**📝 Week 1 Summary Report – Insights from Pivot Tables**

**1.Objective:**  
Analyze cleaned Superstore sales data to identify trends and business insights.

**2. Data Cleaning Steps:**

* Removed duplicates
* Formatted "Order Date" column
* Added "Month", "Year", and "Quarter" columns
* Checked for and handled missing values
* Standardized text formatting (e.g., categories)

**3. Pivot Table Insights:**

🔹 **Total Sales by Month**

📈 Example: “Sales peaked in **Dec-2016** and **Nov-2015** — likely due to seasonal spikes or holiday sales.”

🔹 **Sales by Category and Region**

📊 Example: “Technology performed best in the **West** region, while Furniture sales were weak in the **South**.”

🔹 **Profit vs Sales (Scatter Chart)**

💡 Example: “High sales don’t always mean high profit — some high-discount orders show low profit margins.”

**4. Key Findings:**

* **Top Region:** West
* **Top Category:** Technology
* **Most Profitable Sub-Category:** Copiers
* **Loss-making Products:** Tables (often showed negative profit)

**5. Recommendations (Optional):**

* Focus on expanding profitable sub-categories like Copiers
* Reevaluate pricing/discount strategy for low-profit items
* Investigate causes of poor performance in the South region