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# PROJECT TOPIC : SUPERSTORE DATASET ANALYSIS

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## Problem Statements

- Identify the key factors influencing sales performance in various product categories.
- Analyze customer purchasing patterns and preferences within the SuperStore DataSet.
- Detect anomalies and outliers in the SuperStore DataSet to identify potential areas of improvement in inventory management.
- Explore correlations between different demographic factors(eg : location,income levels)
- Forecast future Sales trends based on historical data from the SuperStore DataSet enabling accurate demand planning inventory optimization, and resource allocation.

# AGENDA:

## I. Introduction

- A. Welcome and Introduction
- B. Brief overview of the Superstore dataset
- C. Purpose and objectives of the analysis

## II. Data Exploration and Understanding

- A. Overview of the dataset's structure and attributes
- B. Exploratory data analysis (EDA)
  - 1. Statistical summary and descriptive analysis
  - 2. Data visualization techniques
  - 3. Identifying data patterns and distributions

## III. Customer Segmentation Analysis

- A. Definition of customer segments
- B. Customer segmentation methodology
- C. Key findings and insights on customer segments
  - 1. Demographic characteristics
  - 2. Purchase behavior and patterns
  - 3. Revenue contribution by segments

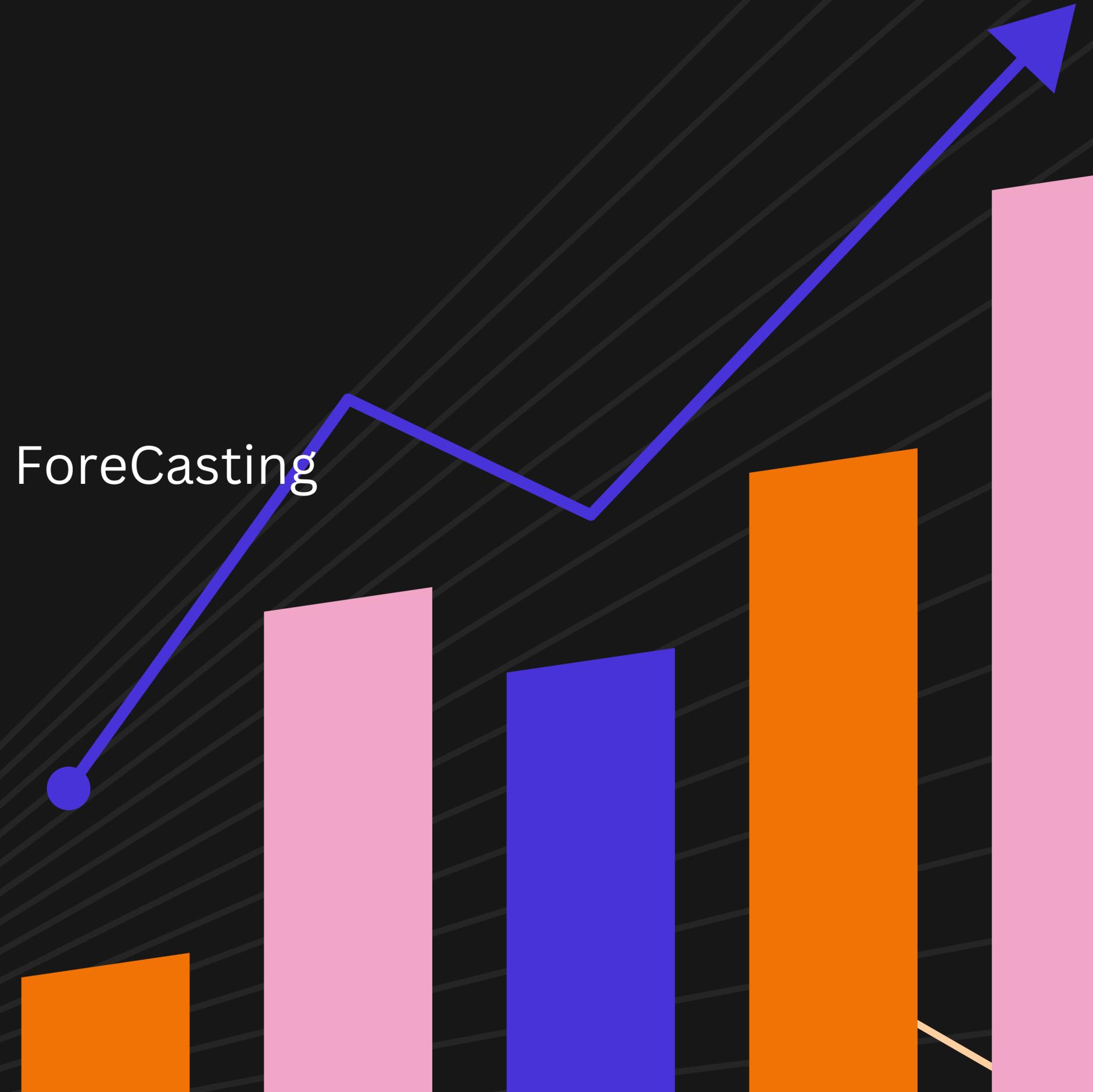
## IV. Product Performance Analysis

- A. Identification of top-performing products
- B. Analysis of product categories and subcategories
  - 1. Sales performance
  - 2. Profitability analysis
- C. Product recommendations for improving sales and profitability

## V. Geographical Analysis

- A. Regional sales performance overview
- B. Identifying high-performing regions
- C. Opportunities for expansion and growth

Accurate ForeCasting



# PROJECT OVERVIEW: SUPERSTORE DATASET ANALYSIS

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- Sales Performance Analysis
- Customer Analysis
- Supply Chain And Inventory Analysis
- Marketing And Sales Strategy Recommendations
- Forecastive And Predictive Analysis



# WHO ARE THE END USERS OF PROJECT?

- SuperStore Management
- Sales And Marketing Teams
- Supply Chain And Operations  
TeamsBusiness Analysis
- Executive And Decision Makers
- DataScientists And Analysts



# SOLUTION AND ITS VALUE PROPOSITION

## Solutions:

- Exploratory Data Analysis(EDA)
- Sales Performance Analysis
- Customer Segmentation
- Supply Chain Optimization
- Predictive Analytics

## Propositions:

- Data Driven-Decision Making
- Enhanced Sales Performance
- Improved Customer Satisfaction.
- Streamlined Supply Chain Operations
- Accurate Forecasting

