

Superstore Sales Dataset analysis



General view



General view

Total sales

2.26M

Total Orders

4,922

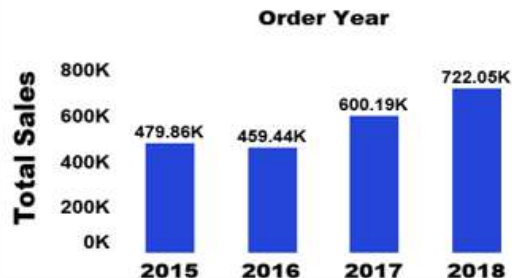
Total Customers

793

Total Products

1,849

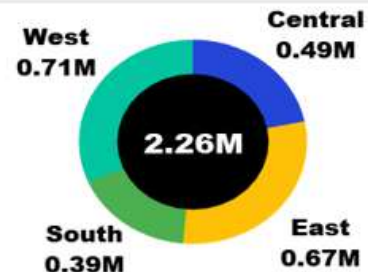
Total sales per Year



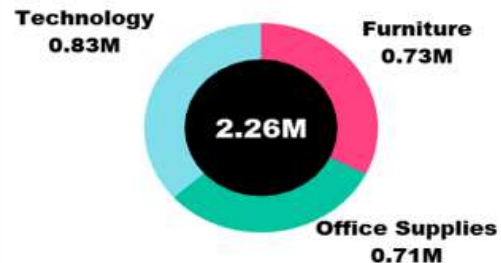
Total sales per state



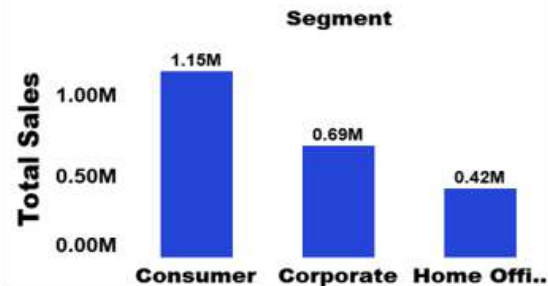
Total sales per region



Total sales per category



Total sales per segment



Customers and products analysis



Customers and products analysis

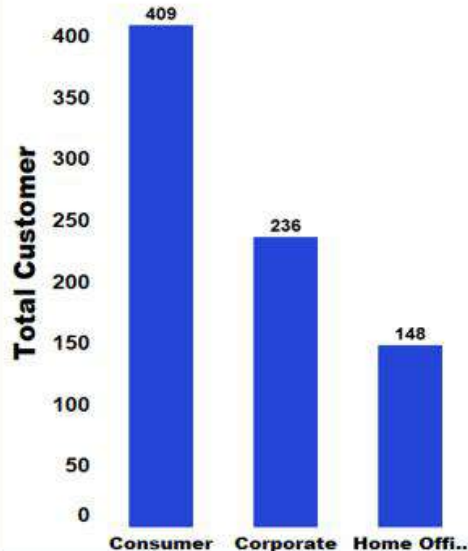
Number Of Segments

3

Total Customers

793

Segment



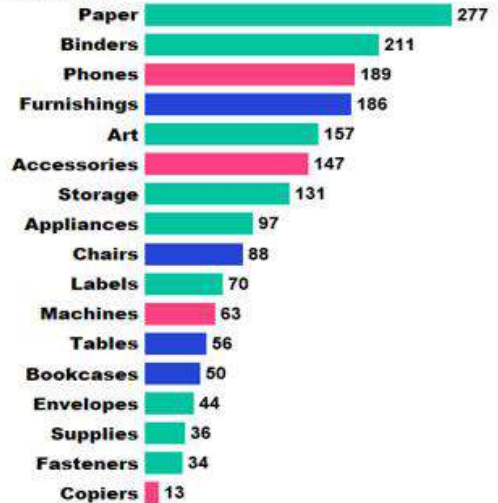
Total Products

1,849

Category

- Furniture
- Office Supplies
- Technology

Sub Category



Number Of Category

3

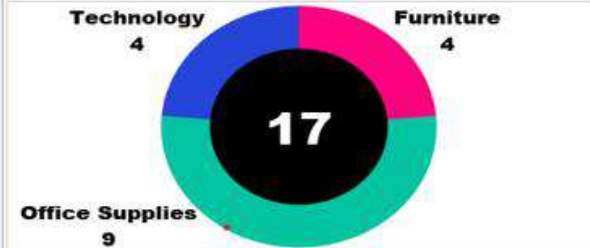
Number of Sub_category

17

Category

- Furniture
- Office Supplies
- Technology

Sub_Category per category



Orders analysis





Orders analysis

01

Per Location

- ☐ Region
- ☐ State
- ☐ City

02

Per Product

- ☐ Category
- ☐ Sub_category
- ☐ Product name

03

Per Customer

- Segment
- Customer name

04

Per Ship_mode



01

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Orders analysis Per Location



