SUPERSTORE SALES ANALYSIS

INSIGHTS

* Majority sales comes from the **Western & Eastern** states (60%).
* In West, **California** is the majorly contributing state with more than 60% of total sales and more than 70% of total profit.
* In East, **New York** is the majorly contributing state with more than 40% of total sales and more than 75% of total profit.
* Normal Consumers are majority contributors to the sales (50%) and profit (45%) followed by **Corporates** with sales (30%) and profit (30%).
* Majority sales happen via **COD** and Online payment modes.
* In terms of category, **office supplies** and **technology** contribute to majority sales (70%) and profit (95%).
* Top 5 sub-categories of products in terms of sales are **Phones, Chairs, Binders, Storage and Accessories**.
* Standard class is the most preferred shipment mode contributing to majority sales (60%) and profits (55%).
* In **2019**, **October** has the highest profit despite average annual sales.
* In **2020**, **March** has the highest profit despite December having highest sales.