

Amazing Mart store Analysis

1	2	3	4	5	6	7	8	9
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Amazing Mart store Analysis

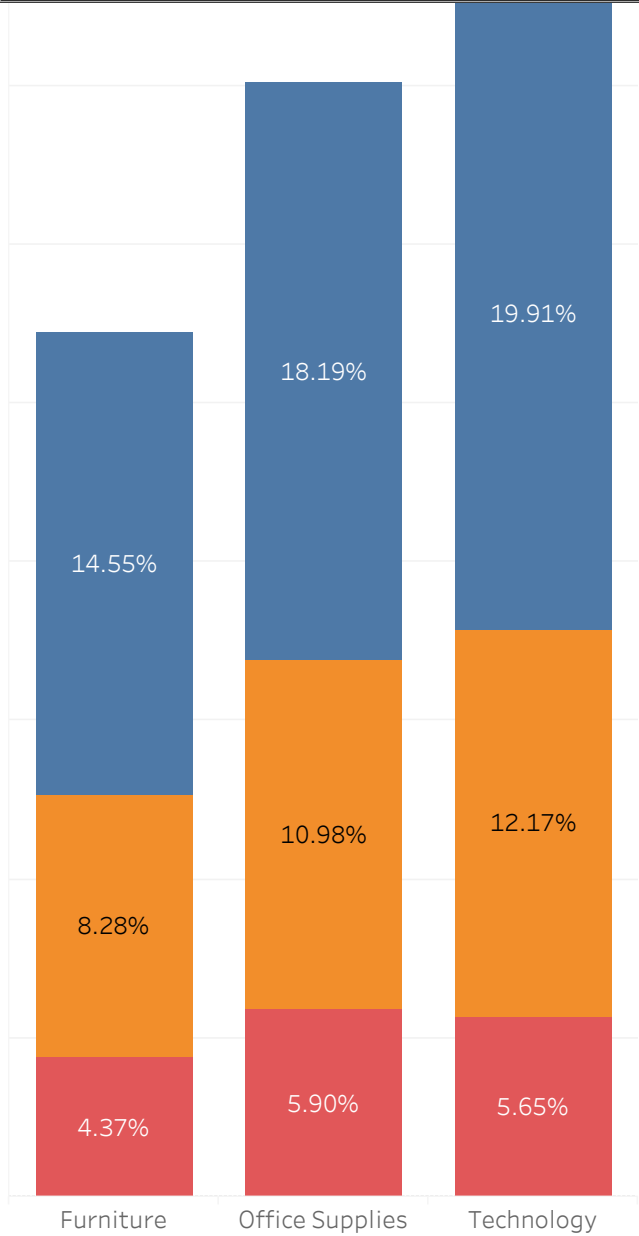


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Category have done good with respective Segments
We can see that Sales value of Technology is highest among all and contribution of Consumer items is top most among all

- Segment
- Consumer
 - Corporate
 - Home Office



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Is company meet sales target ?

