

# Data Analysis- Super Sales Dataset

## Descriptive Statistics

1.08M

total sales

555.10

Standard deviation of Sales

11.20K

Max of Sales

4922

Count of Sales

220.03

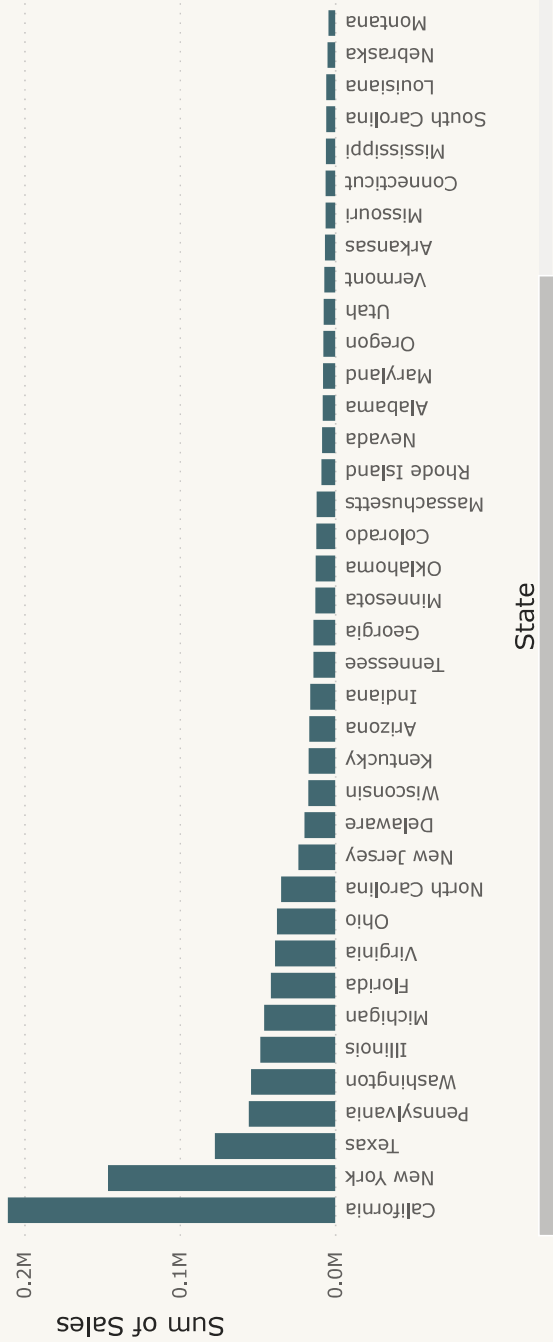
Average of Sales

1.00

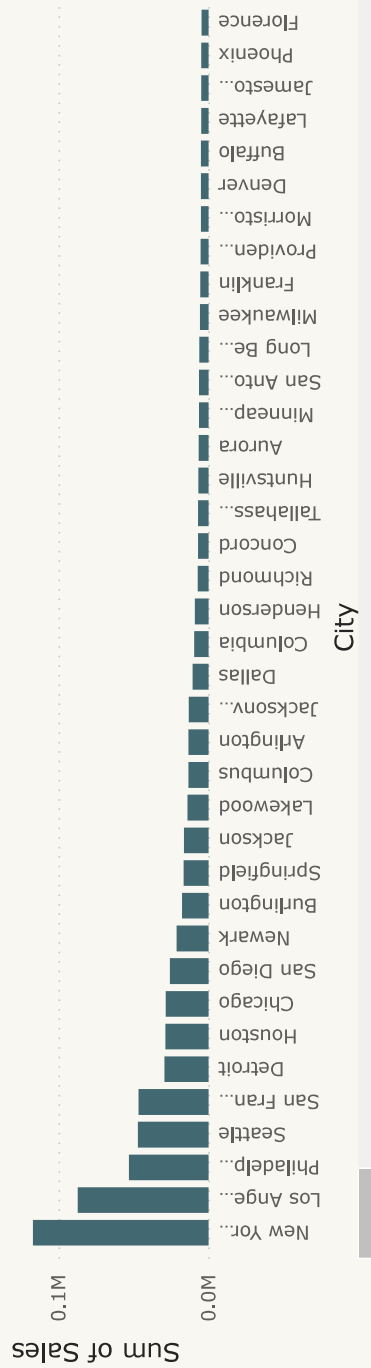
Min of Sales

# Sales by State, Region and City

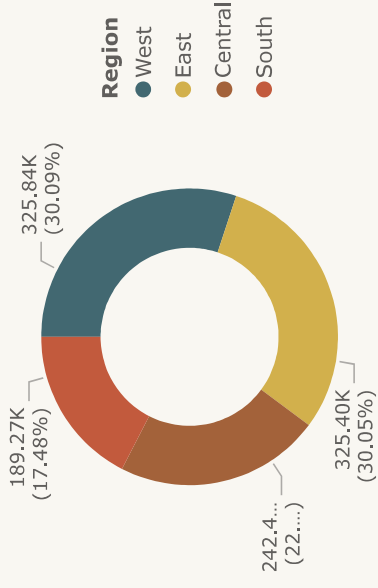
