

# Story Dashboard

**ST2187 - Business analytics, applied modeling and prediction.**

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Top 3 Market Analysis- APAC market makes the highest profits and EU highest sales.

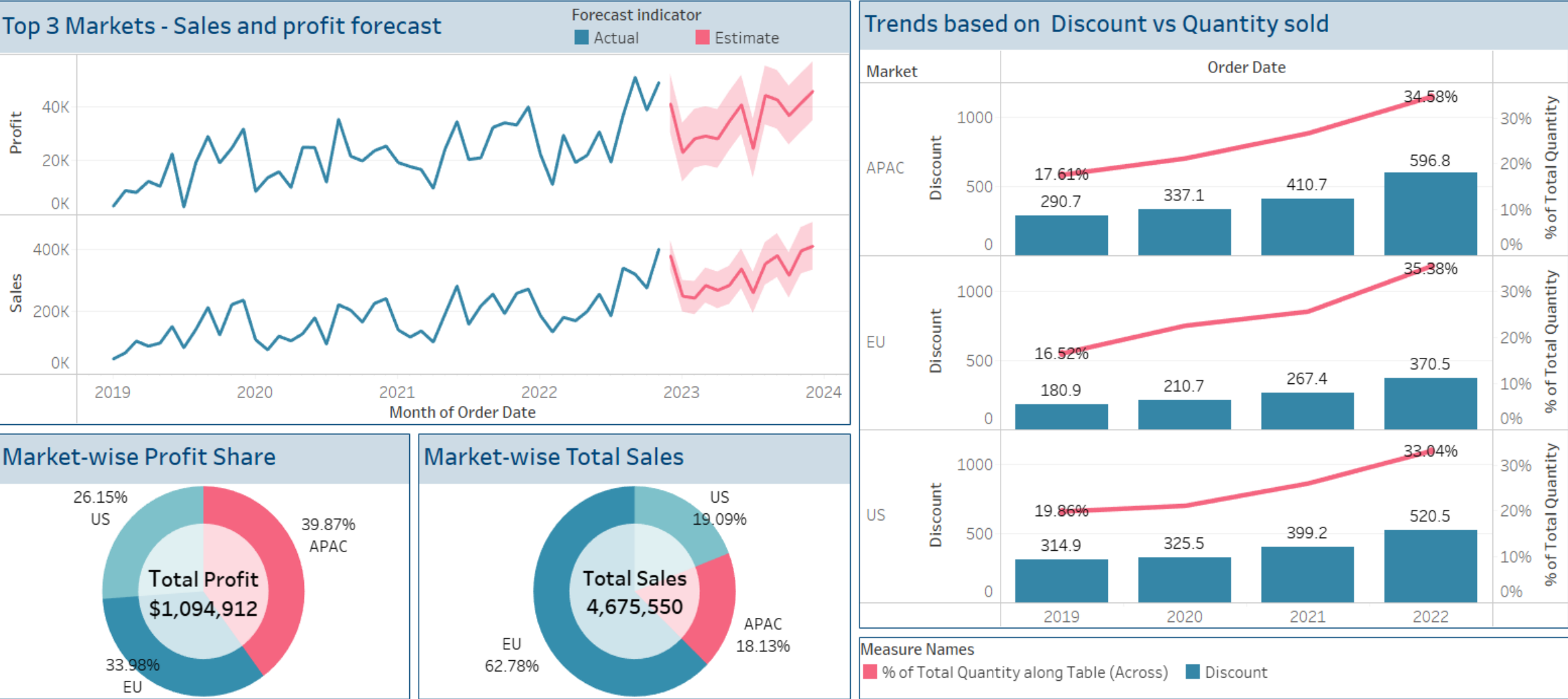
US Market analysis - California has the highest profits and Texas state makes highest loss mainly from Binders.

Shipping Analysis - Shipping cost rises with time and highest for Tables.

Categorical Analysis - Technology has highest profits, Office supplies has more orders but lowest sales.

Customer Segment Analysis - Consumer segment has highest profits and new customers are less.

