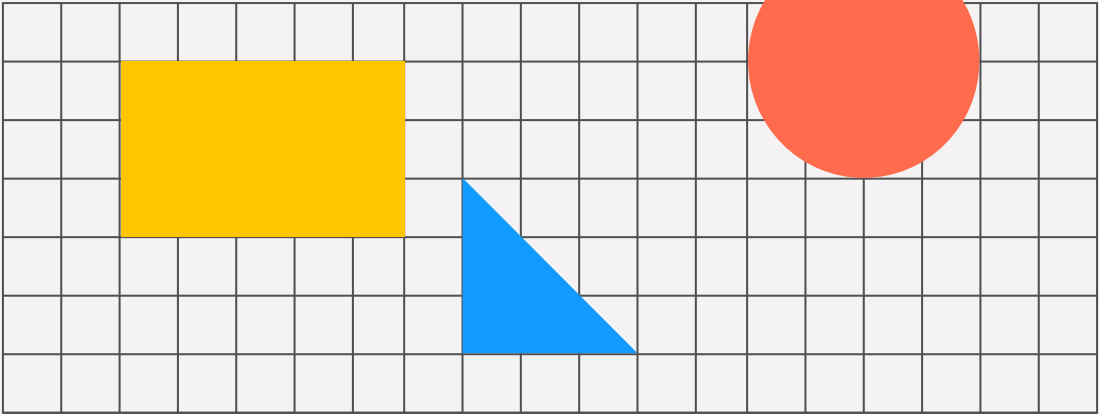


Superstore overview

Sales analysis and report



Paula BD

Intro



Let's get familiar with the project...

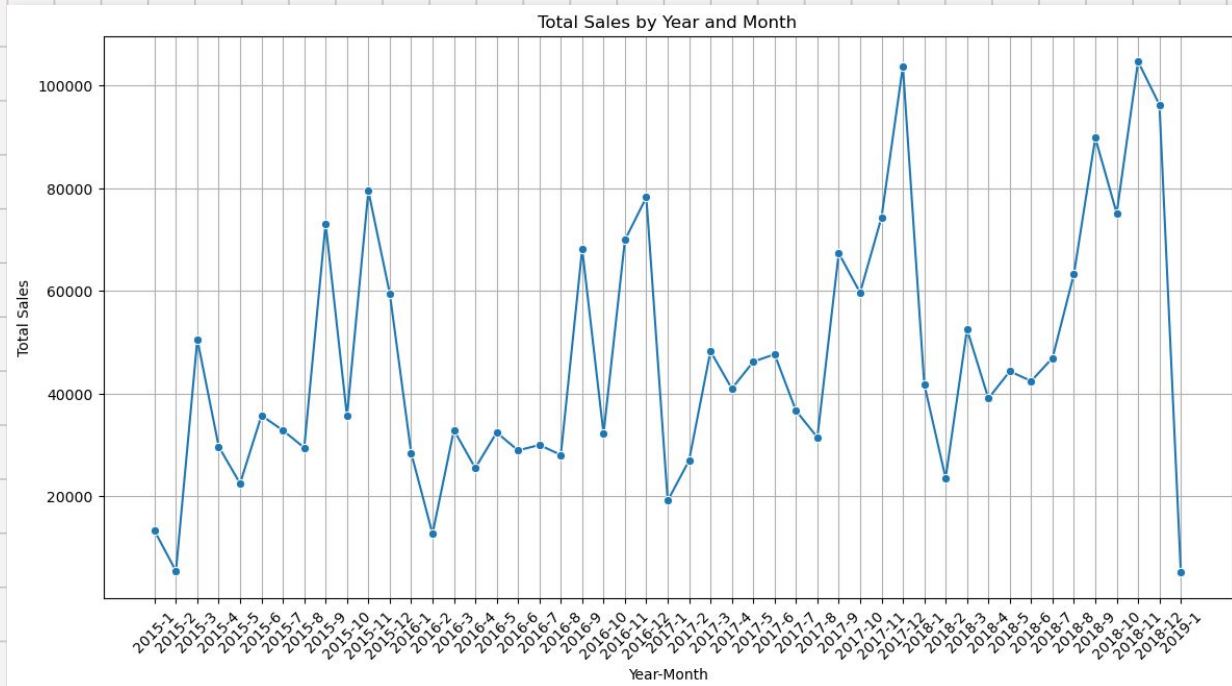
Dataset from Kaggle with 9800 rows and 18 attributes/columns for our sales analysis.