Sum of Sales by State



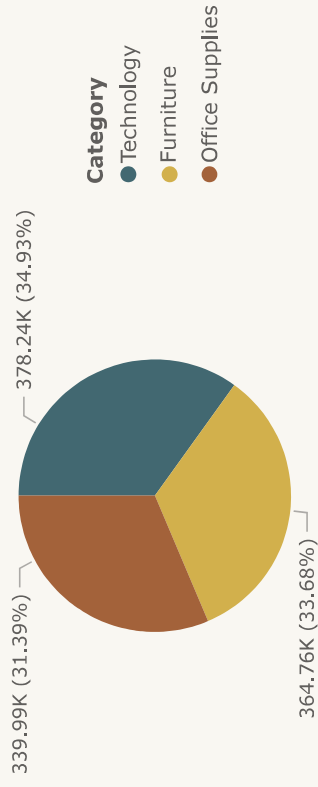
Sum of Sales by City



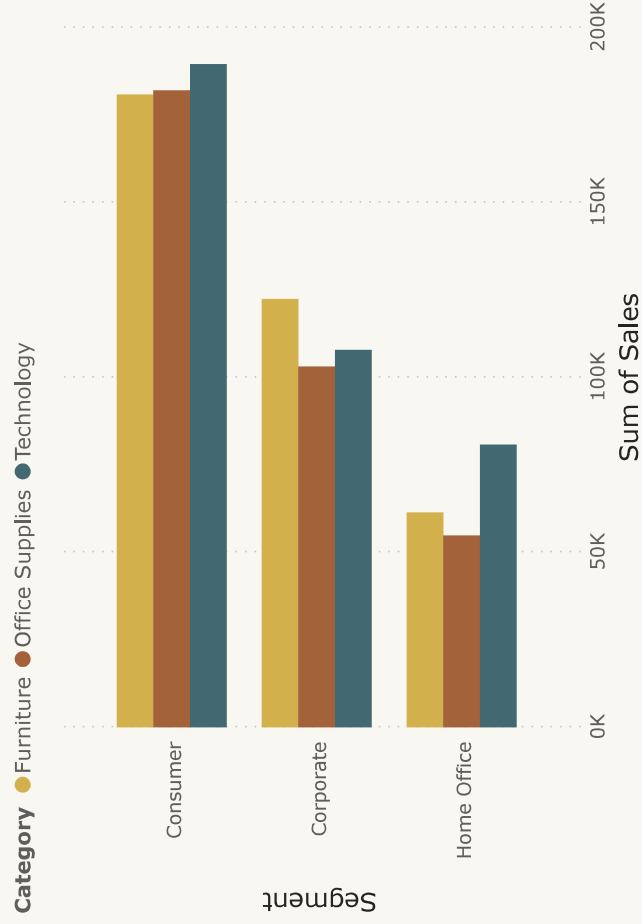
Sum of Sales by Region



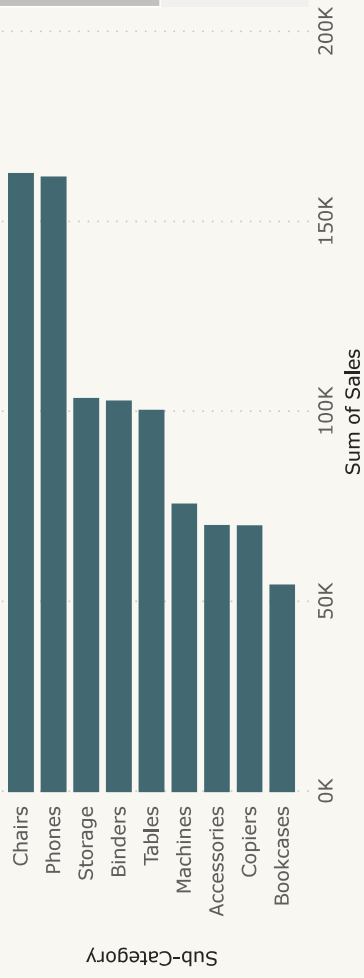
Sum of Sales by Category



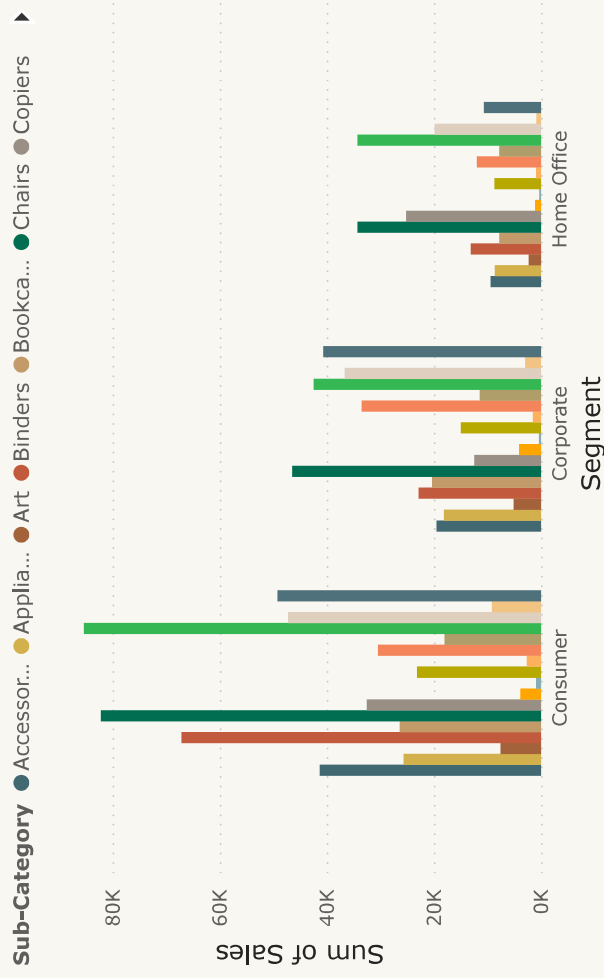
### Sum of Sales by Segment and Category