Top 3 Markets Performance and Forecasts



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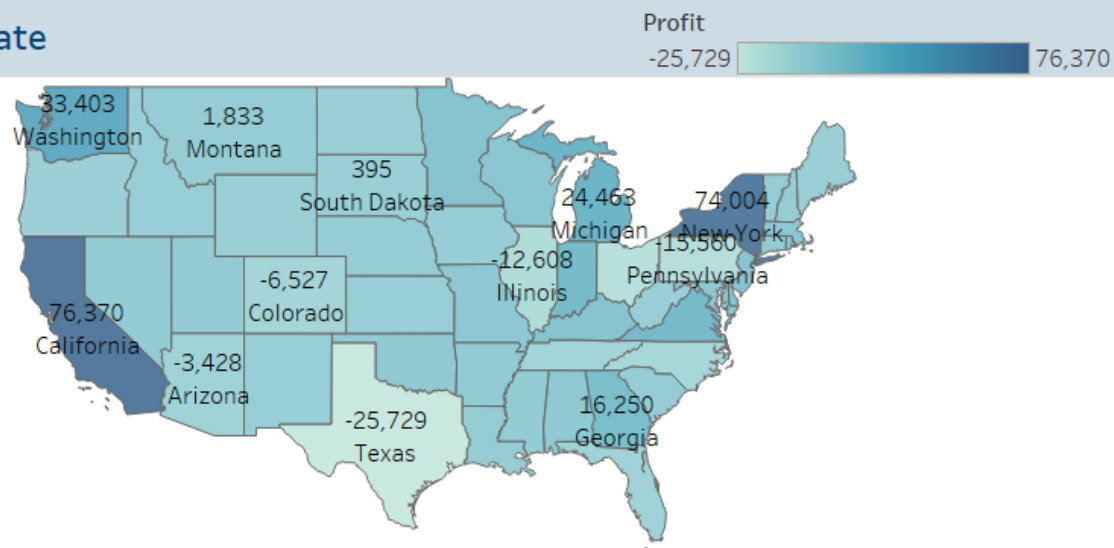
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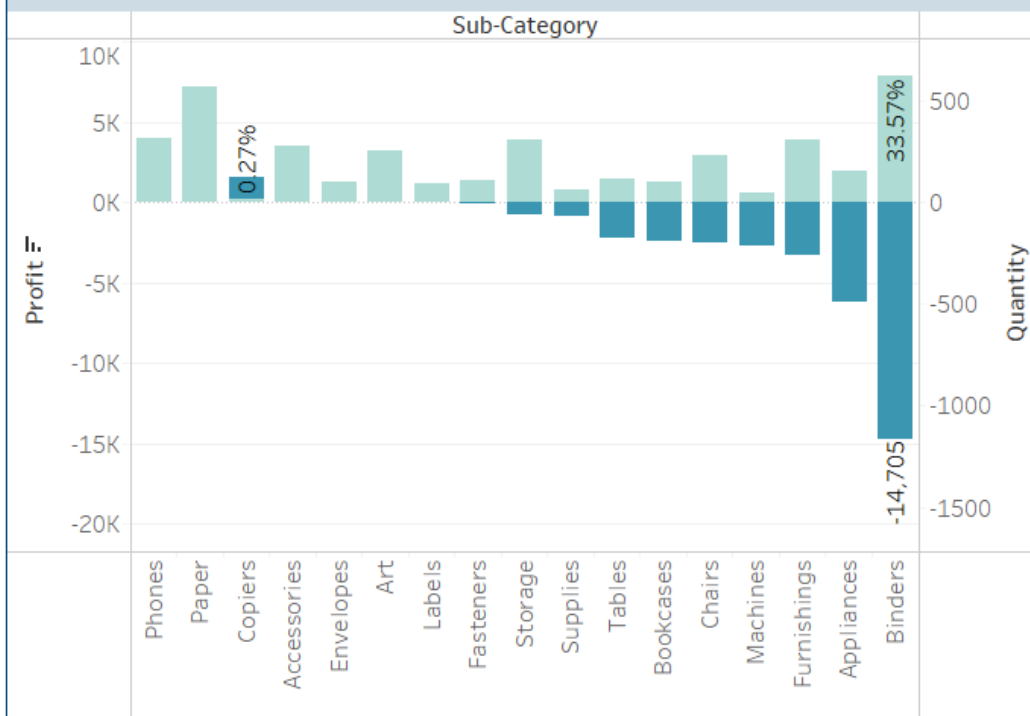
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## US Market Analysis