Main question:

Where should the “Superstore” expand its services ?



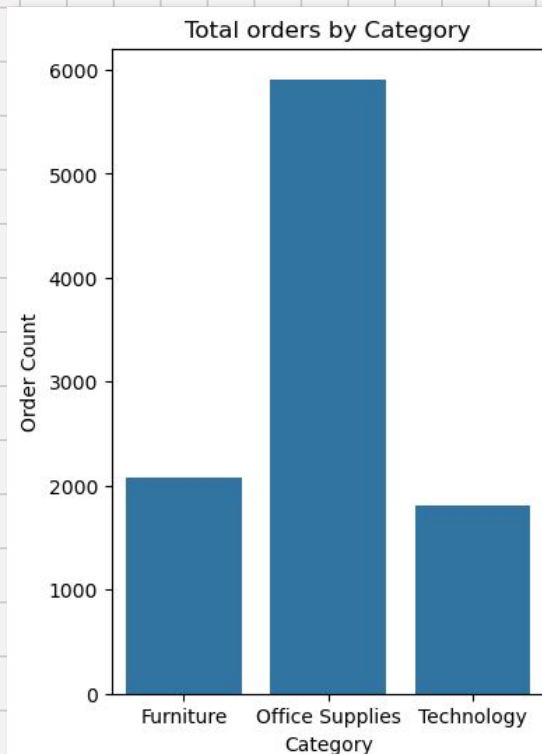
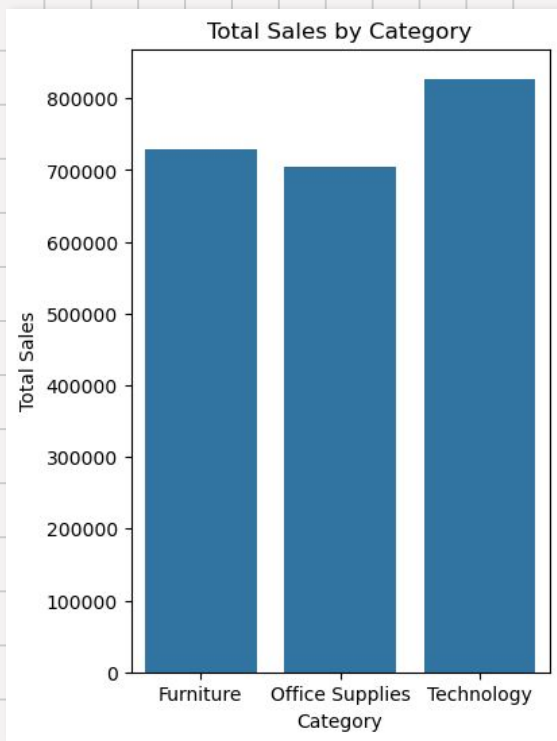
Sales overview



There is a drop for the year 2019, as there is no data for that period.