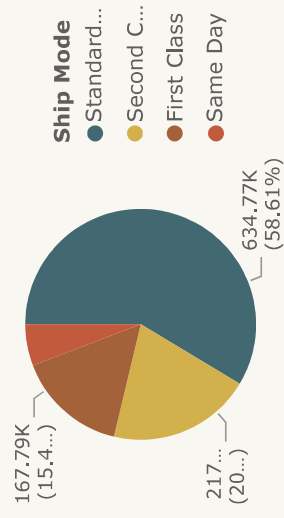
Sum of Sales by Sub-Category



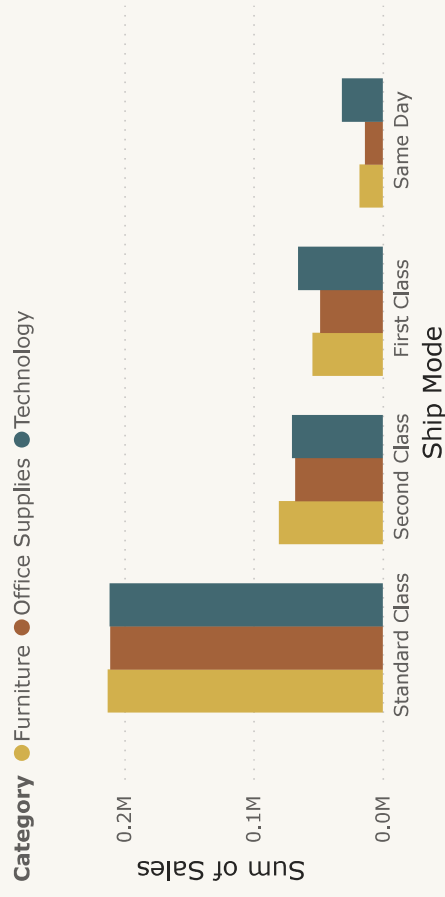
### Sum of Sales by Segment and Sub-Category



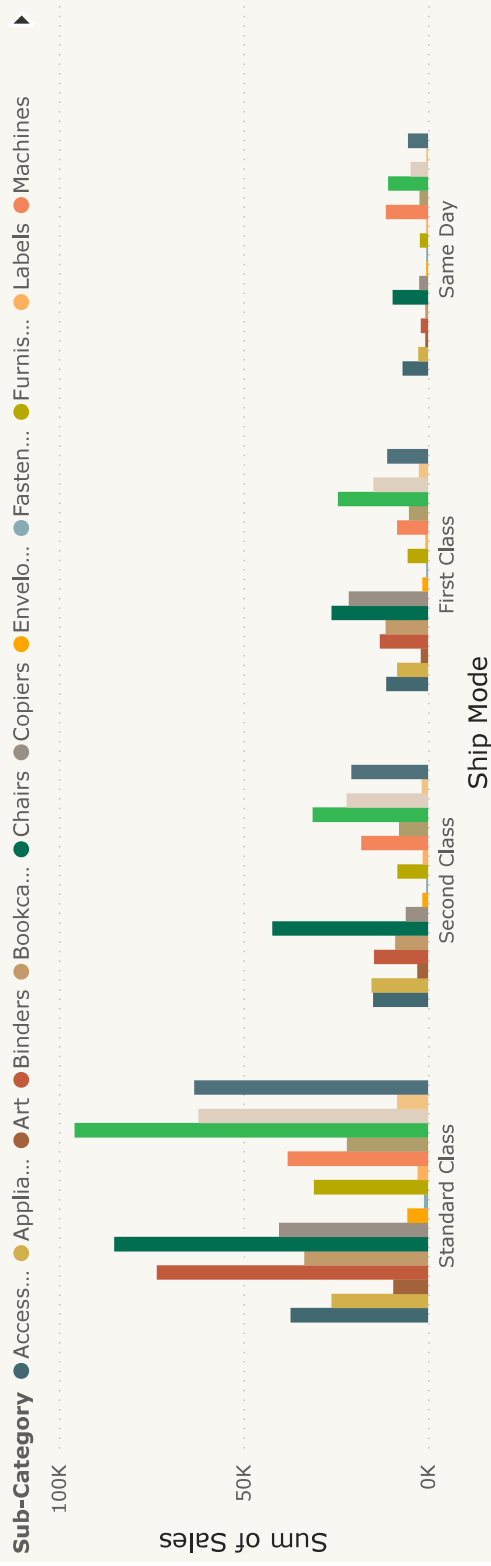
Sum of Sales by Ship Mode



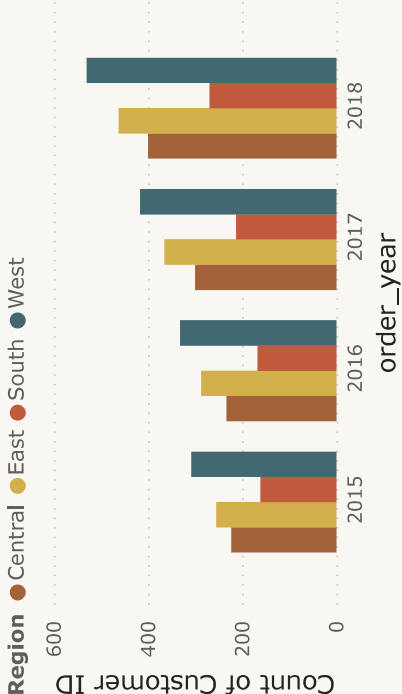
### Sum of Sales by Ship Mode and Category



