**Superstore Sales**:

The Superstore Sales data provides sales data for a fictional retail company, including information on products, orders and customers. It is often used to practice data analytics.

**This Excel dataset includes the following variables:**

* Order ID - A unique identifier for each order.
* Customer ID - A unique identifier for each customer.
* Order Date - The date of the order placement.
* Ship Date - The date the order was shipped.
* Ship Mode - The shipping mode for the order (e.g. standard, same-day).
* Segment - The customer segment (e.g. Consumer, Corporate, Home Office).
* Region - The region where the customer is located (e.g. West, Central, East).
* Category - The category of the product purchased (e.g. Furniture, Technology, Office Supplies).
* Sub-Category - The sub-category of the product purchased (e.g. Chairs, Desktops, Paper).
* Product Name - The name of the product purchased.
* Sales - The sales revenue for the product purchased.
* Quantity - The number of units of the product purchased.
* Discount - The discount applied to the product purchased.
* Profit -The profit generated by the product purchased.

Analysis Questions:

* What is the total revenue generated by the store?
* Which category of products contributes the most to sales?
* How has the sales trend been for the past year?
* Which region has the highest sales and which one has the lowest?
* What is the average profit margin of the store?