

Super Store Sales Report

This analysis is based on the shopping data of a store.
it consists of over 9,000 rows of data about customers, orders, sales amongst others.
I have carried out a detailed analysis to highlight the important elements of the data.

Initial Observations

There are 9994 rows of data across 21 columns. They consist of sales information such as customer id, order id, sales, quantities, categories amongst other. Table 1 below represents key insights for sales quantity, discount and profit.

TABLE 1

	Sales	Quantity	Discount	Profit
count	9994.000000	9994.000000	9994.000000	9994.000000
mean	229.858001	3.789574	0.156203	28.656896
std	623.245101	2.225110	0.206452	234.260108
min	0.444000	1.000000	0.000000	-6599.978000
25%	17.280000	2.000000	0.000000	1.728750
50%	54.490000	3.000000	0.200000	8.666500
75%	209.940000	5.000000	0.200000	29.364000
max	22638.480000	14.000000	0.800000	8399.976000

Sales: There are 9994 records of sales. 25 percent of sales received falls under 17.28, 50 percent under 54.49 and 75 percent falls under 209.94. the maximum sale for a single order is 22638.48 while the least sale is 0.444.

Quantity: There are 9994 records of quantity. 25 percent of quantity sold is under 2, 50 percent under 3 and 75 percent falls under 5. The maximum quantity for a single order is 14 while the least sale is 1.

Discount: There are 9994 records of discount. 75 percent of discount given are below 20 percent. The highest discount given for a single order is 80 percent.

Profit: There are 9994 records of profit, for 25 percent of our sales, profit was below 1.728750, 50 percent under 9.666500 and 75 percent falls under 29.365. The maximum profit for a sale is 8399.976 while the highest loss for a sale is -6599.978.

Sales by Category

Category	Sales
Technology	836154.0330
Furniture	741999.7953
Office Supplies	719047.0320

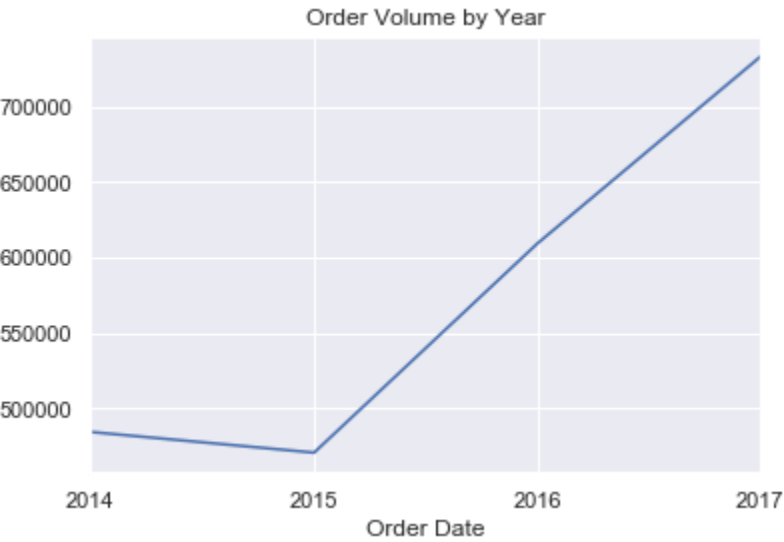
Quantity sold per category

Category	Quantity
Office Supplies	22906
Furniture	8028
Technology	6939

Profit for Each Category

Category	Profit
Technology	145454.9481
Office Supplies	122490.8008 0
Furniture	18451.2728

Order Volume by Year



**End of Month
Order
Volume**

2014-01-31	14236.8950
2014-02-28	4519.8920
2014-03-31	55691.0090
2014-04-30	28295.3450
2014-05-31	23648.2870
2014-06-30	34595.1276
2014-07-31	33946.3930
2014-08-31	27909.4685
2014-09-30	81777.3508
2014-10-31	31453.3930
2014-11-30	78628.7167
2014-12-31	69545.6205
2015-01-31	18174.0756
2015-02-28	11951.4110
2015-03-31	38726.2520
2015-04-30	34195.2085
2015-05-31	30131.6865
2015-06-30	24797.2920
2015-07-31	28765.3250
2015-08-31	36898.3322
2015-09-30	64595.9180
2015-10-31	31404.9235
2015-11-30	75972.5635
2015-12-31	74919.5212
2016-01-31	18542.4910
2016-02-29	22978.8150
2016-03-31	51715.8750
2016-04-30	38750.0390
2016-05-31	56987.7280
2016-06-30	40344.5340
2016-07-31	39261.9630
2016-08-31	31115.3743
2016-09-30	73410.0249
2016-10-31	59687.7450
2016-11-30	79411.9658
2016-12-31	96999.0430
2017-01-31	43971.3740
2017-02-28	20301.1334
2017-03-31	58872.3528
2017-04-30	36521.5361
2017-05-31	44261.1102
2017-06-30	52981.7257
2017-07-31	45264.4160
2017-08-31	63120.8880
2017-09-30	87866.6520
2017-10-31	77776.9232

2017-11-30	118447.8250
2017-12-31	83829.3188

Prices per Sub-Category

Sub-Category	Price
Copiers	601.021029
Machines	423.352470
Tables	165.088613
Chairs	138.802472
Bookcases	131.100152
Phones	101.127993
Storage	70.451459
Supplies	69.308105
Appliances	60.618659
Accessories	55.356630
Binders	36.672279
Furnishings	25.607413
Envelopes	18.874843
Paper	15.578958
Art	8.818075
Labels	8.320423
Fasteners	3.288756

Prices per Subcategory



Sales by Region

Region Sales

West 725457.8245

East 678781.2400

Central 501239.8908

South 391721.9050

Sales by States

State	Sales
California	457687.6315
New York	310876.2710
Texas	170188.0458
Washington	138641.2700
Pennsylvania	116511.9140
Florida	89473.7080
Illinois	80166.1010
Ohio	78258.1360
Michigan	76269.6140

Virginia	70636.7200
North Carolina	55603.1640
Indiana	53555.3600
Georgia	49095.8400
Kentucky	36591.7500
New Jersey	35764.3120
Arizona	35282.0010
Wisconsin	32114.6100
Colorado	32108.1180
Tennessee	30661.8730
Minnesota	29863.1500
Massachusetts	28634.4340
Delaware	27451.0690
Maryland	23705.5230
Rhode Island	22627.9560
Missouri	22205.1500
Oklahoma	19683.3900
Alabama	19510.6400
Oregon	17431.1500
Nevada	16729.1020
Connecticut	13384.3570
Arkansas	11678.1300
Utah	11220.0560
Mississippi	10771.3400
Louisiana	9217.0300
Vermont	8929.3700
South Carolina	8481.7100
Nebraska	7464.9300
New Hampshire	7292.5240
Montana	5589.3520
New Mexico	4783.5220
Iowa	4579.7600
Idaho	4382.4860
Kansas	2914.3100
District of	2865.0200

Columbia	
Wyoming	1603.1360
South Dakota	1315.5600
Maine	1270.5300
West Virginia	1209.8240
North Dakota	919.9100

Profit per sub-category

Sub-Category	Profit
Copiers	55617.8249
Phones	44515.7306
Accessories	41936.6357
Paper	34053.5693
Binders	30221.7633
Chairs	26590.1663
Storage	21278.8264
Appliances	18138.0054
Furnishings	13059.1436
Envelopes	6964.1767
Art	6527.7870
Labels	5546.2540
Machines	3384.7569
Fasteners	949.5182
Supplies	-1189.0995
Bookcases	-3472.5560
Tables	-17725.4811