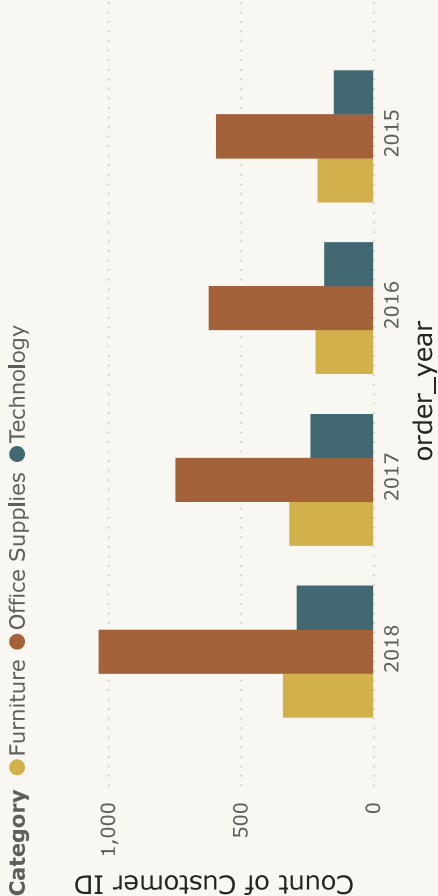
### Sum of Sales by Ship Mode and Sub-Category



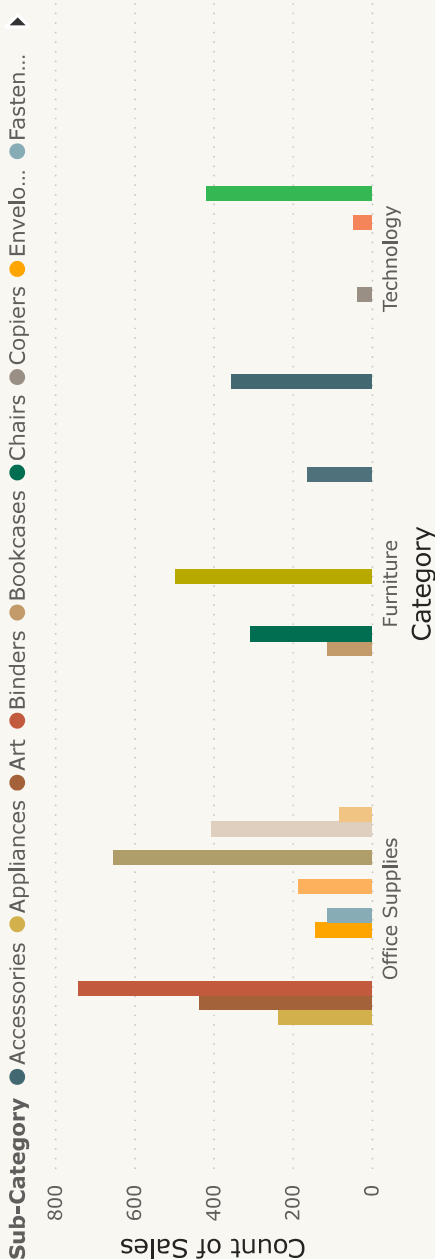
Count of Customer ID by order\_year and Region



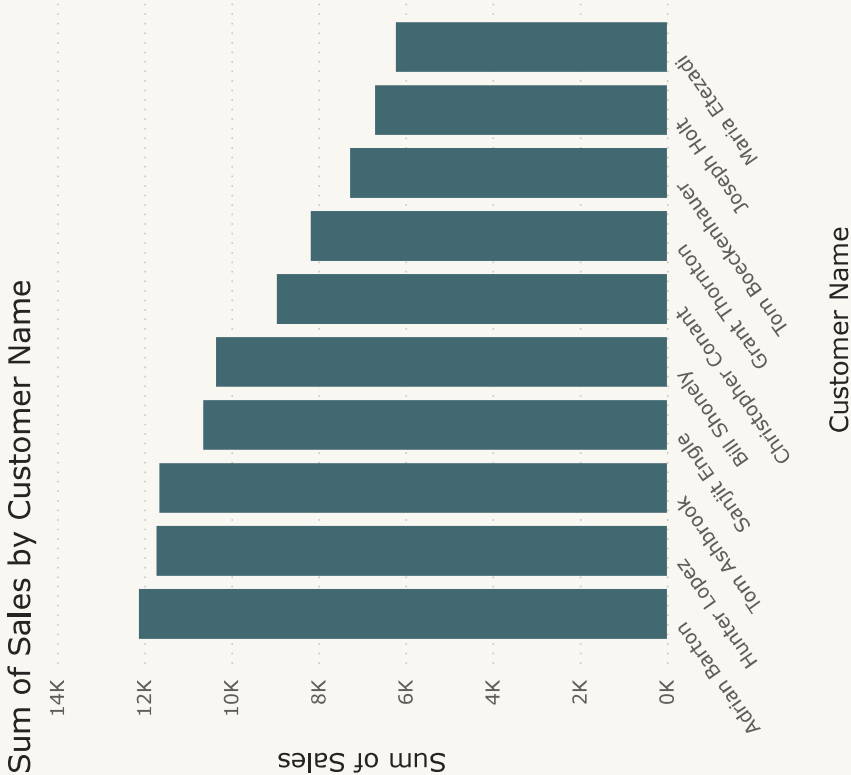
Count of Customer ID by order\_year and Category



