Shipping Efficiency and Order Fulfillment Insights for Global Superstore

Summary of DataSet:

The Dataset used in this project is an open source Global SuperStore Dataset which contains details about a superstore operating globally. The dataset spans 2011-2014 which enables us to perform various analysis.The report includes interactive visuals such as KPI cards, bar and line charts, maps, and slicers to explore sales quantity, profit trends, and shipping performance across different regions, customer segments, and time periods.Users can filter data by year, segment, city/Country, and Category to uncover patterns in profitability,shipping details,finances,etc.helping business users make data-driven decisions.

Dataset:

category: The category of products sold in the superstore.
city: The city where the order was placed.
country: The country in which the superstore is located.
 customer_id: A unique identifier for each customer.
customer_name: The name of the customer who placed the order.
discount: The discount applied to the order.
market: The market or region where the superstore operates.
 ji_lu_shu: An unknown or unspecified column.
order_date: The date when the order was placed.
order_id: A unique identifier for each order.
order_priority: The priority level of the order.
product_id: A unique identifier for each product.
product_name: The name of the product.
profit: The profit generated from the order.
quantity: The quantity of products ordered.
region: The region where the order was placed.
row_id: A unique identifier for each row in the dataset.
sales: The total sales amount for the order.
segment: The customer segment (e.g., consumer, corporate, or home office).
ship_date: The date when the order was shipped.
ship_mode: The shipping mode used for the order.
shipping_cost: The cost of shipping for the order.
state: The state or region within the country.
sub_category: The sub-category of products within the main category.
year: The year in which the order was placed.
market2: Another column related to market information. weeknum: The week number when the order was placed.

Altercations to the table :

Dropped the columns ji_lu_shu,market2,row_id,discount because the don't have an influence over the data.

Addition of Columns: ## Renaming the Columns:

Year   Quarter   sales -> price
Month   Revenue

Measures:

Shipping Delays
Total Orders
Total Profit
Total Cost
Profit %
Total Shipping Cost
Average Shipping Cost