

# Superstore Sale Analysis

Central

East

South

West

Orders

Customers

Products

Insight

# Total Orders

3K

# Total Customers

773

# Total Quantity

22K

# Total Sales

1.57M

# Total Profit

175.26K

# Total\_Return

287

Q1

Q2

Q3

Q4

Consumer

Corporate

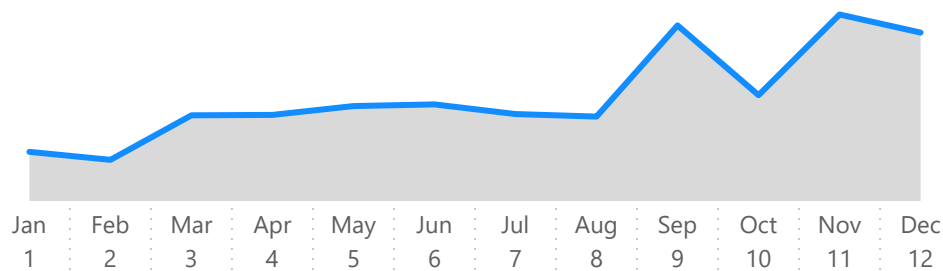
Home Office

Furniture

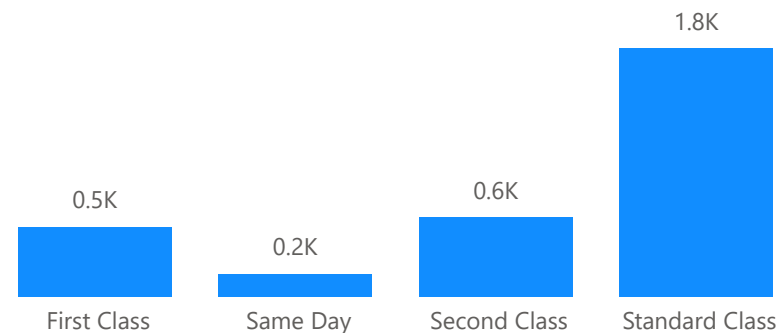
Office Supplies

Technology

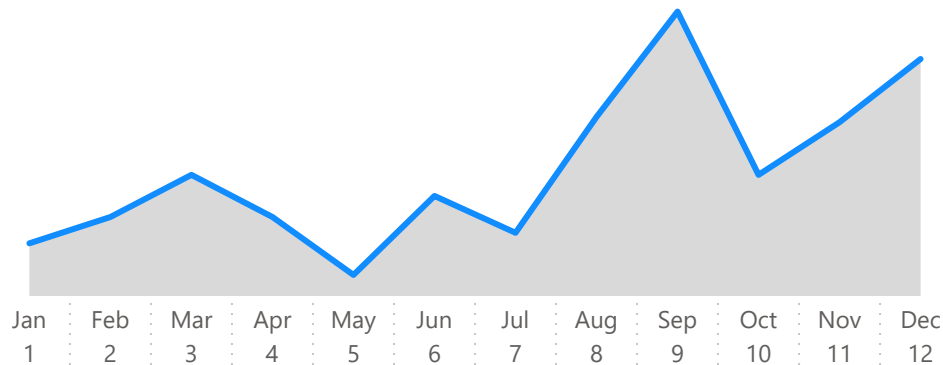
