

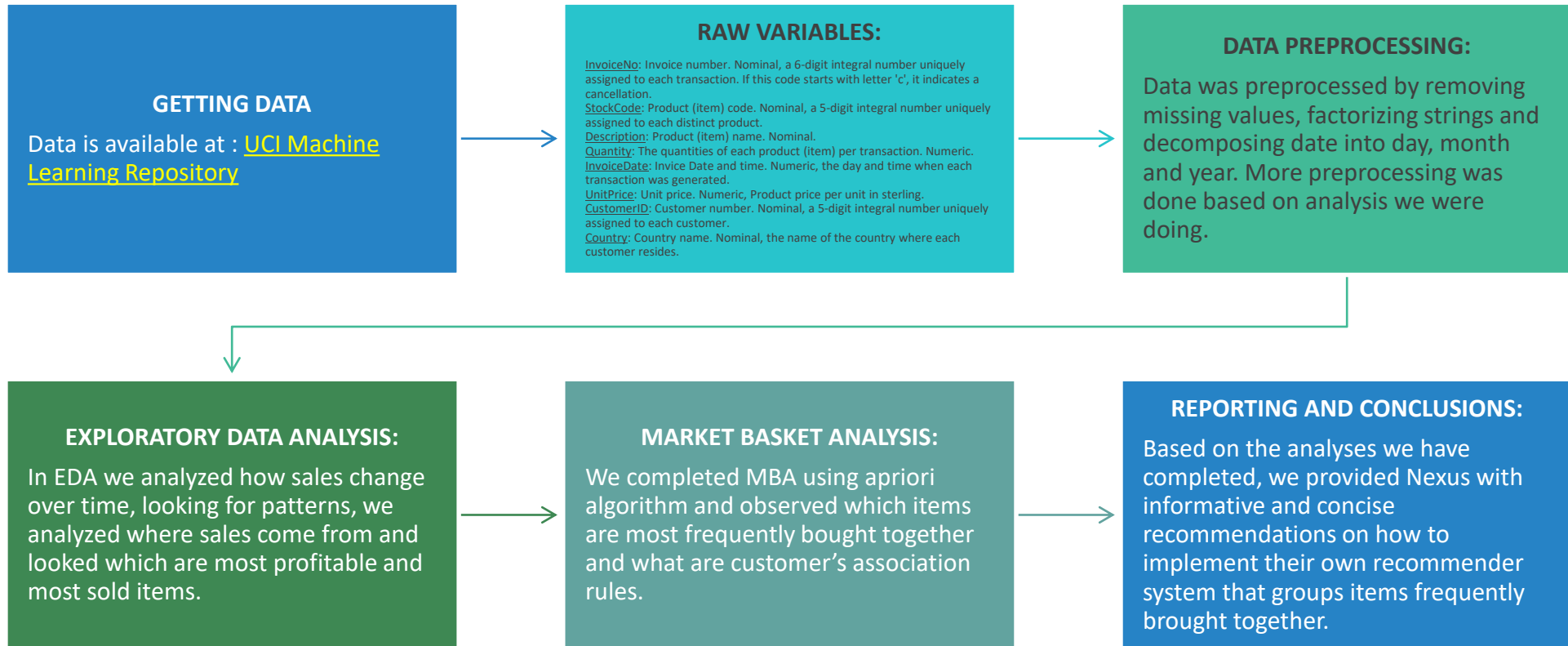
The market basket analysis of Nexus



COURSE: CAPSTONE: CREATE VALUE FROM OPEN DATA

STUDENT: NINO POŽAR

Data and analysis framework

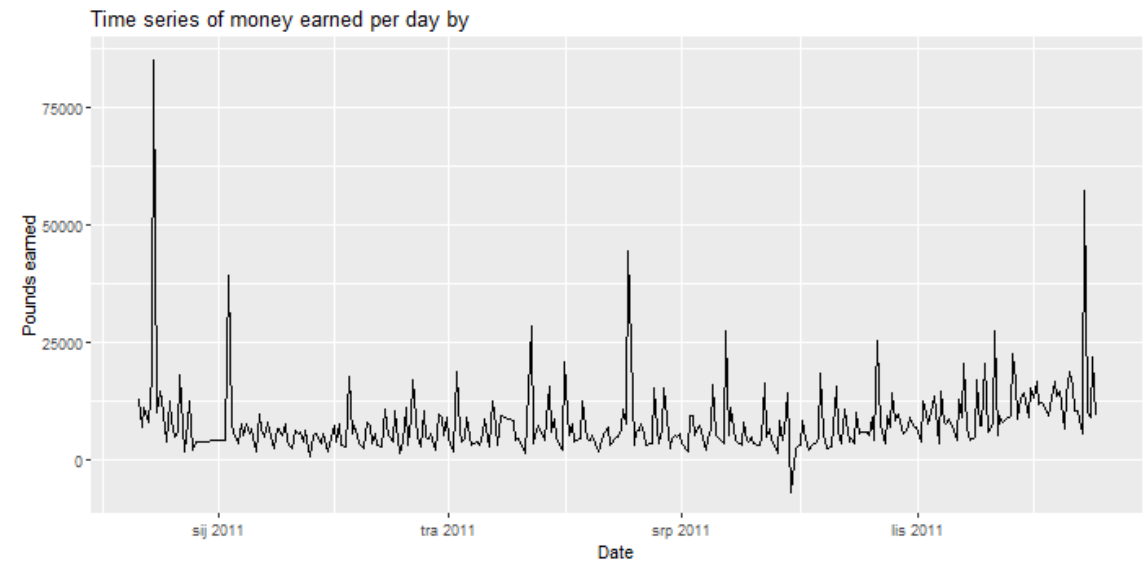


Overall sales of Nexus

Management is not satisfied with current sales.

CONCLUSIONS ABOUT DAILY SALES

- Sales are pretty much static over the year
