

Store Sales Dataset Analysis

Team 2

Ahmed Ezzeldin
Dina Aboelmaaref
Kholoud Rabah

Mohamed Khaled
Salma Osman
Sandra George

Stakeholder Analysis

- **Stores Managers:** Needs sales insights.
- **Marketing Team:** Best-selling products, trends.
- **Finance Team:** Revenue tracking.
- **Customers:** Better stock & promotions.

Database Design

Table	Key Fields
Customers	Customer_ID, Name, Gender, Age, Region
Products	Product_ID, Product_Name, Category, Unit_Price
Sales	Sale_ID, Date, Product_ID, Customer_ID, Quantity, Total_Amount
Stores	Store_ID, Location, Manager_Name

Data Relationships:

- Each **Sale** is linked to one **Customer** and one **Product**.
- Each **Customer** belongs to a **Segment**.
- Each **Product** belongs to a **Category**.
- Each **Store** manages multiple **Sales**.

Data Variables (Fact Table)

Column Name	Description	Purpose	Format in Dataset
Product ID	Unique identifier for each product.	To distinguish between different products.	Text
Product Name	Name of the product.	For product identification and analysis.	Text
Category	Main category of the product.	To group products into broader categories.	Text
Sub-Category	Specific sub-category of the product.	For more detailed product classification.	Text
Customer ID	Unique identifier for each customer.	To track transactions for each customer.	Text
Customer Name	Name of the customer.	To provide a personalized context to sales data.	Text
Segment	Market segment (e.g., Consumer, Corporate).	To analyze sales patterns across different market segments.	Text
Country, City, State, Region	Geographic details of the sales.	For regional analysis and distribution globally.	Text
Ship Mode	Method used for shipping the products.	To analyze shipping preferences and efficiency.	Text
Order Date / Ship Date	Date when the order was placed/shipped.	Captures time-based metrics.	Long Date

