Sales Performance Analysis

- **Data Cleaning 🧹:**

1. Removed Missing values
2. Removed Duplicates

Row_ID	Order_ID	Ship_Date	Ship_Mode	Customer_ID	Customer_Name	Segment	Country	City	State	Postal_Code
3	CA-2017-138688	16 June 2017	Second Class	DV-13045	Darrin Van Huff	Corporate	United States	Los Angeles	California	90036
6	CA-2015-115812	14 June 2015	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
26	CA-2017-121755	20 January 2017	Second Class	EH-13945	Eric	Consumer	United States	Los Angeles	California	90049
43	CA-2017-101343	22 July 2017	Standard Class	RA-19885	Ruben Ausman	Corporate	United States	Los Angeles	California	90049
63	CA-2016-135545	30 November 2016	Standard Class	KM-16720	Kunst Miller	Consumer	United States	Los Angeles	California	90004
90	CA-2017-109806	22 September 2017	Standard Class	JS-15685	Jim Sink	Corporate	United States	Los Angeles	California	90036
129	US-2017-125969	10 November 2017	Second Class	LS-16975	Lindsay Shagiari	Home Office	United States	Los Angeles	California	90004
161	CA-2017-162733	12 May 2017	First Class	TT-21070	Ted Trevino	Consumer	United States	Los Angeles	California	90045
172	CA-2015-118962	09 August 2015	Standard Class	CS-12130	Chad Sievert	Consumer	United States	Los Angeles	California	90004
187	CA-2015-123260	30 August 2015	Standard Class	FM-14290	Frank Merwin	Home Office	United States	Los Angeles	California	90032
218	CA-2017-130162	01 November 2017	Standard Class	JH-15910	Jonathan Howell	Consumer	United States	Los Angeles	California	90032
283	CA-2016-130890	06 November 2016	Standard Class	JO-15280	Jas OCarroll	Consumer	United States	Los Angeles	California	90004
335	CA-2016-137946	04 September 2016	Second Class	DB-13615	Doug Bickford	Consumer	United States	Los Angeles	California	90045
418	CA-2017-148796	18 April 2017	Standard Class	PB-19150	Philip Brown	Consumer	United States	Los Angeles	California	90004
420	CA-2018-110478	09 March 2018	Standard Class	SP-20860	Sung Pak	Corporate	United States	Los Angeles	California	90045
478	CA-2017-103891	19 July 2017	Standard Class	KH-16690	Kristen Hastings	Corporate	United States	Los Angeles	California	90008
485	CA-2018-140963	13 June 2018	First Class	MT-18070	Michelle Tran	Home Office	United States	Los Angeles	California	90045
524	US-2017-139486	23 May 2017	First Class	LH-17155	Logan Haushalter	Consumer	United States	Los Angeles	California	90032
532	CA-2016-102848	09 November 2016	Second Class	KB-16240	Karen Bern	Corporate	United States	Los Angeles	California	90036

- **KPI's📊:**

->KPI cards helps in keeping track of exact how many sales or order and avg orders are been done.

->The KPI cards build are Total Sales,Total Orders and Avg Order value.

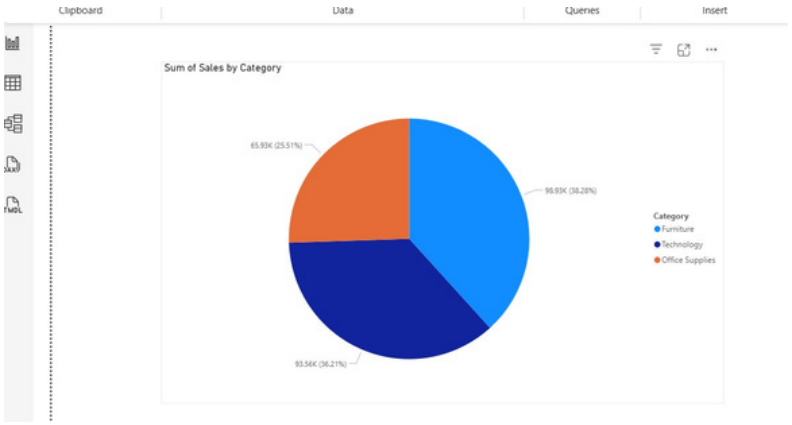
->The Total Sales are been done by superstore are 258.41K.