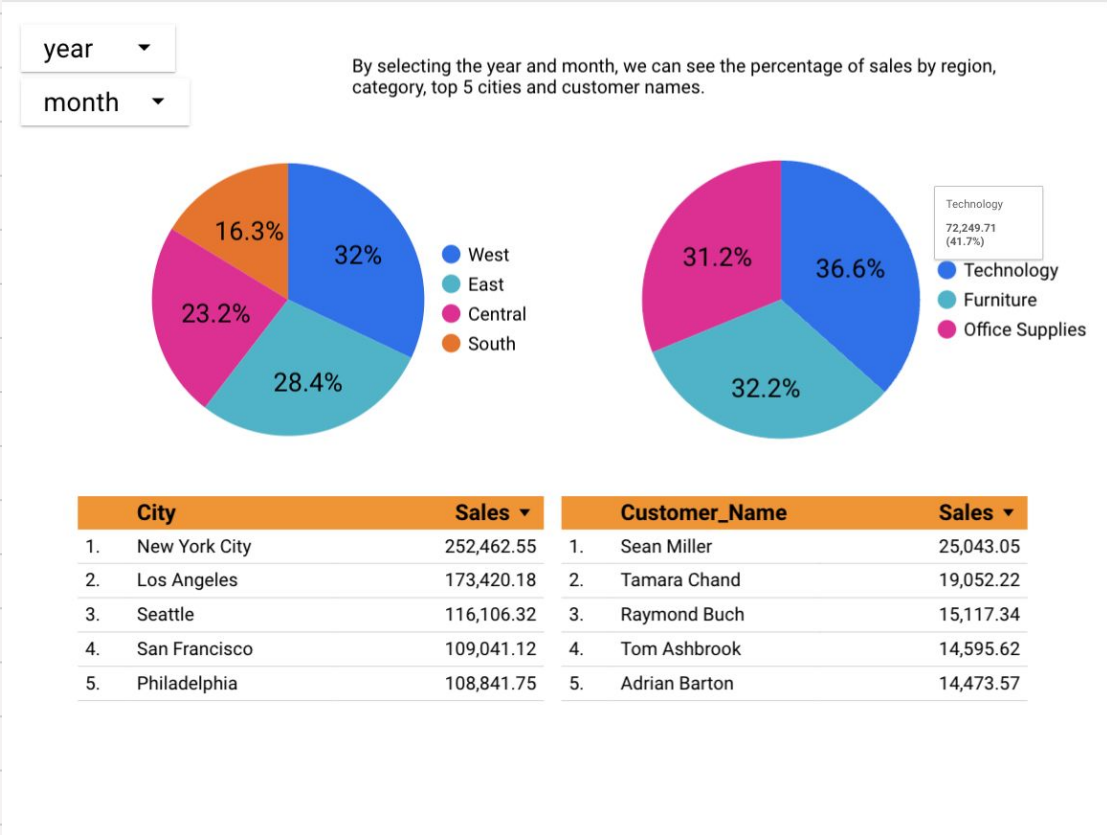


Comparing total sales with total orders

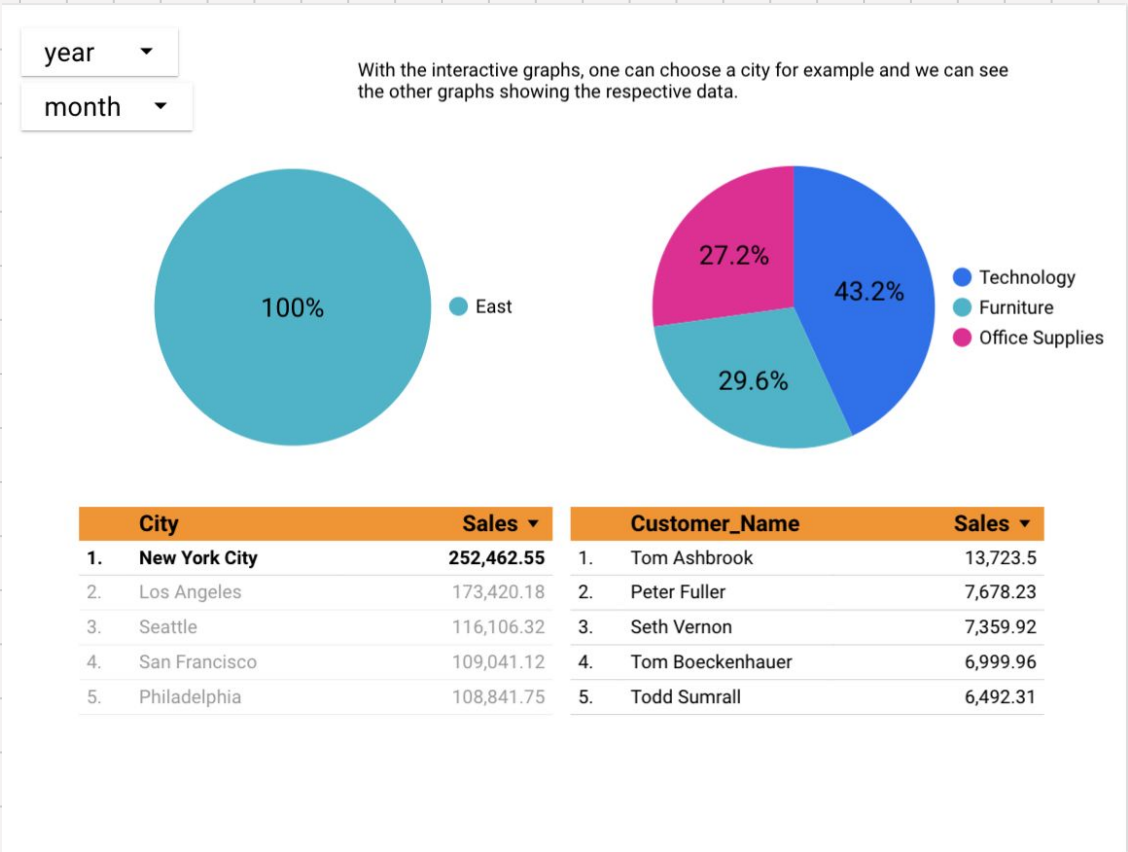


Office supplies has the most number of orders, however technology brings a higher revenue

