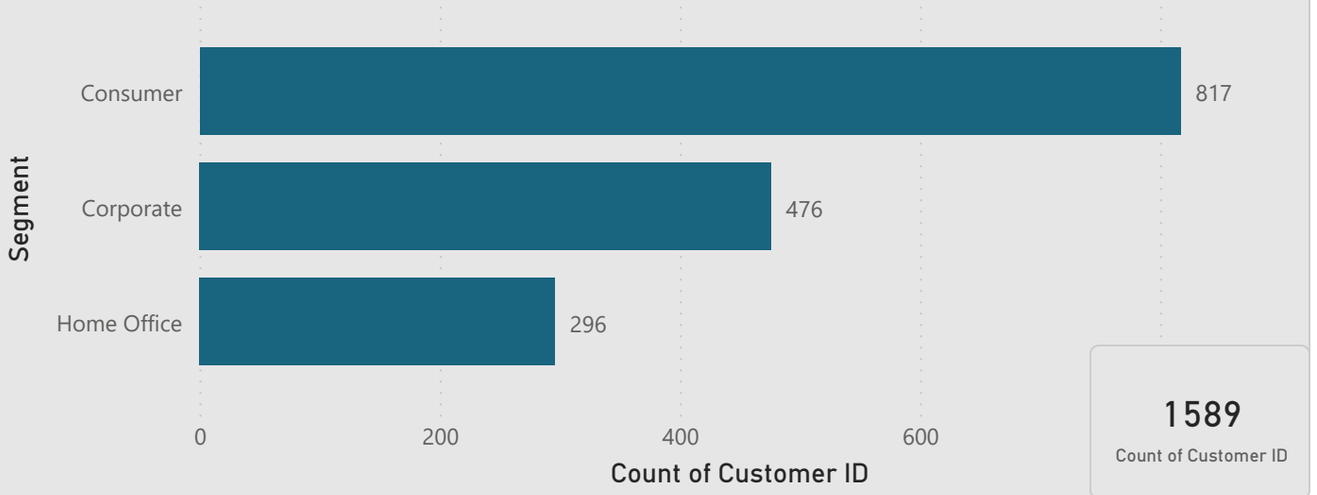
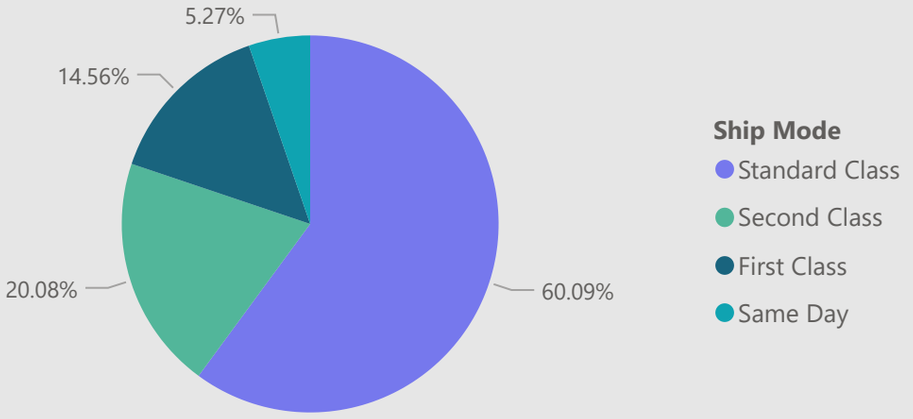
Count of Customer ID by Segment



