

Company Context

Imagine a supermarket chain with presence in different cities. Each day it handles intense operations: hundreds of orders leave toward homes and businesses, while many others are being prepared for delivery.

Its inventory moves constantly, customers have changing preferences, and competition demands fast evidence-based decisions.

This business operates under a complex dynamic: multiple sales channels, shipments to different regions,

products varying by category and margin, and a continuous flow of information that tells the story behind

each purchase.

Business Problem

Although sales appear solid, the company faces questions that intuition alone cannot answer:

Which regions sell the most? Which products are truly profitable? Which customer segments generate the

highest value? Where do logistical delays occur and how many days does it take for an order to arrive?

Are there hidden patterns in the data that could improve decision-making?

The information exists, but it is scattered. Sales are stored on one sheet, region data on another, and the product catalog separately. Without integration or visual analysis, the story remains incomplete.

The company needs to transform this data into a clear view that enables action: optimize delivery times, prioritize strategic markets, and focus efforts on the most valuable categories and segments.

Dataset Description

The base file brings together three essential pieces of information that allow the reconstruction of real business behavior:

1. Supermarket Sales

Each row represents an independent sale. It contains key dates (shipping, delivery, days elapsed), buyer

information (city, state, country, segment), the product sold (category, name, quantity), and financial variables such as sales, profit, gain, and shipping cost. It also records shipping priority and whether

the order arrived on time.

2. Regions

A map organizing countries into markets and regions. It helps understand geographic reach and answers

performance■by■location questions.

3. Products

A master catalog with product IDs, categories, and subcategories. It enables inventory analysis and evaluation of which product families stand out in sales or profitability.

Purpose of the Analysis

By merging these three sheets and transforming them into dashboards, patterns of commercial and logistical

behavior emerge. From them, opportunities for growth, critical zones, and strategic evidence■based decisions

can be identified.