SKILLS

Data Analysis

Extracting insights from complex datasets for informed decisions

SQL

Database management, queries, and optimization skills

Data engineering

Transforming raw data into valuable, actionable information.

Data visualization

Conveying insights through compelling, informative graphical representations
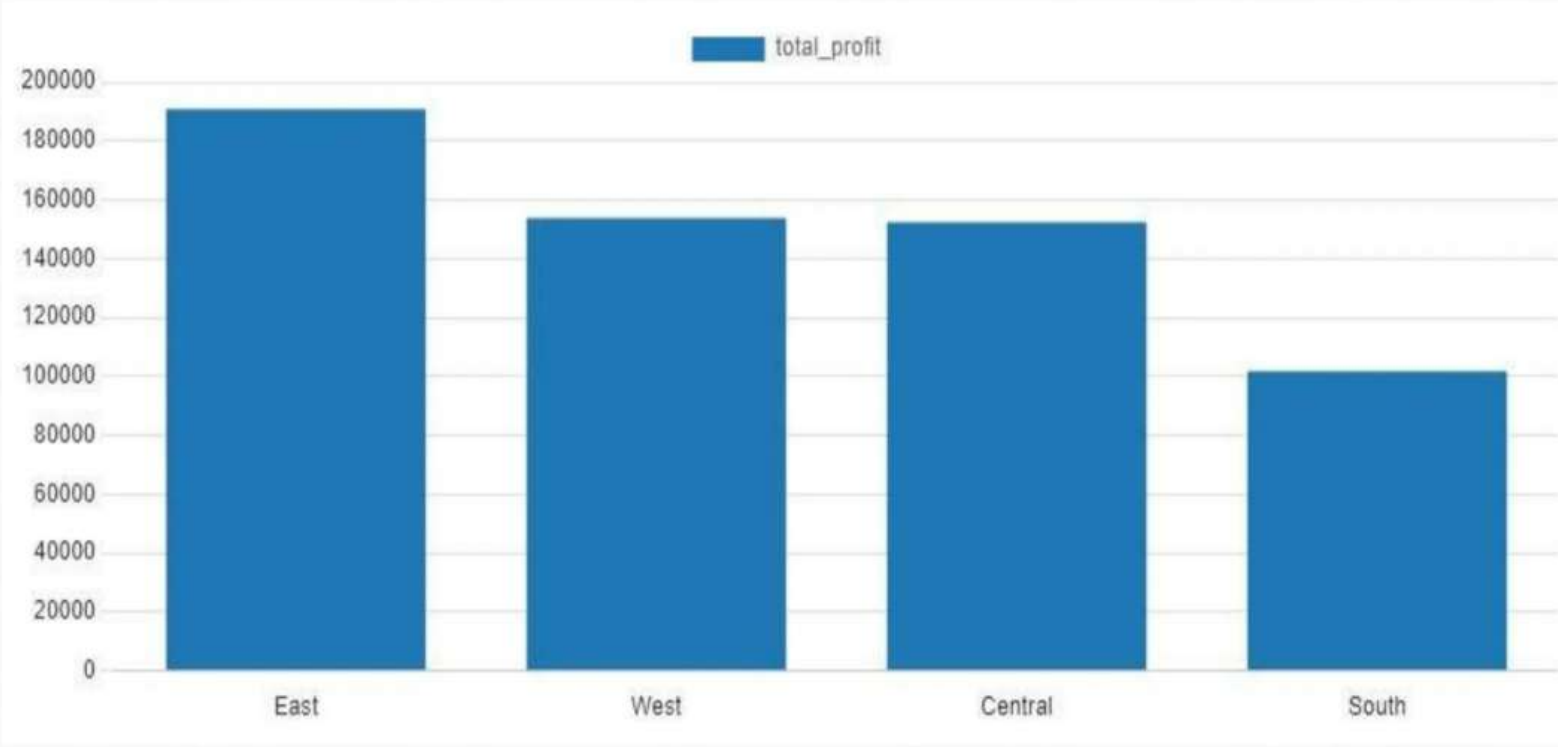
SUPERSTORE DATA

DATASET

In today's rapidly evolving business landscape, a Superstore Giant recognizes the critical importance of data analysis in gaining a competitive edge. They seek your expertise to navigate the intricate maze of market dynamics. Your role involves not only deciphering which products resonate most with customers but also identifying lucrative regions, optimizing product categories, and honing in on the most profitable customer segments.

