# Insights From Super Store Sales Data

- Superstore achieved $1.6M in sales from 22K orders, generating a profit of $175K with an average shipping time of 4 days.
- Superstore's sales were dominated by COD at 43%, followed by 35% from online payments and 22% from card transactions.
- Superstore's sales distribution revealed that the West region had the highest contribution at 33%, followed by the East at 29%, the Central region at 22%, and the South region with the lowest contribution at 16%.
- Sales by segment at Superstore showed that the Consumer segment led with 48%, followed by Corporate at 33%, and Home Office at 19%.
- In 2019, Superstore achieved maximum sales of $79,411.97 in November, while in 2020, the peak sales reached $166,185.85 in December.
- In 2019, Superstore recorded the highest profit of $17,885.31 in December, whereas in 2020, the peak profit was $14,751.89 in March.
- At Superstore, sales by category amounted to $0.64M for Office Supplies, the highest among the categories, followed by $0.47M for Technology and $0.45M for Furniture, which had the lowest sales.
- Superstore's sales by ship mode amounted to $0.33M for Standard Class, $0.11M for Second Class, $0.08M for First Class, and $0.03M for Same Day delivery.
- Sales by subcategory at Superstore showed that Phones led with $0.20M, followed by Chairs at $0.18M, Binders at $0.17M, and Storage had the lowest sales at $0.15M.
- California recorded the highest sales at $0.34M, followed by New York with $0.19M, while North Carolina had the lowest sales at $0.04M.
- The map displaying profit and sales by state reveals significant variations, with some states demonstrating high sales and profit margins, while others show lower performance, indicating potential areas for improvement and targeted marketing strategies.
- The sales forecast up to January 14, 2021, estimates a value of $5,304.19, with an upper limit of $9,585.03 and a lower limit of $1,023.35 over a 15-day period, while excluding the latest data to ensure accuracy.