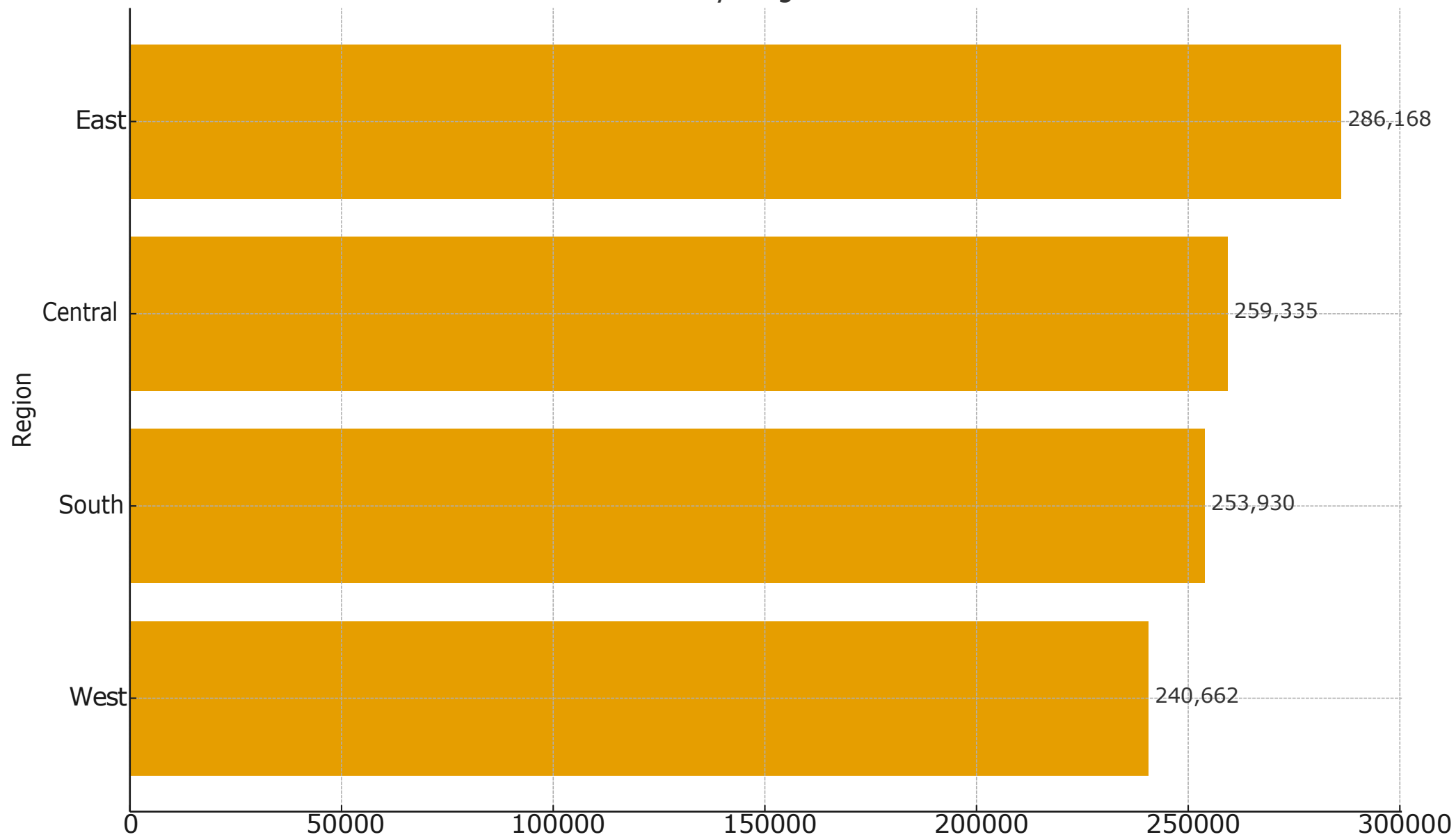# TASK ~~2~~ Data Visualization & Storytelling