Through meticulous data analysis, you'll unearth valuable insights, transforming raw data into actionable information. Your findings will drive strategic decisions, enabling the Superstore Giant to fine-tune their approach, minimize risks, and maximize profitability. Your mastery of data analysis will be the compass guiding this retail giant toward sustainable success in a dynamic market.

Total Profit By Region

```sql
SELECT
        SUM (profit)AS total_profit,region
FROM
        sales_data
GROUP BY
        region
ORDER BY
        total_profit DESC;
```
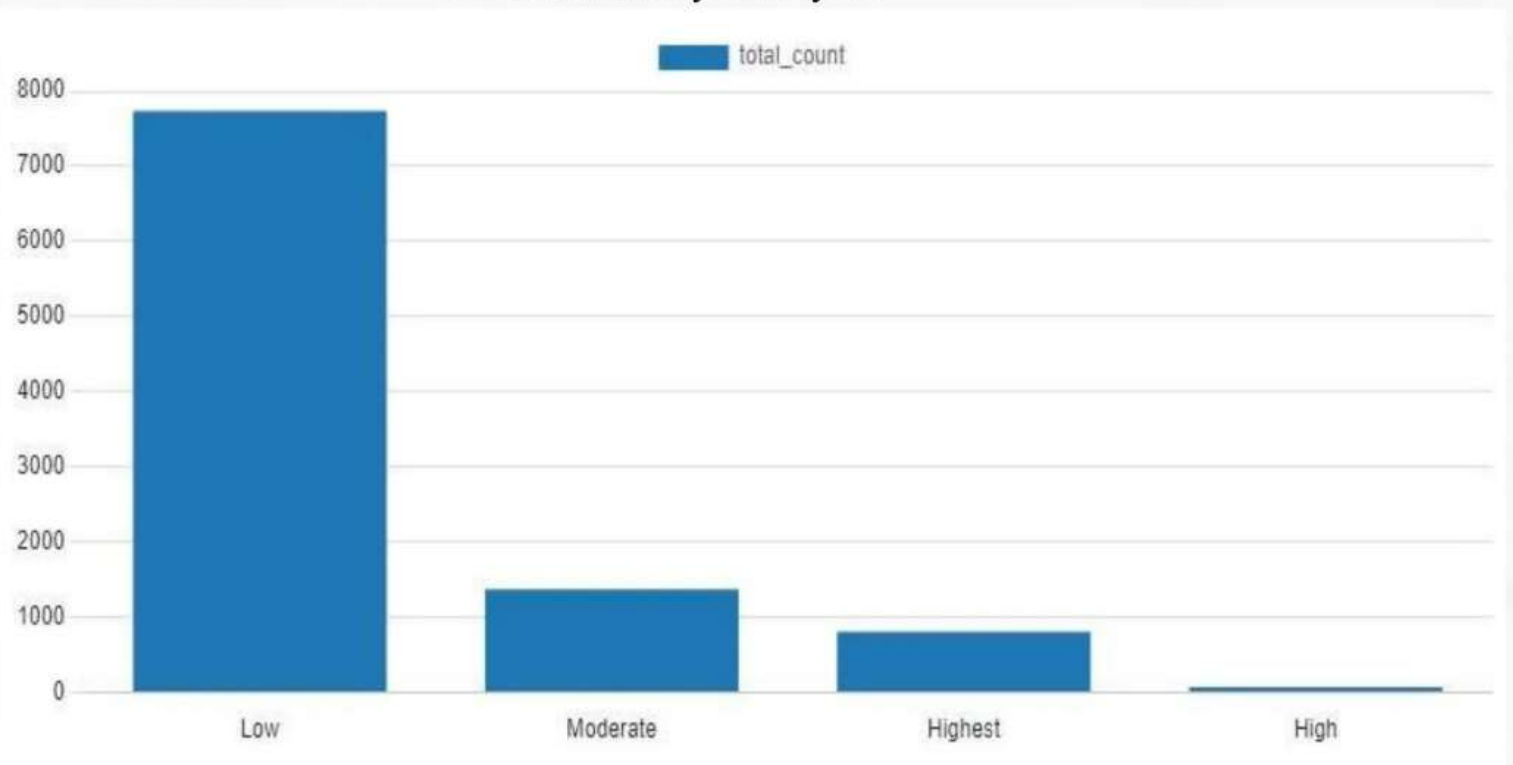
Total Profit By Rigion

