

# Sales Analysis of the Superstore Giant

**Problem Statement:** To analyze sales of the Superstore Giant.

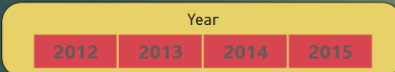
**Data Source:** Kaggle

## Dataset Description:

1. Row ID - Unique ID for each row.
2. Order ID - Unique Order ID for each Customer.
3. Order Date - Order Date of the product.
4. Ship Date - Shipping Date of the Product.
5. Ship Mode - Shipping Mode specified by the Customer.
6. Customer ID - Unique ID to identify each Customer.
7. Customer Name - Name of the Customer.
8. Segment - The segment where the Customer belongs.
9. Country - Country of residence of the Customer.
10. City - City of the place of the Customer.
11. State - State of residence of the Customer.
12. Postal Code - Postal Code of every Customer.
13. Region - Region where the Customer belongs.
14. Product ID - Unique ID of the Product.
15. Category - Category of the product ordered.
16. Sub-Category - Sub-Category of the product ordered.
17. Product Name - Name of the Product
18. Sales - Sales of the Product.
19. Quantity - Quantity of the Product.
20. Discount - Discount provided.
21. Profit - Profit/Loss incurred.
22. Shipping cost - Direct cost of the Product.

## Dashboard Snapshots:

# Sales Analysis



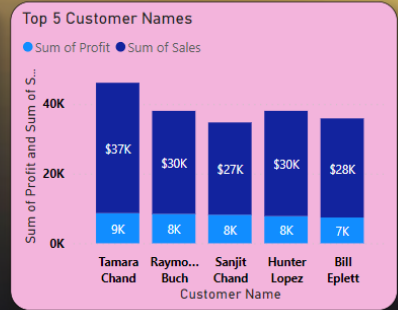
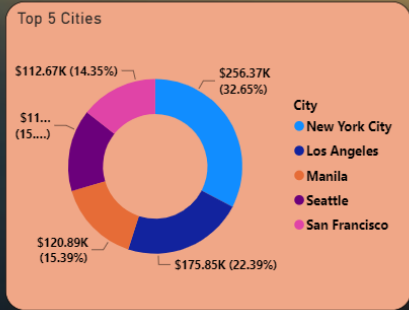
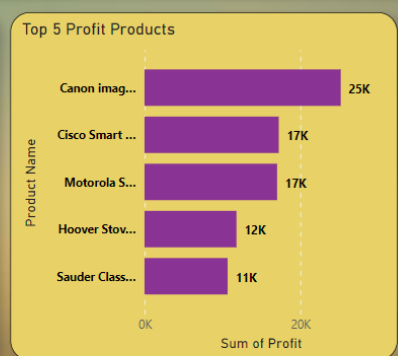
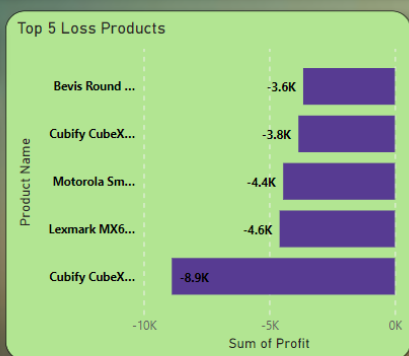
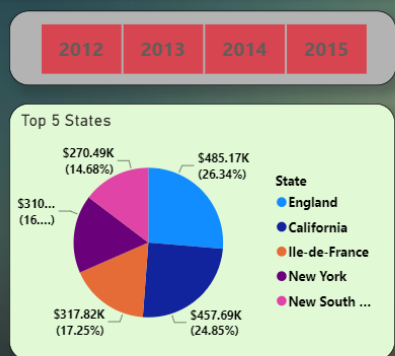
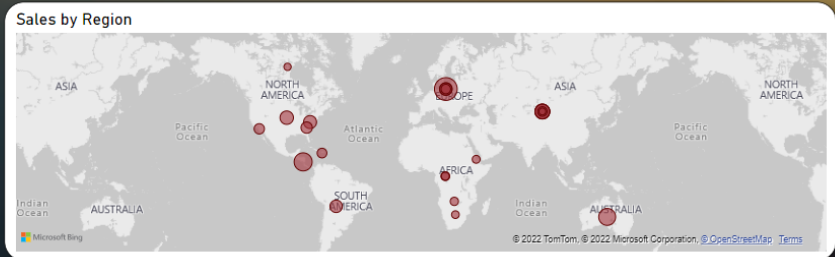
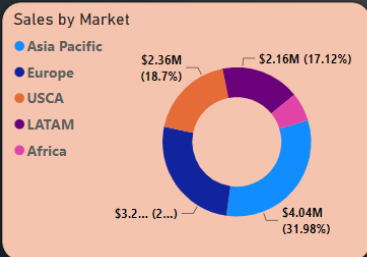
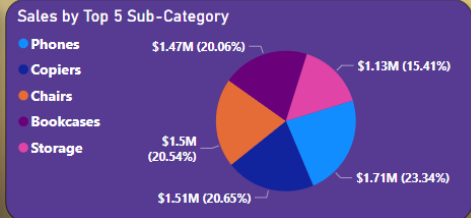
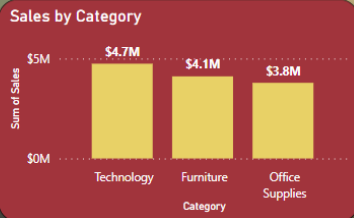
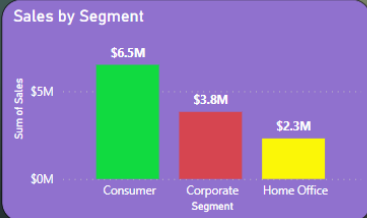
Quantity  
**178K**