Data Analyst Internship Submission

Dataset: Synthetic Superstore-style sales dataset

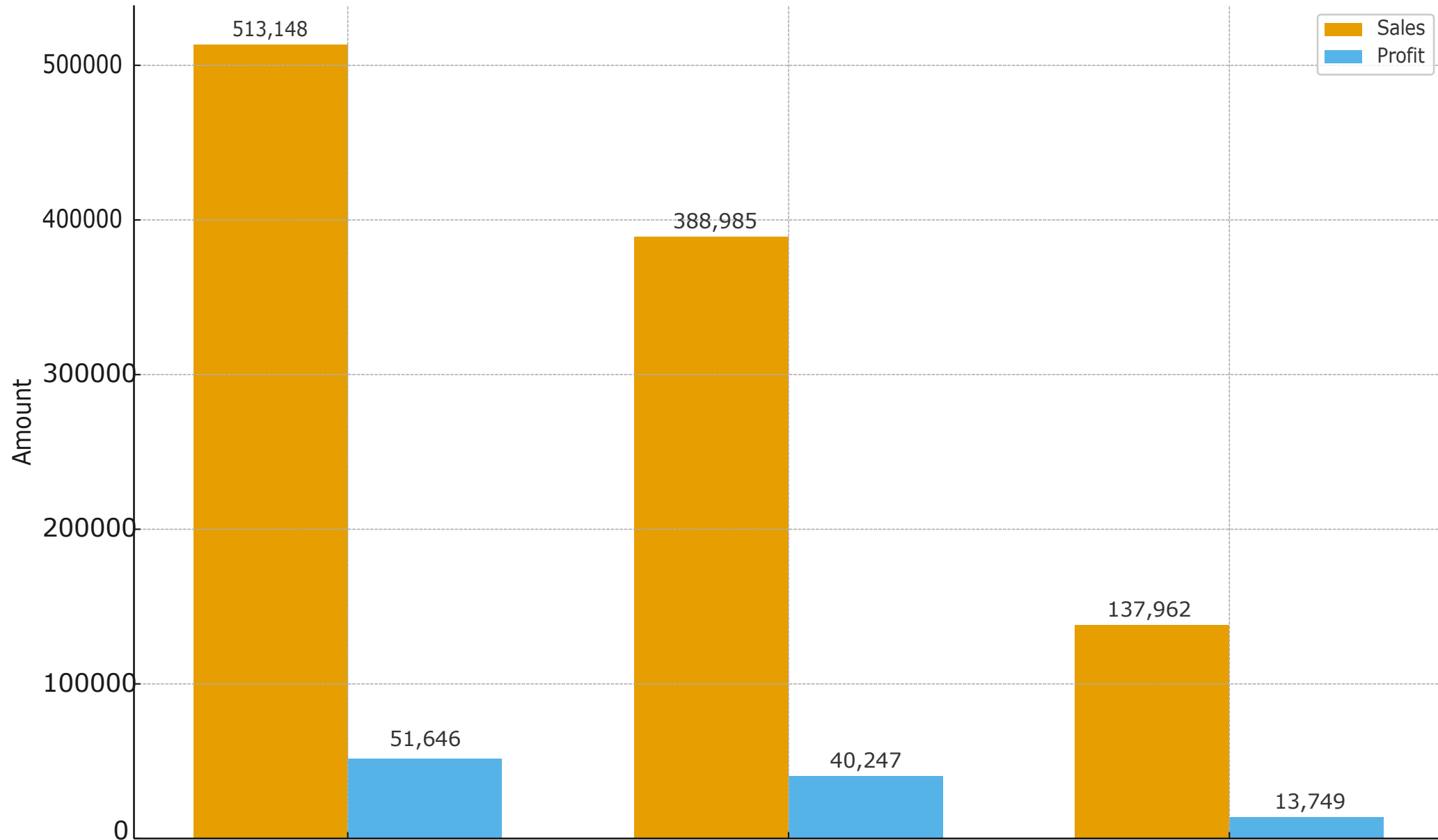Prepared by: VNSS SUSHMA NEDUNURI

Date: September 23, 2025