Orders Trend Over Time



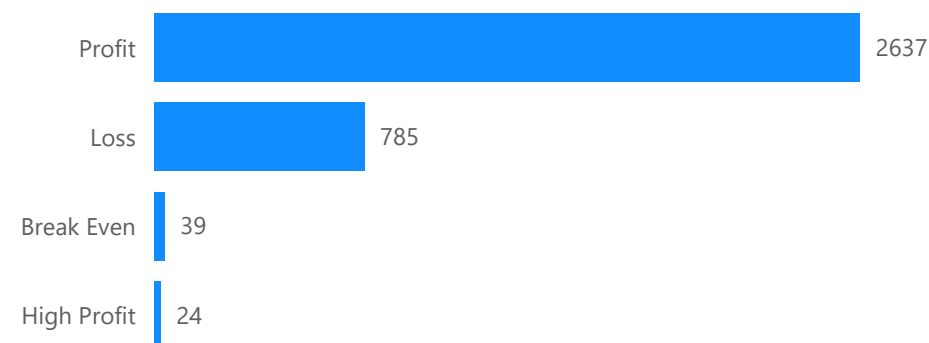
Orders by Ship Mode



Return Orders by Month



Orders by Profit Category



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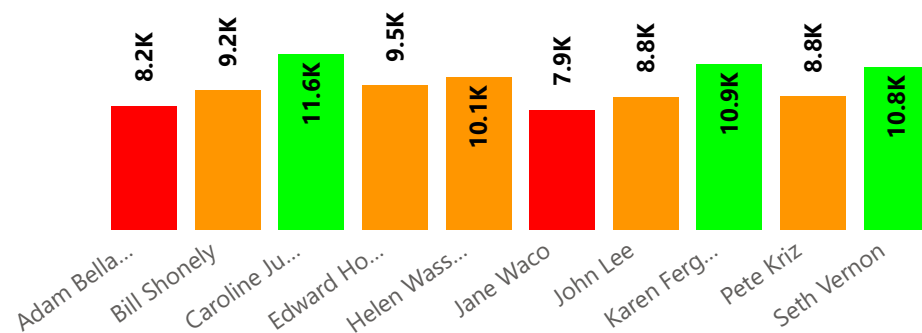
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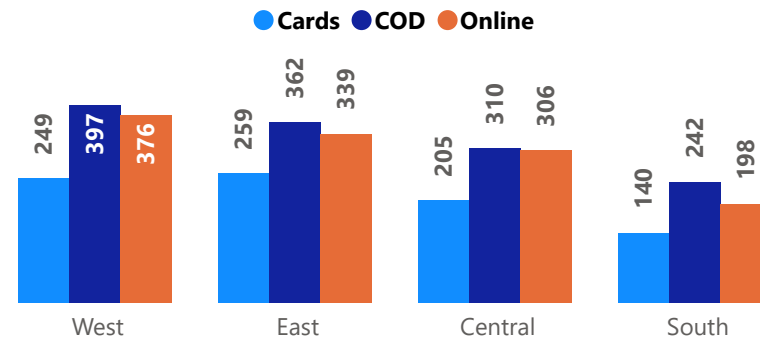
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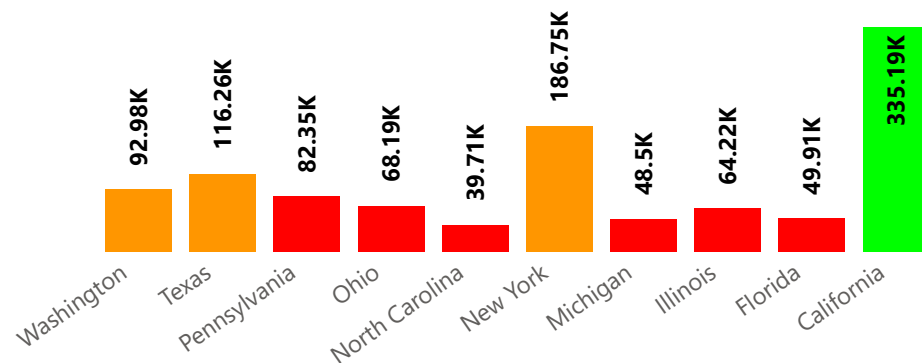
Sales per Customer