- There are clear patterns of increased sales, specially around holidays in December
- There is lower amount of sales on weekends, which is expected since Nexus does not accept orders on Saturdays or Sunday mornings



THE GOAL IS TO IMPROVE SALES AND GAIN PROFIT!

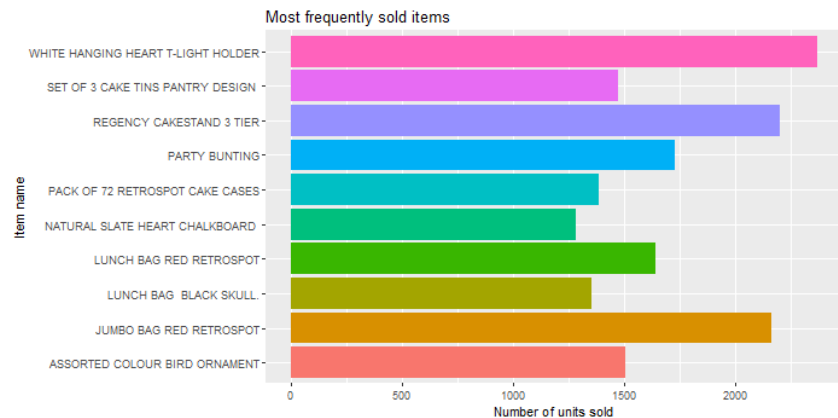
Table 1. Amount of sales par day of the week

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
94933	101516	94246	103550	81835	0	64375