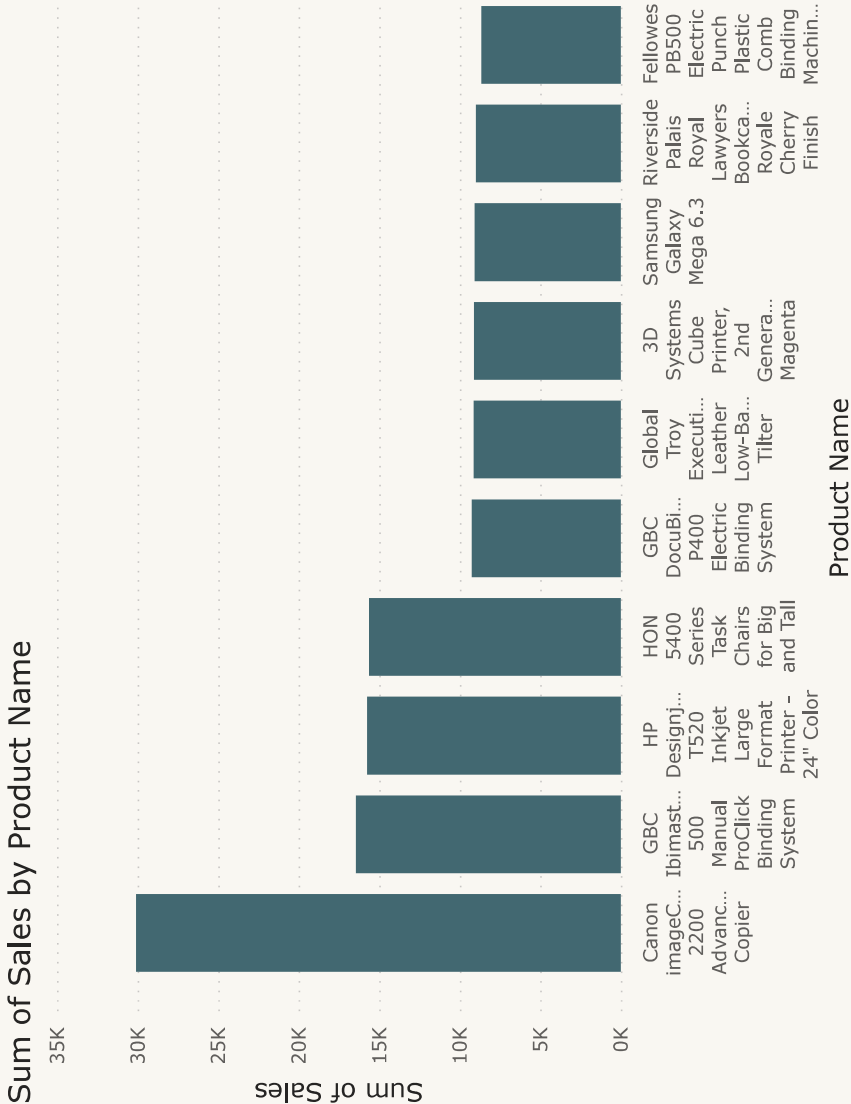
Count of Sales by Category and Sub-Category



