Superstore Sales Analysis

Business Problem Statement:

In this superstore analysis portfolio project, we gain insights into its sales data to optimize its operations and improve profitability. The company is particularly interested in understanding the following aspects:

Overview of superstore sales dataset:

- Total no of orders
- Total sales
- Average profit

Sales Performance Analysis:

- Identify the top-selling products and categories.
- Analyze sales trends over the years and highlight any significant patterns.

Customer Segmentation:

- Segment customers based on their purchasing behavior.
- Understand which segments contribute most to the sales.

Shipping and Order Management:

- Evaluate the efficiency of different shipping modes.
- Analyze shipping costs and their impact on overall profitability.
- Assess order processing times and identify areas for improvement.

Profitability and Cost Analysis:

- Analyze profit margins for different product categories and sub-categories.
- Evaluate the impact of discounts on overall profitability.
- Identify products or regions that may require cost optimization.

Global Sales/Product Quantity Overview:

- Analyze the distribution of sales across different countries.

State-Level Category Exploration:

- Understand the most used product categories in different states.

Regional Sub-Category Analysis:

- Analyze the popularity of sub-categories in different regions.