->The Total Orders placed are 1K.

->The Avg Order Value is 0.24K.

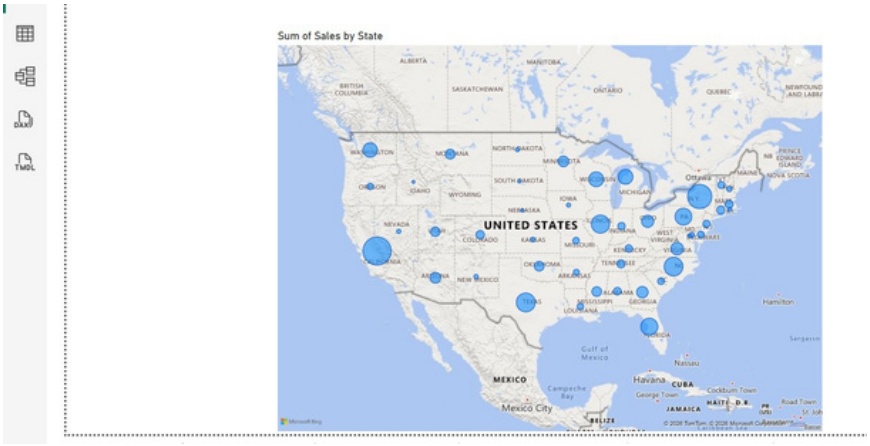
- **Sales Analysis by Region🌎/Category/Month:**

->From all the regions like east,west , south and central modt of the sales are done in West region.



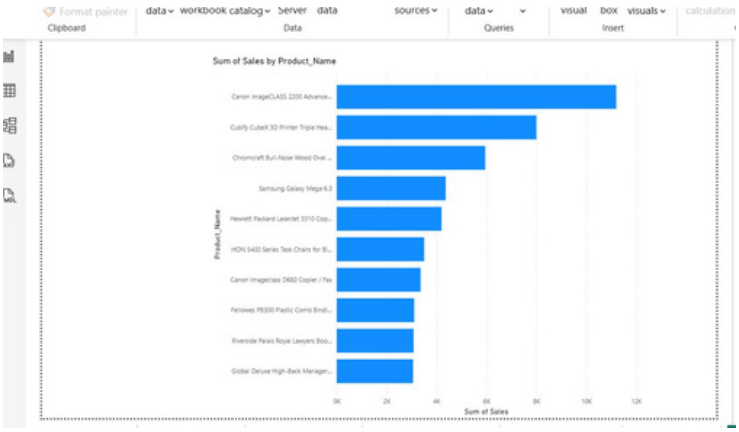
->The highest sales in all categories is in Furniture.

->We have highest sales in October and lowest in February.



->In country wise Analysis we have highest sales in California and lowest sales in Idaho.

- **Top 10 Products🎯:**



->In Top 10 product sales 1st is Canom image class 2200 advance and 10th product is Global deluxe high-black manager.

- **Tactical Improvements💡:**

->Offer bundle deals to encourage customers to buy related products together, increasing average order value.

->Target inactive customers with personalized discounts or offers to win back lost buyers.

->Focus marketing campaigns on top-performing regions to maximize sales and ROI.

->Launch seasonal promotions during peak months identified from sales trends to boost revenue.