Total Profit By Analysis

```sql
SELECT COUNT (*) as total_Count,
CASE
    WHEN profit>=0 and profit <50 THEN 'Low'
    WHEN profit>=80 AND profit <600 THEN 'Moderate'
    WHEN profit>=600 AND profit <1000 THEN 'High'
    ELSE 'Highest'
    END AS Profit_range_analysis

From sales_data
GROUP By Profit_range_analysis
ORDER By total_Count DESC
```
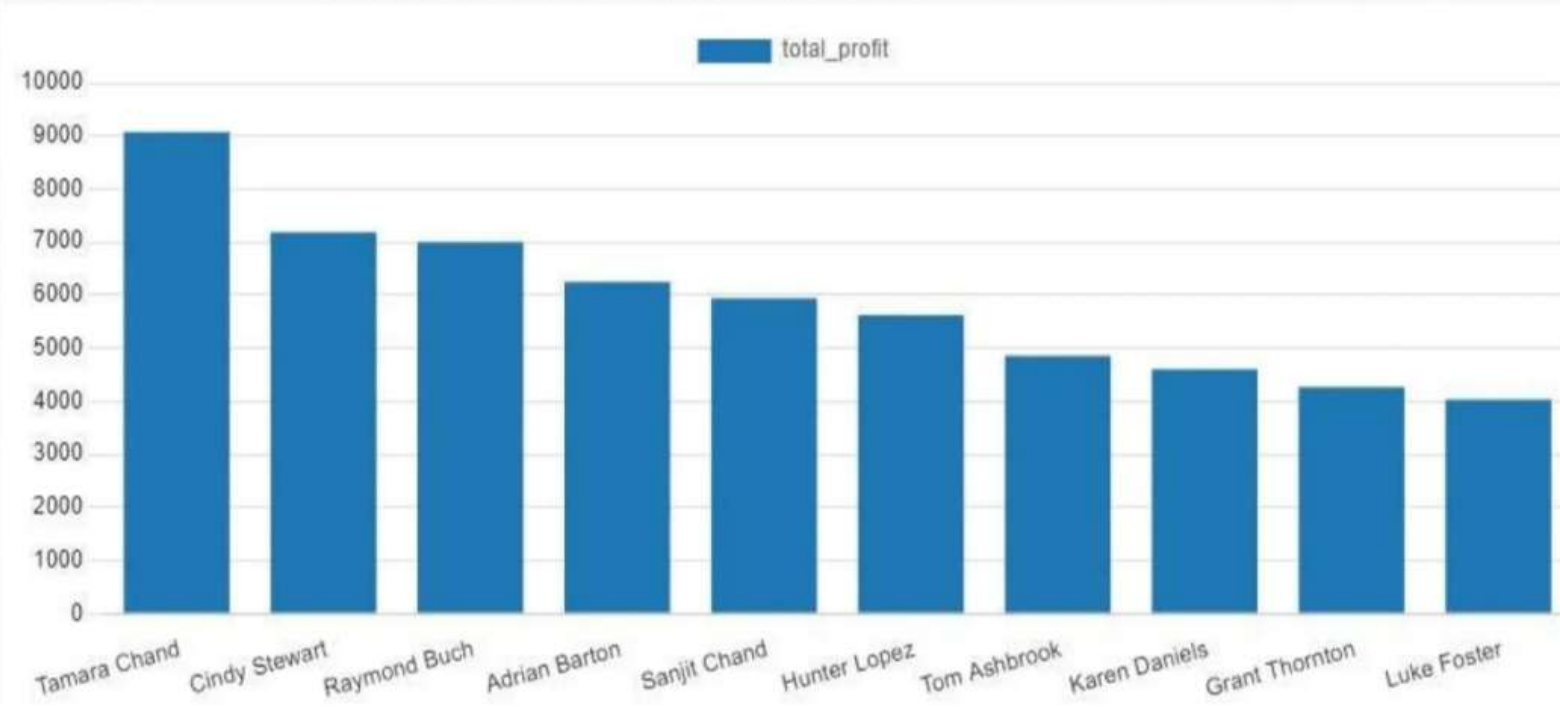
Total Profit By Analysis

