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

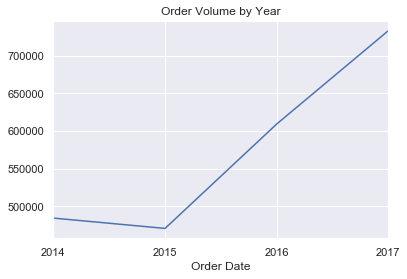
Furniture 8028

Technology 6939

**Profit for Each Category**



**Order Volume by Year**

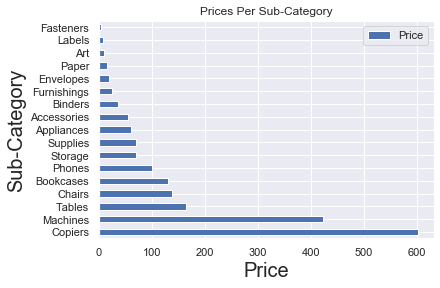


|  |  |
| --- | --- |
| **End of Month Order Volume** |  |
| 2014-01-31 | 14236.8950 |
| 2014-02-28 | 4519.8920 |
| 2014-03-31 | 55691.0090 |
| 2014-04-30 | 28295.3450 |
| 2014-05-31 | 23648.2870 |
| 2014-06-30 | 34595.1276 |
| 2014-07-31 | 33946.3930 |
| 2014-08-31 | 27909.4685 |
| 2014-09-30 | 81777.3508 |
| 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 Columbia | 2865.0200 |
|  | 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 |

