

## **Store-Sales-**

### **Superstore data analysis**

#### **Project Idea**

Superstore is a data analysis and business intelligence project that aims to explore and visualize sales and profit performance across various product categories, regions, and customer segments. The project focuses on creating interactive dashboards that provide valuable insights to support strategic decision-making.

It includes:

- Cleaning and organizing large sales datasets to ensure accuracy and consistency
- Building dynamic dashboards using Power BI to track key performance indicators (KPIs)
- Analyzing customer purchasing behavior, sales trends, and profitability by region and category
- Presenting visual insights that highlight business opportunities and areas for improvement

This project transforms raw data into clear visual stories that help businesses understand their performance, optimize operations, and make data-driven decisions.

#### **Team members (The Insight Seekers)**

- Nada Elsayed (Team Leader)
- Rana Mohammed
- Mariem Ehab
- Esraa Saeed
- Maha Ali
- Tabark Mahmoud

#### **# Work Plan**

##### **1. Research & Data Collection:**

- Define project objectives and KPIs

- Gather Superstore dataset (sales, customers, categories, regions)
- Analyze data structure and identify missing or inconsistent values
- Create initial data summary and insights report

## 2. Data Cleaning & Preparation:

- Handle missing values and outliers
- Normalize and categorize data fields
- Prepare data model for visualization

## 3. Dashboard Design & Visualization:

- Design charts and visuals (bar chart, map, pie chart, trend line)
- Build dashboards using Power BI

## 4. Insights & Reporting:

- Identify top-selling and low-performing products
- Analyze regional trends
- Provide recommendations to improve business performance
- Summarize insights in a clear narrative format

## 5. Review & Optimization:

- Review dashboards layout and data accuracy
- Optimize visuals for clarity and readability
- Test interactivity and performance

## 6. Final Presentation:

- Prepare a report or presentation deck

- Export dashboards visuals (PDF / PNG)
- Create a Behance-style or GitHub project showcase
- Present final insights and conclusion

## **Roles & Responsibilities**

### 1. Data Collection & Cleaning:

Prepare the dataset, handle missing values, remove duplicates, and ensure data quality.

Responsible: [Mariem Ehab – Rana Mohammed]

### 2. Exploratory Data Analysis (EDA):

Generate summary statistics, identify patterns, and visualize relationships between variables.

Responsible: [Maha Ali – Essra Saeed]

### 3. Data Visualization & Dashboard:

Build dashboards/charts (using tools like Power BI, Tableau, or Python libraries) to present insights clearly.

Responsible: [Nada Elsayed – Tabark Mahmoud]

### 4. Advanced Analysis:

Identify key factors affecting sales & profit (e.g., regional analysis, product categories, customer segments).

Responsible: [All Team]

### 5. Presentation:

Prepare final presentation slides to showcase the project outcomes.

Responsible: [All Team]

## **Instructor**

Eng. Kareem Bakli

## **Project Files**

You can find the full project files here:

<https://drive.google.com/drive/folders/1T40QkFoHIqE0xsNg9EYn0msxQ2-dL-6n?usp=sharing>

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The Insight Seekers Team – StoreSales Project (2025)

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