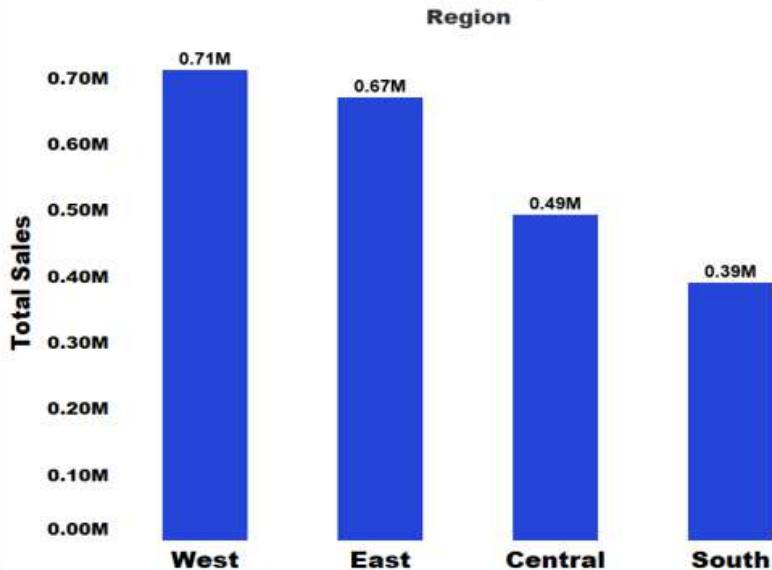
Orders analysis Per region

Overview of orders max and mini value of sales

Total Orders	Minimum Sale	Maximum Sale	Average Sale
4,922	1	23,661	459

Total sales and orders per region

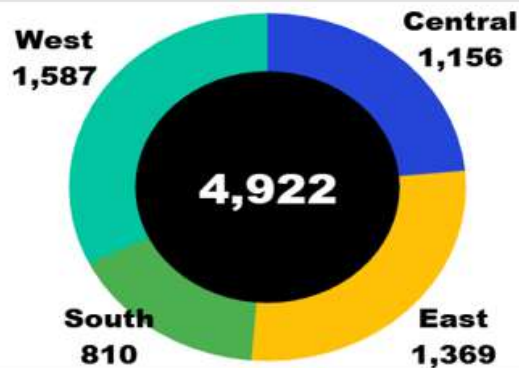
Total sales per region



Region

- Central
- East
- South
- West

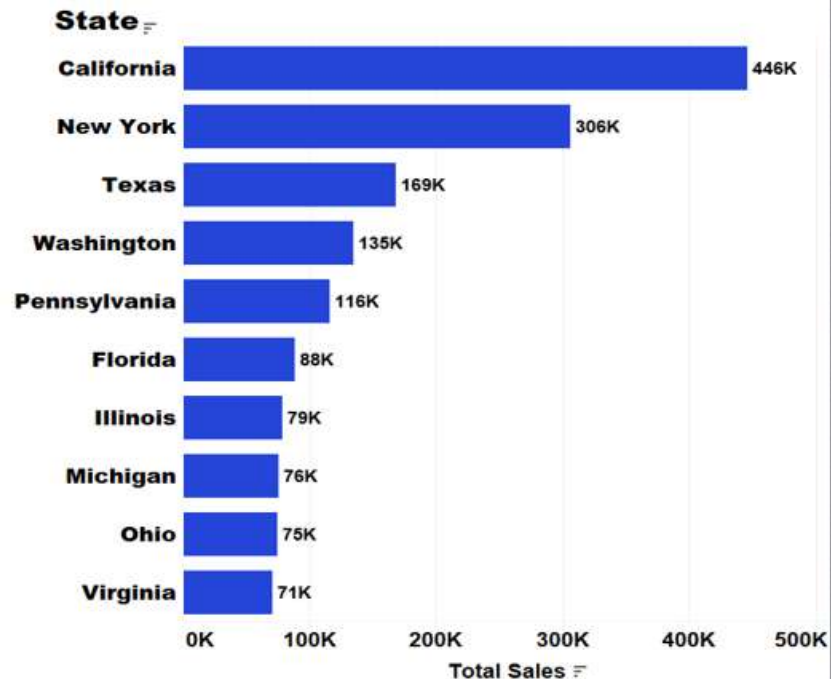
Total orders per region



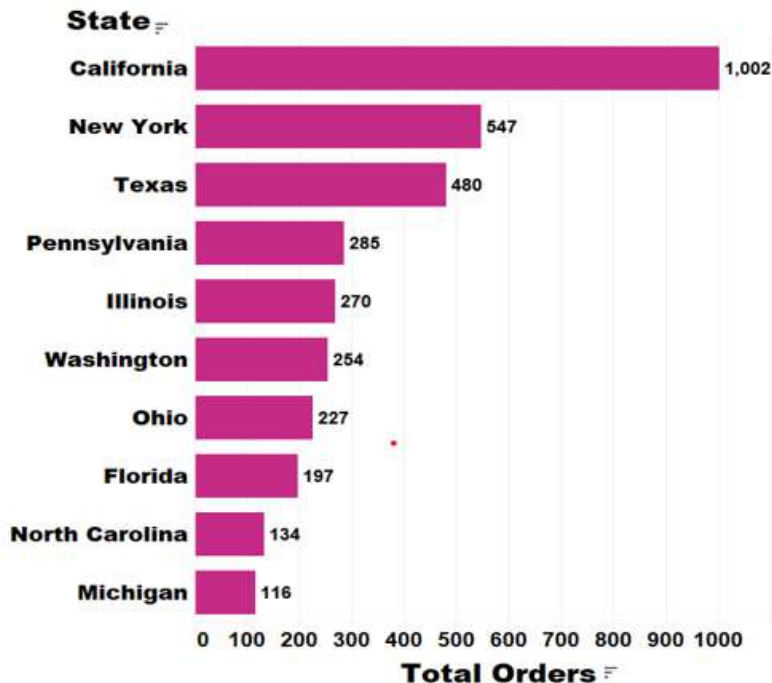
Orders analysis Per State

Orders analysis per location (STATE)(49 states)

Top 10 State sales



Top 10 State orders



Orders analysis Per City

Orders analysis per location (City)(529 cities)

Top 10 cities Sales



Top 10 cities orders



02

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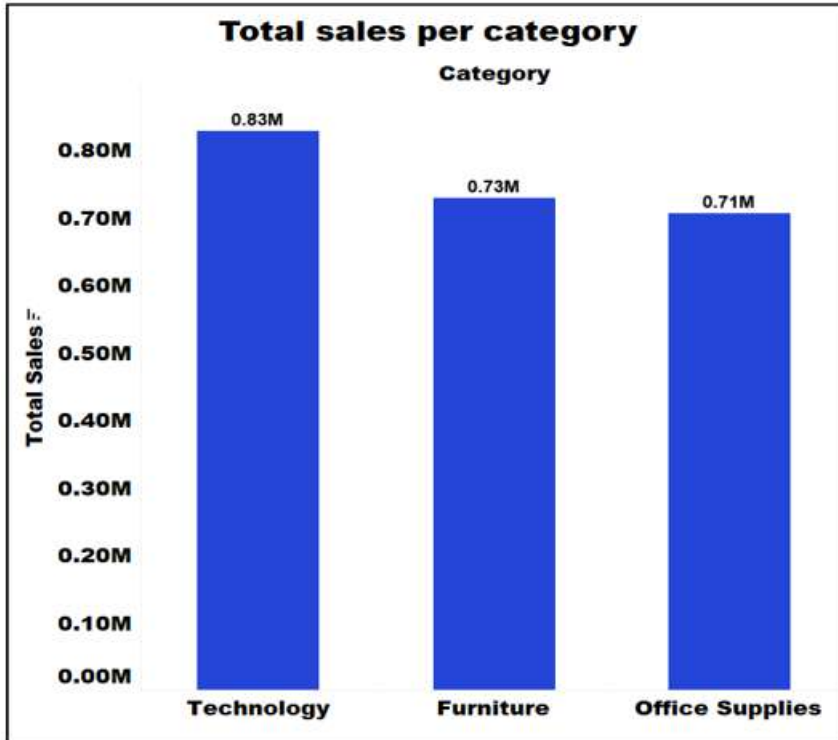
Orders analysis