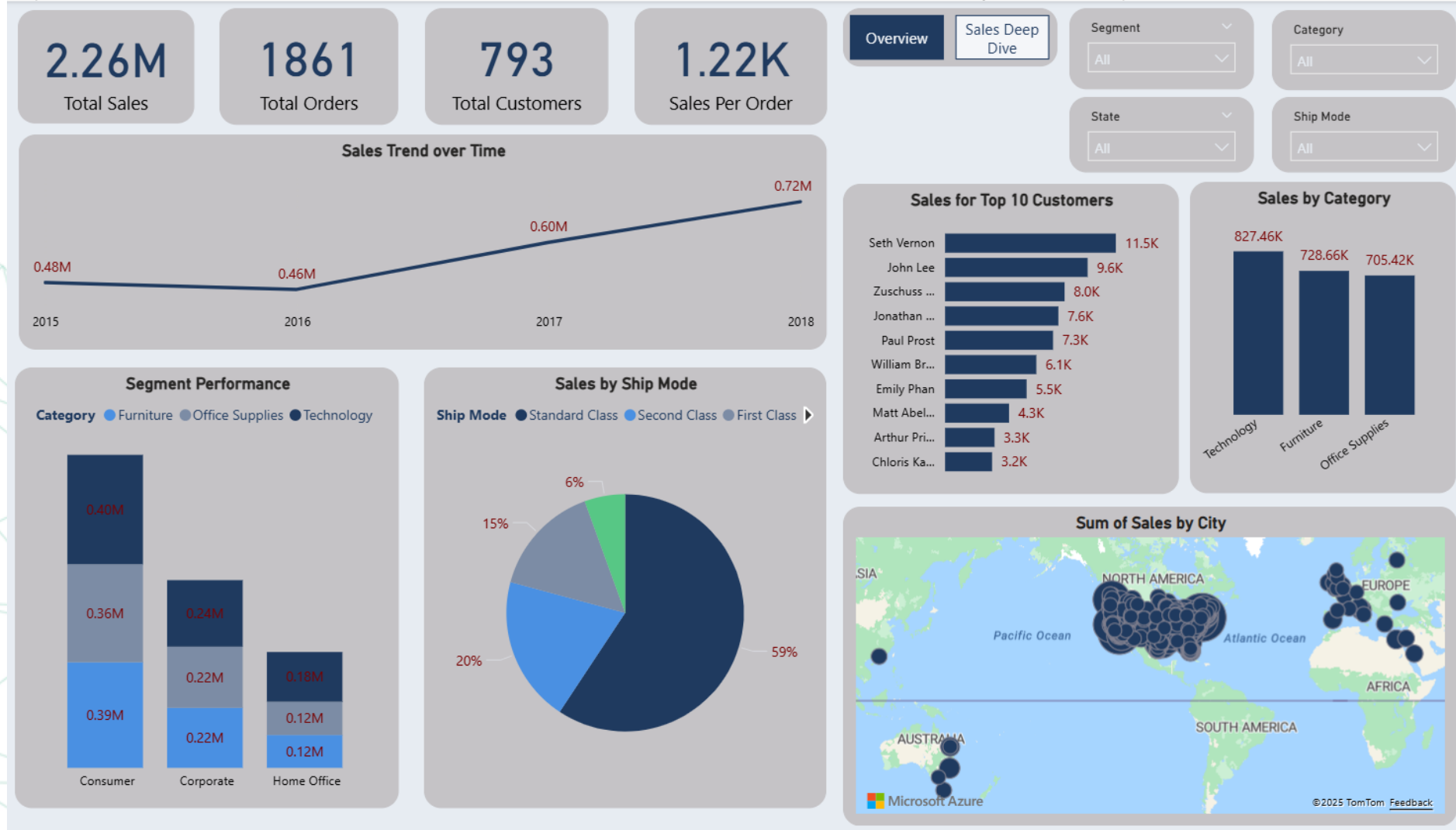
Numerical Data

Column Name	Description	Purpose	Format in Dataset
Sales	Sales amount for each transaction.	To calculate total revenue and analyze performance.	Double, Summarized by Sum
Row ID	Unique identifier for each row/record.	To maintain the integrity of the dataset.	Integer
Postal Code	Postal code of the transaction location.	To facilitate local-level sales analysis.	Integer, designed to be Counted
Year	Year extracted from the order date.	For analyzing yearly sales trends.	Calculated
Month	Month extracted from the order date.	To track sales patterns over different months.	Calculated

Measures and Key Performance Indicators (KPIs)

Measure	Purpose	Formula
Total Sales	Calculates the sum of all sales.	SUM('Superstore Sales Dataset'[Sales])
Count of Orders	Counts the number of distinct sales orders.	DISTINCTCOUNT('Superstore Sales Dataset'[Order ID])
Total Customers	Counts the number of unique customers.	DISTINCTCOUNT('Superstore Sales Dataset'[Customer ID])
Sales Per Order	Calculates the average sales amount per order.	[Total Sales]/[Count of Orders]
Sales Trends	Shows sales trends over the year.	TOTALYTD([Total Sales], 'Superstore Sales Dataset'[Order Date])
Total Cities	Counts the number of different cities with sales.	DISTINCTCOUNT('Superstore Sales Dataset'[City])
Regions	Counts the number of distinct sales regions.	DISTINCTCOUNT('Superstore Sales Dataset'[Region])
Categories	Counts different product categories.	DISTINCTCOUNT('Superstore Sales Dataset'[Category])

