






Superstore Sales Analysis




Data Science Intern | Coding Samurai

by **Ridhwan S**

Project Overview

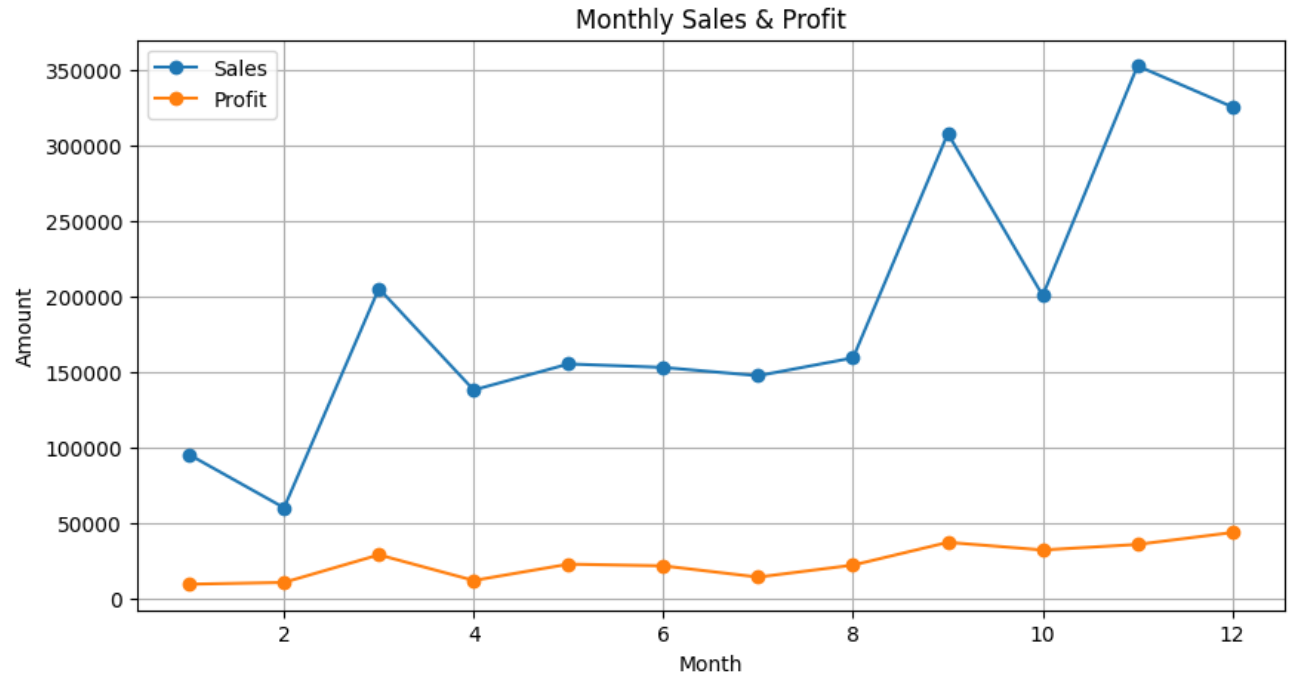
-  Goal:
 - Analyze sales, profit, and discount trends in a retail dataset
-  Dataset:
 - Superstore.csv — 9,994 orders from a US-based retail chain
-  Tools Used:
 - Python, Pandas, Matplotlib, Seaborn

Dataset Summary

-  Dataset Dimensions:
 - - 9,994 rows
 - - 21 columns
-  Key Features:
 - - Order Date, Ship Date
 - - Sales, Profit, Discount
 - - Category, Sub-Category, Region
-  Data Source: Kaggle (Superstore Dataset)

