Business Problem Statement & Deliverables

1. Business Problem Statement

The company is facing challenges in understanding sales performance, profit trends, and customer behavior from the Superstore dataset. The raw data contains inconsistencies, missing values, and lacks structured reporting. Management needs clean, well-analysed data to identify top-performing products, loss-making regions, and ways to improve profitability.

2. Business Objectives

1. Clean and prepare raw dataset for accurate analysis.
2. Identify top-selling products and categories.
3. Analyze regional sales and profit trends.
4. Detect loss-making products or locations.
5. Provide actionable insights to improve revenue and reduce losses.

3. Project Deliverables (Python Libraries Only)

1. Data cleaning using Pandas library.
2. Numerical analysis using NumPy.
3. Data visualization using Matplotlib and Seaborn.
4. Missing value analysis using Missingno.
5. Exploratory Data Analysis (EDA) notebook using Python.
6. Cleaned dataset generated using Python scripts.
7. Documentation of cleaning steps in Jupyter Notebook.

4. Success Criteria

1. Accurate analysis results.
2. Improved data quality.
3. Clear insights using Python visualizations.
4. Reusable Python data cleaning scripts.