Main Visualization



Deep Dive

2.26M

Total Sales

1861

Total Orders

793

Total Customers

1.22K

Sales Per Order

Overview

Sales Deep Dive

Segment

All

Category

All

State

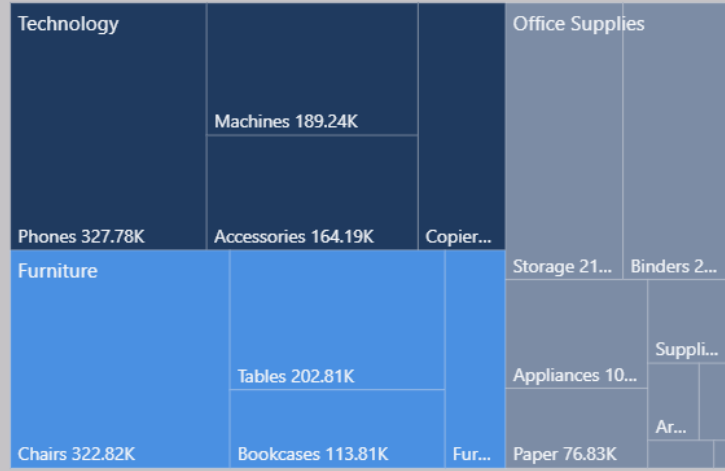
All

Ship Mode

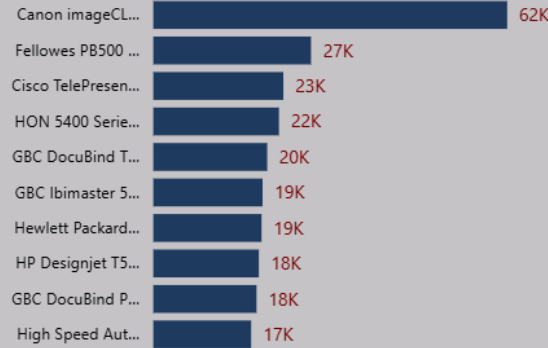
All

Sales by Sub-Category

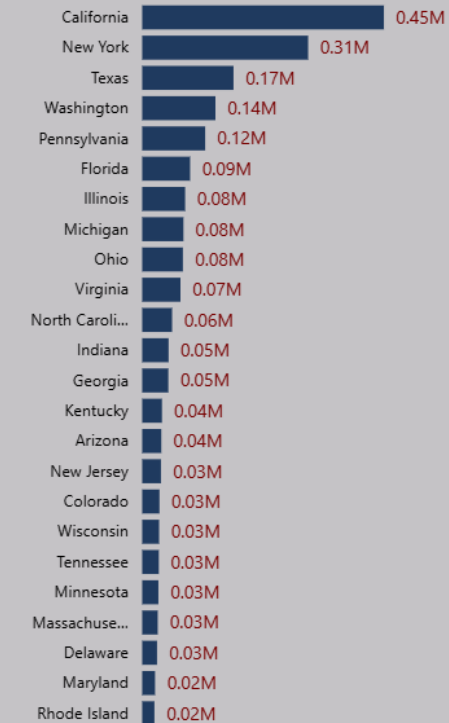
Category ● Technology ● Furniture ● Office Supplies



Top 10 Products

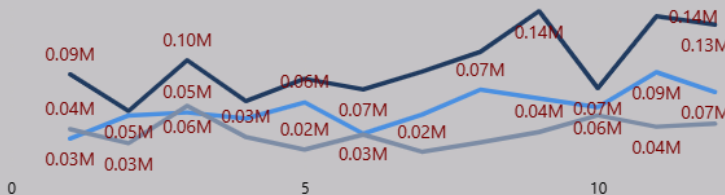


Sales by State



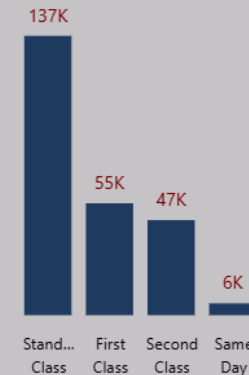
Sales by Customer Segment by Month

Segment ● Consumer ● Corporate ● Home Office



Sub-Category	Sum of Sales
Phones	327,782
Chairs	322,823
Storage	219,343
Tables	202,811
Binders	200,029
Machines	189,239
Accessories	164,187
Copiers	146,248
Bookcases	113,813
Appliances	104,618
Furnishings	89,212
Paper	76,828
Total	2,261,537

Sales by Ship Mode





Any Questions ?

Thank You!