Total Sales by Region - Overview

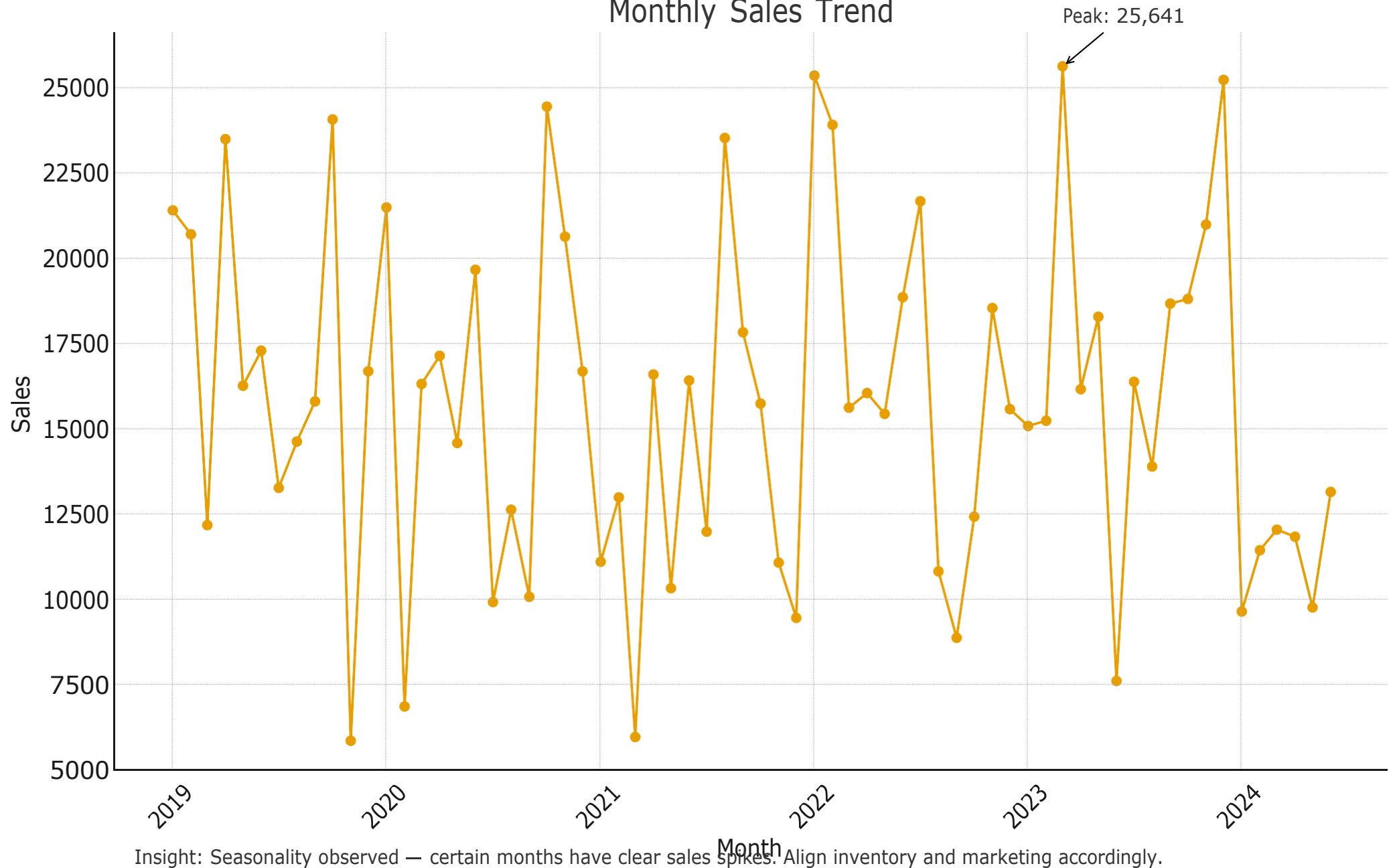| Region	Sales
East	286,168
Central	259,335
South	253,930
West	240,662

Sales (in currency units)