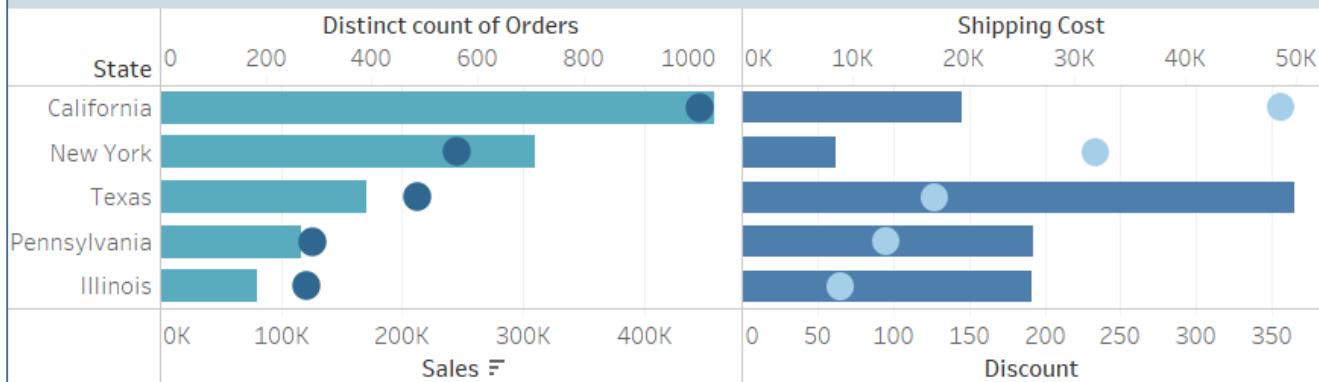
### Profit by state



### Profit and Discount by sub- categories in Texas



### Top 5 States overview



#### Measure Names

Profit  
Quantity

#### Measure Names

Distinct count of Orders  
Sales  
Discount  
Shipping Cost

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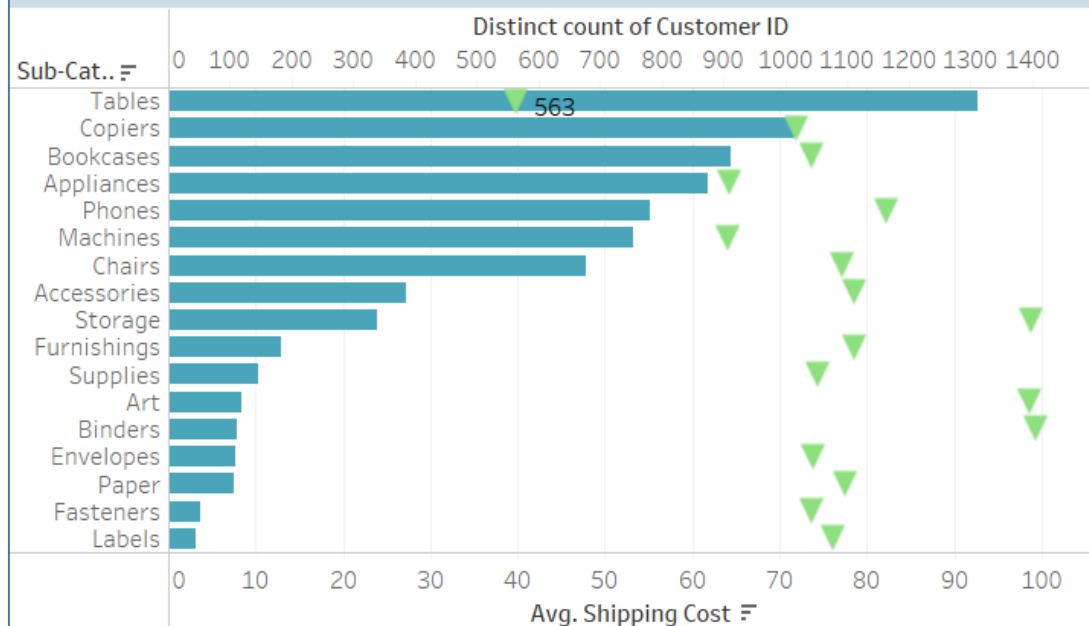
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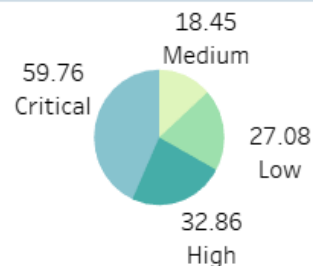
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## Shipping Analysis