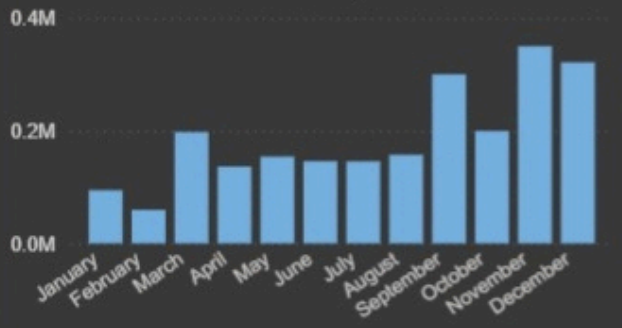
->Monitor low-selling products and either promote or reduce stock to improve overall profitability.

Superstore Sales Analysis

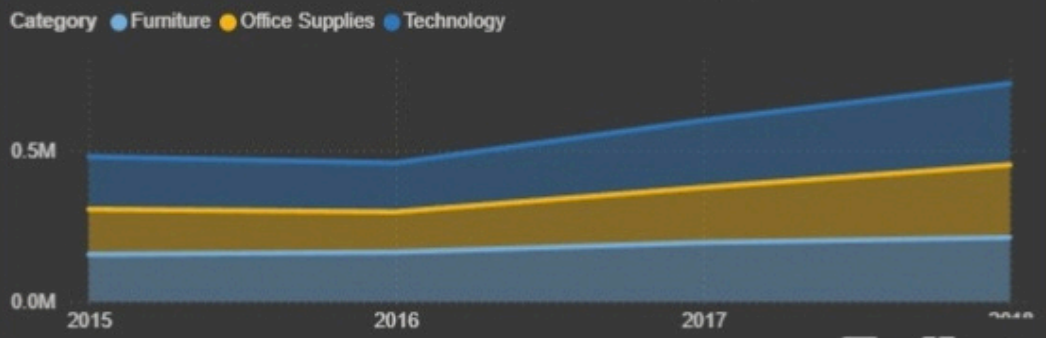
Total Sales	Total Orders	Total Consumers	Avg Shipping
2.26M	4.92K	15.73	5.10K
Sum of Sales	Count of Order_ID	Average of Day	Count of superstore...

Central | East | South | West

Sum of Sales by Month

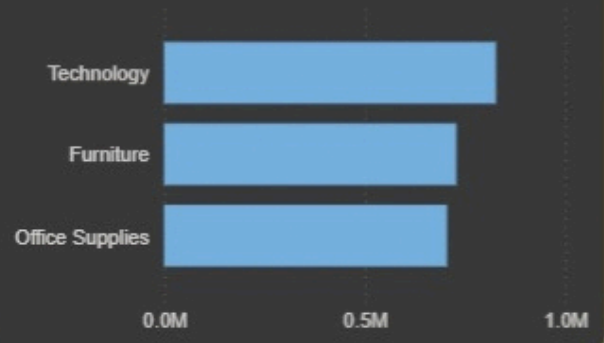


Sum of Sales by Year and Category

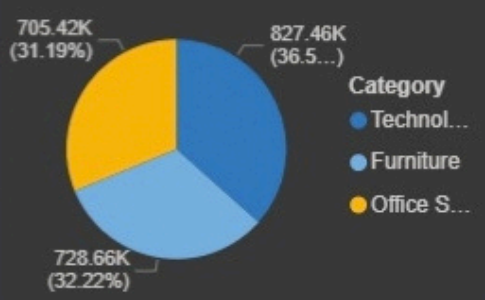
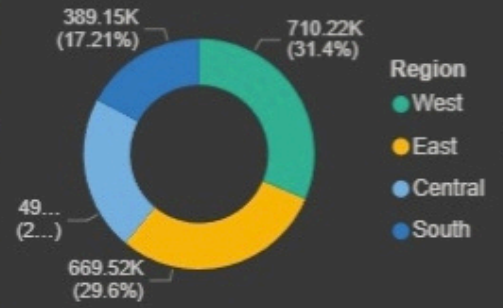


Sum of Sales by State

Sum of Sales by Category



Sum of Sales by Category



Sum of Sales by Region