Superstore Sales Analysis

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Introduction

- Superstore sales analysis, we will delve into the performance of various product categories, customer segments, and geographical regions.
- By examining key metrics such as revenue, profit margins, and sales trends, we aim to identify areas of strength and opportunities for improvement.
- This analysis will provide valuable insights that can inform strategic decision-making and help drive future sales growth.
- Use live polls or surveys to gather audience opinions, promoting engagement and making sure the audience feel involved

Problem Statement

- The Superstore dataset provides sales and profit data for a variety of products across different categories and regions.
- The goal of this project is to analyze this data and identify insights that can help the company improve its business performance in future.
- Specifically, we aim to answer questions such as: which product categories are the most profitable? Which regions have the highest sales and profit? What are the most profitable products?
- By answering such questions, our aim is to provide suggestions for the company on how to improve its revenue and profitability.

Gathering and Cleaning Data

- Now we have defined the problem statement so now our task is to gather the data and then to clean it.
- This could involve collecting data from various sources or accessing existing data sets. The need to clean the data is to ensure that it's accurate, complete, and consistent.
- The Superstore Dataset which is used in this project has been collected from Kaggle.

Exploring the Data

- Once the data that we have gathered is cleaned, we need to explore the data in order understand the data to get a sense of what it contains.
- This process is known as Exploratory Data Analysis. It was performed in python jupyter notebook.
- This might involve creating visualizations, calculating basic statistics, or conducting other exploratory analysis techniques.

Assumptions

- The data in the superstore dataset is accurate and has been cleaned and preprocessed prior to analysis.
- The superstore dataset covers a sufficient time period to allow for the identification of trends or patterns in sales and profitability.
- The Super Store dataset is not impacted by any significant outliers or anomalies that could skew the results of any analysis conducted on the dataset.

Research Questions

- Are there any significant differences in sales between the East region and other regions?
- How do sales vary by product category during different months of the year?
- What is the rate of returned products for orders with same-day shipping compared to other shipping options?
- How do sales and profit vary by product category on weekdays compared to weekends?

Conclusion

- The analysis reveals that when compared to other products, technology-based products have the highest profit margin.
- These findings offer valuable insights into the company's performance and may serve as a guide for future decision-making.
- It should be acknowledged that additional research may be necessary to fully comprehend the underlying factors that influence these observations.

Tools Used

- **Jupyter Notebook :** Use jupyter for exploratory data analysis and use different libraries for visualization.
- **Libraries used :** Matplotlib, Seaborn, Pandas etc.
- **Power bi :** For creating dashboard to easily visualize and analyze the dataset.

Thank you

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