

Superstore Dataset - EDA Report

1. Introduction

This report summarizes the Exploratory Data Analysis (EDA) performed on the Superstore dataset.

2. Data Overview

The dataset contains records of orders including sales, profit, category, region, and other business aspects. No missing values were found.

3. Key Findings

- Technology category has the highest sales and profit margins.
- Furniture category has significant sales but lower profits.
- Higher discounts are associated with lower profits.
- The West region is the most profitable, while the South region struggles with profits.
- High sales values do not necessarily guarantee high profits.

4. Visual Insights

- Correlation heatmap shows negative correlation between discount and profit.
- Pairplots reveal patterns between sales, quantity, discount, and profit.
- Scatterplot indicates many high-sales orders yield losses.
- Boxplots show regional differences in profitability.
- Barplots show Technology's dominance in sales and profit.

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5. Conclusion

The EDA highlights that optimizing discounts and focusing on profitable categories and regions could significantly improve business performance.

Continuous monitoring and analysis are recommended.