Per Product



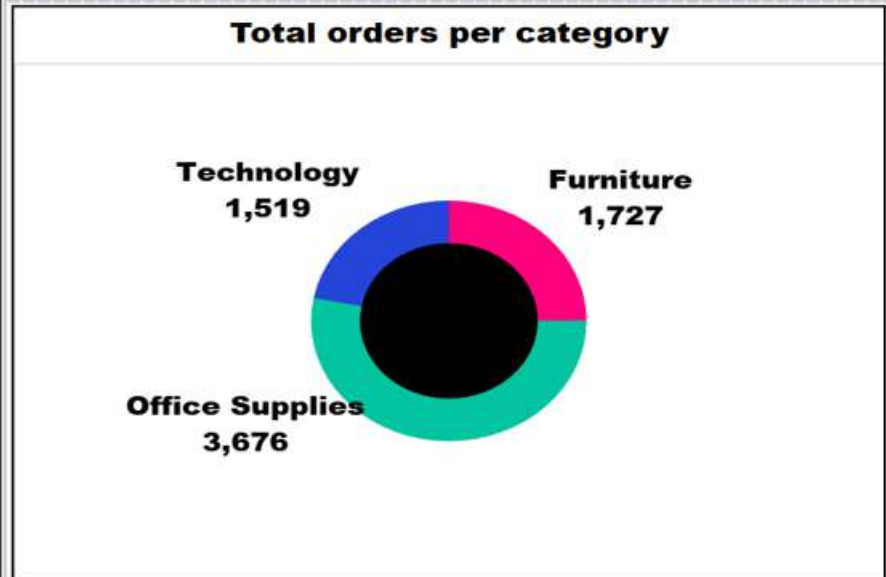
Orders analysis Per Category

Total sales and orders per product category



Category

- Furniture
- Office Supplies
- Technology



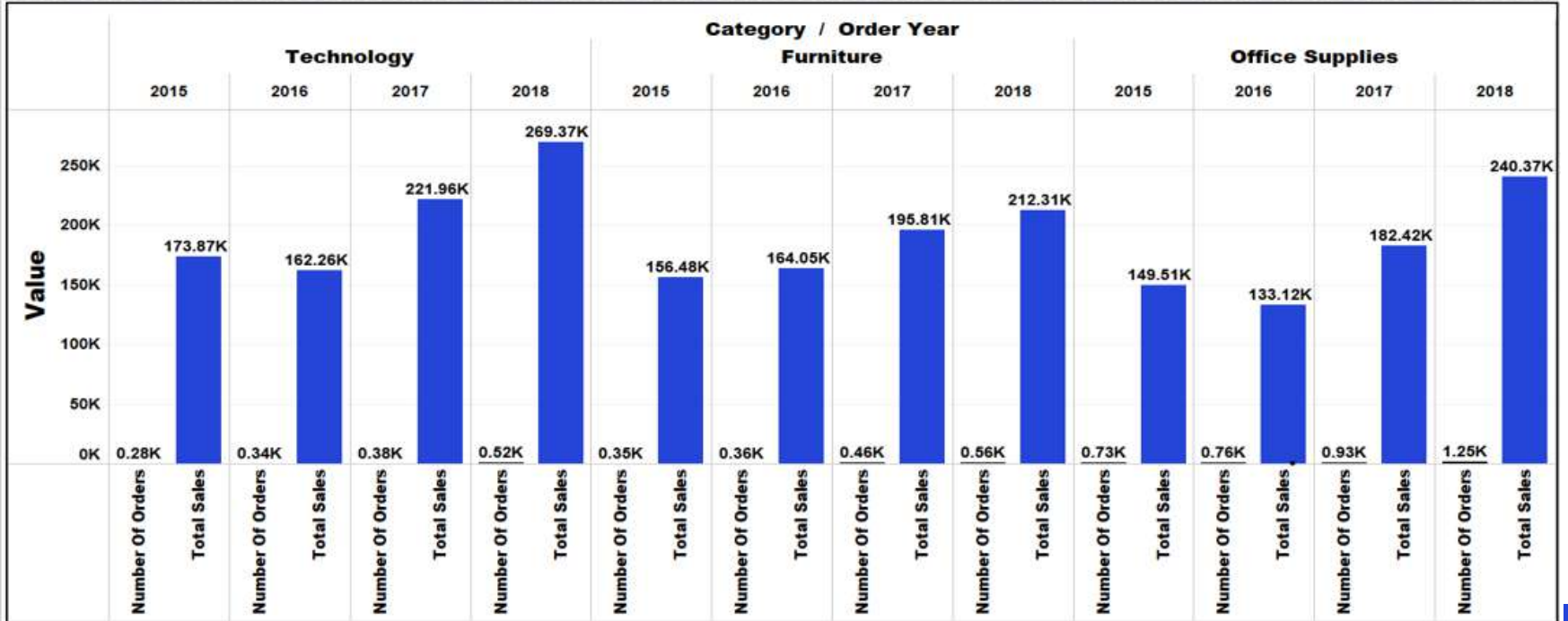
Orders analysis Per Category and year

Total sales and orders per category per Year

Measure Names

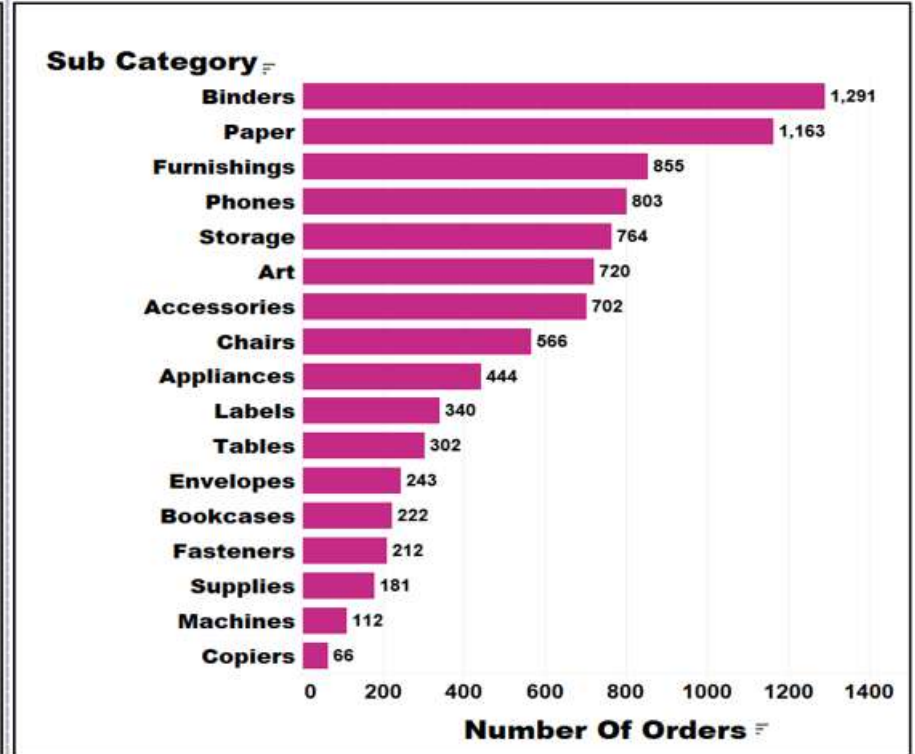
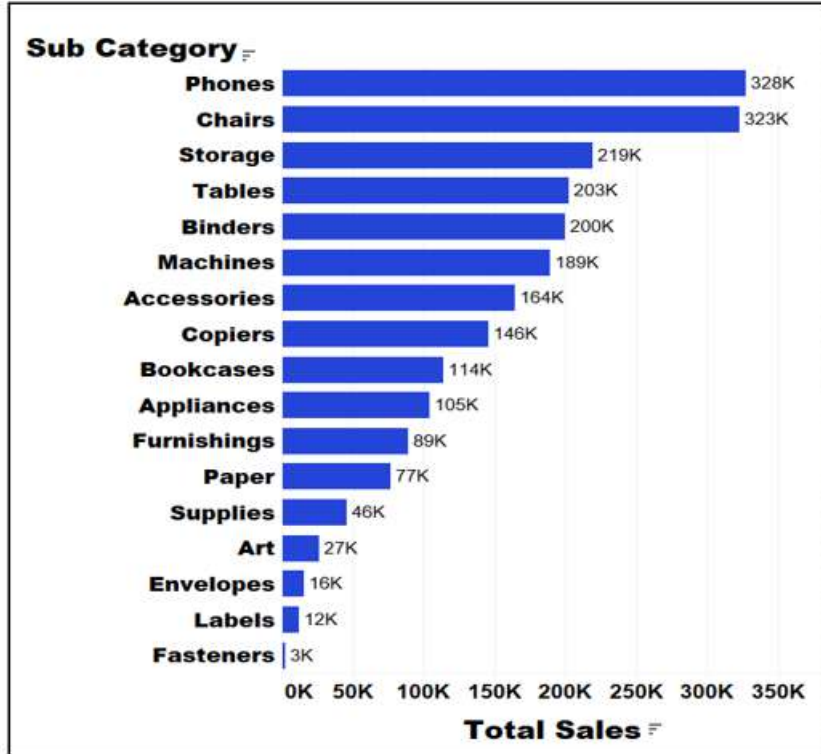
■ Number Of Orders

■ Total Sales



Orders analysis Per Sub_category

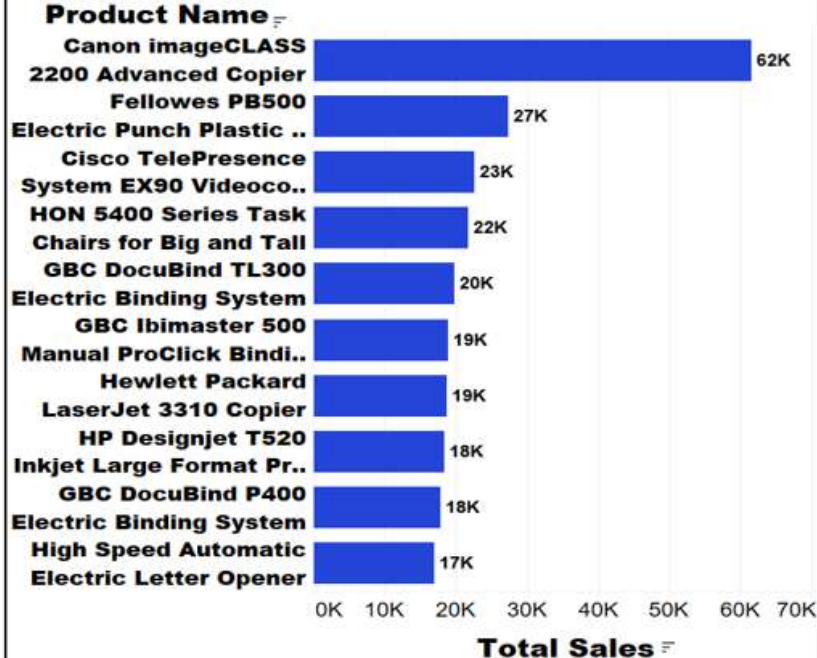
Orders analysis per product sub_category