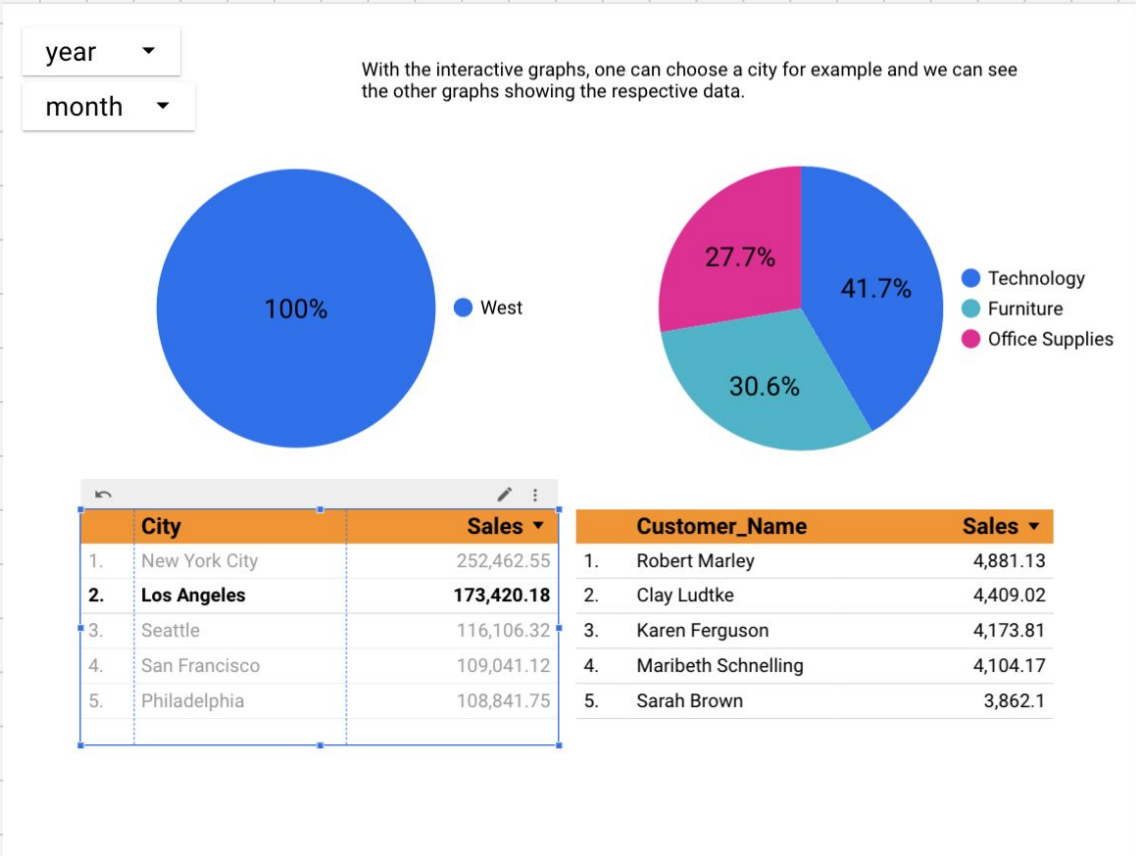
- Sales by:
- Category
 - Region
 - Top 5 cities
 - Top 5 buyers



For example:
NY city's 43% of its
revenue comes from
selling technology



In the case for Los Angeles with 42% revenue coming from selling technology

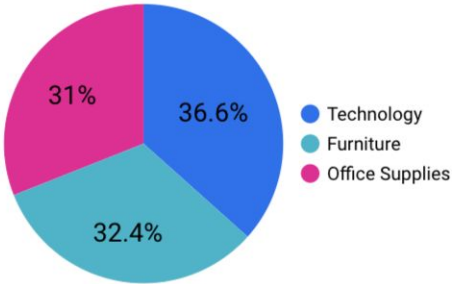
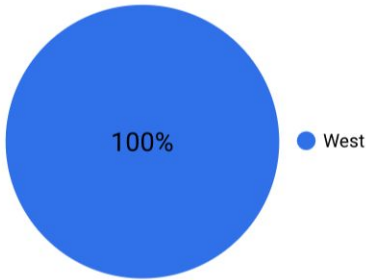


