SUPERSTORE SALES ANALYSIS REPORT

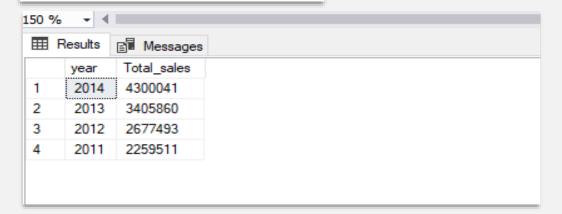


SQL ANALYSIS

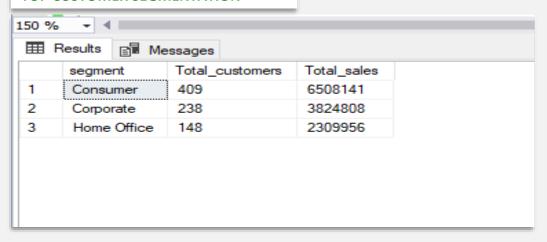
SALES PERFORMANCE BY PRODUCT CATEGORY

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 Amchair, Adjustable Fumiture 58200 169 7 Office Star Executive Leather Amchair, Adjustable Fumiture 50667 141 8 Harbour Creations Executive Leather Amchair, Ad Fumiture 50120 142 9 Samsung Smart Phone, Cordless Technology 48654 108 10 Nokia Smart Phone, with Caller ID Technology 47880 96	Cisco Smart Phone, Full Size Technology 76441 139 Motorola Smart Phone, Full Size Technology 73159 134 Nokia Smart Phone, Full Size Technology 71904 147 Canon imageCLASS 2200 Advanced Copier Technology 61600 20 Hon Executive Leather Armchair, Adjustable Furniture 58200 169 Office Star Executive Leather Armchair, Adjustable Furniture 50667 141 Harbour Creations Executive Leather Armchair, Ad Furniture 50120 142	Apple Smart Phone, Full Size	T 1 1		
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		Harbour Creations Executive Leather Armchair, Ad	Furniture	50120	142
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		Nokia Smart Phone, with Caller ID	Technology	47880	96
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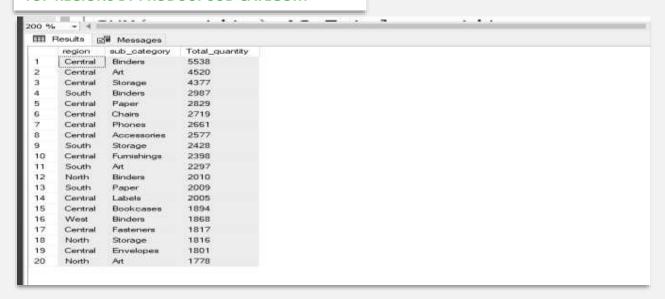
TOTAL SALES BY YEAR



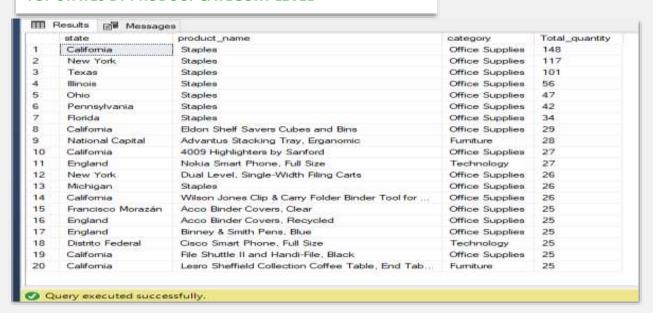
TOP CUSTOMER SEGMENTATION



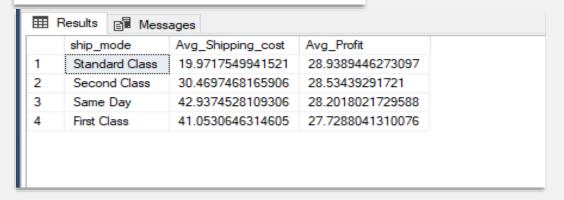
TOP REGIONS BY PRODUCT SUB-CATEGORY



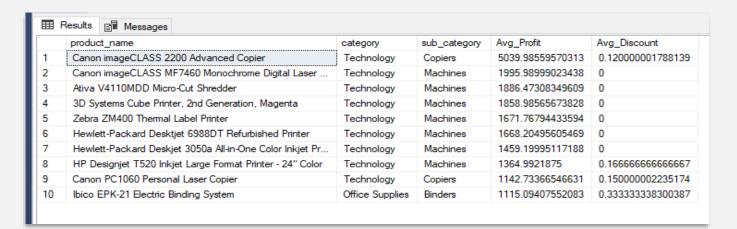
TOP STATES BY PRODUCT CATEGORY LEVEL



SHIPPING MODE MANAGEMENT



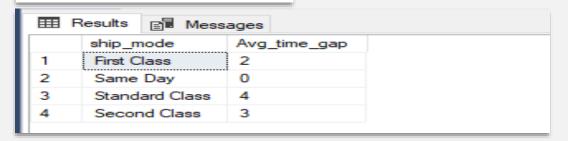
TOP PRODUCTS BY CATEGORY



GLOBAL SALES AND QUANTITY PRODUCT OVERVIEW

	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



SUPER STORE OVERAL OVERVIEW



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.