

Superstore Data Analysis Summary

1. Data Overview:

- Dataset: Sample Superstore
- Total Rows: 9994
- Main Columns: Sales, Profit, Order Date, Category, Segment, Sub-Category, etc.
- Order Date and Ship Date were converted into datetime format. We derived Order Month, Order Year, and Weekday.

2. Monthly Sales Trend:

- Total sales trends across months.
- A line chart highlights that certain months (like November and December) see a rise in sales, likely due to festive seasons or year-end discounts.

3. Sales by Sub-Category:

- Top Sub-Categories: Phones, Chairs, Storage - These had the highest sales.
- Bottom Sub-Categories: Tables, Binders - These had lower sales.
- Useful for business to focus on high-performing products and rethink strategies for low-performing ones.

4. Sales Distribution by Category (Pie Chart):

- Categories: Furniture, Office Supplies, Technology.
- The Technology category had the highest sales, while Furniture had the least.
- Helps in understanding the overall performance of each category.

5. Monthly Profit Trend:

- Monthly profit showed some losses in certain months.
- Highlighted that sales growth alone is not enough; profit management is equally important.

6. Profit by Category & Sub-Category:

- Highest profit: Technology, especially phones and accessories.
- Loss-making areas: Tables, Bookcases - They incurred losses.
- Useful for focusing on high-profit products and minimizing losses in others.

7. Sales vs Profit by Customer Segment:

- Segments: Consumer, Corporate, Home Office.
- Consumer segment showed the highest sales and profit.
- Suggests focusing more on the Consumer segment for maximizing profit.

8. Sales-to-Profit Ratio:

- Consumer: 8.65
- Corporate: 7.67
- Home Office: 7.12
- Indicates that the Consumer segment is the most efficient in generating profit for the sales made.

Final Thoughts:

- The analysis provides valuable insights on the most profitable months, products, categories, and segments.
- Next Steps:
 - Identify loss-making sub-categories and consider alternatives.
 - Focus more on Consumer segments.

- Plan targeted campaigns during high-profit months.