The next top 3 city is Seattle with 37% revenue coming from technology

year ▼

month ▼

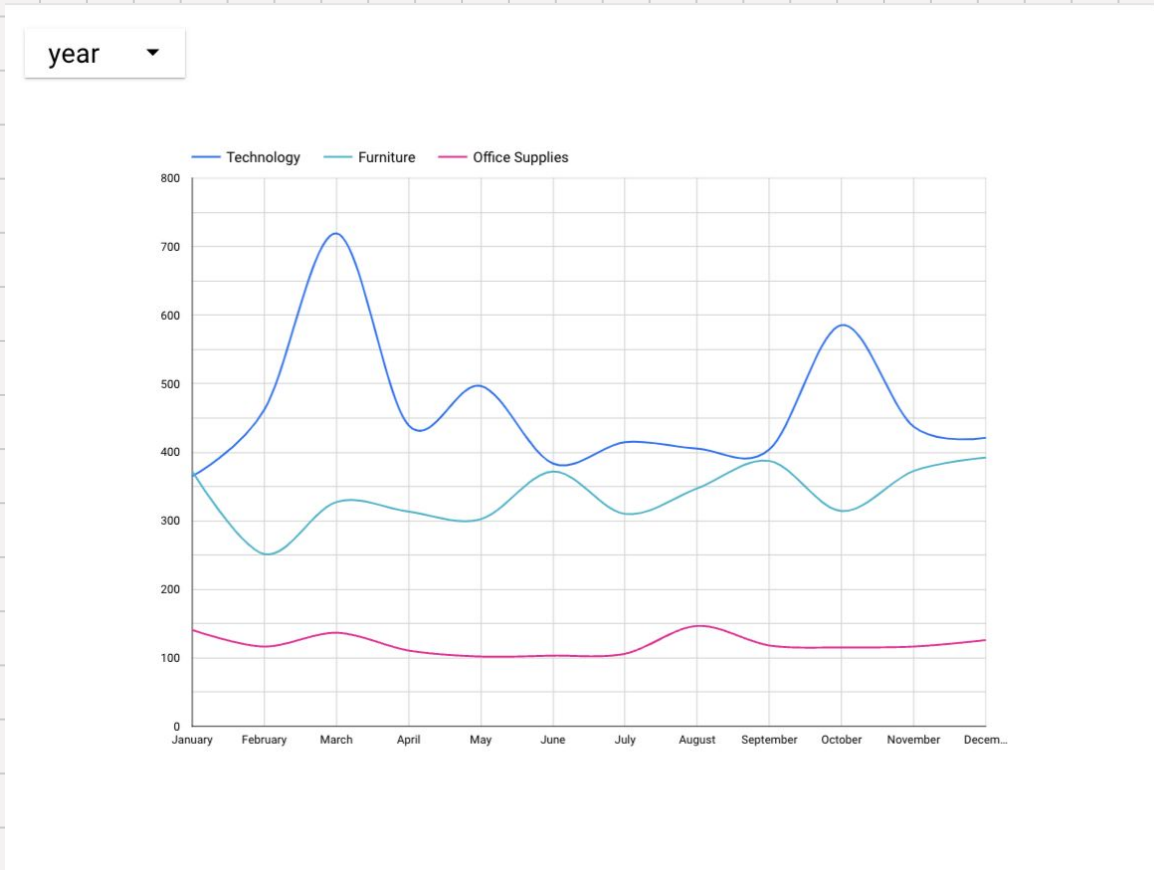
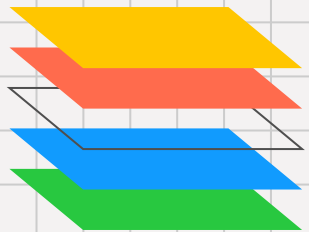
With the interactive graphs, one can choose a city for example and we can see the other graphs showing the respective data.



	City	Sales ▼
1.	New York City	252,462.55
2.	Los Angeles	173,420.18
3.	Seattle	116,106.32
4.	San Francisco	109,041.12
5.	Philadelphia	108,841.75

	Customer_Name	Sales ▼
1.	Raymond Buch	14,052.48
2.	Fred Hopkins	4,607.27
3.	Tamara Willingham	4,501.79
4.	Jim Kriz	4,150.97
5.	Yana Sorensen	3,859.49

Avg Sales; Technology
is top seller



Conclusion



In order to expand the “Superstore” services; it is recommended to do so on the Easter region, as it brings a higher revenue.

In addition, to focus on marketing products and services from the technology category.

Thank you