Insight: East and West account for the majority of sales. Consider focusing promotions in lower-performing regions.
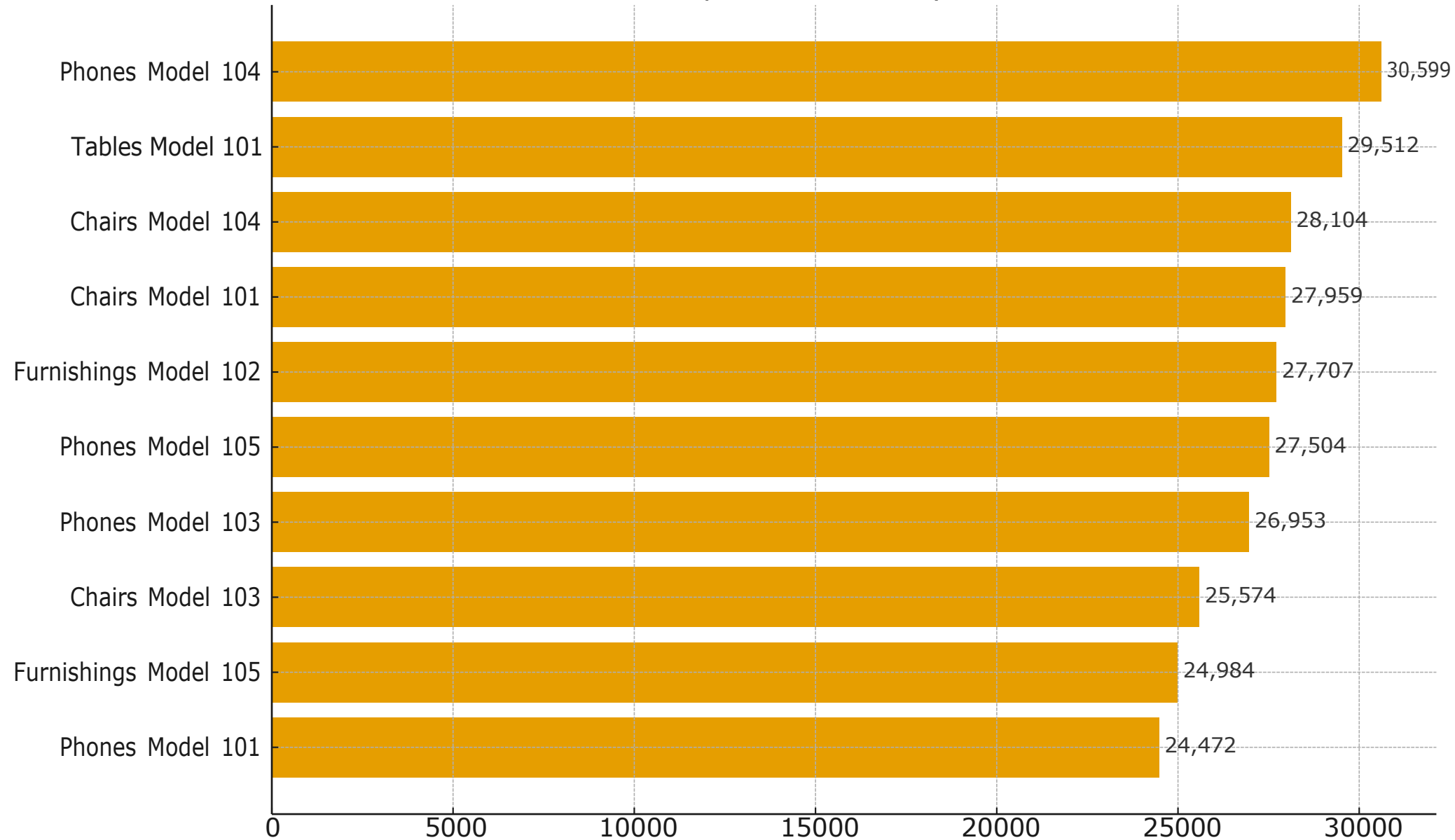
Sales and Profit by Category