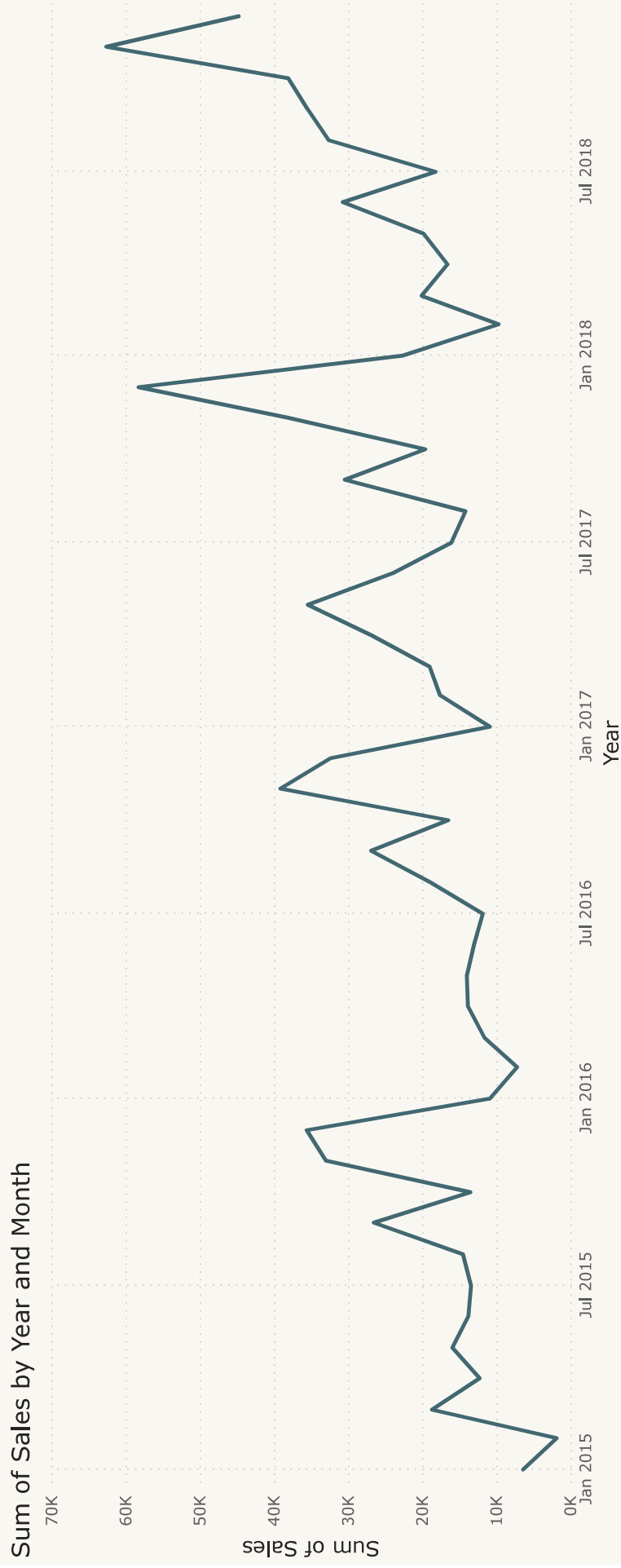
## Top 10 Buyers



## Top 10 selling Products



## Sales Trends by Year and Month

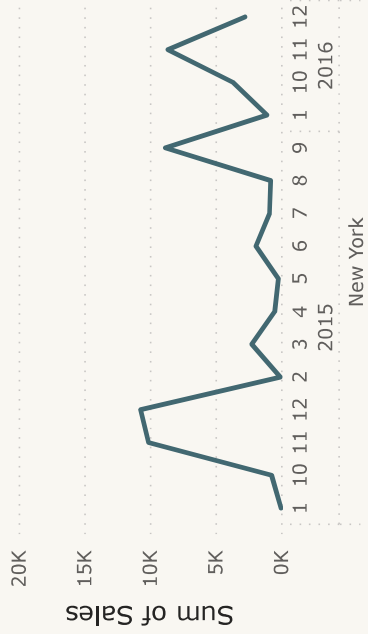


## Top 5 States Sales Trends

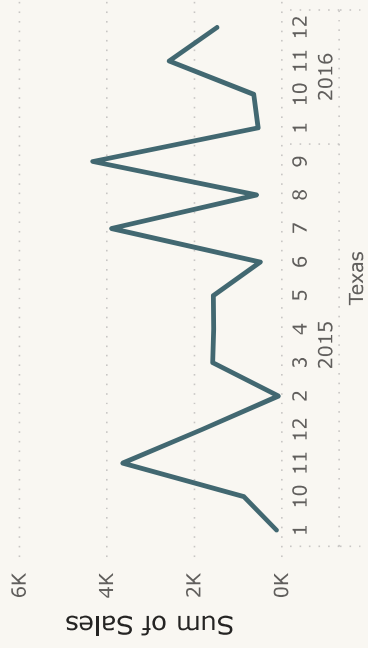
Sum of Sales by State, Year and order\_month



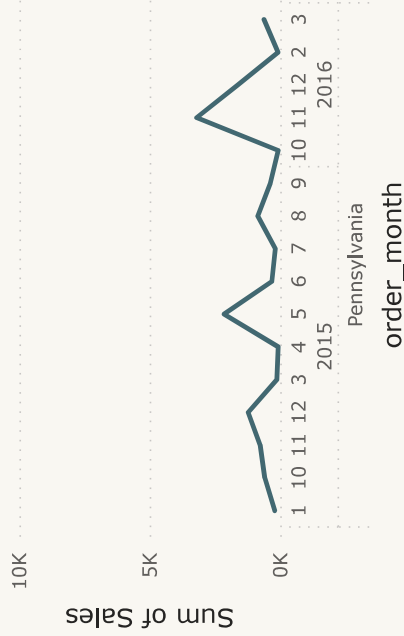
Sum of Sales by State, Year and order\_month



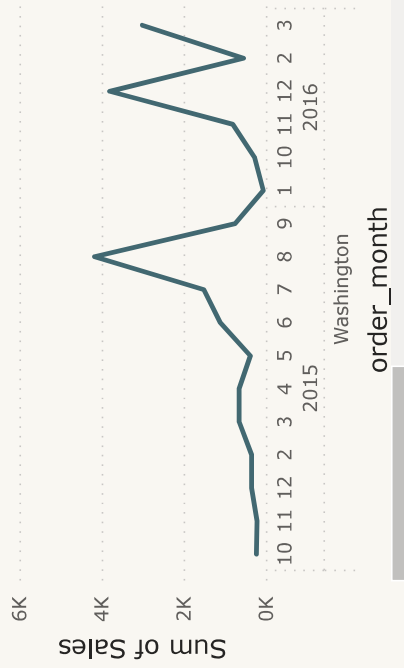
Sum of Sales by State, Year and order\_month



Sum of Sales by State, Year and order\_month



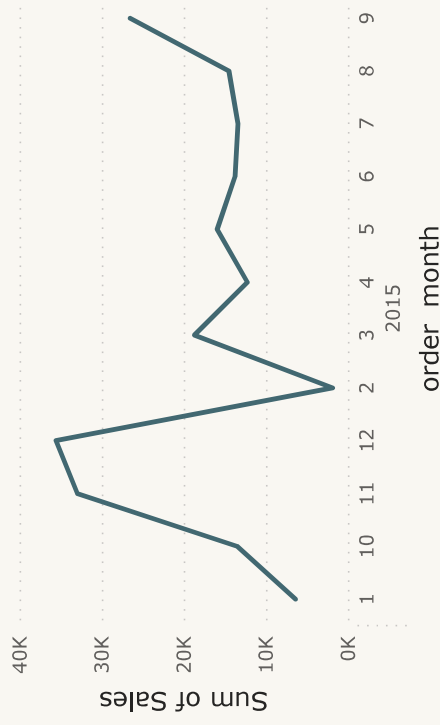
Sum of Sales by State, Year and order\_month



