Superstore Sales Analysis Report

Objective:
Analyze sales, profit, and discount trends from the Superstore dataset using SQL to extract business insights and improve strategic decisions.

Key Insights

Query Goal	SQL Function Used	Example Insight
Total Orders	COUNT()	The dataset contains 5,009 unique orders.
Total Sales	SUM(Sales)	Total sales generated: $2.3M.
Total Profit	SUM(Profit)	Total profit: $286K.
Top Category	GROUP BY Category	Technology contributes the highest sales (~35%).
Top Cities	GROUP BY City	Top cities: New York, Los Angeles, Seattle, Chica
Monthly Trend	DATE_FORMAT(), SUM()	Sales peak in November and December, showing
Avg Discount	AVG(Discount)	Average discount per segment: 0.15 for Corporate
Most Profitable Sub-Category	GROUP BY Sub_Category	Copiers yield maximum profit margin.

Detailed Findings

1. **Technology** and **Office Supplies** categories drive most of the total revenue.
2. **Copiers** generate the highest profit margin across all product sub-categories.
3. Sales activity is concentrated in **major cities** such as New York and Los Angeles.
4. The **Corporate segment** receives lower discounts but higher profitability.
5. Seasonal peaks are observed during **November and December**, showing strong Q4 demand.

Conclusion

The SQL-based analysis of Superstore data reveals that Technology and Office Supplies are the leading revenue contributors. Profit concentration in key urban areas and strong end-of-year demand suggest focused marketing and inventory strategies could further enhance business outcomes. Optimizing discount policies and leveraging data-driven decision-making will help sustain profitability and growth.