Insight: Technology shows high sales but margin differences suggest reviewing pricing or promotions across categories.
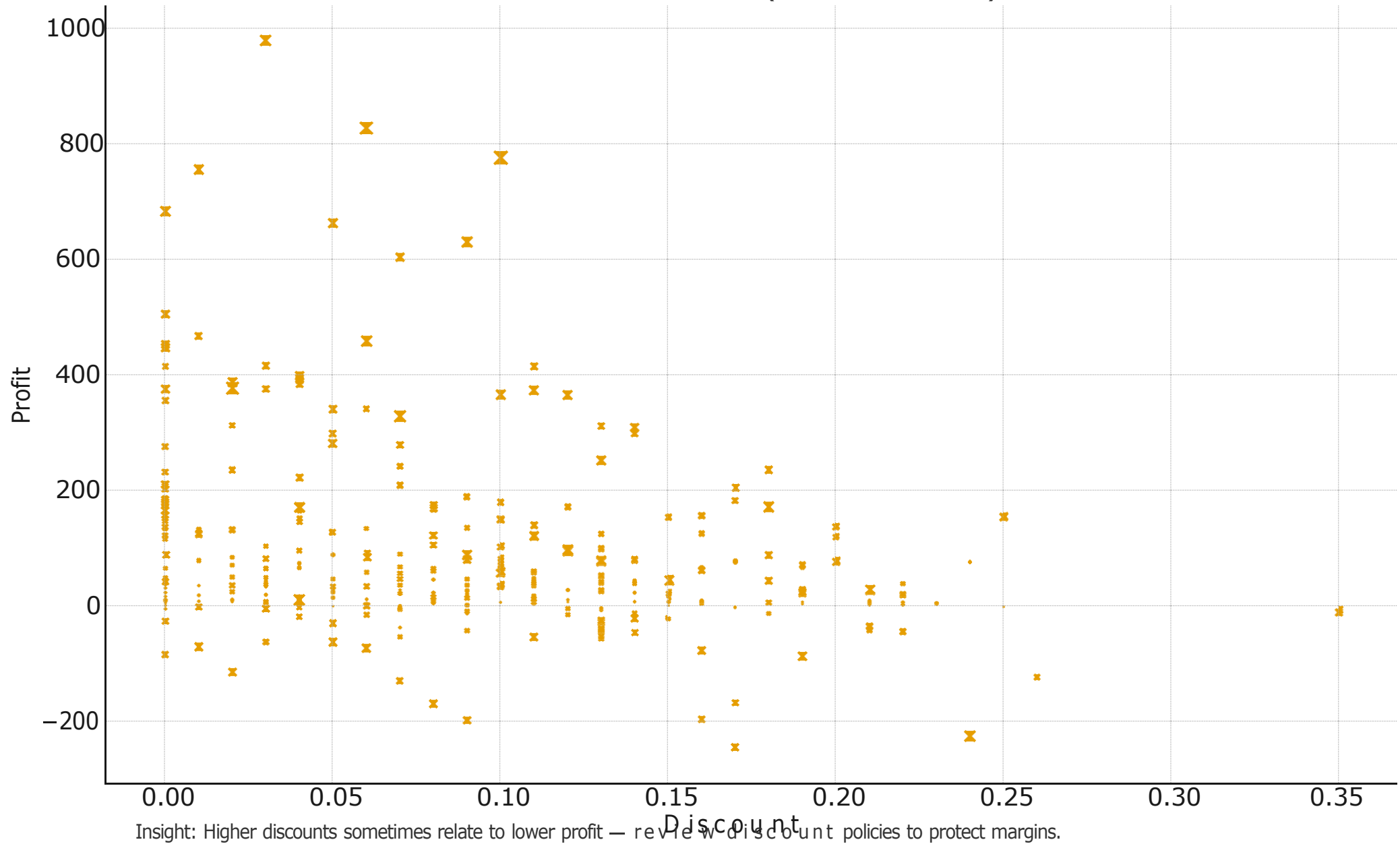
Monthly Sales Trend

Peak: 25,641

Sales

Month

Insight: Seasonality observed — certain months have clear sales spikes. Align inventory and marketing accordingly.