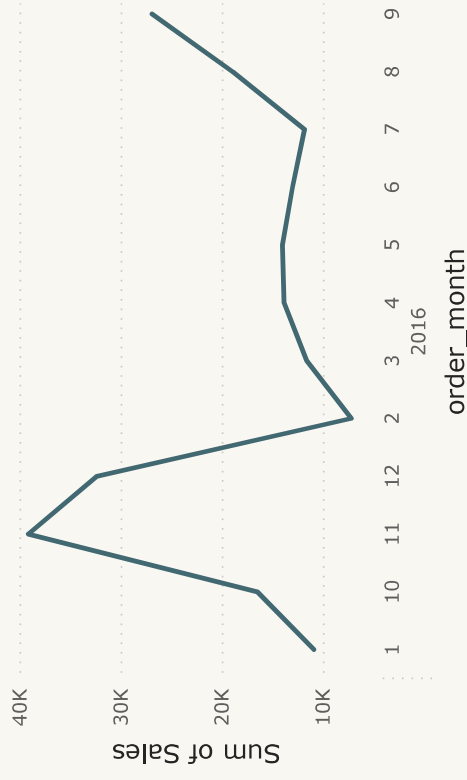


## Sales Tends by Years

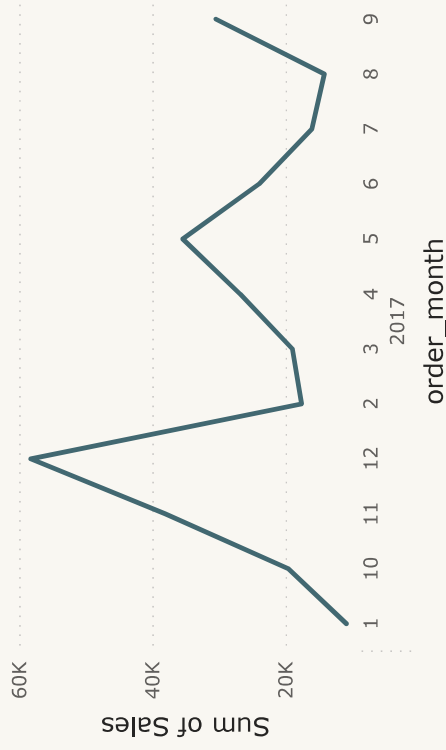
Sum of Sales by order\_year and order\_month



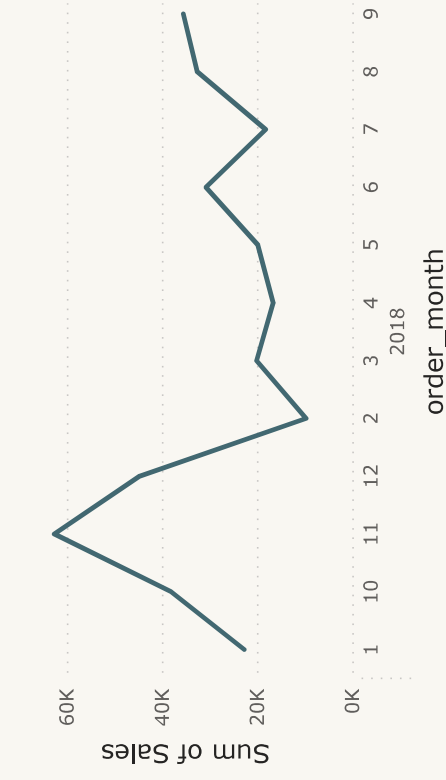
Sum of Sales by order\_year and order\_month



Sum of Sales by order\_year and order\_month

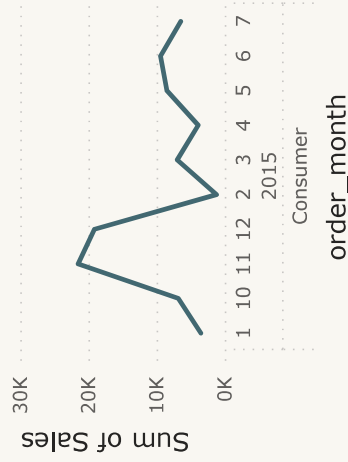


Sum of Sales by order\_year and order\_month

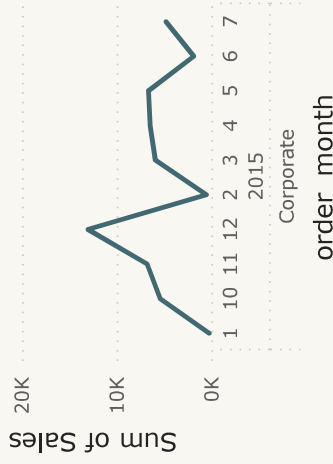


## Sales Trends by Segment

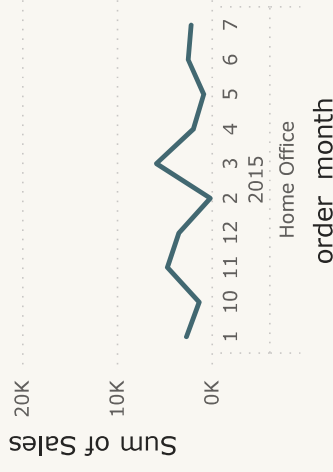
Sum of Sales by Segment,  
order\_year and order\_month



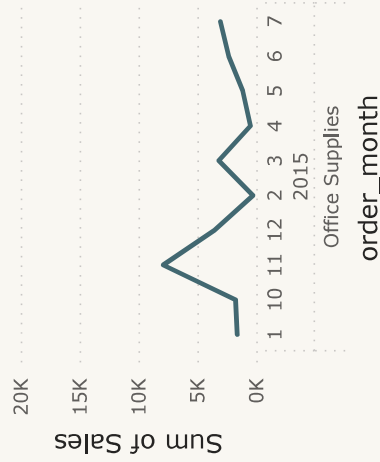
Sum of Sales by Segment,  
order\_year and order\_month



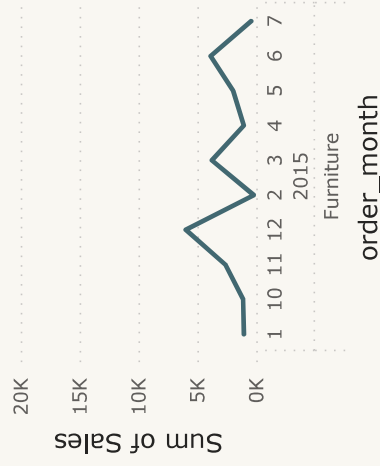
Sum of Sales by Segment,  
order\_year and order\_month



