**Superstore Sales dataset**

**Data Source :**

https://www.kaggle.com/datasets/abiodunonadeji/united-state-superstore-sales

**Data Description :**

The Superstore sales dataset contains information about the sales of a store. It includes data about customer orders such as order date, ship date, shipping mode, customer ID, customer name, and customer location information like country, city, state, postal code, and region. Additionally, the dataset includes product information such as product ID, product name, category, sub-category, and sales data like sales, quantity, discount, and profit. This data can be used to analyze sales trends, customer behavior, and product performance to make informed business decisions.

**Research Questions :**

How do product sales and profitability vary by product category and sub-category, and what are the top-selling products by category and sub-category?

What are the most popular product categories and sub-categories in each region, and how does this vary over time?

How does customer segmentation impact product sales and profitability, and what are the top-performing customer segments?

How does the profitability of each product category and sub-category vary by shipping mode and customer segment?

How does the sales performance of each region and customer segment compare to the overall sales performance, and are there any underlying patterns or trends?