

Dataset Overview

The dataset typically contains sales transactions for a retail superstore.

Key columns usually include:

- **Order ID / Order Date** – unique transaction identifiers.
 - **Ship Date / Ship Mode** – delivery details.
 - **Customer Name / Segment** – buyer details.
 - **Region / State / City** – geographic info.
 - **Category / Sub-Category / Product Name** – product hierarchy.
 - **Sales** – revenue earned.
 - **Quantity** – number of items sold.
 - **Discount** – applied discount.
 - **Profit** – profitability after costs.
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Key Insights You Can Derive

1. Sales Performance

- Total sales and profit across all transactions.
- Yearly/Monthly trend of sales and profit.
- High vs. low performing months.

2. Regional Insights

- Sales and profit by **region** (East, West, Central, South).
- Identify the **top states/cities** driving revenue.
- Regions with losses due to high discounts.

3. Customer Insights

- Contribution by customer segments (Consumer, Corporate, Home Office).
- Top 10 customers by revenue.
- Repeat vs. one-time customers.

4. Product Performance

- Category-level performance (Furniture, Office Supplies, Technology).
- Sub-categories (e.g., Chairs, Phones, Binders) with best/worst profitability.
- Products with highest sales but lowest profit.

5. Discount Impact

- Correlation between **discount and profit**.
- Identifying products where discounts lead to losses.

6. Shipping & Operations

- Ship mode preference (Standard, Second Class, etc.).
 - Delivery time analysis (Order Date vs. Ship Date).
 - Cost/profit differences across shipping modes.
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Types of Reports You Can Generate

1. **Executive Summary Report**
 - Total sales, total profit, average order value, top regions.
2. **Sales Trend Report**
 - Monthly/Yearly charts with sales vs. profit.
3. **Customer Analysis Report**
 - Customer segmentation, top spenders, churn risk.
4. **Product & Category Analysis Report**
 - Profitability by category and sub-category.
5. **Geographic Report**
 - Heatmap of sales/profit by state or city.

Learning :

Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate sales forecasting, and interactive dashboard creation, driving business success.