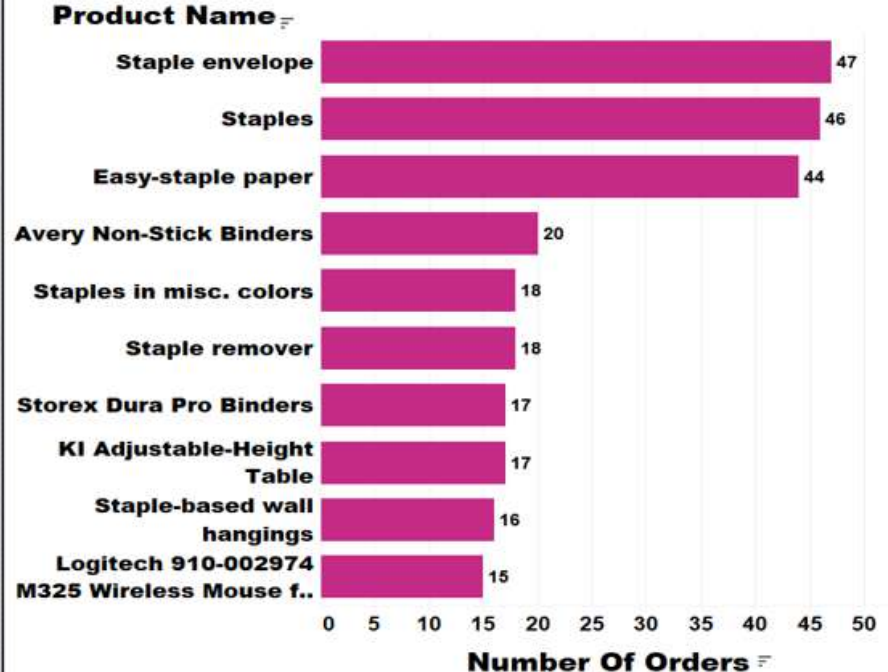
Orders analysis Per Product name

Orders analysis per Product

Top 10 products sales



Top 10 products orders



03

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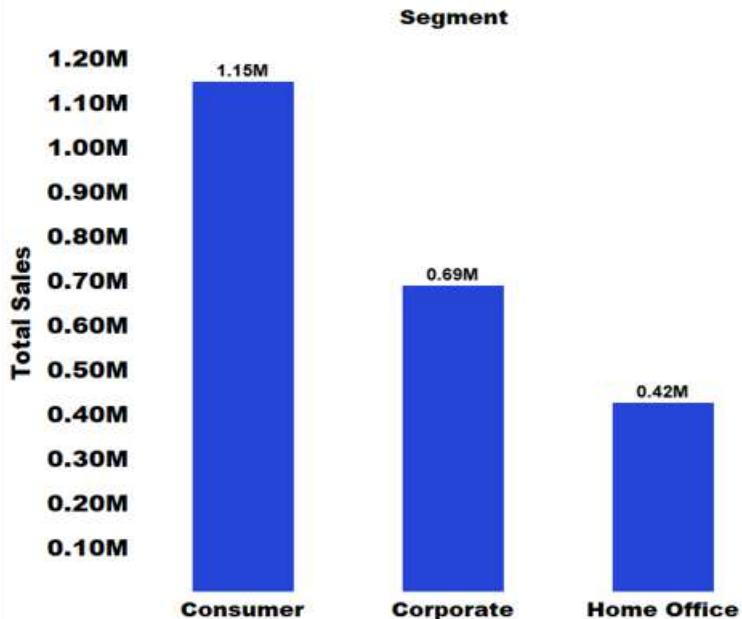
Orders analysis Per Customer



