

Superstore Sales Analysis

Prepared by: Mostafa Abdelhamed

Data source: Cleaned_Superstore_Sales END.xlsx

Date: October 31, 2025

Tools: Python (pandas, matplotlib, seaborn), ReportLab

Executive Summary

This report summarizes key findings from the Superstore sales dataset. The analysis covers sales performance by category, region, sub-category, top products, top customers, and monthly trends.

Total Orders	4,922
Total Customers	793
Total Sales (USD)	\$2,261,536.78
Total Profit (USD)	N/A
Average Order Value (USD)	\$459.48
Average Discount	N/A

Methodology

Data loading, cleaning (duplicates removal, date parsing), and EDA were performed using Python. Aggregations were computed with pandas and visualized using matplotlib and seaborn.

Analysis & Visuals

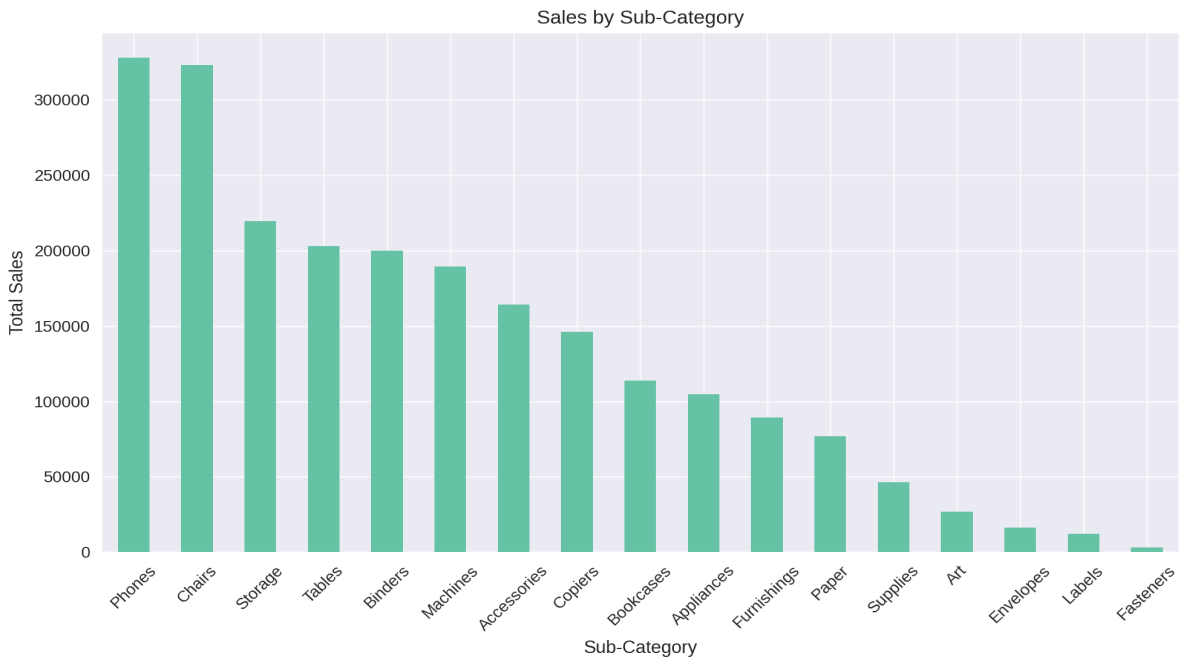
Sales by Category



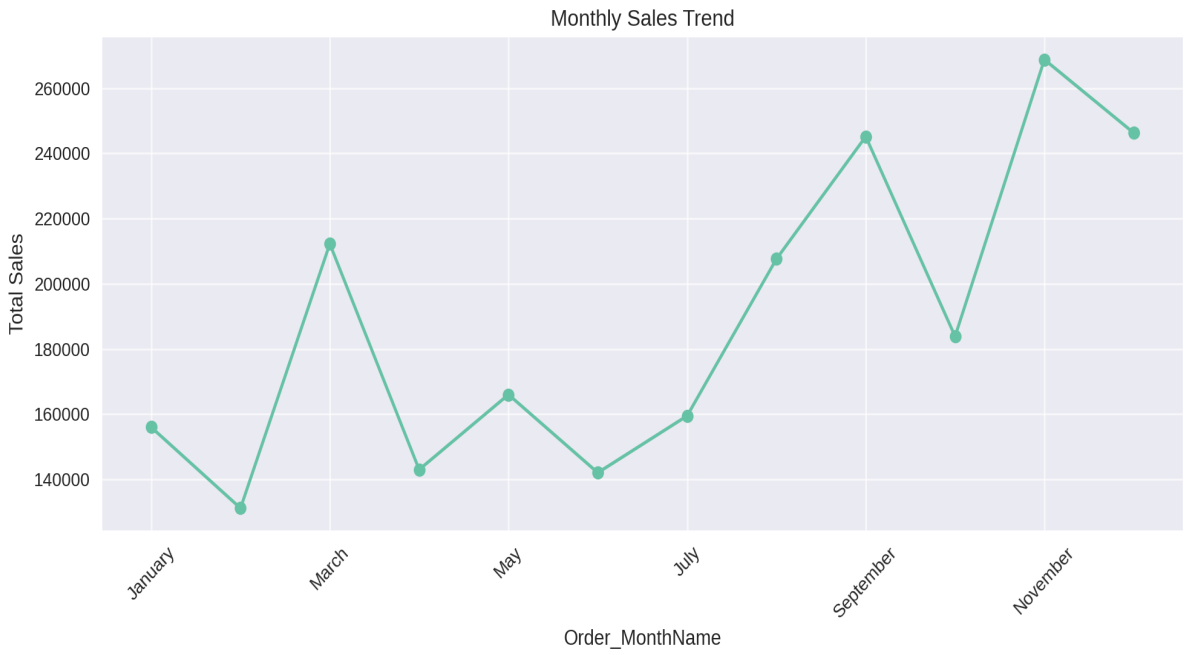
Sales by Region



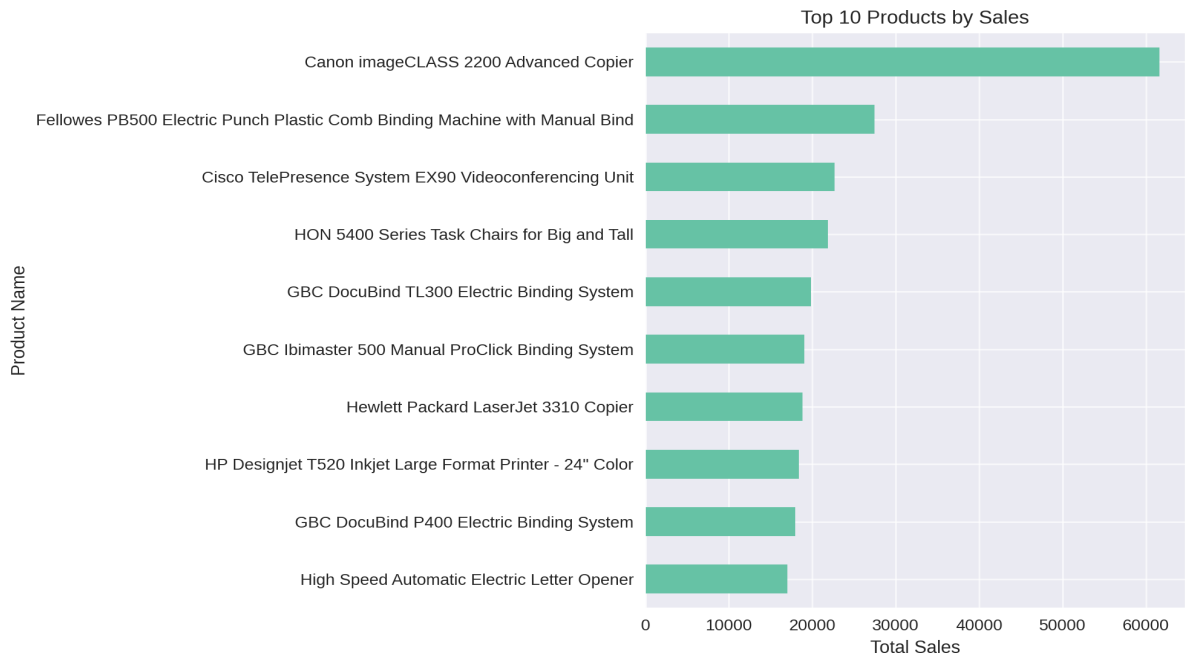
Sales by Sub-Category



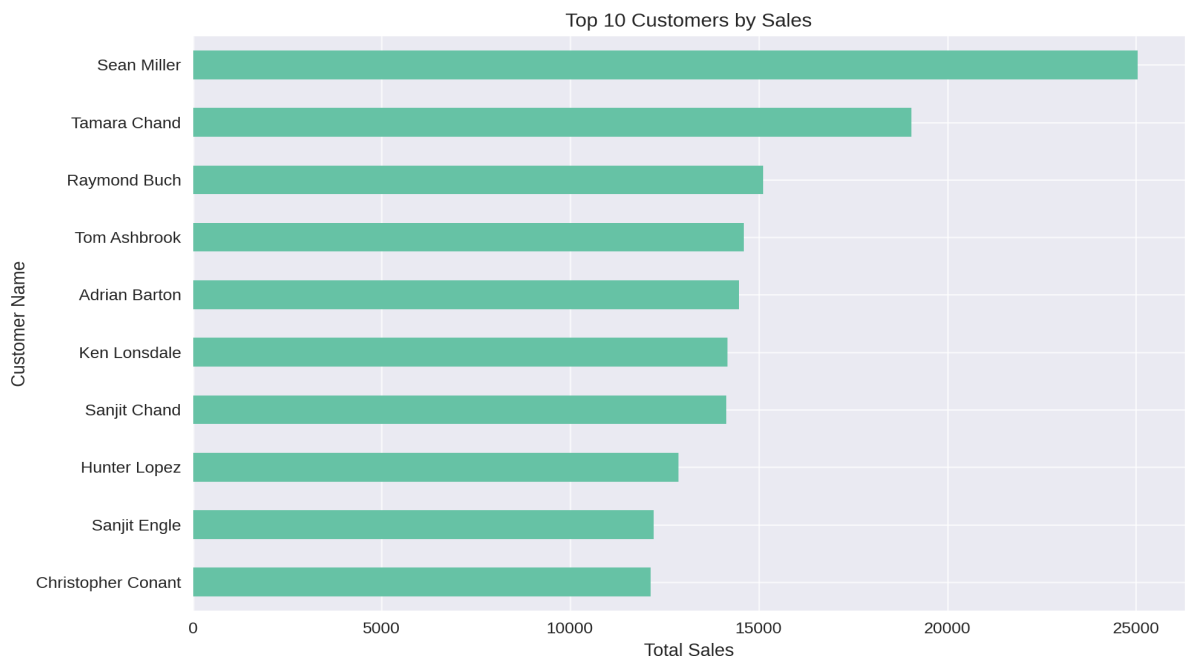
Monthly Sales Trend



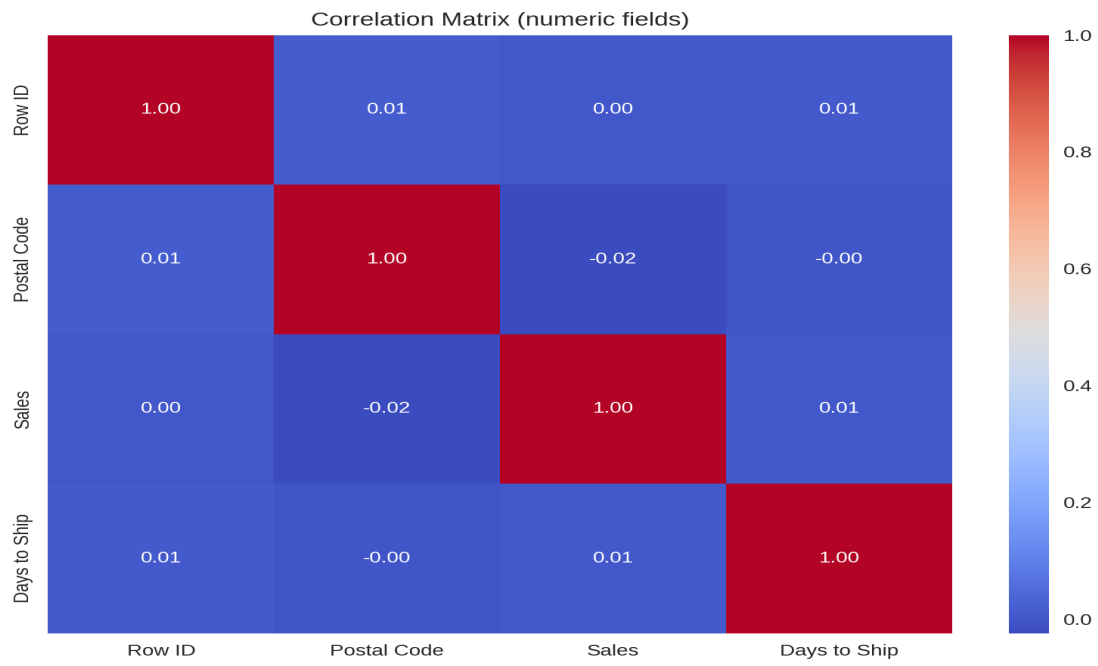
Top Products



Top Customers



Correlation Matrix



Recommendations

1. Prioritize inventory and promotions for top-performing categories and products.
2. Investigate low-performing regions for supply chain or marketing adjustments.
3. If profit data is available, perform margin analysis to assess discount impact.
4. Target top customers with retention campaigns and personalized offers.

Appendix: Top Lists

Top Categories by Sales

Category	Total Sales (USD)
Technology	\$827,455.87
Furniture	\$728,658.58