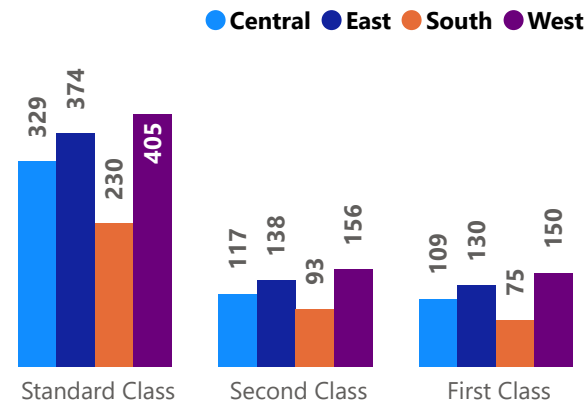
Customers by Region



Top 10 Sales by State



Customers by Ship Mode



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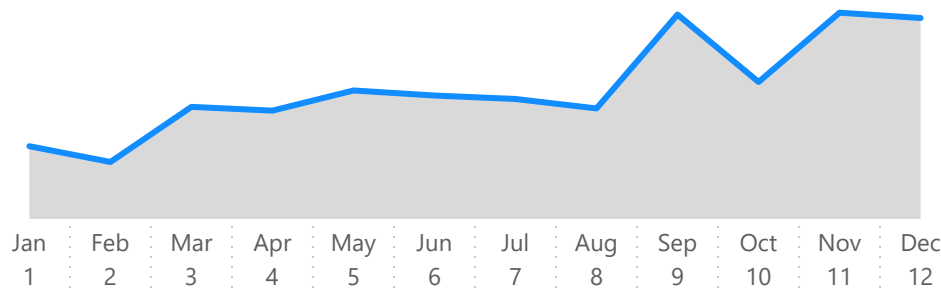
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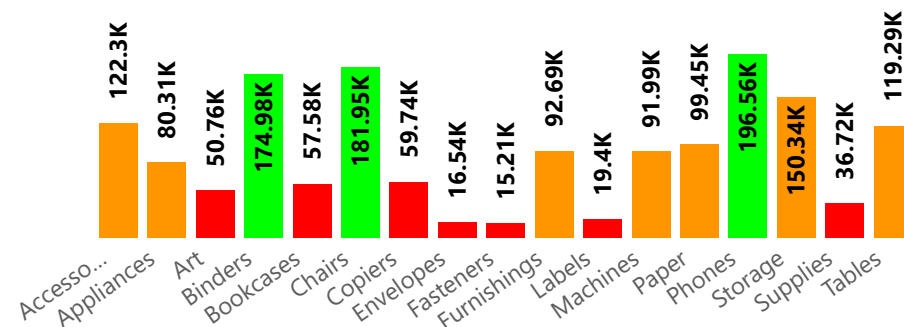
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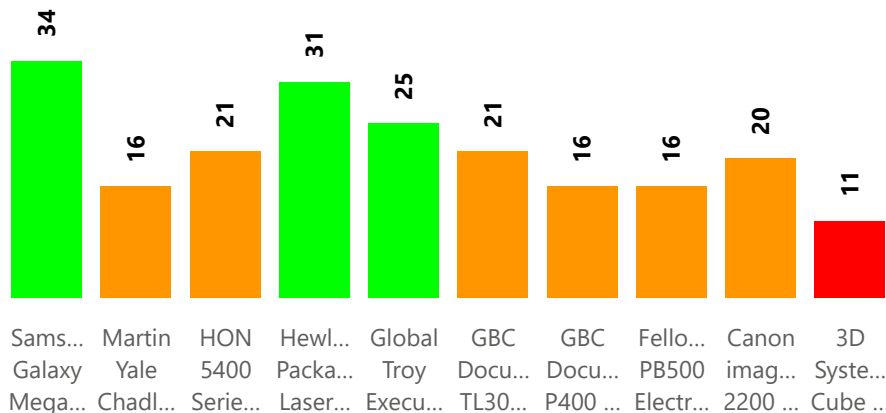
Product Trend Over Time



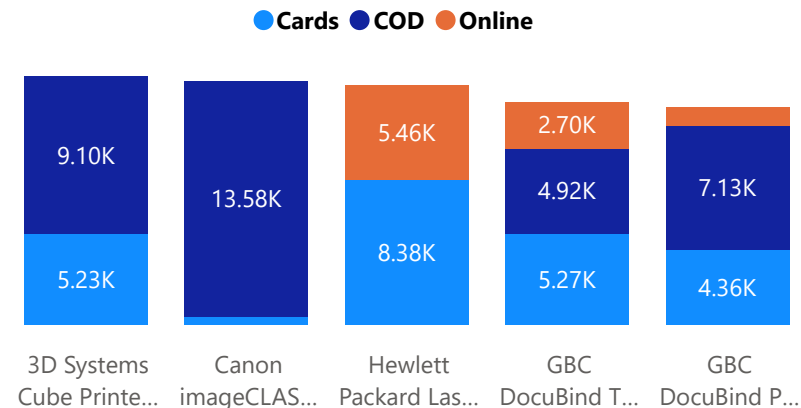
Sales by Sub-Category



Quantity Sold by Product



Top 5 Sales by Product



# Insights

- West region had the highest sales among all regions.
- Standard Class was the most used ship mode for orders, followed by Second Class.
- January saw the most return orders compared to other months.
- Most orders fell into the "Profit" category, with few showing loss, break-even, or high profit.
- There were a total of around 3K orders, 773 customers, and 22K quantity sold, generating \$1.57M sales and \$175.26K profit, with 287 returns.
- Top customer by sales had 11.6K in purchases.
- California led all states in sales, followed by New York and Texas.
- West and East regions had the most customers.
- Most customers preferred Standard Class shipping, with fewer opting for Same Day.
- Furniture, Office Supplies, and Technology showed different sales and quantity trends over the year.
- Chairs, Phones, and Storage were the top-performing sub-categories.
- HON and GBC were leading in quantity sold by product.