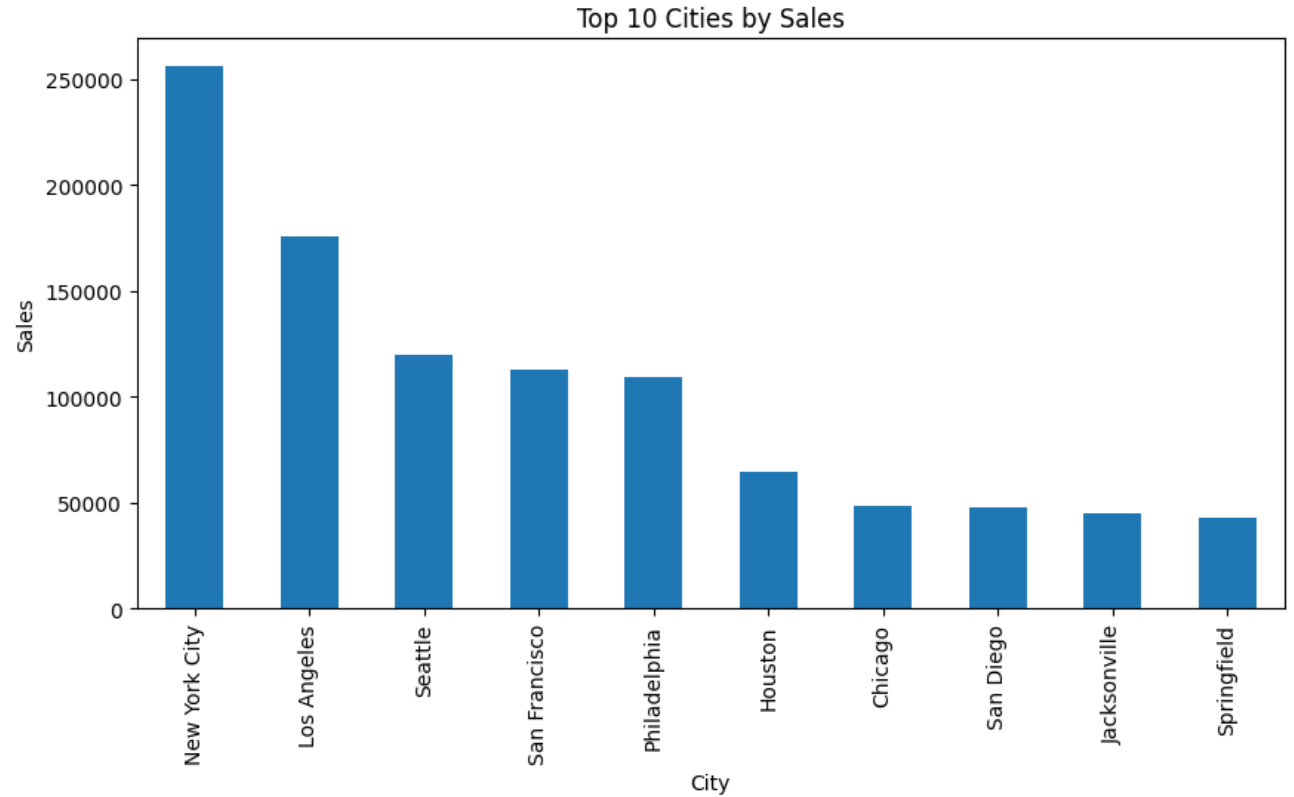
Monthly Sales & Profit Trends

- Sales spike in November/December
- Profit isn't always aligned with sales



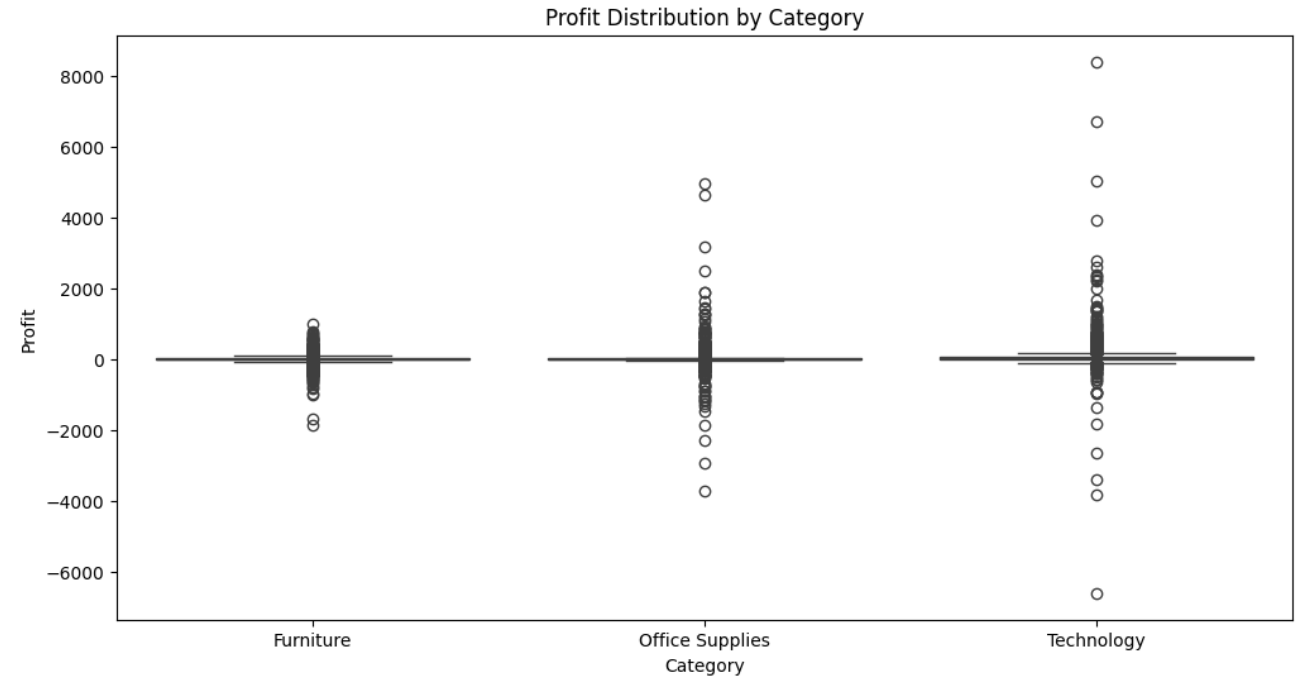
Top Cities by Sales

- New York leads, followed by LA and Seattle
- Focus on urban centers with high conversion



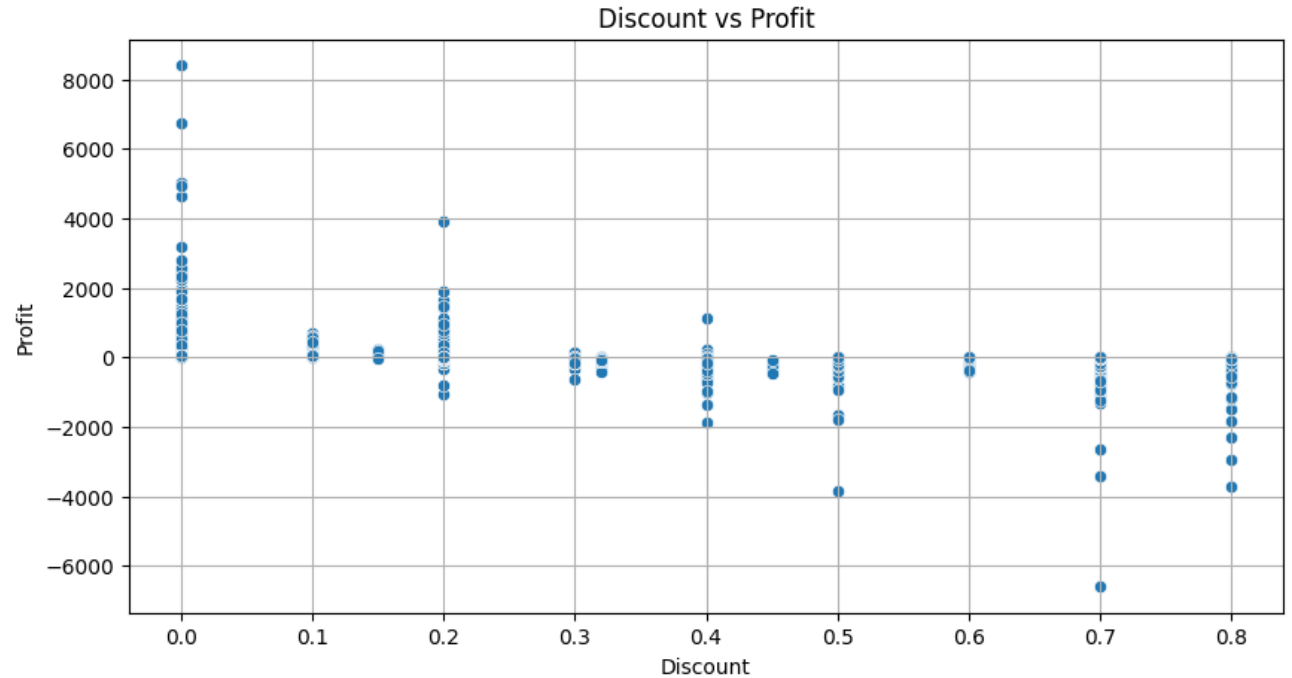
Category vs Profitability

- Technology is most profitable
- Office Supplies = low, inconsistent margin



Discount vs Profit

- Higher discount correlates with lower profit
- Ideal discount range: 10–20%



Key Business Insights

- High-performing regions: East & West
- Tech category = Most profitable
- High discount = Low profit
- December sales high, but margins drop

Project Repository & Contact

 GitHub Repo:

<https://github.com/ridhwansalim/CODING-SAMURAI-INTERNSHIP-TASK>

 LinkedIn:

<https://linkedin.com/in/ridhwan-s>

 Let's connect & collaborate!