment dominates with **over 50%** of the total orders.

- The **Corporate** segment contributes to **30.08%** of the transactions.

- **Home Office** represents the remaining **~20%**.

2. 🚚 Ship Mode and Segment Correlation

- Across all **shipping modes**, the **Consumer segment** consistently leads in volume.

- This indicates that shipping preferences do **not vary significantly by segment**, although faster delivery options are slightly more common among Corporate customers.

- High usage of **Standard Class** and **Second Class** shipping modes shows a price-sensitive customer base.

3. 📦 Product Quantity and Discount Behavior

- A **histogram of quantity sold** shows that **most transactions involve low unit counts**, typically between **1 to 4 items**, suggesting high B2C activity.

- The **distribution of discounts** is skewed toward the **lower end**, with **most discounts under 30%**, indicating that discounting is used conservatively.

4. 🌍 Geographic & Market Analysis

- The **United States alone accounts for over 35%** of all orders.

- **APAC**, **EU**, and **US markets** dominate in volume, together accounting for **more than 75%** of total transactions.

- The **South** and **Central regions** have the highest order frequencies across all segments.

5. 🏙️ City-Level Distribution

- Cities like **New York**, **Los Angeles**, and **San Francisco** top the list with the highest number of transactions.

- These top 5 cities collectively account for **over 10%** of all sales, indicating strong urban market concentration.

6. 🪑 **Product Category Performance**

- Among the three categories—**Office Supplies**, **Furniture**, and **Technology**:

    o **Office Supplies** lead with **~40% of total transactions**, especially popular among the Consumer segment.

    o **Technology** contributes the highest in terms of **average sales per transaction**, though fewer in quantity.

    o **Furniture** falls in the middle but shows variability across different regions.

7. 🚨 **Order Priority**

- **Medium priority orders** dominate with **over 55%** of total orders.

- High and critical priority orders are relatively rare, indicating a steady fulfillment pattern without urgent surges.

📌 **Final Notes**

This EDA highlights a **consumer-dominant, urban-heavy** market that prefers **standard shipping** and places **low-quantity, low-discount orders**. The business should consider:

- Focusing marketing on **urban consumer markets**

- Expanding high-margin categories like **Technology**

- Improving logistics and cost-efficiency in **top-performing cities and regions**