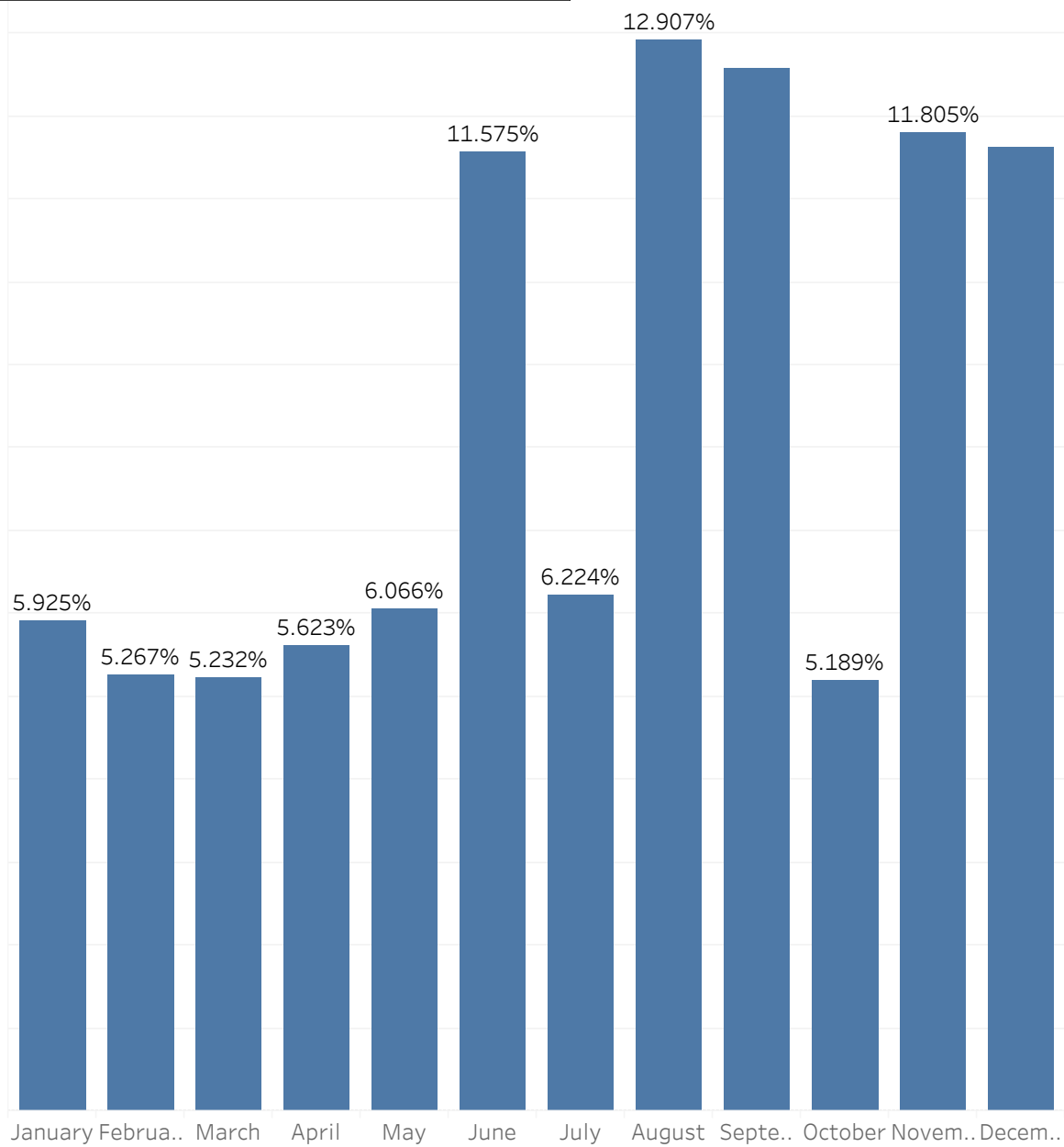


Most of the time sales target were met for each Categories

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Order traffic by Months



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1

