

# Superstore SQL Data Analysis Project

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## Project Summary

This project analyzes Superstore sales data using SQL. The focus is on uncovering insights related to profitability, customer behavior, shipping efficiency, and trends over time. The data was imported via a structured SQL script and analyzed across six core business questions.

 Dataset Source (Kaggle): <https://www.kaggle.com/datasets/juhi1994/superstore>

 MySQL Import Script (GitHub):

[https://github.com/chndrkant/superstore-sql-project/blob/main/Superstore\\_MySQL\\_Import\\_Full.sql](https://github.com/chndrkant/superstore-sql-project/blob/main/Superstore_MySQL_Import_Full.sql)

## Business Questions & Key Insights

### 1. Top 10 Profitable Products

Most profitable product: Bush Somerset Bookcase (₹26,196)

#### Product-wise Sales

Product Name	Total Sales (₹)
Canon imageCLASS 2200 Advanced Copier	61599.82
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	27453.38
Cisco TelePresence System EX90 Videoconferencing Unit	22638.48
HON 5400 Series Task Chairs for Big and Tall	21870.58
GBC DocuBind TL300 Electric Binding System	19823.48
GBC Ibimaster 500 Manual ProClick Binding System	19024.50
Hewlett Packard LaserJet 3310 Copier	18839.69
HP Designjet T520 Inkjet Large Format Printer - 24 Color	18374.90
GBC DocuBind P400 Electric Binding System	17965.07
High Speed Automatic Electric Letter Opener	17030.31

### 2. Region with Most Revenue

Western region leads by total sales.

#### Details

Region	Total Revenue
West	710219.68
East	669518.72
Central	492646.91
South	389151.46

### 3. Customer Segment That Buys Most

Consumer segment dominates in total revenue.

#### Details

Segment	Total Sales
Consumer	1148060.53
Corporate	688494.07
Home Office	424982.18

### 4. Monthly Sales Trend

Revenue steadily increased across years.

#### Details

Order Month	Monthly Sales
2015-01	14205.71
2015-02	4519.89
2015-03	55205.8
2015-04	27906.85
2015-05	23644.3
2015-06	34322.94
2015-07	33781.54
2015-08	27117.54
2015-09	81623.53
2015-10	31453.39
2015-11	77907.66
2015-12	68167.06
2016-01	18066.96
2016-02	11951.41
2016-03	32339.32
2016-04	34154.47
2016-05	29959.53
2016-06	23599.37
2016-07	28608.26
2016-08	36818.34

2016-09	63133.61
2016-10	31011.74
2016-11	75249.4
2016-12	74543.6
2017-01	18542.49
2017-02	22978.82
2017-03	51165.06
2017-04	38679.77
2017-05	56656.91
2017-06	39724.49
2017-07	38320.78
2017-08	30542.2
2017-09	69193.39
2017-10	59583.03
2017-11	79066.5
2017-12	95739.12
2018-01	43476.47
2018-02	19921.0
2018-03	58863.41
2018-04	35541.91
2018-05	43825.98
2018-06	48190.73
2018-07	44825.1
2018-08	62837.85
2018-09	86152.89
2018-10	77448.13
2018-11	117938.15
2018-12	83030.39

## 5. Average Shipping Time

Overall average: 3.14 days

### Details

Average Shipping Days
3.96

## 6. Shipping Delay Trends

Fluctuating over months (see visual below)

### Details

Order Month	Avg Shipping Days
2015-01	4.19
2015-02	4.17
2015-03	3.96
2015-04	4.02

2015-05	3.8
2015-06	4.21
2015-07	3.85
2015-08	4.09
2015-09	4.06
2015-10	3.36
2015-11	4.25
2015-12	3.96
2016-01	4.74
2016-02	4.22
2016-03	3.77
2016-04	4.33
2016-05	4.02
2016-06	4.16
2016-07	3.79
2016-08	3.96
2016-09	4.34
2016-10	3.61
2016-11	3.98
2016-12	3.94
2017-01	4.1
2017-02	3.47
2017-03	3.5
2017-04	4.45
2017-05	3.88
2017-06	3.41
2017-07	3.84
2017-08	4.33
2017-09	3.98
2017-10	4.2
2017-11	3.95
2017-12	4.01
2018-01	4.06
2018-02	4.36
2018-03	3.58
2018-04	3.86
2018-05	3.73
2018-06	4.08
2018-07	4.13
2018-08	4.04
2018-09	3.69
2018-10	4.0
2018-11	3.8
2018-12	4.03

# Visual Insight - Monthly Shipping Time Trend

