Super sales store project

**Prepared by: Group 3**

Tools used: Excel, Tableau

**Project objective :**

**The store want to analyze the data to know:**

1. Is business growing or not ?
2. Overall sales evaluation & Sales change over the years.
3. Evaluation of sales among product categories , regions and states , customers and segments , and different shipping classes ?
4. If there is any clear problems affect the business and any recommendation depending on analyzing the data to enhance the business ?

**2. Data Overview**

* This dataset includes sales records from a Superstore, covering multiple product categories and geographic regions. It spans four years of daily sales data.
* The number of records was approximately (9800) records.
* Time frame: 2015–2018

**Key Columns :**

Order ID, Row ID – Transaction tracking

Order Date – Date of transaction

Ship Date – Shipping fulfillment date

Ship Mode – Shipping method

Customer ID, Customer Name – Customer identifiers

Segment – Market segment (e.g., Consumer, Corporate)

Country , state , City , region – Geographic segmentation

Postal Code – Zip/postal identifier

Product ID, Product Name – Specific product detail

Category, Sub-Category – Product classification

Sales – Revenue from each order

Ship duration – time of shipping

**3. Data Cleaning Steps**

* **Duplication checked >>** no duplication
* **Null values checked >>** 11 null value in postal code column

11 value for Burlington city only

#Missed Postal code checked online and null values replaced by postal code

* **Standardization of each column data format type**

#Converting dates in (order date& ship date ) columns

* **Adding column (Ship duration) to track shipping criteria**

#substracting order date from shipping date

**4. Key Analysis Ideas**

**4.1 Dashboard sales over years**

* What years give more sales and why ?
* What seasons and months top selling and why ?
  1. **Dashboard product category and regions**
* What is the most selling product category and why ?
* What is the top selling regions and why ?
* What is the top selling states and why ?
* Where is the most valuable customers ?
* The relation between states and product category selling
  1. **Dashboard shipping methods**
* What is the most shipping method used and why ?
* Relation between customer type and shipping method
* Shipping methods problems
* How to optimize shipping performance ?
  1. **Dashboard overall sales**
* Overall business growth and performance
* Best strategies to optimizing selling performance

**6. Conclusion**

By analyzing data through dashboards this help to give insights and strategies to develop ways to increase selling and come over some problems to enhance the over all business