Sales  
**\$12.64M**

Total Profit  
**1.47M**

Return Orders  
**1079**

Avg. Delivery Days  
**4**



Region	Sum of Sales	Country	Sum of Sales	State	Sum of Sales
Canada	\$66,928.17	Zimbabwe	\$3,765.105000000001	Zürich	\$11,707.74
Caribbean	\$3,24,280.8610399999	Zambia	\$26,035.5	Zulia	\$4,208.93696
Central Africa	\$1,43,630.01	Yemen	\$2,465.712	Zinder	\$362.73
Central America	\$12,23,100.628159998	Western Sahara	\$666.3599999999999	Žilina	\$60.12
Central Asia	\$19,311.459	Vietnam	\$65,210.0658	Ziguinchor	\$617.4300000000001
Central US	\$5,01,239.8907999998	Venezuela	\$26,587.82955999999	Zhytomyr	\$4,563.839999999999
Eastern Africa	\$1,27,856.019	Uzbekistan	\$7,329.87	Zhejiang	\$26,953.356
Eastern Asia	\$8,55,059.3910000009	Uruguay	\$9,712.543999999998	Zhambyl	\$22.050000000000001
Eastern Europe	\$3,10,033.4400000001	United States	\$22,97,200.860299941	Zeeland	\$208.44
Eastern US	\$6,78,781.2400000002	United Kingdom	\$5,28,576.2999999996	Zealand	\$242.697
North Africa	\$2,33,216.6099999999	United Arab Emirates	\$744.1200000000001	Zaporizhzhya	\$4,748.7
Northern Europe	\$6,36,779.1569999997	Ukraine	\$86,857.16999999994	Zanjan	\$3,423.21
Oceania	\$11,00,184.612	Uganda	\$1,621.9350000000001	Zamfara	\$135.342
South America	\$6,17,223.6778800004	Turkmenistan	\$2,027.061	Zambezia	\$1,750.32
Southeastern Asia	\$8,84,423.1690000013	Turkey	\$1,08,507.9480000001	Zagrebacka	\$825.36
<b>Total</b>	<b>\$1,26,42,501.90988</b>	<b>Total</b>	<b>\$1,26,42,501.90987995</b>	<b>Total</b>	<b>\$1,26,42,501.90988002</b>