Total Profit By Top 10 Customer

```sql
SELECT
        SUM (profit)AS total_profit,customer_name
FROM
        sales_data
GROUP BY
        customer_name
ORDER BY
        total_profit DESC
LIMIT
        10;
```
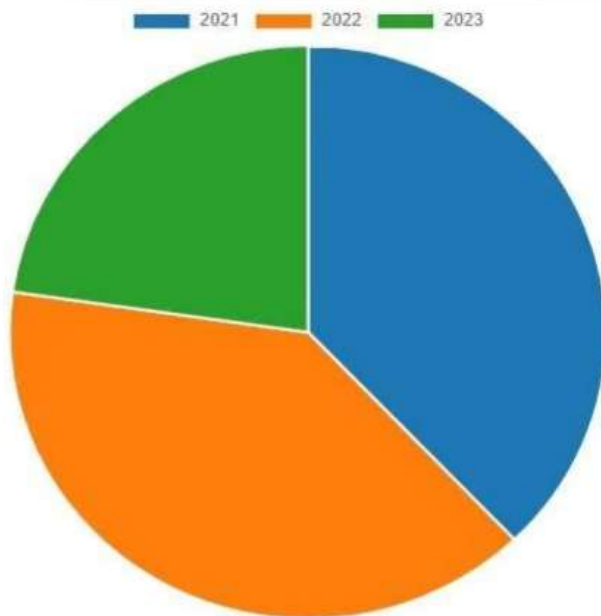
Total Profit By Top 10 Customer

Total Profit By Top 10 Customer

■ total_profit

Customer	total_profit (approx)
Tamara Chand	~9000
Cindy Stewart	~7200
Raymond Buch	~7000
Adrian Barton	~6200
Sanjit Chand	~5900
Hunter Lopez	~5600
Tom Ashbrook	~4800
Karen Daniels	~4600
Grant Thornton	~4250
Luke Foster	~4000

Total Profit By Year

```sql
SELECT extract ('year'FROM order_date) as order_year,sum(sales)
from sales_data
group by order_year
order by order_year
```
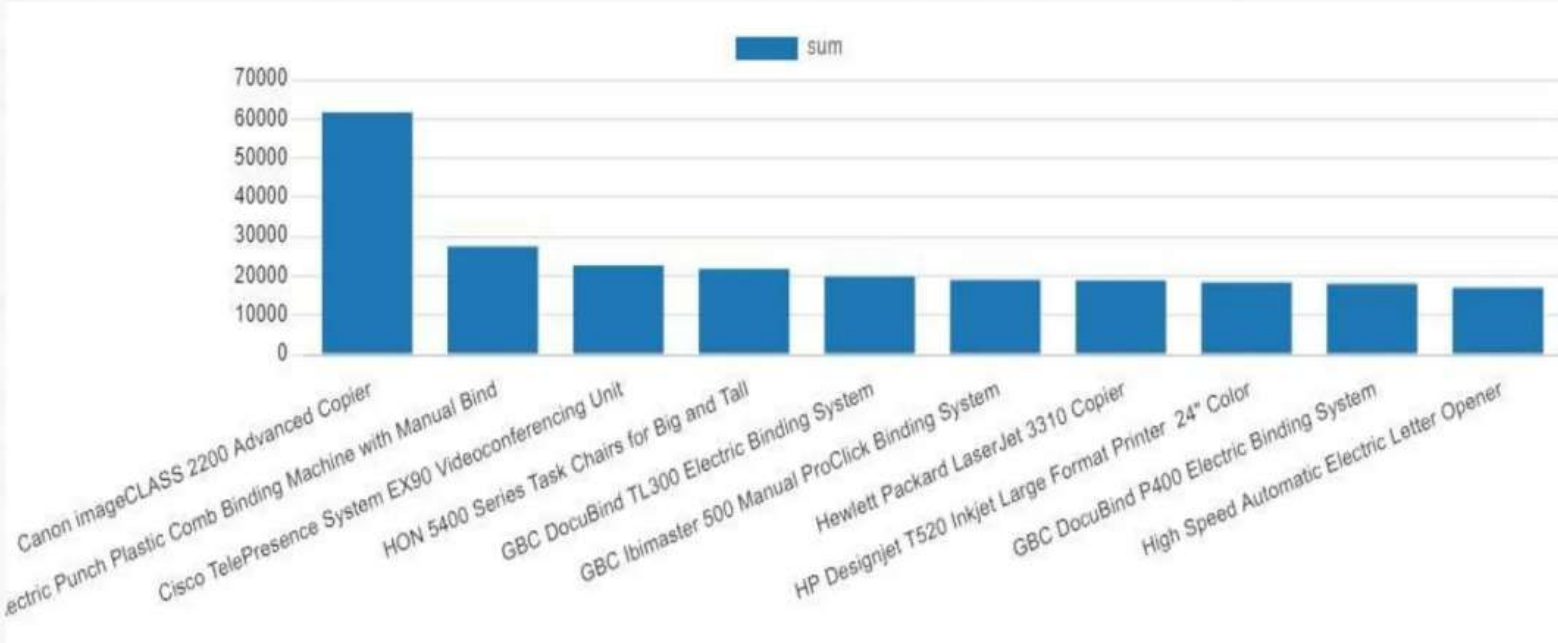
Total Profit By Year