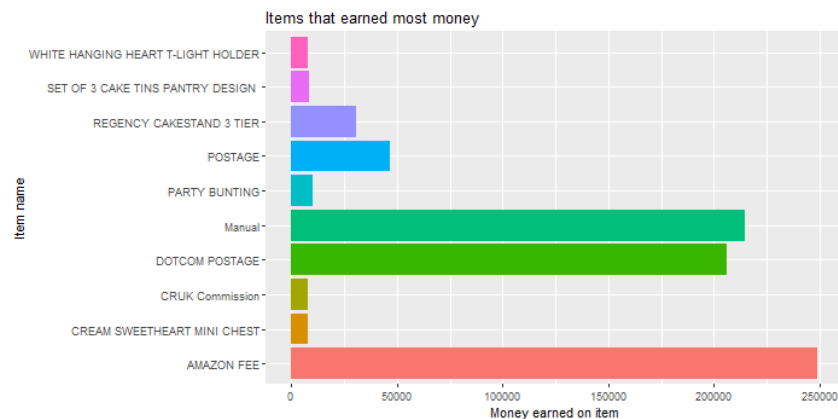
Exploratory data analysis

JUMBO BAG BAROQUE BLACK WHITE
 REX CASH+CARRY JUMBO SHOPPER
 ALARM CLOCK BAKELIKE GREEN
 ROSES REGENCY TEACUP AND SAUCER
 LUNCH BAG SPACEBOY DESIGN
 JUMBO SHOPPER VINTAGE RED PAISLEY
 JAM MAKING SET WITH JARS
 JUMBO BAG PINK POLKADOT
 SET OF 3 REGENCY CAKE TINS
 VICTORIAN GLASS HANGING T-LIGHT
 SET OF 3 CAKE TINS PANTRY DESIGN
 PARTY BUNTING
 RED RETROSPOT CHARLOTTE BAG
 REGENCY CAKESTAND 3 TIER
 HANGING HEART T-LIGHT HOLDER
 JUMBO BAG RED RETROSPOT
 JUMBO BAG ALPHABET
 ALARM CLOCK BAKELIKE RED
 LUNCH BAG SUKI DESIGN
 8 RIBBONS RUSTIC CHARM
 SPOTTY BUNTING
 RETROSPOT TEA SET CERAMIC 11 PC
 LUNCH BAG CARS BLUE
 BAKING SET 9 PIECE RETROSPOT
 SPACEBOY LUNCH BOX
 SET OF 4 PANTRY JELLY MOULDS
 WOODEN PICTURE FRAME WHITE FINISH
 SET/20 RED RETROSPOT PAPER NAPKINS
 GARDENERS KNEELING PAD KEEP CALM
 SET/5 RED RETROSPOT LID GLASS BOWLS
 WOODEN FRAME ANTIQUE WHITE
 RECIPE BOX PANTRY YELLOW DESIGN
 VINTAGE SNAP CARDS
 JAM MAKING SET PRINTED
 GREEN REGENCY TEACUP AND SAUCER
 LUNCH BAG APPLE DESIGN
 JUMBO BAG APPLES
 LUNCH BAG WOODLAND
 HEART OF WICKER LARGE
 POSTAGE
 ASSORTED COLOUR BIRD ORNAMENT
 PACK OF 72 RETROSPOT CAKE CASES
 NATURAL SLATE HEART CHALKBOARD
 HEART OF WICKER SMALL
 JUMBO STORAGE BAG SUKI
 PAPER CHAIN KIT 50'S CHRISTMAS
 LUNCH BAG PINK POLKADOT

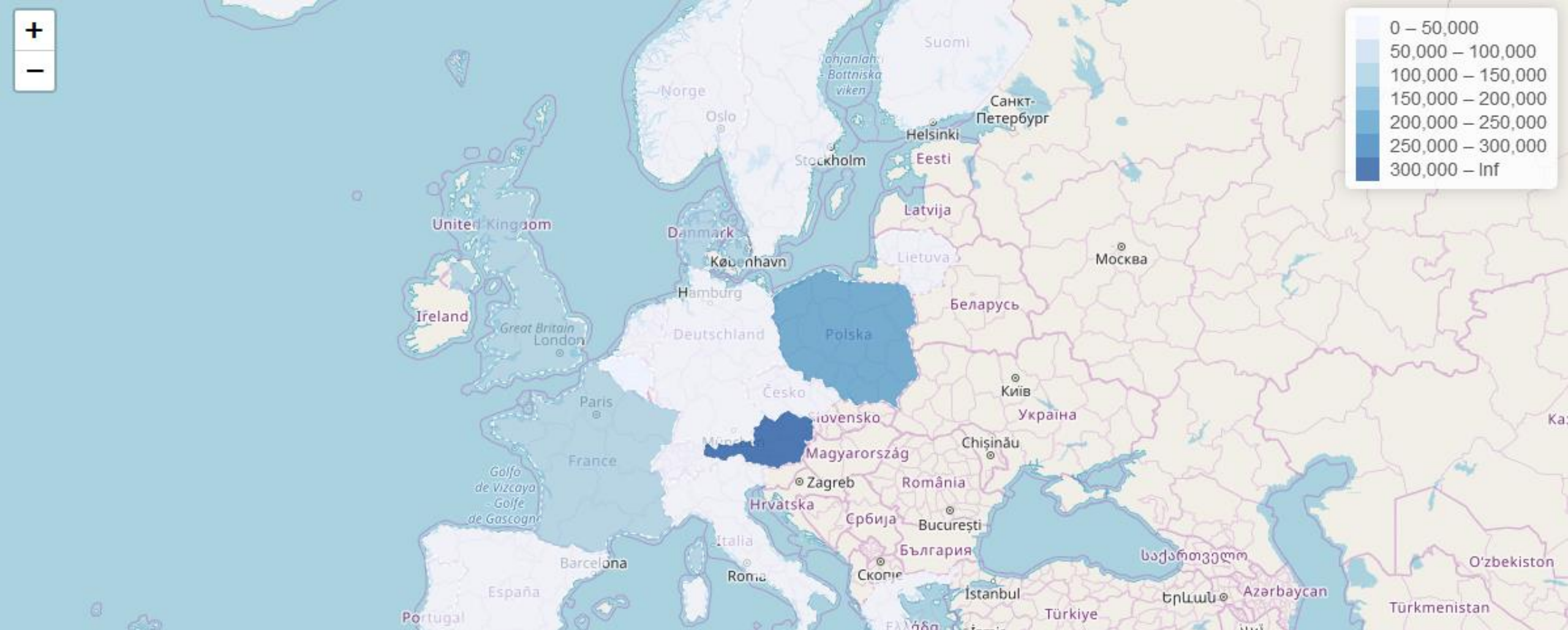
Which are most profitable items?