Orders analysis Per Segment

Total sales and orders per customer segment

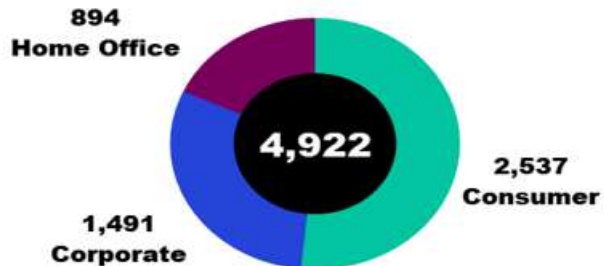
Total orders per customer segment



Segment

- Consumer
- Corporate
- Home Office

Total orders per customer segment

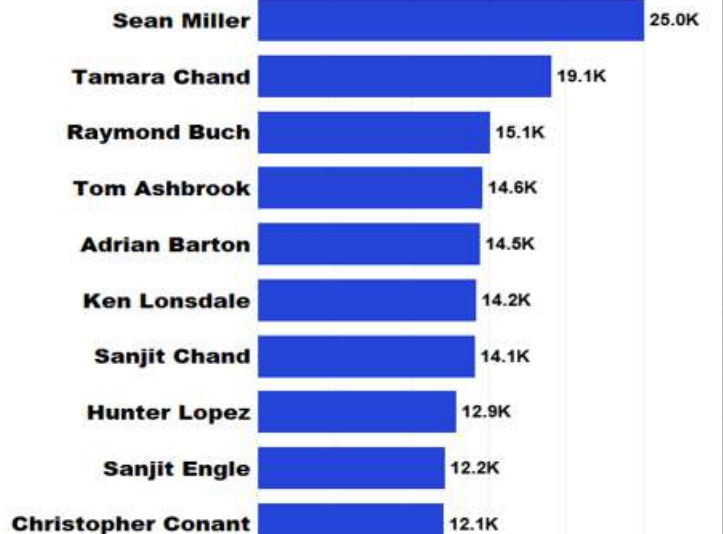


Orders analysis Per Customer name

Orders analysis per Customer

Top 10 Customers sales

Customer Name

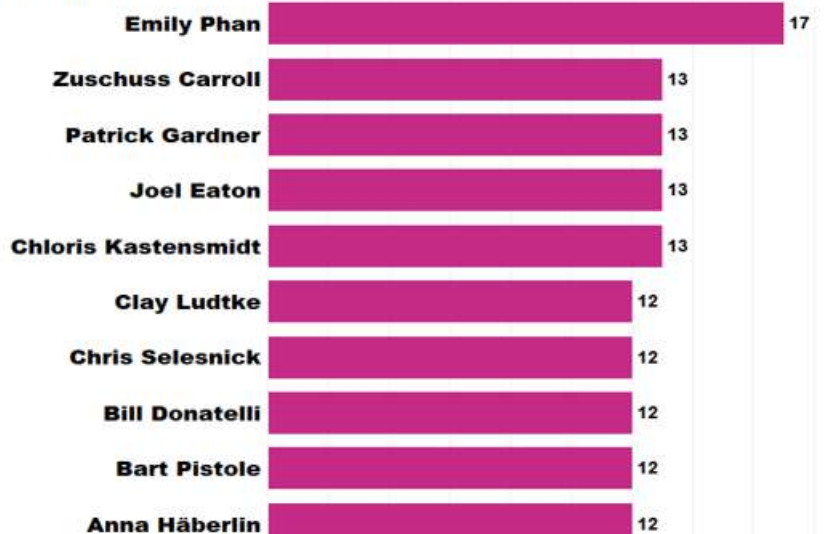


0K 5K 10K 15K 20K 25K 30K

Total Sales

Top 10 Customers Orders

Customer Name



0 2 4 6 8 10 12 14 16 18

Total Orders

04

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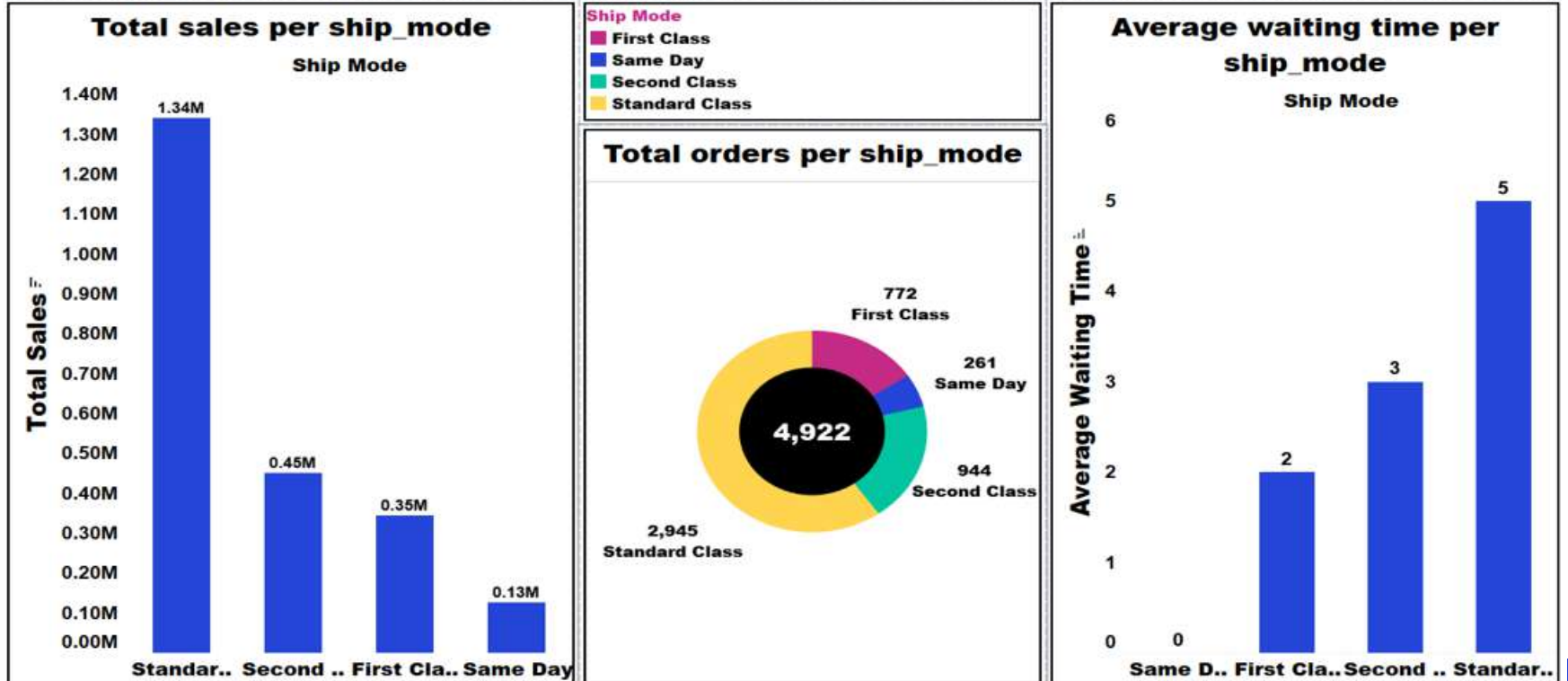
Orders analysis

Per Ship_mode



Orders analysis Per Ship_mode

Orders analysis per Ship_mode



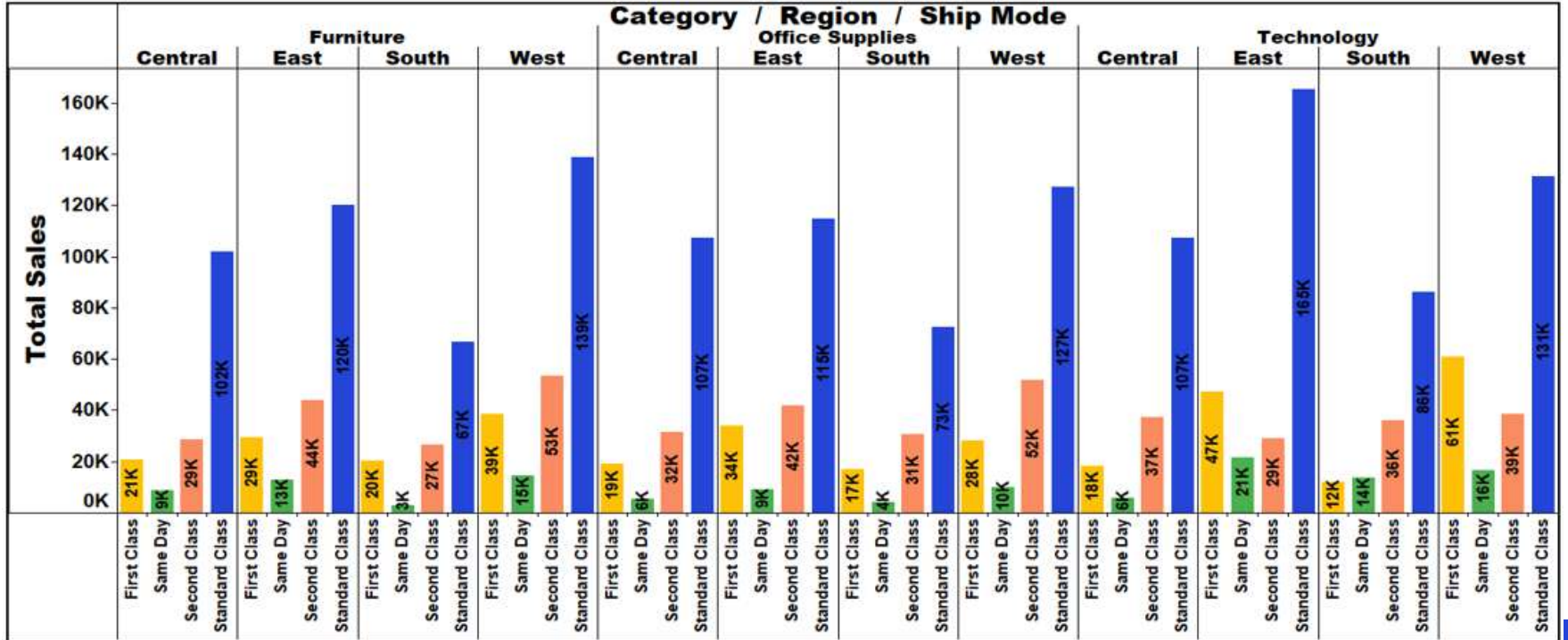
How does *Ship Mode* impact sales for different product categories and regions?



Orders analysis per region/category/ship_mode

Ship Mode

- First Class
- Same Day
- Second Class
- Standard Cl..