## Insights:

### Overall:

- At \$6.5M, 'Consumer' had the highest sales and was 181.75% higher than Home Office, which had the lowest sales at \$2.3M.
- 'Consumer' had the highest sum of sales at \$6.5M, followed by 'Corporate' at \$3.8M and 'Home Office' at \$2.3M.
- 'Consumer' accounted for 51.48% of the sum of sales.
- 'Technology' had \$4.7M in sales, 'Furniture' had \$4.1M in sales, and 'Office Supplies' had \$3.8M in sales.
- At 25K, 'Canon imageCLASS 2200 Advanced Copier' had the highest profit and was 136.13% higher than Sauder Classic Bookcase, Traditional, which had the lowest profit at 11K.
- 'Canon imageCLASS 2200 Advanced Copier' accounted for 30.75% of the sum of profit.
- Across all top 5 product names, the sum of profit ranged from 10,672.07 to 25,199.93.
- 'Sum of Profit' and total 'Sum of Sales' are positively correlated with each other.
- The sum of sales and the sum of profit diverged the most when the customer's name was Tamara Chand when the sum of sales was 28,784.43 higher than the sum of profit.
- The product which incurred a loss of -8.9K was 'Cubify CubeX 3D Printer Double Head Print'.
- Asia Pacific had maximum sales of \$4.04M, whereas Africa had the lowest sales of \$0.78M.
- The total quantity was 178K.
- Total sales were \$12.64M.
- Total profit was 1.47M.
- Total return orders were 1079.
- Average delivery days took 4.
- England accounted for 26.34% of the sum of sales.
- Maximum sales of \$256.37K were recorded in New York City.

## Year-wise

### 2012:

- At \$1.2M, 'Consumer' had the highest sales and was 197.80% higher than Home Office, which had the lowest sales at \$3.9M.
- 'Consumer' had the highest sum of sales at \$1.2M, followed by 'Corporate' at \$0.7M and 'Home Office' at \$0.4M.
- 'Consumer' accounted for 51.94% of the sum of sales.
- 'Technology' had \$0.83M in sales, 'Furniture' had \$0.76M in sales, and 'Office Supplies' had \$0.68M in sales.
- At 4.6K, the 'Ibico EPK-21 Electric Binding System' had the highest profit and was 38.95% higher than the 'Nokia Smart Phone, Full Size', which had the lowest profit at 3.3K.
- 'Ibico EPK-21 Electric Binding System' accounted for 23.96% of the sum of profit.
- Across all 5 product names, the sum of profit ranged from 3,332.46 to 4,630.48.
- 'Sum of Profit' and total 'Sum of Sales' are positively correlated with each other.
- The sum of sales and the sum of profit diverged the most when the customer's name was Sanjit Chand when the sum of sales was 11,025.00 higher than the sum of profit.
- The product which incurred a loss of -3.2K was 'Hoover Stove, White'.
- Asia Pacific had maximum sales of \$714K, whereas Africa had the lowest sales of \$127K.
- The total quantity was 31K.
- Total sales were \$2.26M.
- Total profit was 248.94K.
- Total return orders were 1079.
- Average delivery days took 4.
- California accounted for 26.83% of the sum of sales.
- Maximum sales of \$44.36K were recorded in New York City.

### 2013:

- At \$1.5M, 'Consumer' had the highest sales and was 233.26% higher than Home Office, which had the lowest sales at \$0.4M.
- 'Consumer' had the highest sales at \$1.5M, followed by 'Corporate' at \$0.8M and 'Home Office' at \$0.4M.
- 'Consumer' accounted for 54.67% of the Sum of Sales.
- 'Technology' had \$1M in sales, 'Furniture' had \$0.9M in sales, and 'Office Supplies' had \$0.8M in sales.
- At 7.5K, 'Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind' had the highest profit and was 169.56% higher than 'Samsung Smart Phone, with Caller ID', which had the lowest profit at 2,781.84.
- 'Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind' accounted for 38.49% of the sum of profit.
- Across all 5 product names, the sum of profit ranged from 2,781.84 to 7,498.84.
- 'Sum of Profit' and total 'Sum of Sales' are positively correlated with each other.
- The sum of sales and the sum of profit diverged the most when the customer's name was Fred Hopkins when the sum of sales was 12,778.66 higher than the sum of profit.
- The product which incurred a loss of -2.6K was 'Cubify CubeX 3D Printer Double Head Print'.
- Asia Pacific had maximum sales of \$864K, whereas Africa had lowest sales of \$144K.