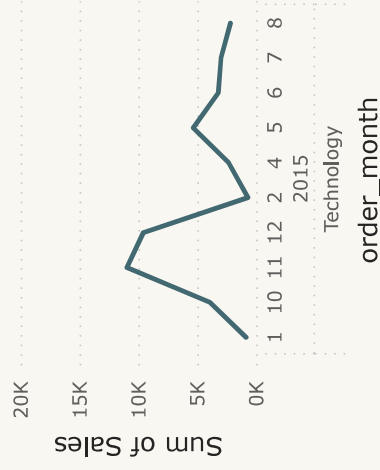
Sum of Sales by Category,  
order\_year and order\_month



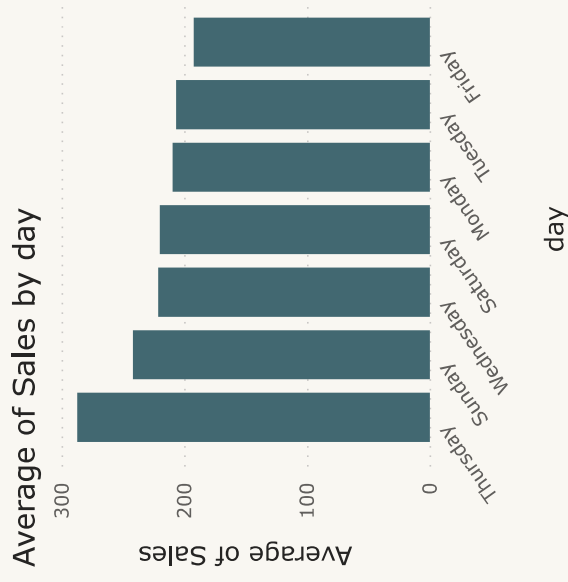
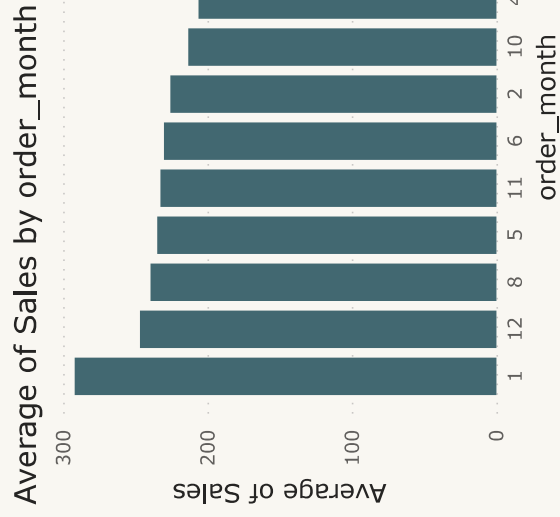
Sum of Sales by Category,  
order\_year and order\_month



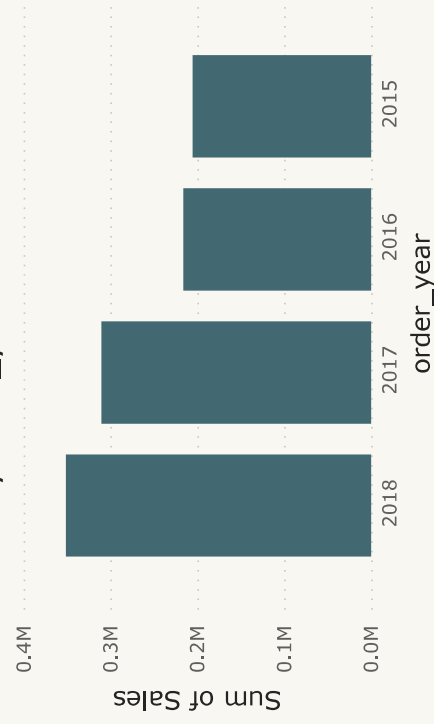
Sum of Sales by Category,  
order\_year and order\_month



## Average Sales by Day, Month, Year



Sum of Sales by order\_year



# Conclusion

During this sales analysis project, I delved into the Superstore dataset spanning from 2015 to 2019 with the aim of uncovering insights into the store's performance, customer behavior, and revenue trends. Here's a summary of the key findings and conclusions:

**Revenue Growth:** Throughout the analysis, a consistent upward trend in revenue was observed, indicating the overall prosperity of the store. Notably, a significant spike in sales occurred every November, likely driven by the Black Friday shopping frenzy, while a decline was evident in January post the holiday season.

**Customer Segmentation:** The dataset revealed three primary customer segments: Consumer, Corporate, and Home Office, with the Consumer segment being the most dominant. Further exploration of each segment's unique behaviors could provide valuable insights for crafting targeted marketing strategies.

**Category Analysis:** Among the product categories, Technology emerged as the top revenue generator, closely followed by Furniture and Office Supplies. A deeper dive into the Technology category and its sub-categories could unveil opportunities for more focused strategies.

**Identifying Valuable Customers:** Recognizing high-value customers is crucial for effective customer retention and the implementation of personalized marketing tactics. I identified the top customers who significantly contributed to the store's revenue.

**Average Order Value Stability:** The average order value remained relatively stable throughout the analyzed period, showing minor fluctuations. This metric serves as a key indicator for understanding customer spending patterns.

In summary,

- Make offers is important
- increase staple envelope
- decrease the product is sold less than 5 times
- make interests to Binders and Papers
- don't export a lot of expensive Technology products because it rarely sold
- make discount on product that rarely sold.