Customers distribution of each ship_mode



Customers analysis per ship_modes

Measure Names

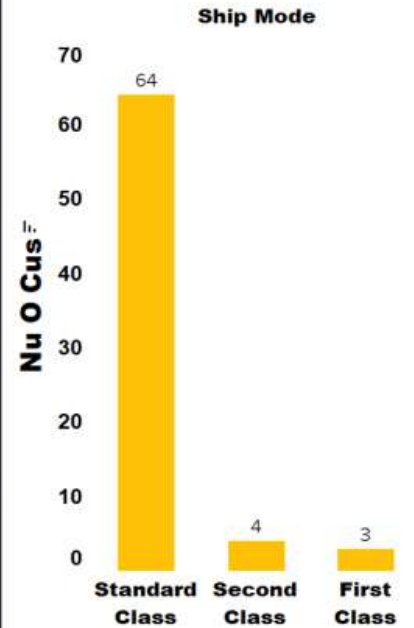
■ Total Customers

■ Remaining Customers

Number of customers per ship_mode



Customers that use only one ship_mode



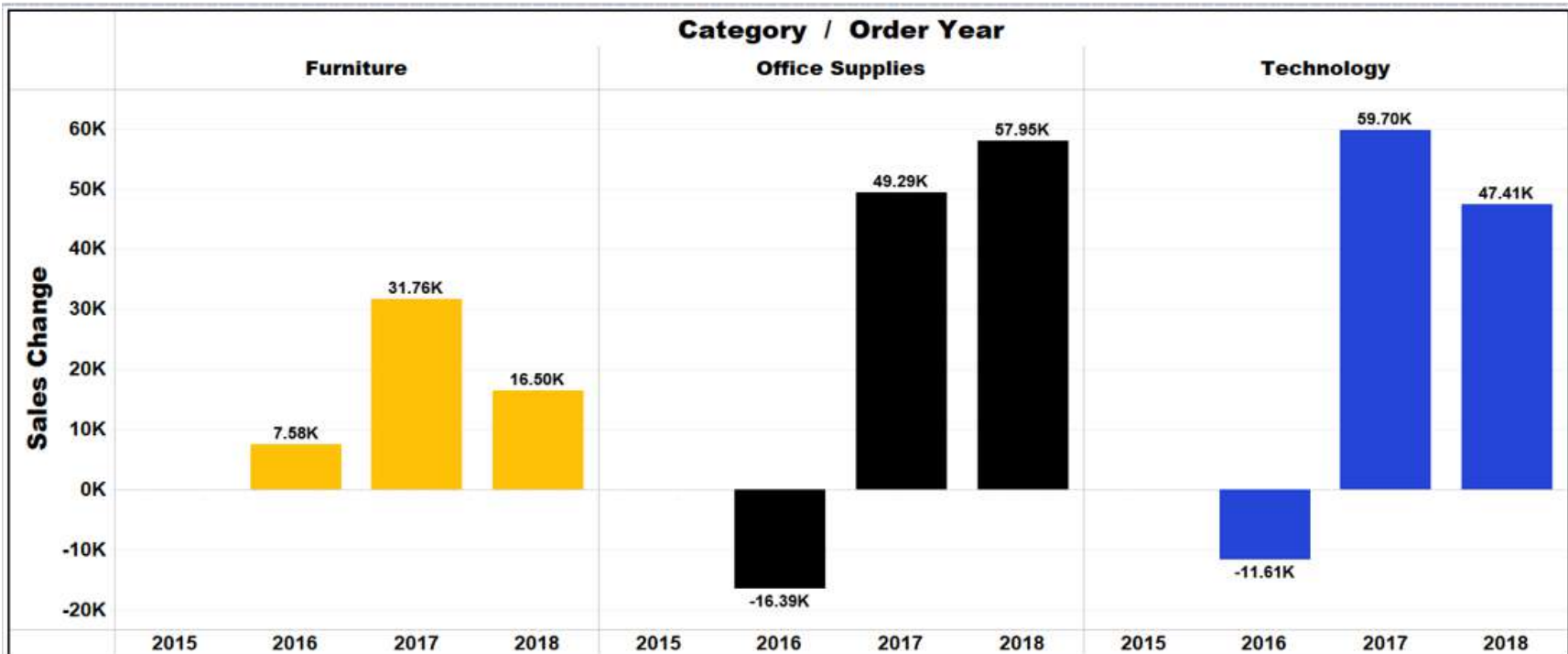
Are there any specific *Product Categories* showing consistent growth or decline in sales?



Are there any specific *Product Categories* showing consistent growth or decline in sales?

Category

- Furniture
- Office Supplies
- Technology



How does the number of items per order impact total sales?



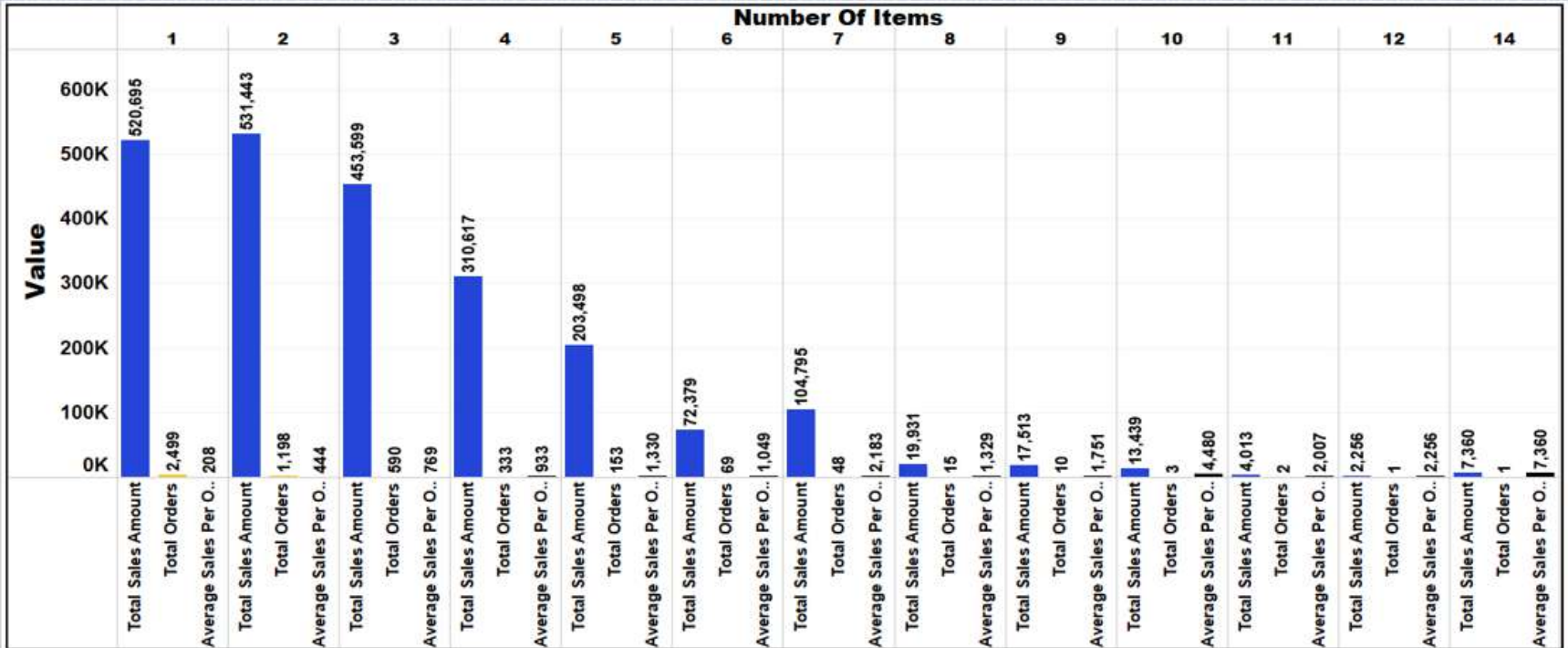
How does the number of items per order impact total sales?

Measure Names

Total Sales Amount

Total Orders

Average Sales Per Order



Which *Product Categories* and *Sub-Categories* are frequently purchased together?

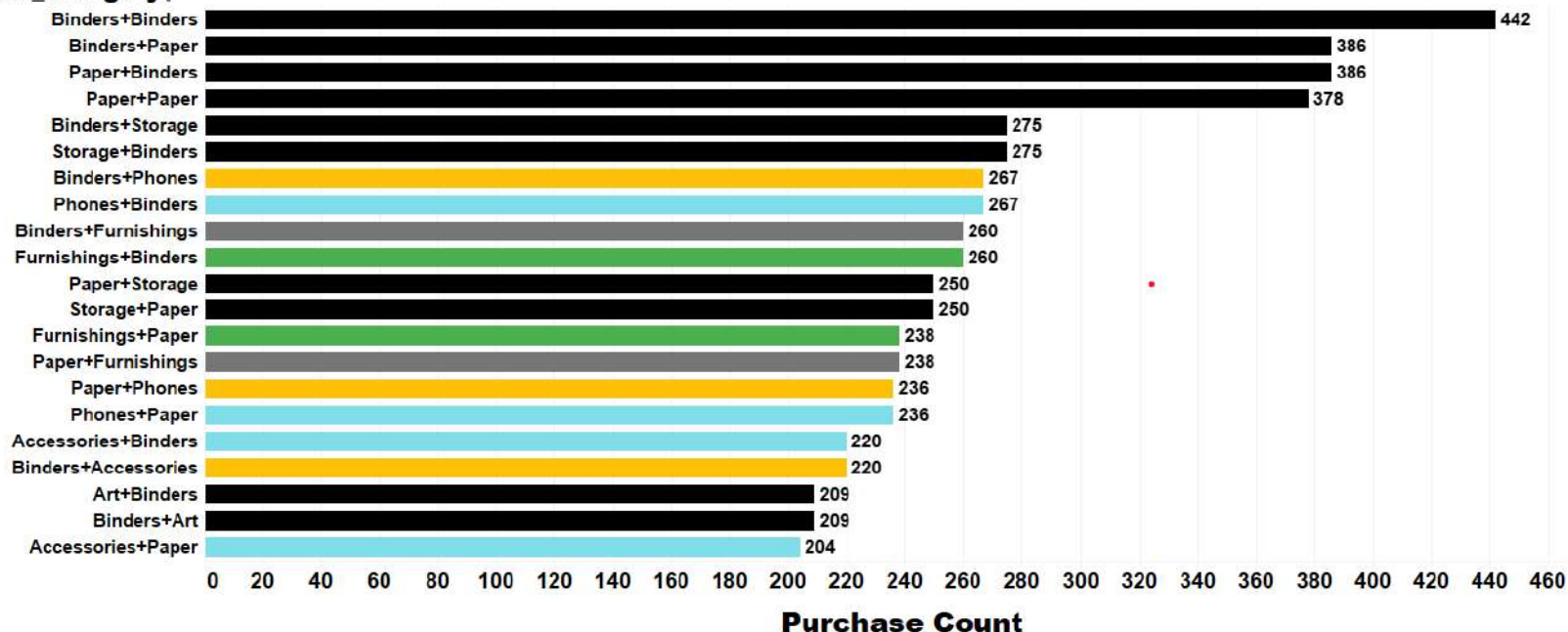


Which *Product Categories* and *Sub-Categories* are frequently purchased together?