Total Profit By Top 10 Product

```sql
select product_name,sum(sales)
    from sales_data
        group by product_name
        order by sum desc
        limit 10
```
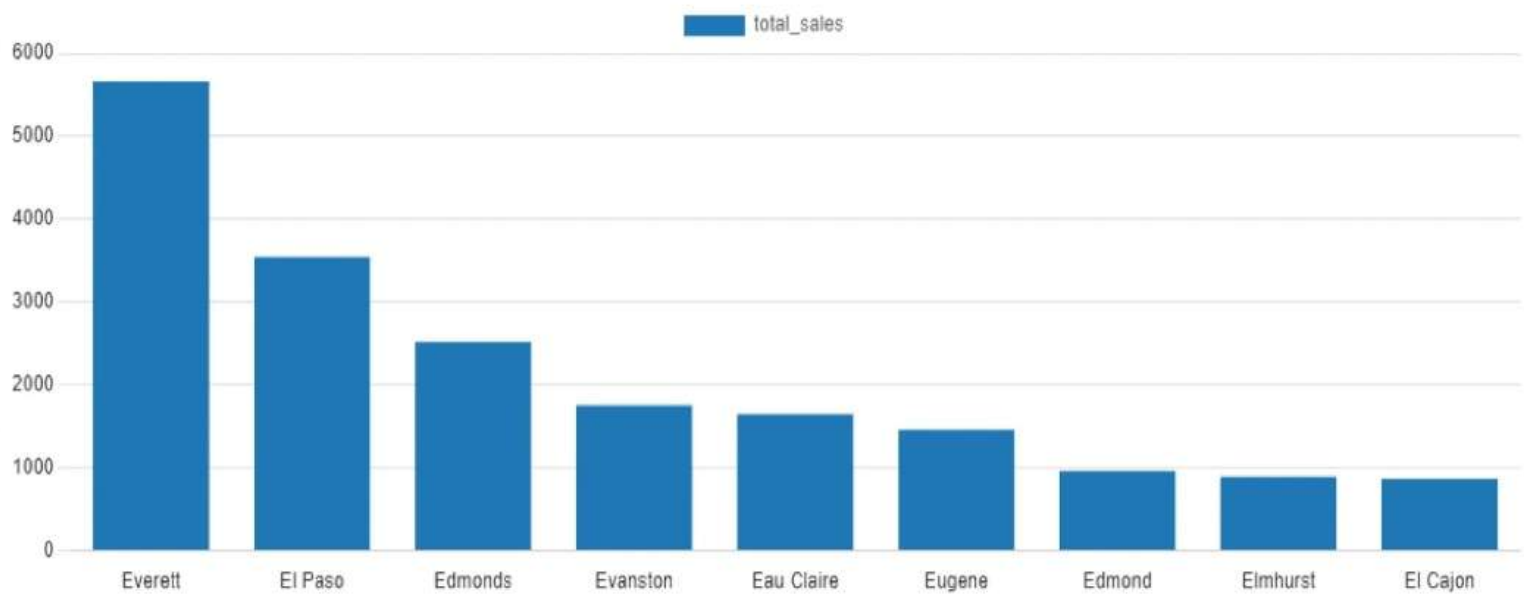
Total Profit By Top 10 Product

Total Profit Analsis of Citis Ending With Letter 'E'

```sql
SELECT
        ROUND (sum (sales), 2) AS total_sales,city
FROM
        sales_data
WHERE
        city LIKE 'E%'
GROUP BY
        city
hAVING
        ROUND (sum (sales), 2) > 800
ORDER BY
        total_sales DESC
```

Total Profit Analsis of Citis Ending With Letter 'E'

Total Profit By Segment

```sql
select avg(discount), segment
    from sales_data
    group by segment
    order by avg desc
```

Total Profit By Segment