- Nexus mostly sells „white hanging heart t-light holder”, „regency cakestand 3 tier” and „jumbo bag red retrospot”. All those items were sold more than 2000 times in the last year.

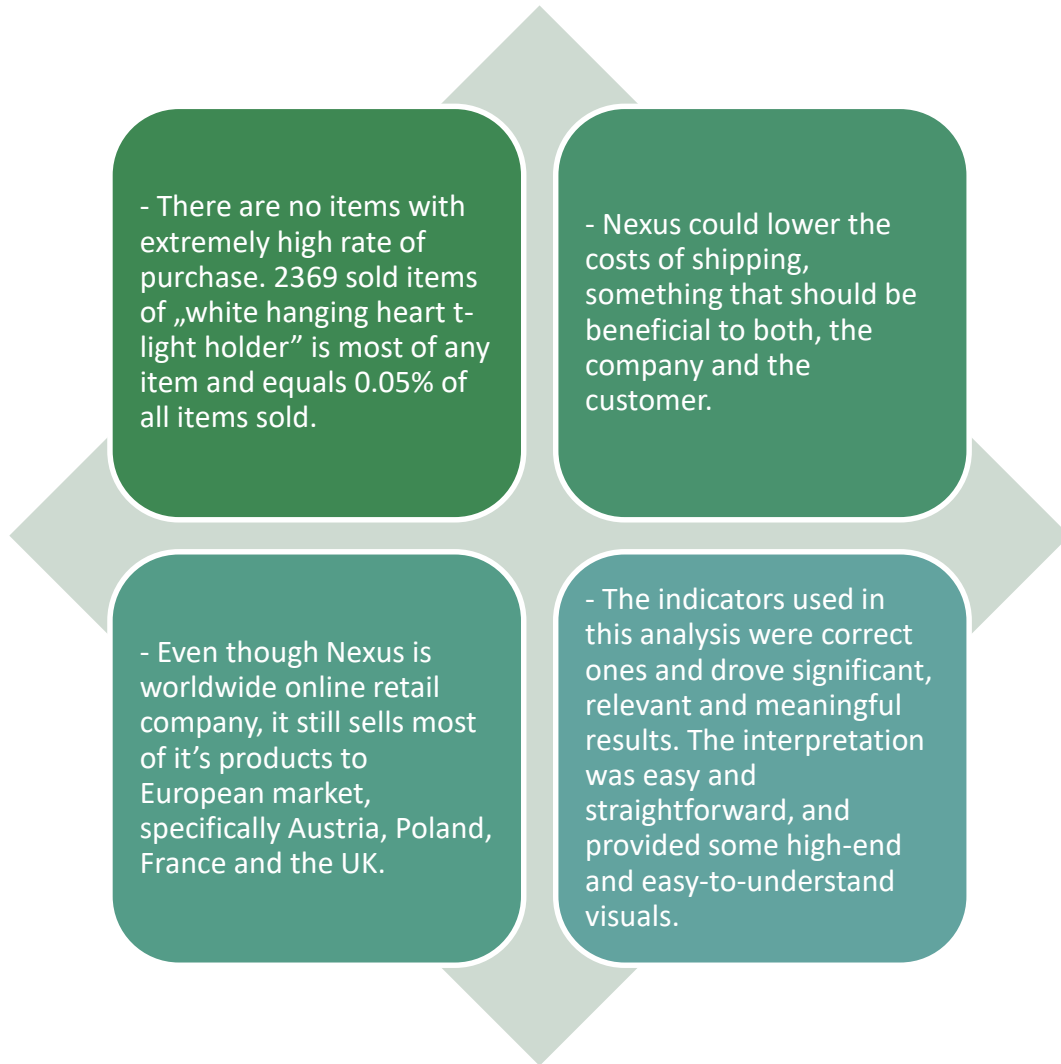


- Nexus gains most profit from indirect costs, rather than items itself. Most money is earned on „Amazon fee”, „Manual” and „Dotcom postage”. This is valuable information that can further be used for business purposes.



Where do our customers come from?

EUROPE (AUSTRIA, POLAND, FRANCE AND THE UK)



EDA Conclusions