**Project Title: Superstore Performance Analysis**

**Project Goal:**

The goal of the "Superstore Performance Analysis" project is to conduct a comprehensive analysis of retail performance using the Superstore dataset and to derive meaningful insights into the company's financial and operational performance.

The primary tool used for the analysis was Microsoft Power BI, which enabled the connection to the dataset, data transformations and the creation of a meaningful and insightful report.

**The project steps included:**

1. **Data Acquisition:** The initial step involved downloading the Superstore dataset from [www.kaggle.com](http://www.kaggle.com/), ensuring a reliable and relevant data source for the analysis.
2. **Data Connection**: A connection was established to the data file within Microsoft Power BI, enabling an access and integration of the dataset.
3. **Exploratory Data Analysis**: Applied Exploratory Data Analysis techniques in the Query Editor to gain insights into the data quality, structure and distributions.
4. **Data Cleaning:** Due to the high quality of the dataset, no significant data cleaning was necessary.
5. **Data Modeling**: A well-structured data model was designed by creating essential dimension tables, such as Calendar, Locations, Products and Customers. Additionally, a fact table named "Sales" was created to serve as the central point for the analysis.
6. **Relationships Establishment**: In the Data Model, meaningful relationships were established between the dimension tables and the Sales fact table. This allowed the creation of a cohesive and interactive analytical environment.
7. **Comprehensive Analysis**: Utilized calculated columns and Data Analysis Expressions (DAX) measures to generate new data insights and enhance analysis capabilities.
8. **Detailed Report:** The project resulted in the creation of a multi-tab report featuring "Executive Summary", "Locations", "Products" and "Customers" tabs.Each tab offers a targeted viewpoint into the Superstore's performance, presenting valuable insights and practical information.

**Key findings from the data analysis are as follows:**

1. Over the four-year period from 2014 to 2017, the company demonstrated consistent growth with increases in revenue, profit and the total number of orders.
2. The months of November, December, September, March and October stand out as the most profitable periods within the year. Conversely, profitability levels in January and February are the lowest.
3. The "Technology" category emerged as the most profitable segment, underlining its robust contribution to the company's financial performance. In contrast, the "Furniture" category exhibited lower profitability levels.
4. The "Office Supplies" category stands out as a prime choice for customers, consistently attracting the highest number of orders (52-53% of all orders).
5. The West and East regions proved to be the most financially rewarding for the company, with California and New York emerging as the most profitable states among them, while the South region exhibited comparatively lower profitability.
6. The "Standard Class" shipping mode captured the majority of preferences, accounting for approximately 60% of total shipments.
7. Within Sub-Categories: Copiers, Accessories, and Phones proved to be the most lucrative, with the "Canon imageClass 2200 Advanced Copier" identified as the best-selling product.

Sub-Categories such as Tables, Machines, Supplies and Bookcases consistently showed negative profitability trends. Particularly noteworthy within the "Tables" category are the “Chromcraft Bull-NoseWood Oval Conference Tables & Bases” as well as "Bush Advantage Collection Racetrack Conference Table", both contributing to significant losses. Further investigation is necessary to gain a deeper understanding of this trend.

1. The company observed a consistent rise in the number of customers starting from 2015, indicating positive customer acquisition over time. A substantial 52% of customers fall within the "Consumer" category, outlining a significant segment of the customer base.

These refined insights provide a comprehensive picture of the company's performance, highlighting areas of strength, identifying challenges and suggesting potential avenues for strategic optimization.