2

3

4

5

6

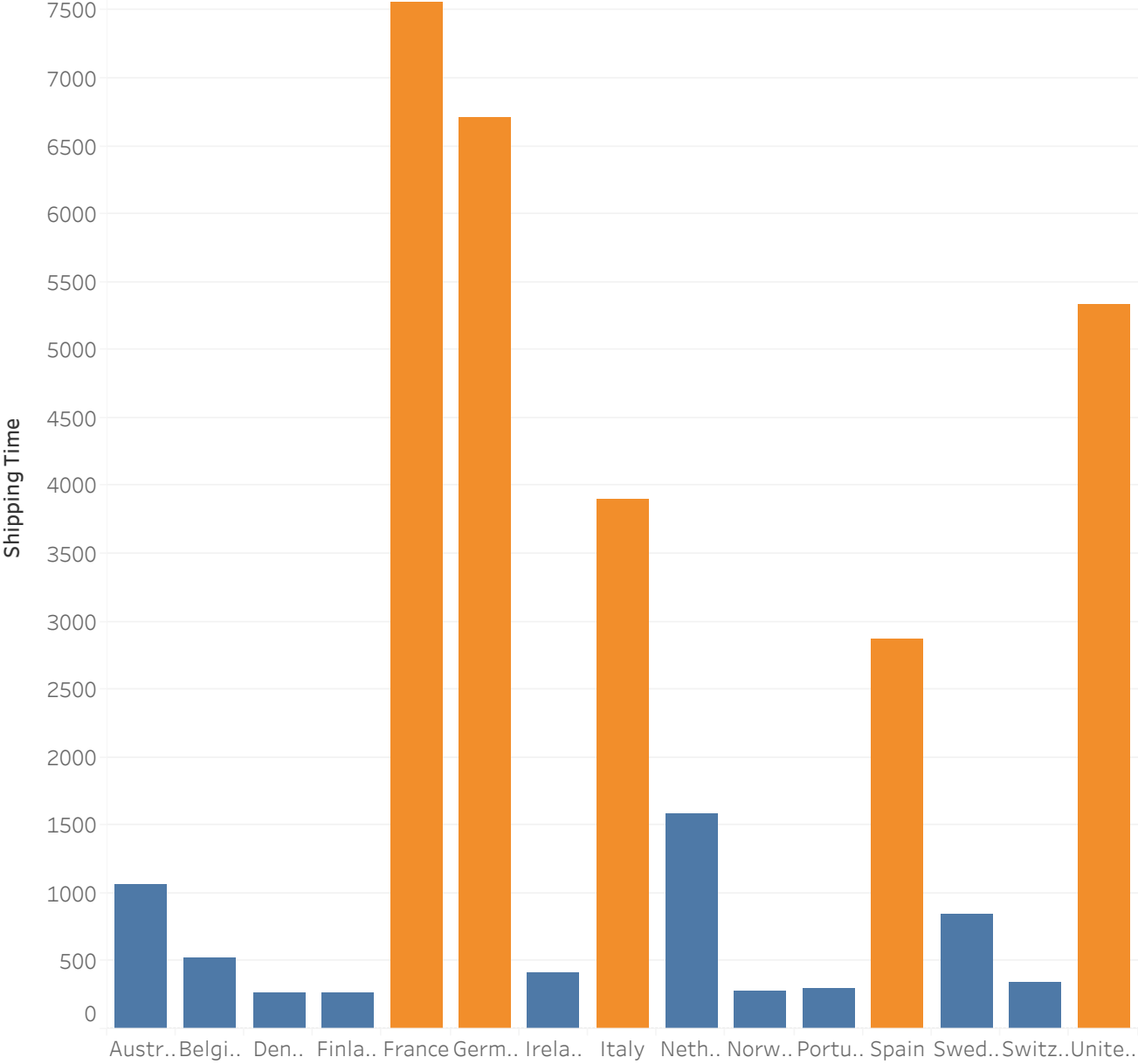
7

8

9

Order placed by Countries
It shows France,Germany,Italy,Spain,UK takes more time than average where we need to improve