ALL categories

- Office Supplies+Office Supplies
- Technology+Office Supplies
- Office Supplies+Technology
- Furniture+Office Supplies
- Office Supplies+Furniture

all sub_category =



How does the number of new customers (measured by *Customer ID*) compare to sales from returning customers?



How does the number of new customers (measured by *Customer ID*) compare to sales from returning customers?

New Customer Count

6

New Customer Sales

1,109

Returning Customer Count

787

Returning Customer Sales

2,260,427

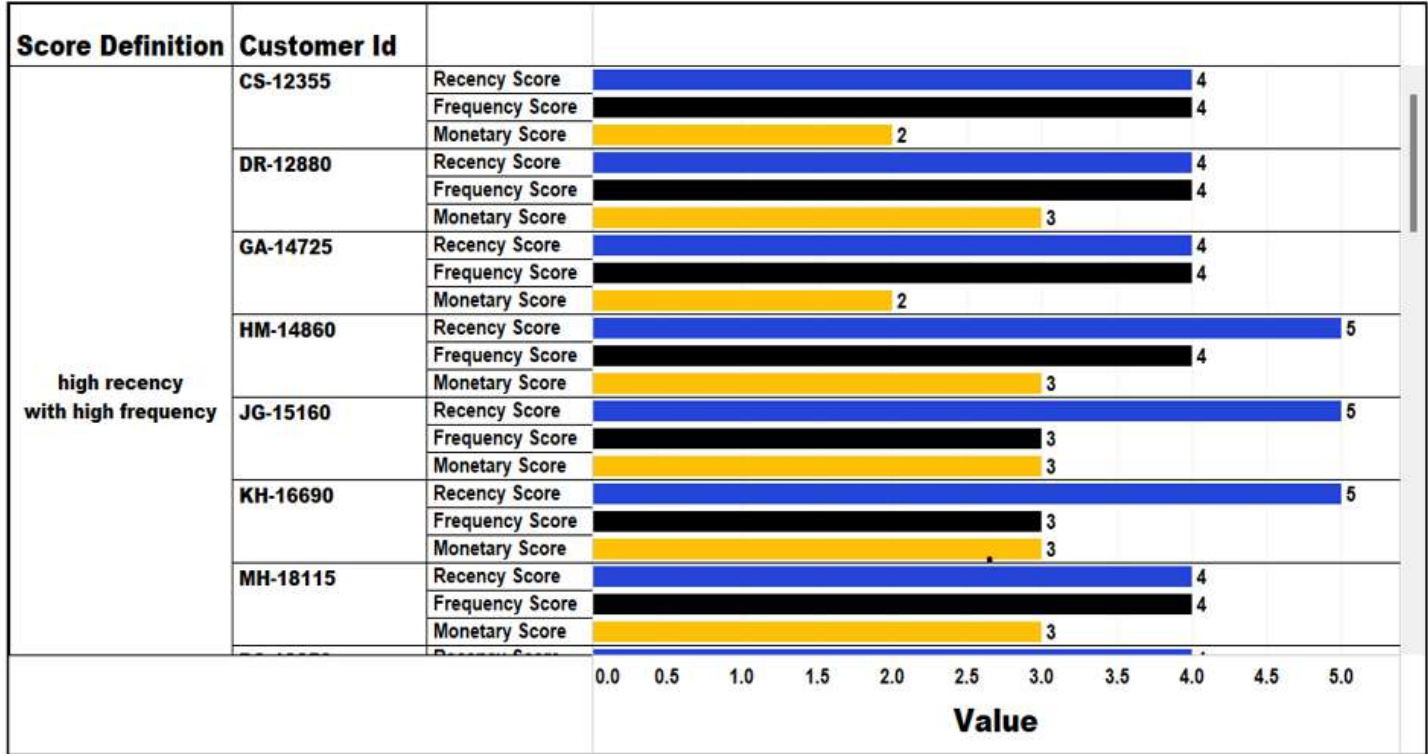
RFM (Recency, Frequency, Monetary) analysis



RFM (Recency, Frequency, Monetary) analysis

Measure Names

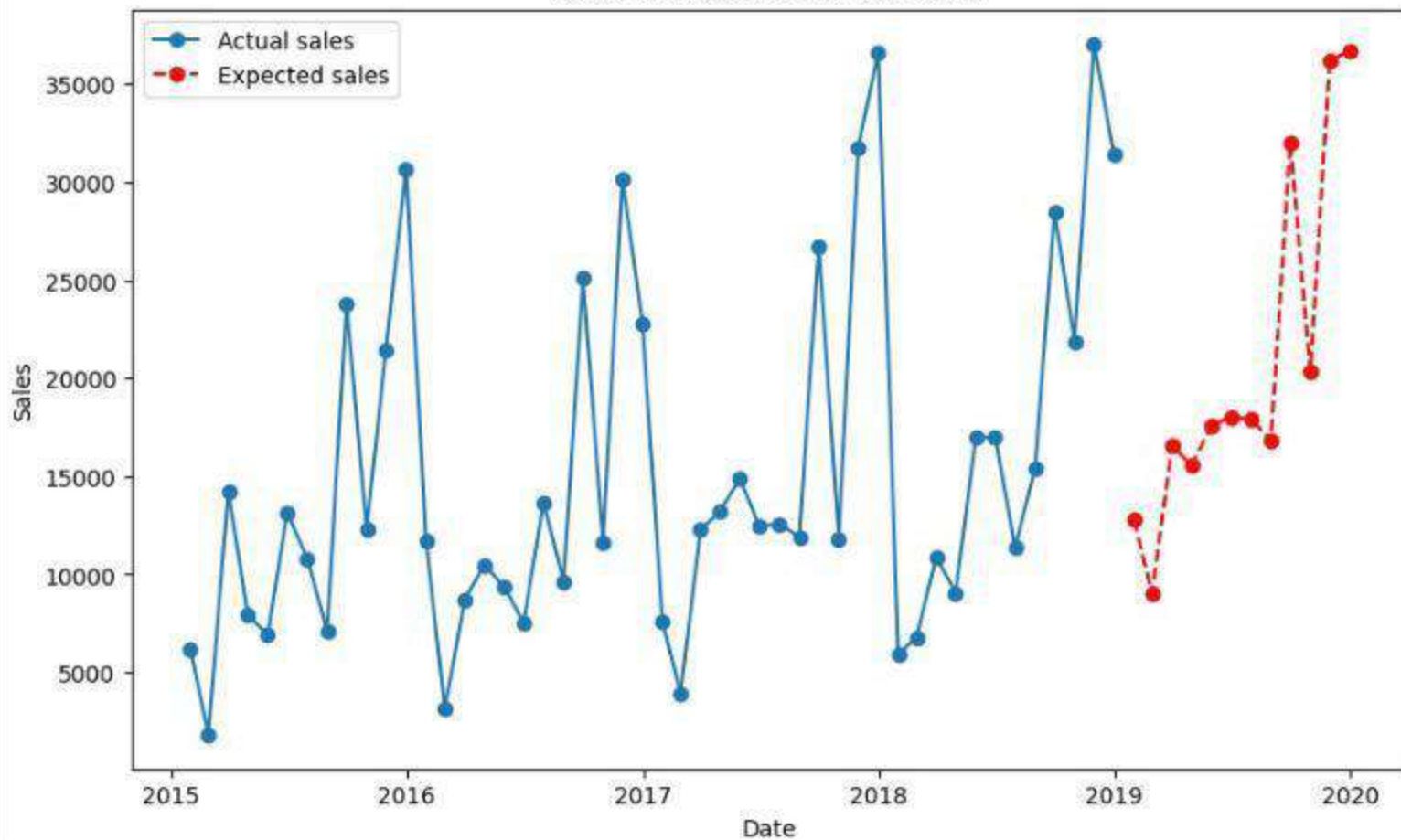
- Recency Score
- Frequency Score
- Monetary Score