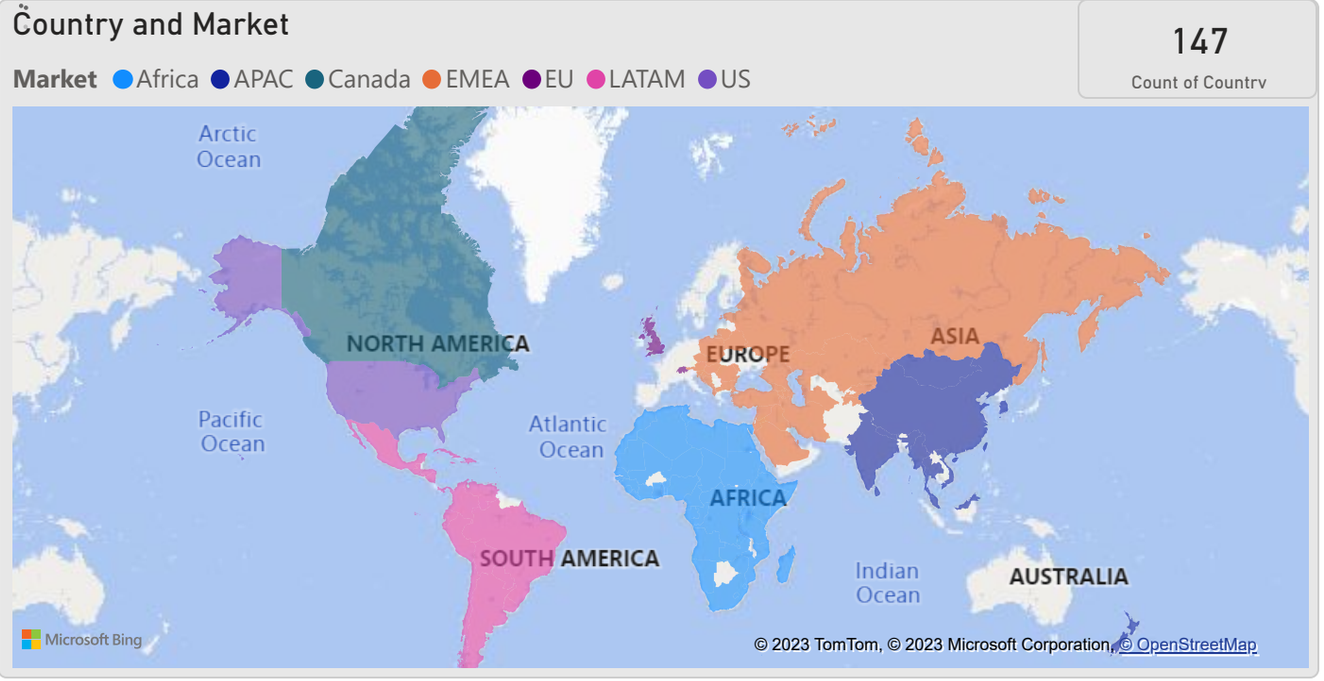
1589
Count of Customer ID

Count of Order ID by Ship Mode

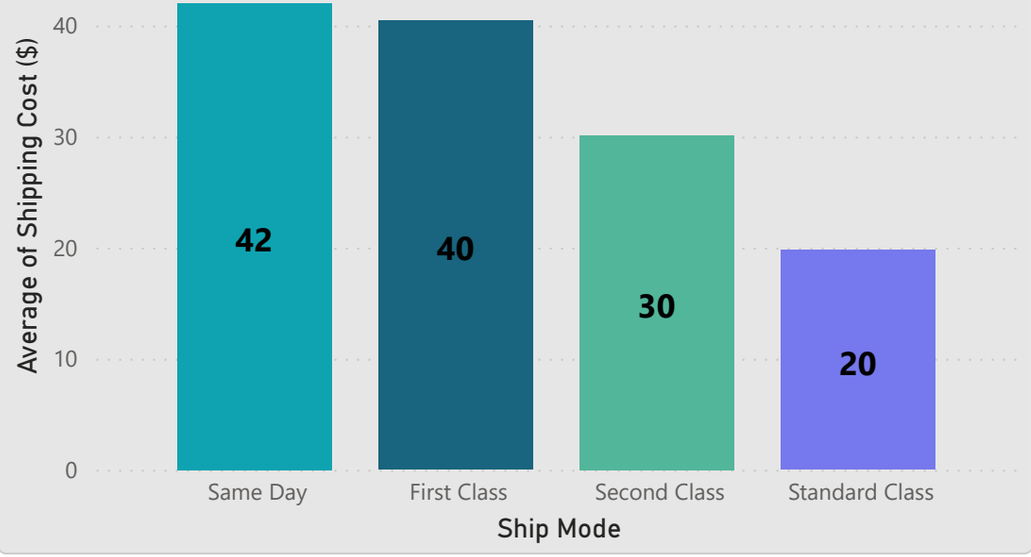


Country and Market

