SUPERSTORE SALES ANALYSIS REPORT

SQL ANALYSIS

SALES PERFORMANCE BY PRODUCT CATEGORY

Results | Messages

	product_name	category	Total_sales	Total_quantity_sold
1	Apple Smart Phone, Full Size	Technology	86936	171
2	Cisco Smart Phone, Full Size	Technology	76441	139
3	Motorola Smart Phone, Full Size	Technology	73159	134
4	Nokia Smart Phone, Full Size	Technology	71904	147
5	Canon imageCLASS 2200 Advanced Copier	Technology	61600	20
6	Hon Executive Leather Armchair, Adjustable	Furniture	58200	169
7	Office Star Executive Leather Armchair, Adjustable	Furniture	50667	141
8	Harbour Creations Executive Leather Armchair, Ad...	Furniture	50120	142
9	Samsung Smart Phone, Cordless	Technology	48654	108
10	Nokia Smart Phone, with Caller ID	Technology	47880	96

TOTAL SALES BY YEAR

150 %

Results | Messages

	year	Total_sales
1	2014	4300041
2	2013	3405860
3	2012	2677493
4	2011	2259511

TOP CUSTOMER SEGMENTATION

150 %

Results | Messages

	segment	Total_customers	Total_sales
1	Consumer	409	6508141
2	Corporate	238	3824808
3	Home Office	148	2309956

TOP REGIONS BY PRODUCT SUB-CATEGORY

200 %

Results | Messages

	region	sub_category	Total_quantity
1	Central	Binders	5538
2	Central	Art	4520
3	Central	Storage	4377
4	South	Binders	2987
5	Central	Paper	2829
6	Central	Chairs	2719
7	Central	Phones	2661
8	Central	Accessories	2577
9	South	Storage	2428
10	Central	Furnishings	2398
11	South	Art	2297
12	North	Binders	2010
13	South	Paper	2009
14	Central	Labels	2005
15	Central	Bookcases	1894
16	West	Binders	1868
17	Central	Fasteners	1817
18	North	Storage	1816
19	Central	Envelopes	1801
20	North	Art	1778

TOP STATES BY PRODUCT CATEGORY LEVEL

Results | Messages

	state	product_name	category	Total_quantity
1	California	Staples	Office Supplies	148
2	New York	Staples	Office Supplies	117
3	Texas	Staples	Office Supplies	101
4	Illinois	Staples	Office Supplies	56
5	Ohio	Staples	Office Supplies	47
6	Pennsylvania	Staples	Office Supplies	42
7	Florida	Staples	Office Supplies	34
8	California	Eldon Shelf Savers Cubes and Bins	Office Supplies	29
9	National Capital	Advantus Stacking Tray, Erganomic	Furniture	28
10	California	4009 Highlighters by Sanford	Office Supplies	27
11	England	Nokia Smart Phone, Full Size	Technology	27
12	New York	Dual Level, Single-Width Filing Carts	Office Supplies	26
13	Michigan	Staples	Office Supplies	26
14	California	Wilson Jones Clip & Carry Folder Binder Tool for ...	Office Supplies	26
15	Francisco Morazán	Acco Binder Covers, Clear	Office Supplies	25
16	England	Acco Binder Covers, Recycled	Office Supplies	25
17	England	Binney & Smith Pens, Blue	Office Supplies	25
18	Distrito Federal	Cisco Smart Phone, Full Size	Technology	25
19	California	File Shuttle II and Handi-File, Black	Office Supplies	25
20	California	Lesro Sheffield Collection Coffee Table, End Tab...	Furniture	25

Query executed successfully.