### Sub-category vs shipping cost and number of customers



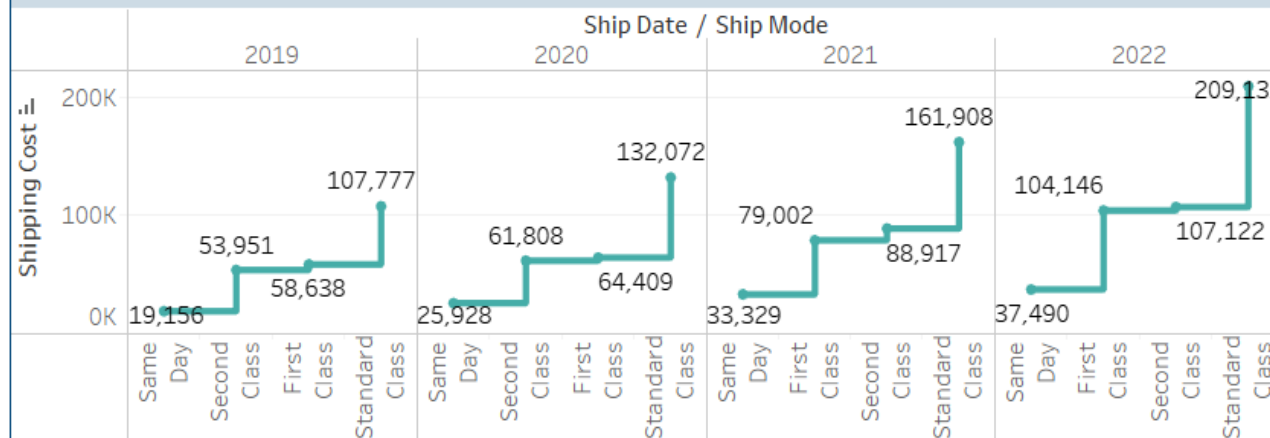
### Avg. Shipping cost of order priority



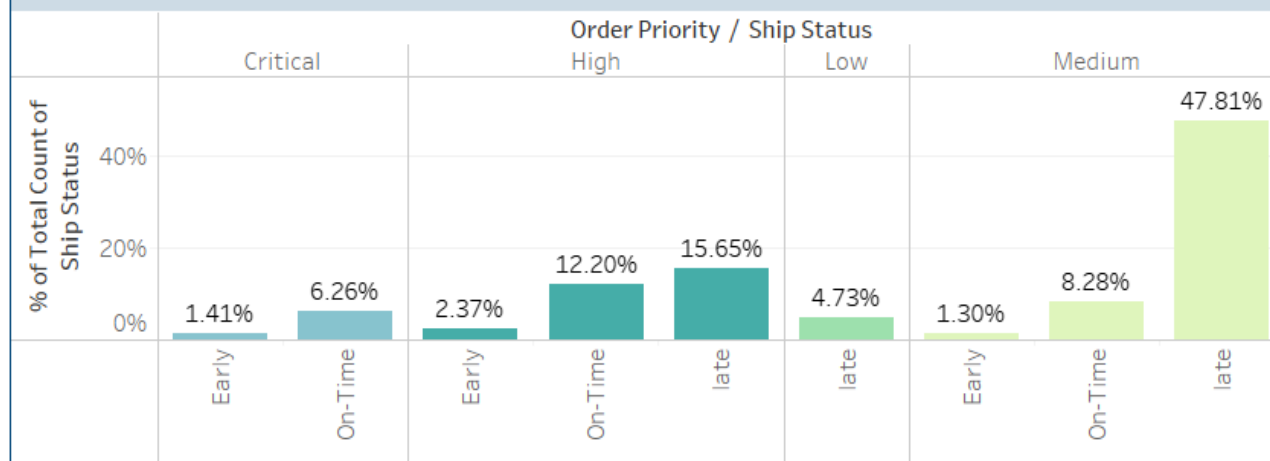
Measure Names  
 ■ Avg. Shipping Cost  
 ■ Distinct count of Customer ID