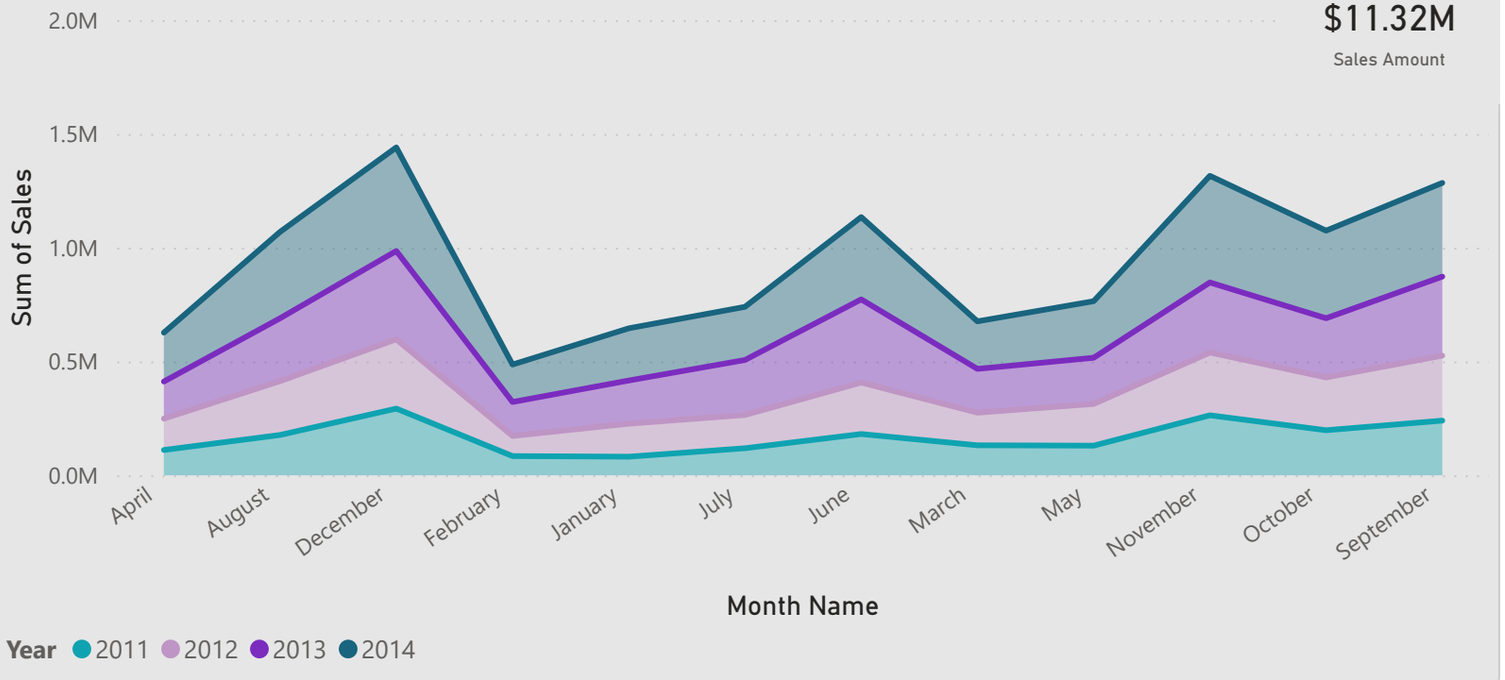
147
Count of Country



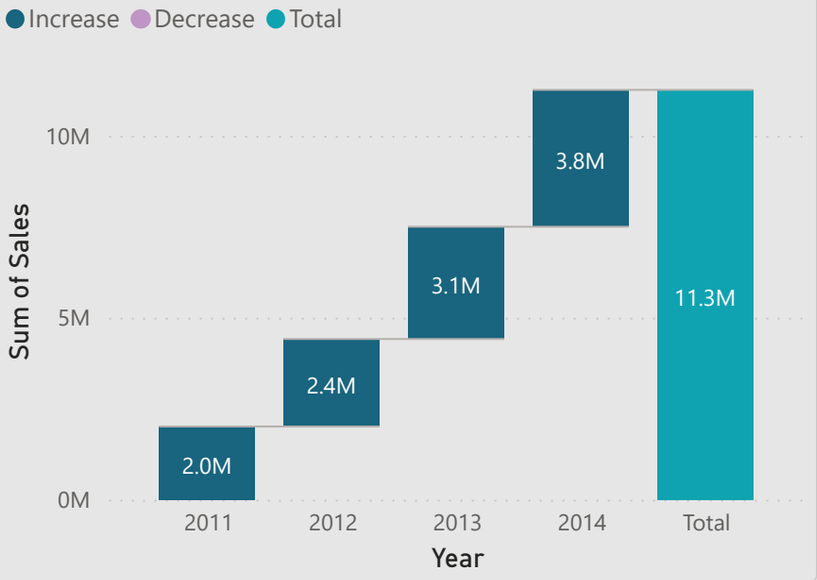
Average of Shipping Cost ($) by Ship Mode



