

Dataset Overview

The dataset contains information about sales in a superstore. Here are key details:

- Number of Entries: 5,901
- Number of Columns: 23
- Key Columns:
- Order Details: Order ID, Order Date, Ship Date, Ship Mode .
- Customer Details: Customer ID, Customer Name, Segment
- Location Details: Country, City, State, Region
- Product Details: Product ID, Category, Sub-Category, Product Name o
- Metrics: Sales, Quantity, Profit, Returns
- Additional Info: Payment Mode, ind1, ind2

Observations

- There are some null values in the Returns column (287 non-null entries).
- Columns ind1 and ind2 are completely empty.
- The dataset includes both qualitative (e.g., category, city) and quantitative (e.g., sales, profit) data, making it suitable for diverse analysis.

Project Objective

The objective of this project could include:

- 1. Sales Performance Analysis:** Identify trends, patterns, and top-performing products, customers, and regions.
- 2. Profit Optimization:** Analyze profitability across categories, sub-categories, and regions to recommend areas for improvement.
- 3. Return Trends:** Investigate returned items to identify potential issues with product quality, shipping, or customer satisfaction.
- 4. Customer Segmentation:** Understand customer segments to tailor marketing strategies and improve customer retention.

Project Insight

Potential insights to gain:

- 1. Top Performers:** Determine which products, categories, and regions drive the most sales and profit.
- 2. Return Analysis:** : Identify products or categories with high return rates and explore causes.
- 3. Shipping Insights:** Analyze delivery modes to find correlations with profitability or customer satisfaction.
- 4. Seasonal Trends:** Examine order dates for seasonal sales patterns.
- 5. Customer Behavior:** Understand the buying behavior across different customer segments.