Office Supplies	\$705,422.33

Top Regions by Sales

Region	Total Sales (USD)
West	\$710,219.68
East	\$669,518.73
Central	\$492,646.91
South	\$389,151.46

Top Sub-Categories by Sales

Sub-Category	Total Sales (USD)
Phones	\$327,782.45
Chairs	\$322,822.73
Storage	\$219,343.39
Tables	\$202,810.63
Binders	\$200,028.79
Machines	\$189,238.63
Accessories	\$164,186.70
Copiers	\$146,248.09
Bookcases	\$113,813.20
Appliances	\$104,618.40
Furnishings	\$89,212.02
Paper	\$76,828.30
Supplies	\$46,420.31
Art	\$26,705.41
Envelopes	\$16,128.05
Labels	\$12,347.73
Fasteners	\$3,001.96

Top 10 Products by Sales

Product	Total Sales (USD)
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Canon imageCLASS 2200 Advanced Copier	\$61,599.82
Fellowes PB500 Electric Punch Plastic Comb Binding Machine	\$27,450.38
Cisco TelePresence System EX90 Videoconferencing Unit	\$22,638.48
HON 5400 Series Task Chairs for Big and Tall	\$21,870.58
GBC DocuBind TL300 Electric Binding System	\$19,823.48
GBC Ibimaster 500 Manual ProClick Binding System	\$19,024.50
Hewlett Packard LaserJet 3310 Copier	\$18,839.69
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$18,374.90
GBC DocuBind P400 Electric Binding System	\$17,965.07
High Speed Automatic Electric Letter Opener	\$17,030.31

Top 10 Customers by Sales

Customer	Total Sales (USD)
Sean Miller	\$25,043.05
Tamara Chand	\$19,052.22
Raymond Buch	\$15,117.34
Tom Ashbrook	\$14,595.62
Adrian Barton	\$14,473.57
Ken Lonsdale	\$14,175.23
Sanjit Chand	\$14,142.33
Hunter Lopez	\$12,873.30
Sanjit Engle	\$12,209.44
Christopher Conant	\$12,129.07