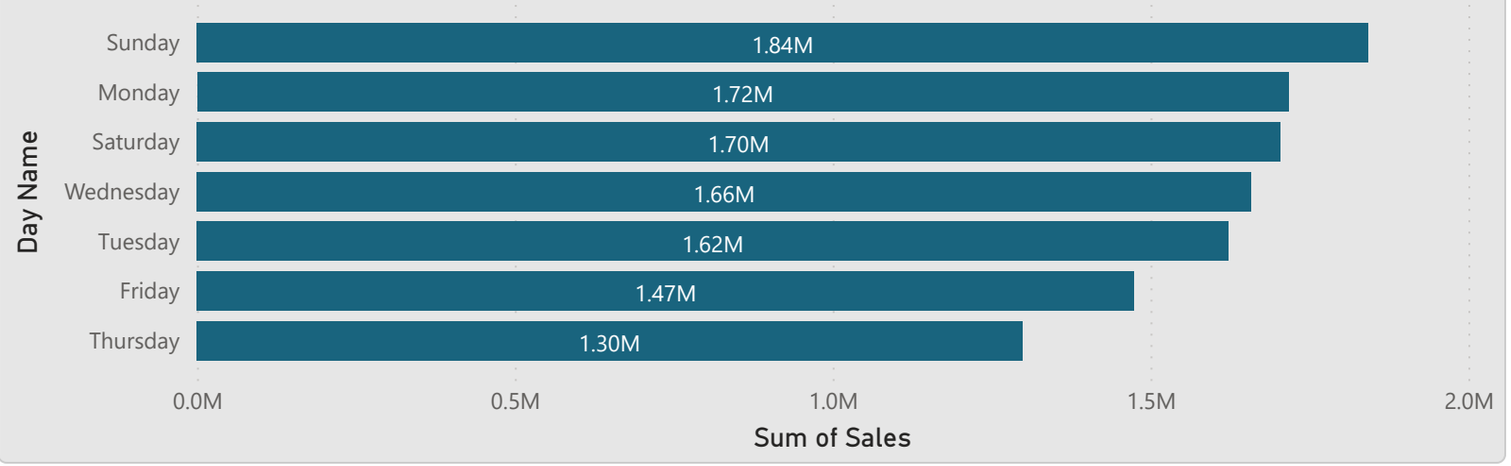
Sum of Sales by Month Name and Year



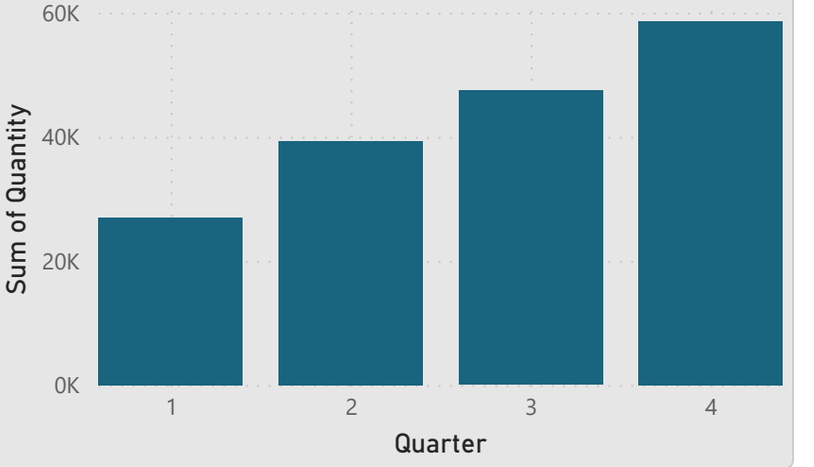
Sum of Sales by Year



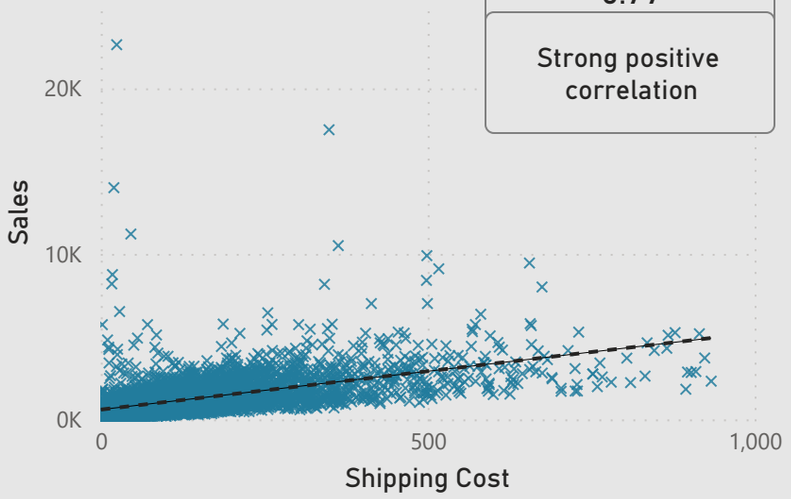
Sum of Sales by Day Name



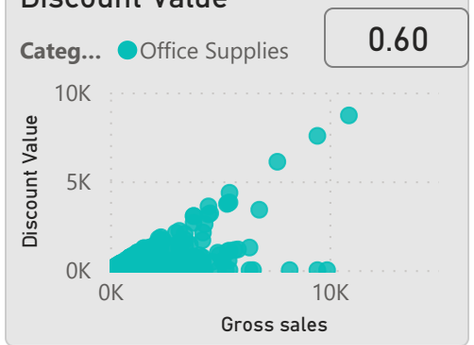