Top 10 Products by Sales

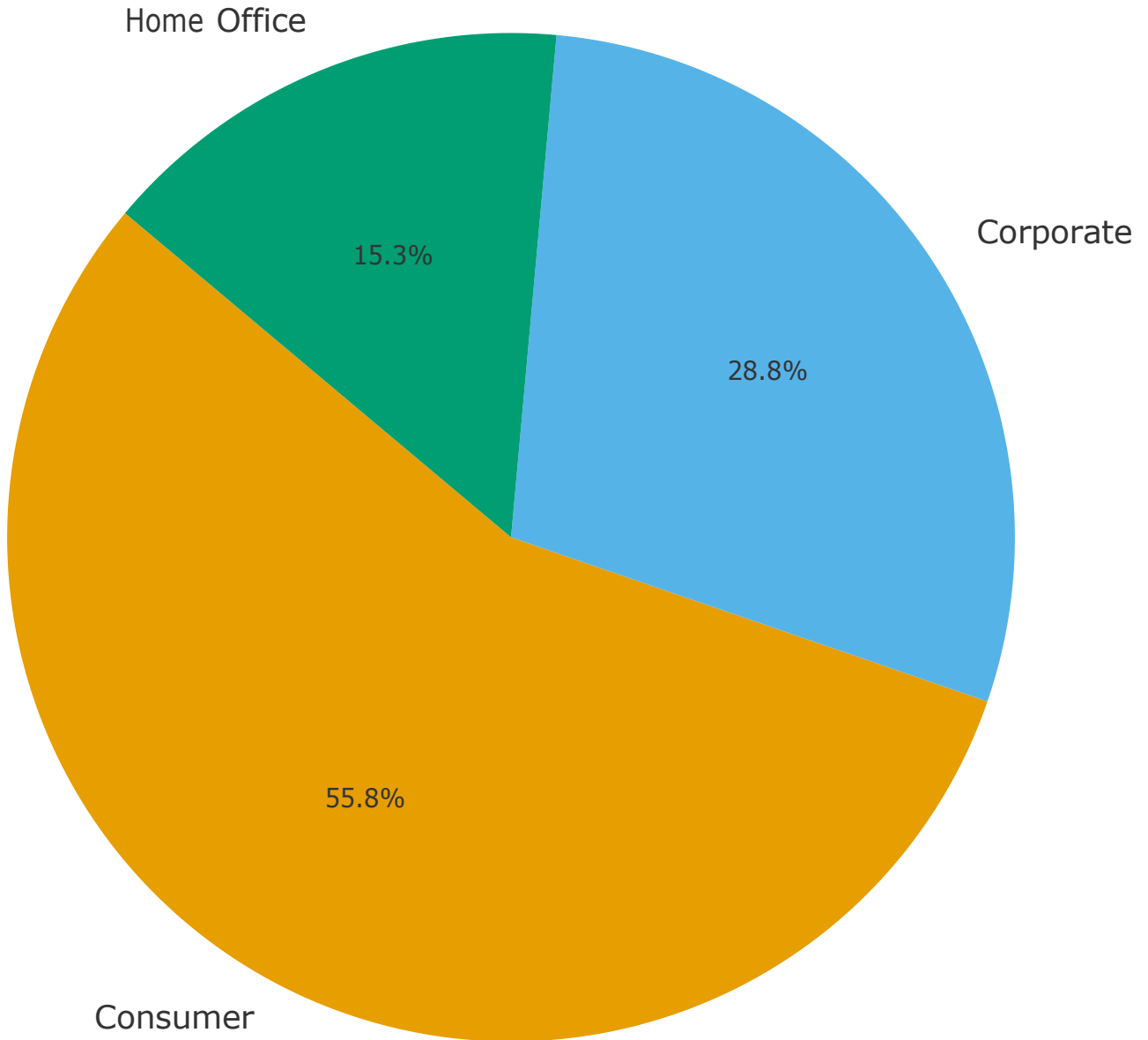| Product	Sales
Phones Model 104	30,599
Tables Model 101	29,512
Chairs Model 104	28,104
Chairs Model 101	27,959
Furnishings Model 102	27,707
Phones Model 105	27,504
Phones Model 103	26,953
Chairs Model 103	25,574
Furnishings Model 105	24,984
Phones Model 101	24,472

Sales

Insight: A small set of products generates a significant portion of revenue — prioritize them for stocking and cross-sell.

Profit vs Discount (bubble ~ Sales)

Insight: Higher discounts sometimes relate to lower profit — review discount policies to protect margins.

Sales Contribution by Customer Segment

Insight: Consumers contribute the largest share — tailor retention and loyalty programs for this group.

Dataset
- A **Superstore-style synthetic dataset** was generated for this submission.
- Contains details such as:
  - Order ID, Date, Region, Category, Sub-Category
  - Product, Quantity, Price, Sales, Discount, Profit
  - Customer Segment and Customer Name

Tools Used
- **Python** with libraries:
  - `pandas` (data manipulation)
  - `matplotlib` (visualization)
- In practice, tools like **Tableau or Power BI** can also be used for interactive dashboards.