Order Priority  
 ■ Medium  
 ■ Low  
 ■ High  
 ■ Critical

### Trends of Shipping cost for Ship mode



### Order Priority vs Shipping cost



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## Categorical Analysis

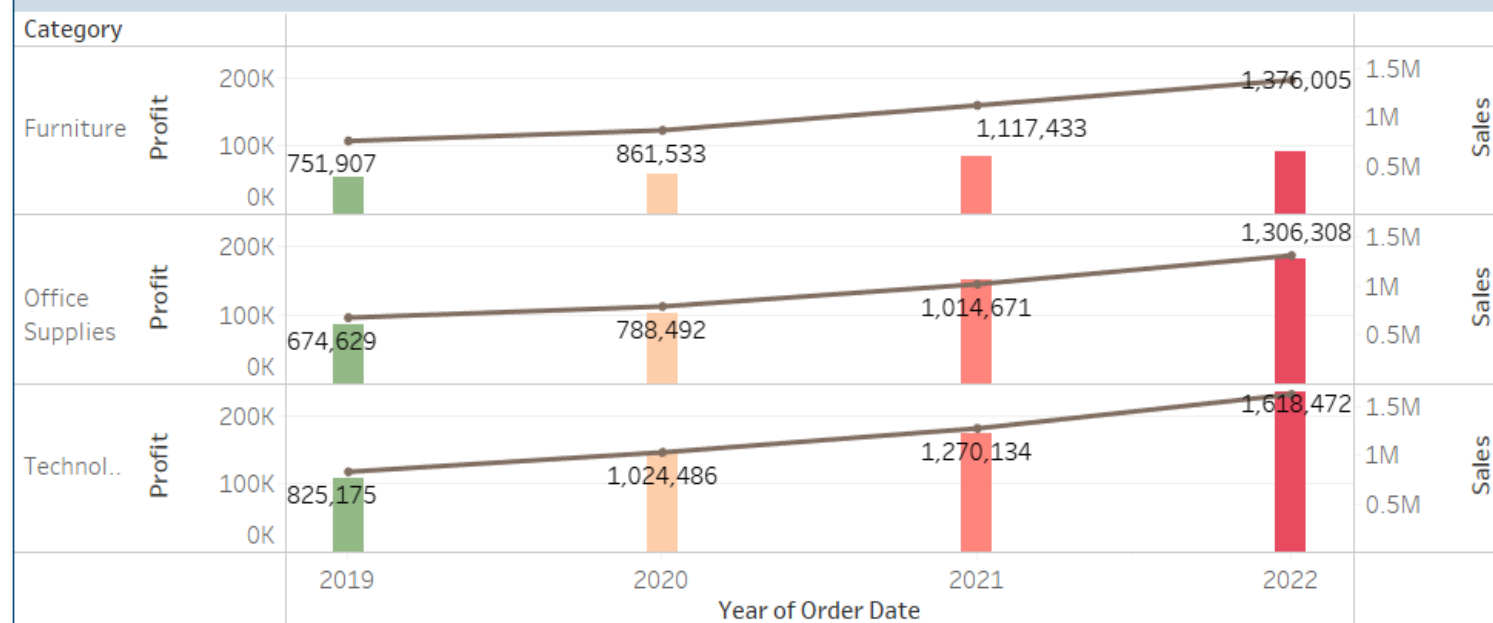
### Order count for each Category

Office Supplies  
60.98%

Technology  
19.76%

Furniture  
19.26%

### Sales and Profit in each Category over the years



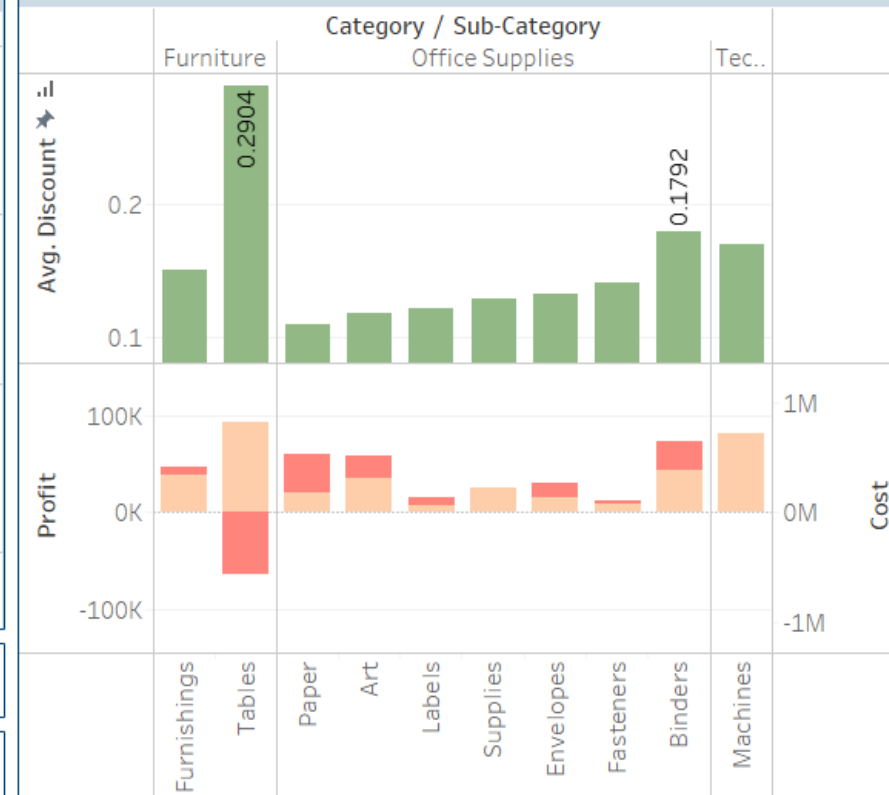
Measure Names

■ Sales

Measure Names

■ Profit

### 10 Least profited sub-categories



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