# HOW DID YOU CUSTOMIZE THE PROJECT AND MAKE IT YOUR OWN

Define Specific Objectives

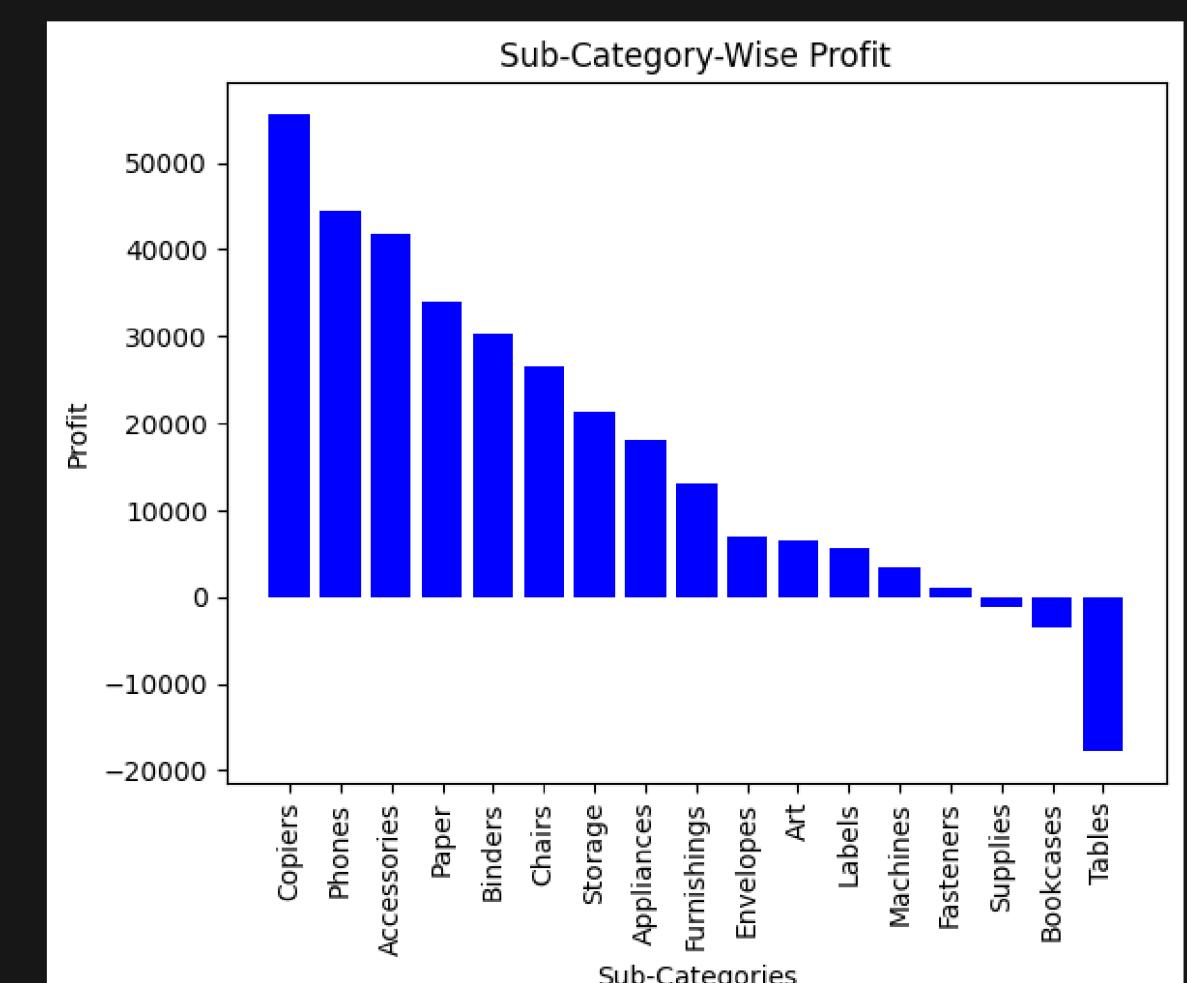
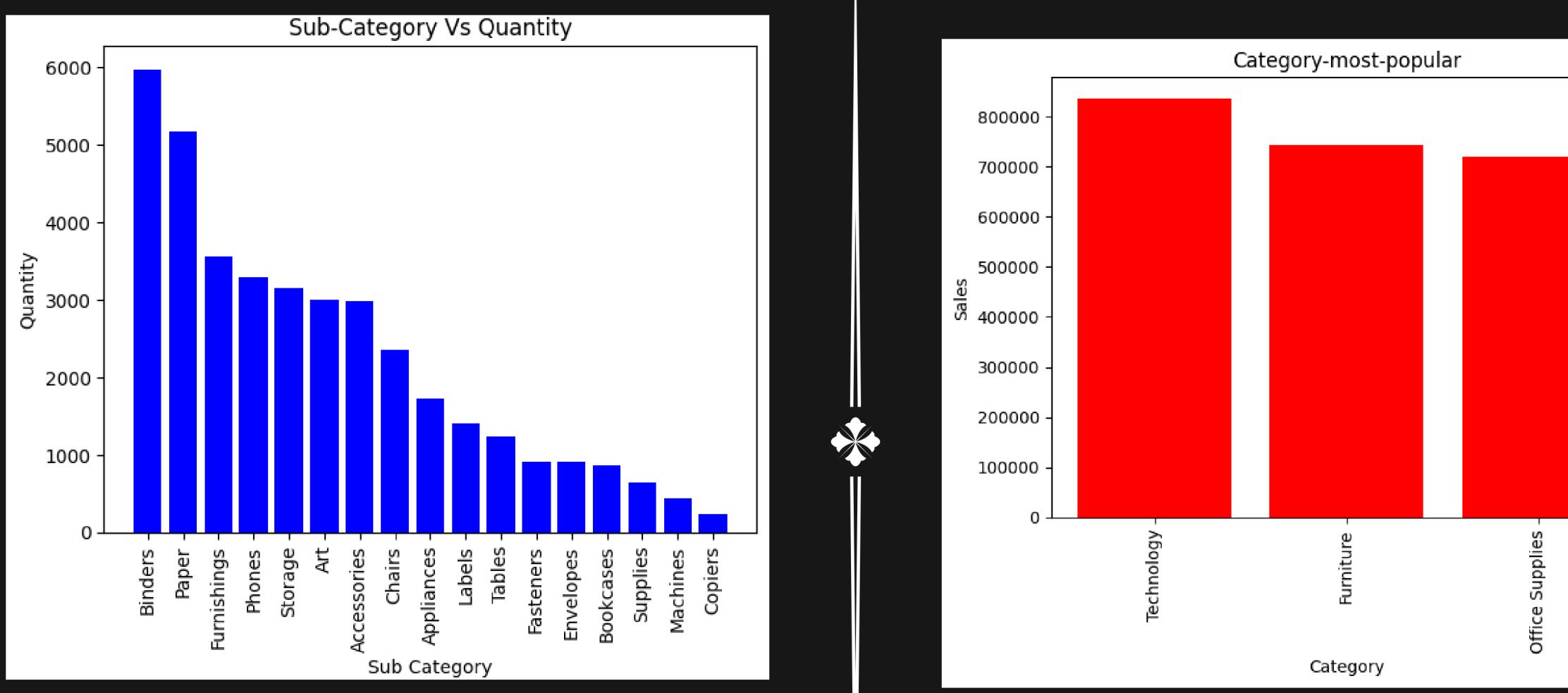
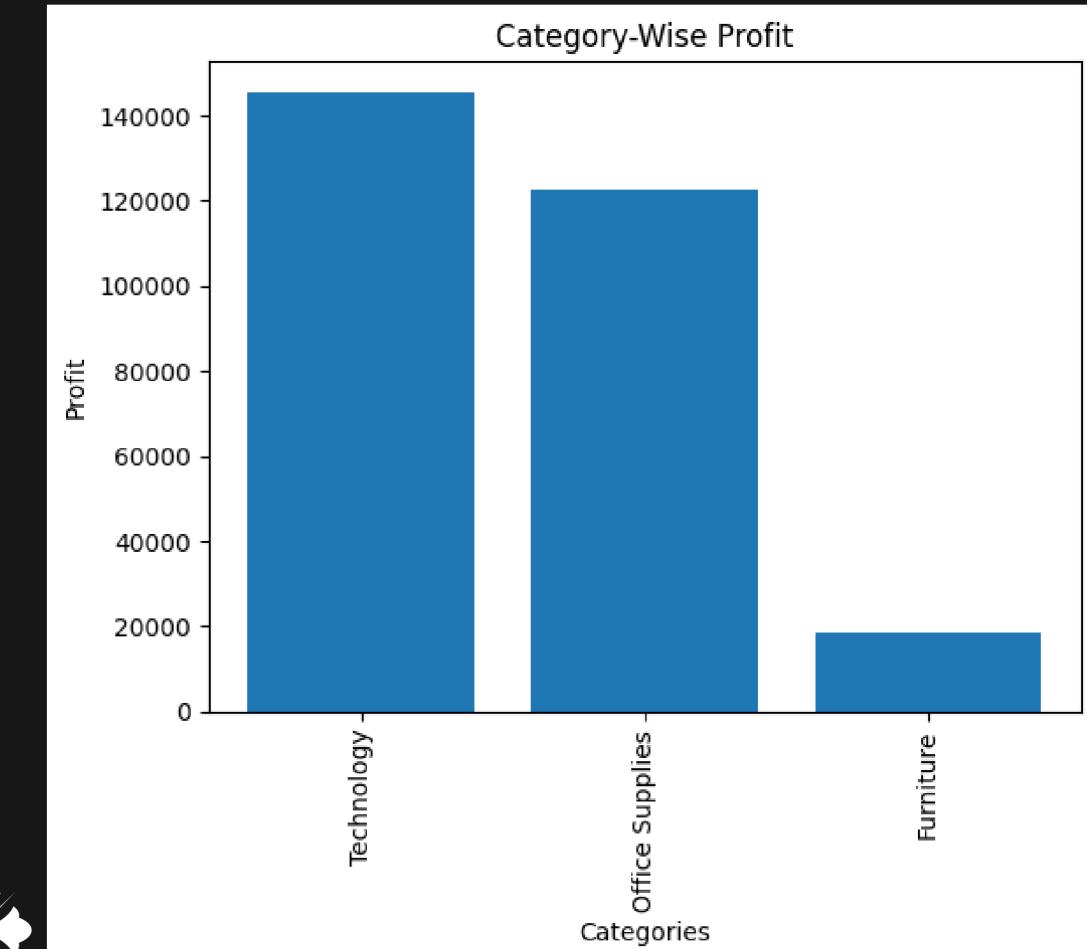
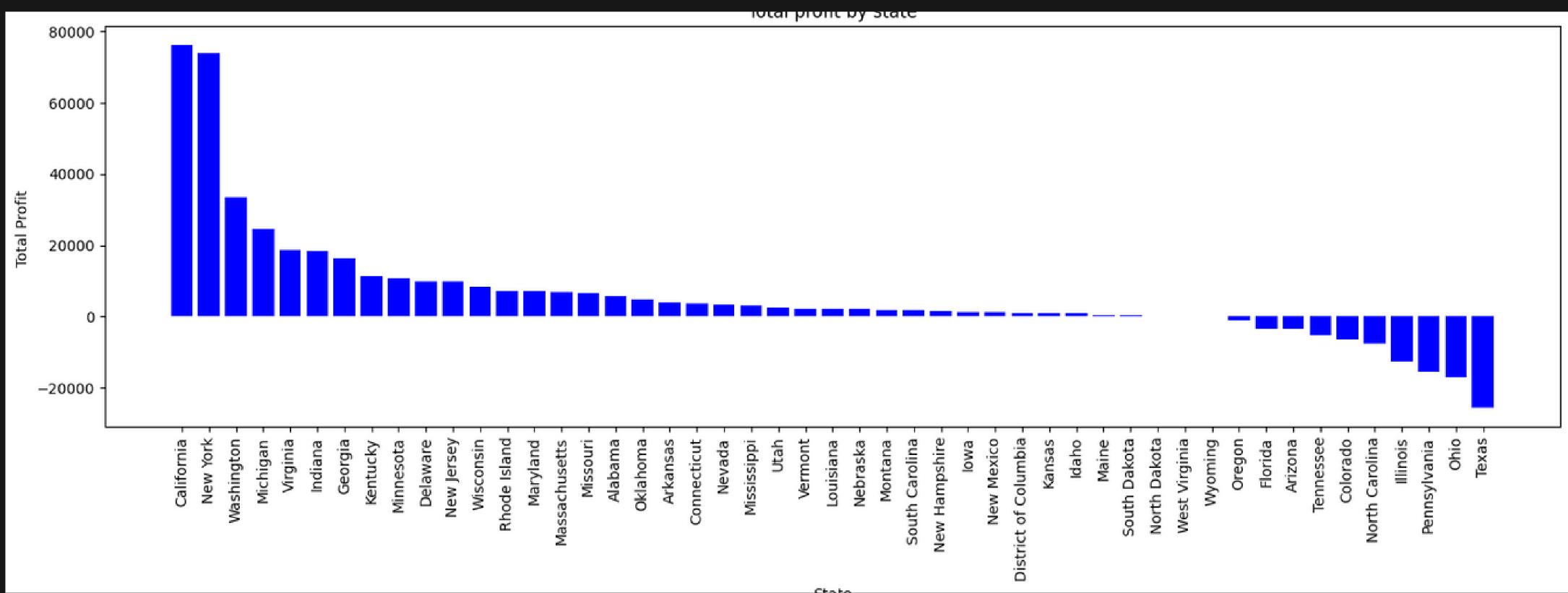
Select Relevant Analysis Techniques

Tailor the Analysis to SuperStore Domain

Incorporate Additional Data Source



# MODELLING:



# RESULTS:

Insights into Sales performance: The analysis will provide insights into sales trends, patterns, and factors influencing sales performance across different product categories. You may discover which products are top-selling, the impact of promotions or discounts on sales, and identify any seasonality or trends that affect sales.

Customer Segmentation and Preferences: Through customer analysis, you can identify different customer segments based on demographics, purchasing behaviour, and preferences. This will help you understand your target audience, personalize marketing strategies, and tailor promotions or product

Supply Chain and Inventory Optimization Recommendations: The analysis can uncover inefficiencies in the supply chain, identify potential bottlenecks, and recommend strategies for optimizing inventory management, reducing costs, and improving resource allocation. This may involve suggestions for improving logistics, streamlining operations, or implementing better inventory control practices.



# LINKS:

*<https://github.com/shashankthipparthiedu/data-analysis-superstore.git>*our text

Type your text

*[https://drive.google.com/drive/folders/1er0R9iHNh3cxy2FsRQ0caqogagpnFVPn?usp=drive\\_link](https://drive.google.com/drive/folders/1er0R9iHNh3cxy2FsRQ0caqogagpnFVPn?usp=drive_link)*

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*Thank  
You*