- The total quantity was 38K.
- Total sales were \$2.68M.
- Total profit was 307.42K
- Total return orders were 1079.
- Average delivery days took 4.
- England accounted for 27.92% of the sum of sales.
- Maximum sales of \$70.24K were recorded in New York City.

## 2014:

- At \$1.7M, 'Consumer' had the highest sales and was 182.78% higher than "Home Office, which had the lowest sales at \$0.6M.
- 'Consumer' had the highest sales at \$1.7M, followed by Corporate at \$1.1M and Home Office at \$0.6M.
- 'Consumer' accounted for 50.77% of the sum of sales.
- 'Technology' had a \$1.3M sum of sales, 'Furniture' had \$1.1M in sales, and 'Office Supplies' had \$1M in sales.
- At 9.5K, 'Canon imageCLASS 2200 Advanced Copier' had the highest profit and was 109.01% higher than 'Belkin Router, USB', which had the lowest profit at 4.6K.
- 'Canon imageCLASS 2200 Advanced Copier' accounted for 27.73% of the sum of profit.
- Across all 5 product names, the sum of profit ranged from 4,554.84 to 9,519.97.
- 'Sum of Profit' and total 'Sum of Sales' are positively correlated with each other.
- The sum of sales and the sum of profit diverged the most when the customer's name was Tamara Chand when the sum of sales was 14,653.91 higher than the sum of profit.
- The product which incurred a loss of -6.6K was 'Cubify CubeX 3D Printer Double Head Print'.
- Asia Pacific had maximum sales of \$1.09M, whereas Africa had the lowest sales of \$0.23M.
- The total quantity was 48K.
- Total sales were \$3.41M.
- Total profit was 406.94K.
- Total return orders were 1079.
- Average delivery days took 4.
- California accounted for 26.59% of the sum of sales.
- Maximum sales of \$56.4K were recorded in Los Angeles.

## 2015:

- At \$2.1M, 'Consumer' had the highest sales and was 147.54% higher than Home Office, which had the lowest sales at \$0.9M.
- 'Consumer' had the highest sales at \$2.1M, followed by 'Corporate' at \$1.3M and 'Home Office' at \$0.9M.
- 'Consumer' accounted for 49.80% of the sum of sales.
- 'Technology' had \$1.6M in sales, 'Furniture' had \$1.4M in sales, and 'Office Supplies' had \$1.3M in sales.
- At 16K, 'Canon imageCLASS 2200 Advanced Copier' had the highest profit and was 217.54% higher than 'Sauder Classic Bookcase, Traditional', which had the lowest profit at 5K.
- 'Canon imageCLASS 2200 Advanced Copier' accounted for 39.89% of the sum of profit.
- Across all 5 product names, the sum of profit ranged from 4,937.97 to 15,679.96.
- 'Sum of Profit' and total 'Sum of Sales' are positively correlated with each other.

- The sum of sales and the sum of profit diverged the most when the customer's name was Tom Ashbrook when the sum of Sales was 18,145.30 higher than the sum of profit.
- The product which incurred a huge loss was 'Cubify CubeX 3D Printer Double Head Print'.
- Asia Pacific had maximum sales of \$1.37M, whereas Africa had the lowest sales of \$0.28M.
- The total quantity was 61K.
- Total sales were \$4.3M.
- Total profit was 504.17K.
- Total return orders were 1079.
- Average delivery days took 4.
- England accounted for 29.07% of the sum of sales.
- Maximum sales of \$86.94K were recorded in New York City.