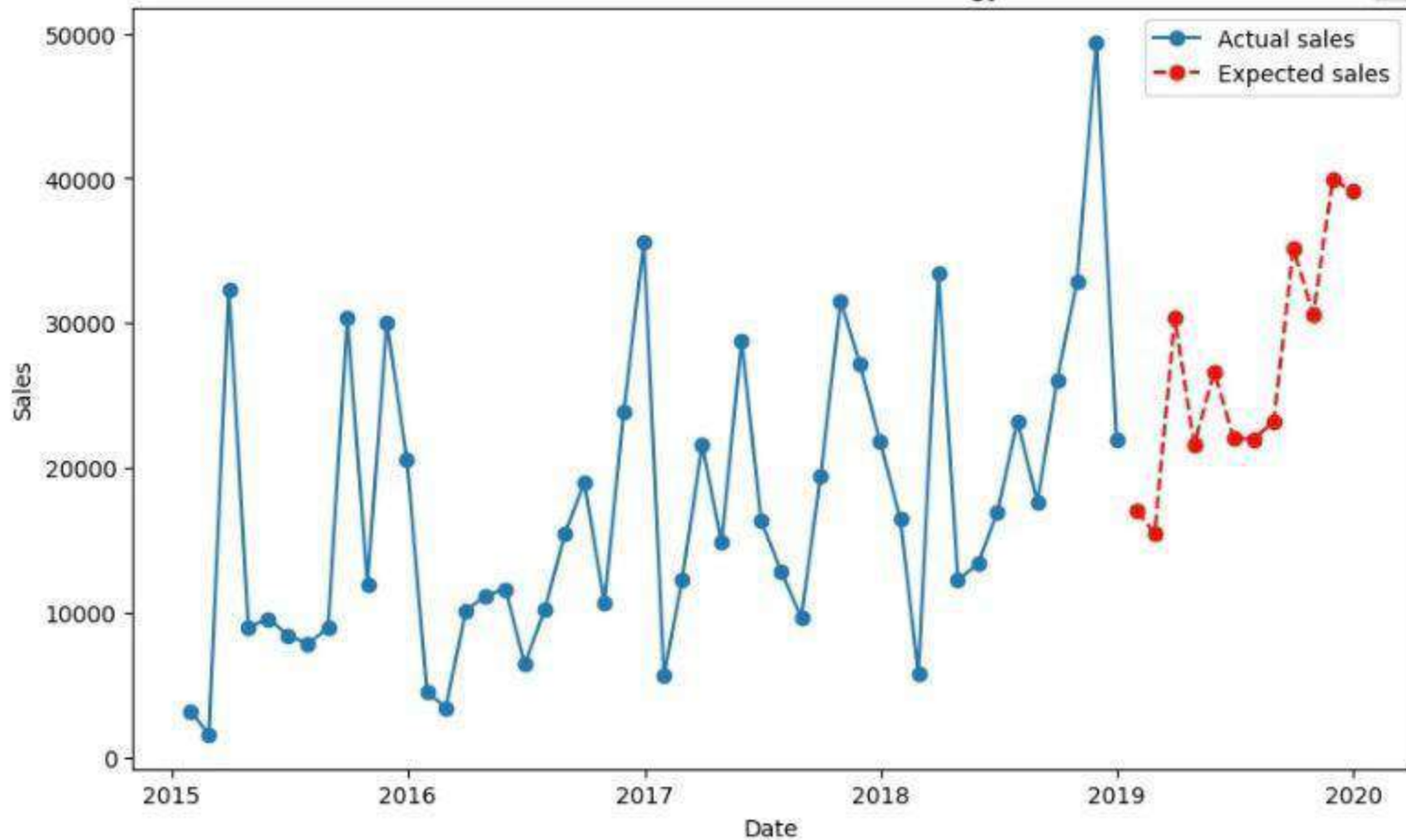
Forecasting using Pandas and Matplotlib



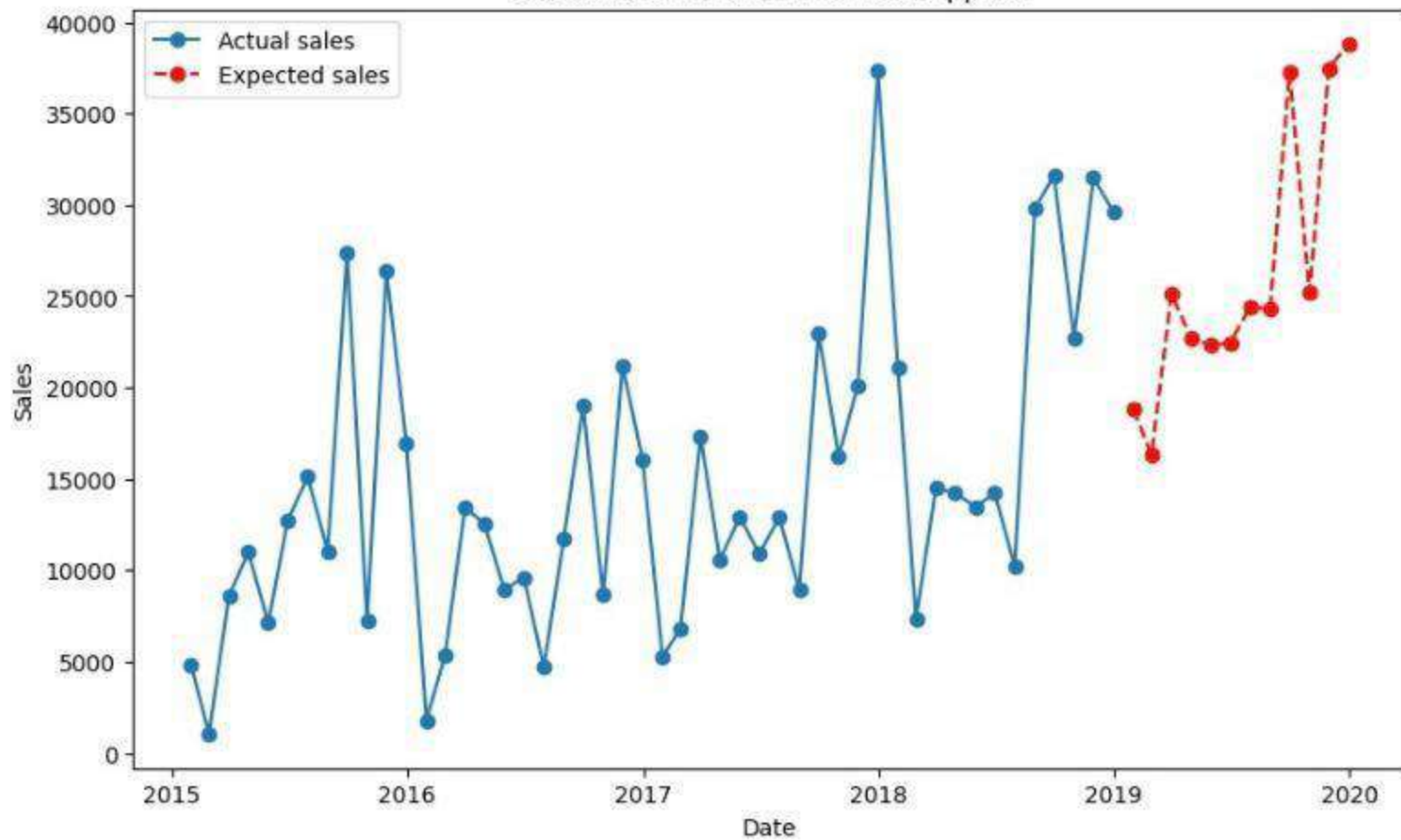
Sales forecast for the Furniture



Sales forecast for the Technology



Sales forecast for the Office Supplies





Thanks!

- **Mahmoud Ramadan**
 - **Mostafa Abdelkader**
 - **Ahmed saber fahiem saeed**
 - **Abdullah Shehata Abd El Hamed**
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