SHIPPING MODE MANAGEMENT

Results | Messages

	ship_mode	Avg_Shipping_cost	Avg_Profit
1	Standard Class	19.9717549941521	28.9389446273097
2	Second Class	30.4697468165906	28.53439291721
3	Same Day	42.9374528109306	28.2018021729588
4	First Class	41.0530646314605	27.7288041310076

TOP PRODUCTS BY CATEGORY

Results | Messages

	product_name	category	sub_category	Avg_Profit	Avg_Discount
1	Canon imageCLASS 2200 Advanced Copier	Technology	Copiers	5039.98559570313	0.120000001788139
2	Canon imageCLASS MF7460 Monochrome Digital Laser ...	Technology	Machines	1995.98999023438	0
3	Ativa V4110MDD Micro-Cut Shredder	Technology	Machines	1886.47308349609	0
4	3D Systems Cube Printer, 2nd Generation, Magenta	Technology	Machines	1858.98565673828	0
5	Zebra ZM400 Thermal Label Printer	Technology	Machines	1671.76794433594	0
6	Hewlett-Packard Desktjet 6988DT Refurbished Printer	Technology	Machines	1668.20495605469	0
7	Hewlett-Packard Deskjet 3050a All-in-One Color Inkjet Pr...	Technology	Machines	1459.19995117188	0
8	HP Designjet T520 Inkjet Large Format Printer - 24" Color	Technology	Machines	1364.9921875	0.166666666666667
9	Canon PC1060 Personal Laser Copier	Technology	Copiers	1142.73366546631	0.150000002235174
10	Ibico EPK-21 Electric Binding System	Office Supplies	Binders	1115.09407552083	0.333333338300387

GLOBAL SALES AND QUANTITY PRODUCT OVERVIEW

Results | Messages

	country	Total_sales	Total_quantity
1	United States	2297354	37873
2	Australia	925257	10673
3	France	858930	10804
4	China	700591	7081
5	Germany	628857	7745
6	Mexico	622620	10011
7	India	589664	5758
8	United Kingdom	528570	6161
9	Indonesia	404887	5237
10	Brazil	361098	6148

TIME ANALYSIS

Results | Messages

	ship_mode	Avg_time_gap
1	First Class	2
2	Same Day	0
3	Standard Class	4
4	Second Class	3

SUPER STORE OVERAL OVERVIEW

Results | Messages

	Total_orders	Total_Countries	Total_Products	Total_Categories	Total_Subcategories	Total_Years	Total_sales	Total_quantity_sold	Avg_Profit	Total_Discount
1	51290	147	3788	3	17	4	12642905	178312	28.6417395235202	0.14290754686433

1. **OVERALL VIEW OF SUPER STORE DATASET :**

- Understanding the comprehensive statistics of the Super Store dataset, including total orders, countries, products, categories, subcategories, years, sales, quantity sold, average profit, and total discount.

2. **SALES PERFORMANCE ANALYSIS :**

- Identifying the top-selling products by examining their total sales and total quantity sold, grouped by product name and category.

3. **SALES OVER YEAR :**

- Analyzing the sales performance over different years to identify trends and patterns in sales volume.

4. **CUSTOMER SEGMENTATION :**

- Segmenting customers based on their purchasing behavior to understand the distribution of total customers and total sales across different segments.

5. **SHIPPING AND ORDER MANAGEMENT :**

- Evaluating the profitability and average shipping cost associated with different shipping modes to optimize shipping strategies.

6. **TIME ANALYSIS :**

- Analyzing the average time gap between order date and ship date for different shipping modes to optimize order processing and delivery times.

7. **PROFITABILITY AND COST ANALYSIS :**

- Identifying the most profitable products and categories based on average profit and average discount.

8. **GLOBAL SALES AND QUANTITY PRODUCT OVERVIEW :**

- Examining the distribution of total sales and total quantity sold across different countries to identify top-performing regions.

9. **STATE LEVEL CATEGORY EXPLORATION :**

- Exploring the distribution of total quantity sold across different states, product categories, and product names to understand regional sales patterns.

10. **REGIONAL SUBCATEGORY ANALYSIS :**

- Analyzing the distribution of total quantity sold across different regions and subcategories to identify top-performing subcategories in each region.

This analysis can guide in decision-making processes based on the insights derived from the Super Store dataset. Each query provided valuable information that can help improve various aspects of business operations, such as sales performance, customer segmentation, shipping strategies, and product profitability.