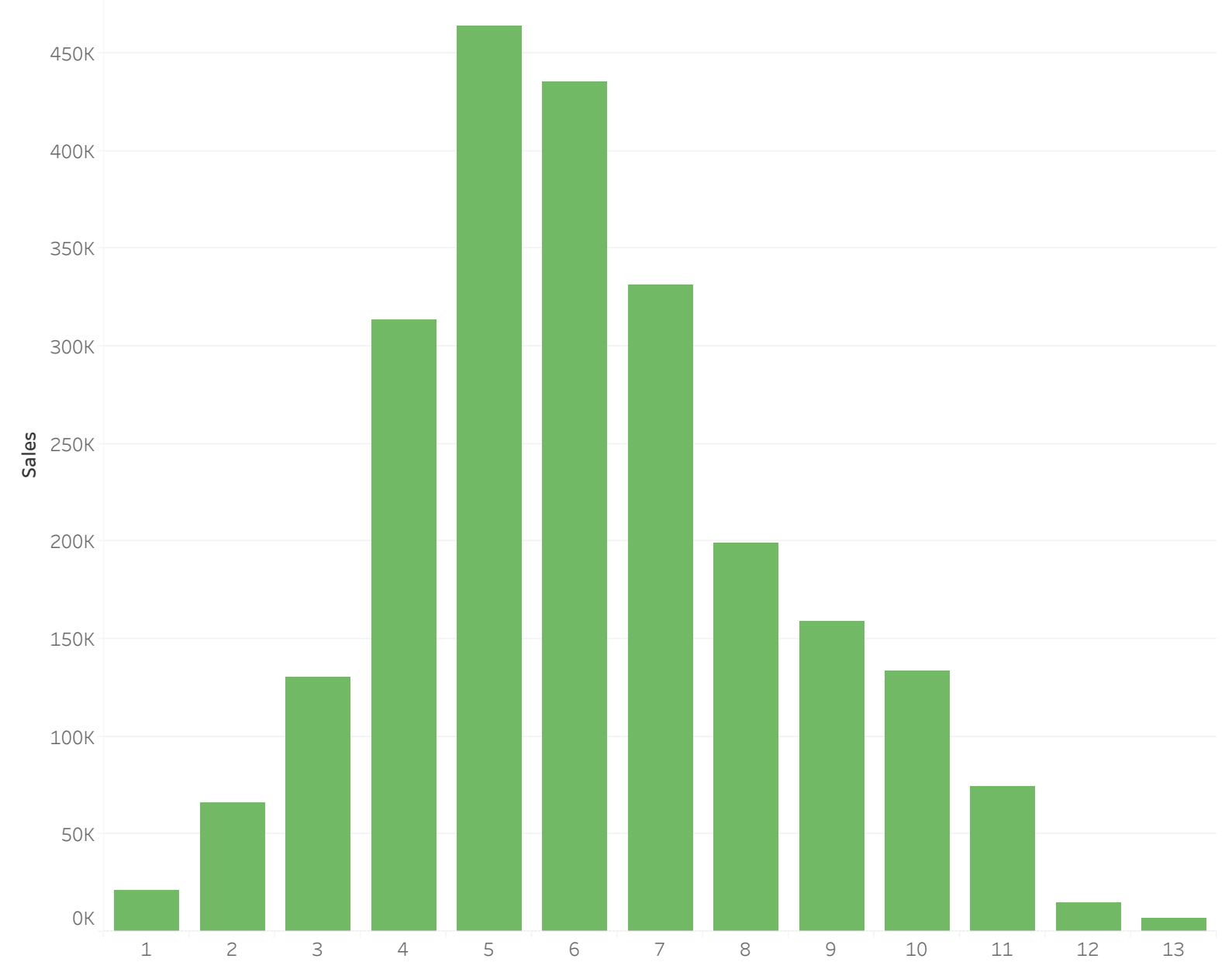
above avg
less than average
more than average



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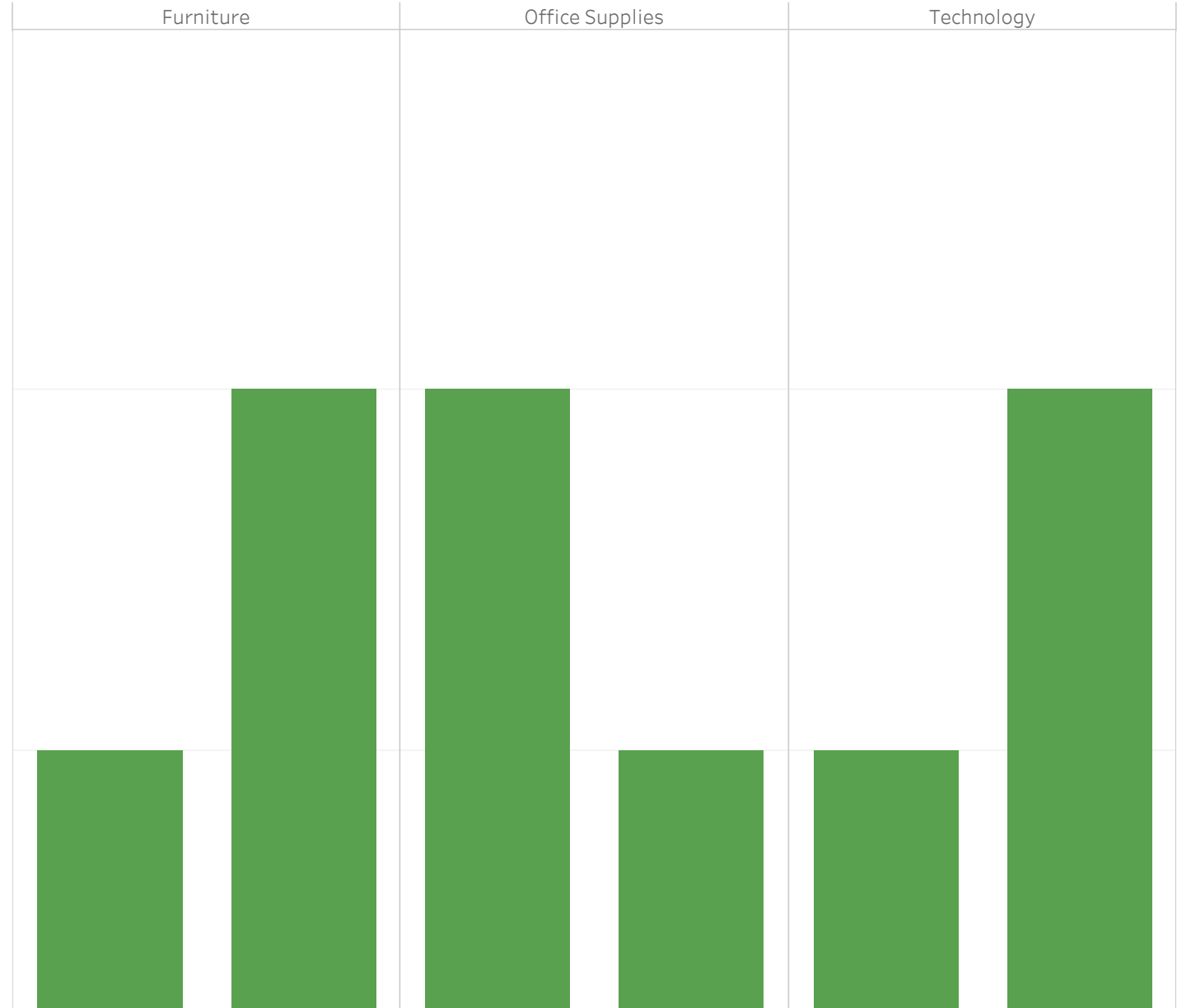
Customer Order Frequency
It shows number of purchase by each customers



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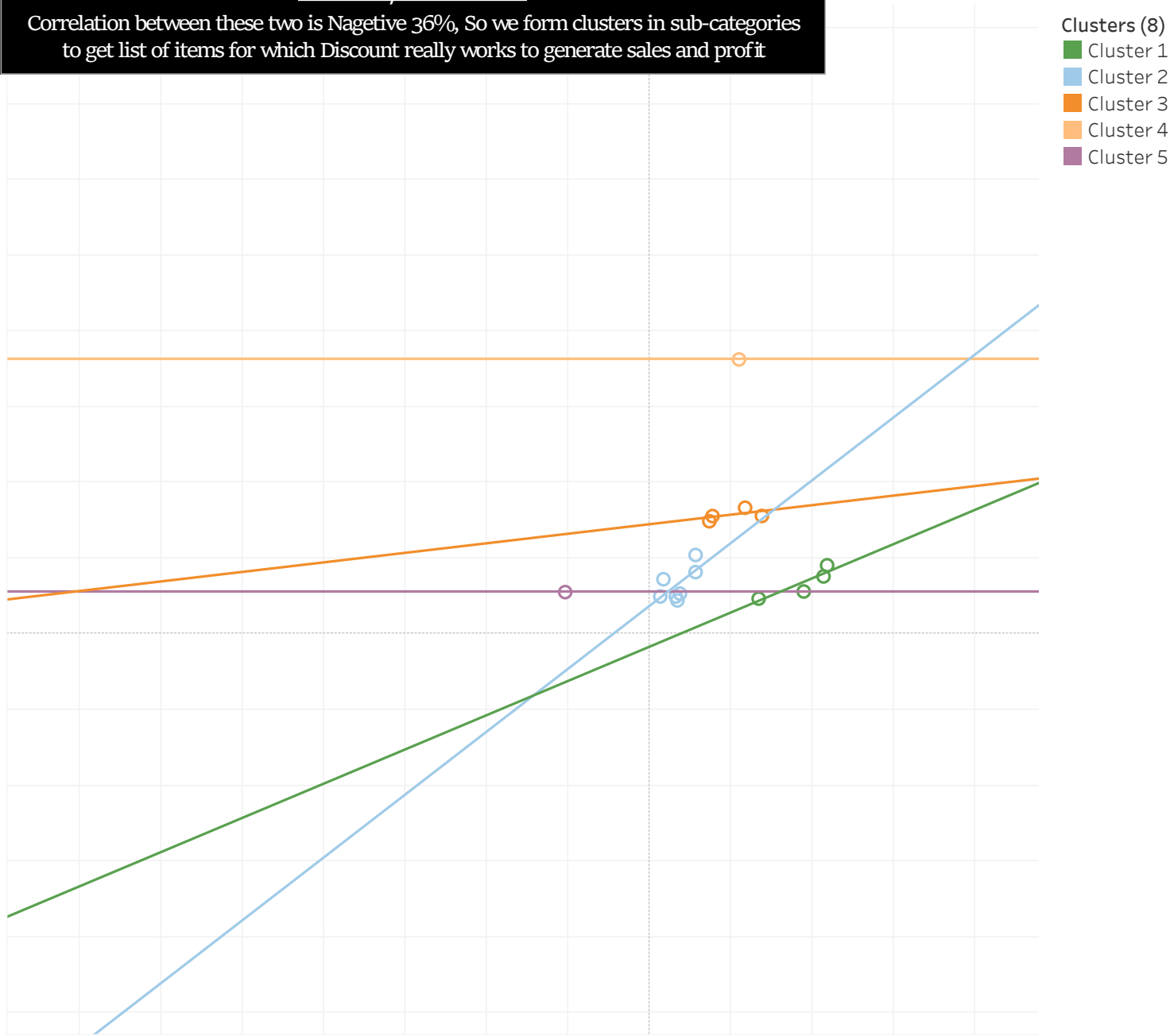
Top 2 Items from each categories



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Profit v/s Discount
Correlation between these two is Negative 36%, So we form clusters in sub-categories to get list of items for which Discount really works to generate sales and profit



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Profit v/s Discount

This is the list of products on which we can give discount from cluster 1.

Sub-Catego..	Discount	Profit
Accessories	23	26,830
Appliances	28	37,906
Bookcases	45	43,655
Copiers	38	42,775