Sum of Quantity by Quarter



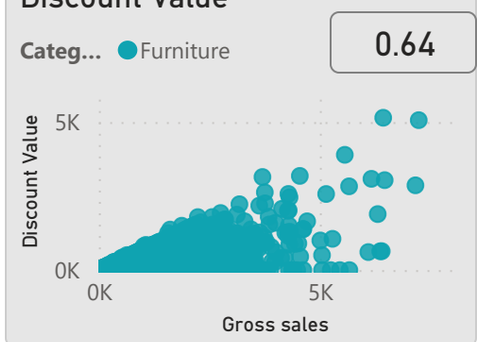
Shipping Cost vs Sales



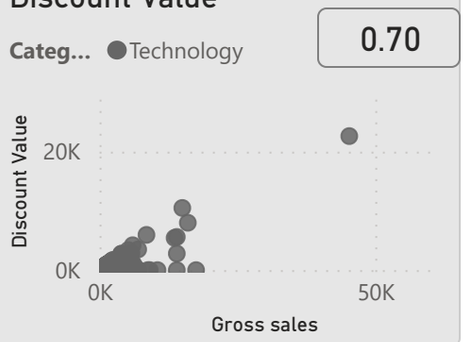
Category, Gross sales and Discount Value



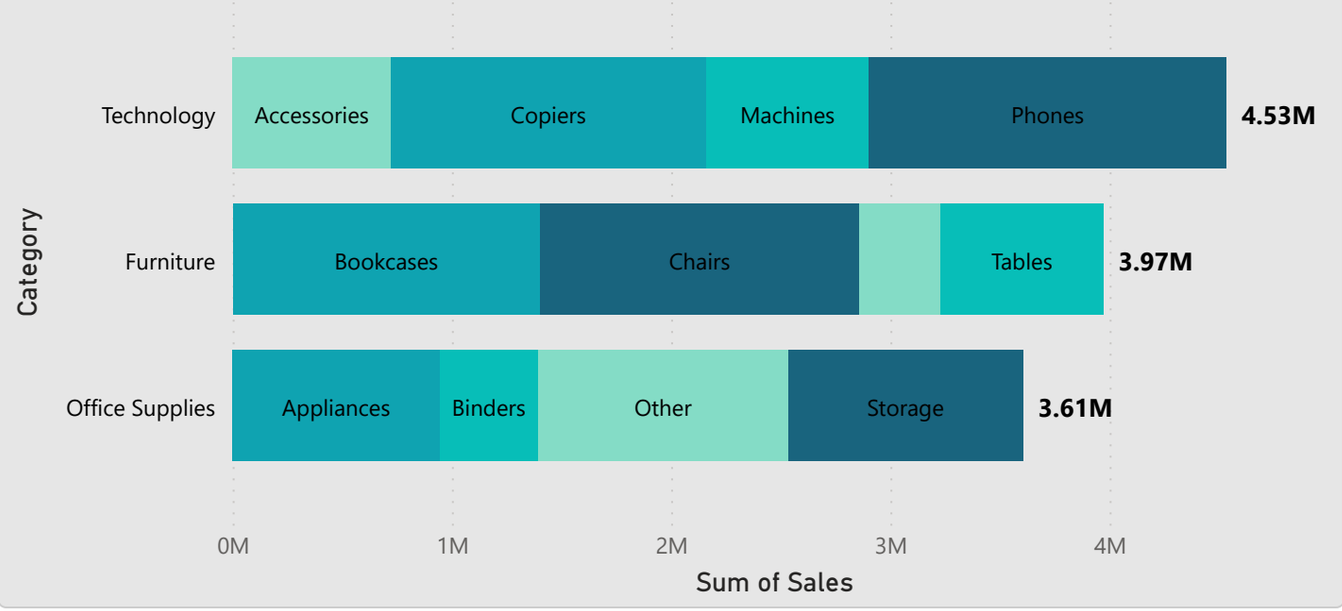
Category, Gross sales and Discount Value



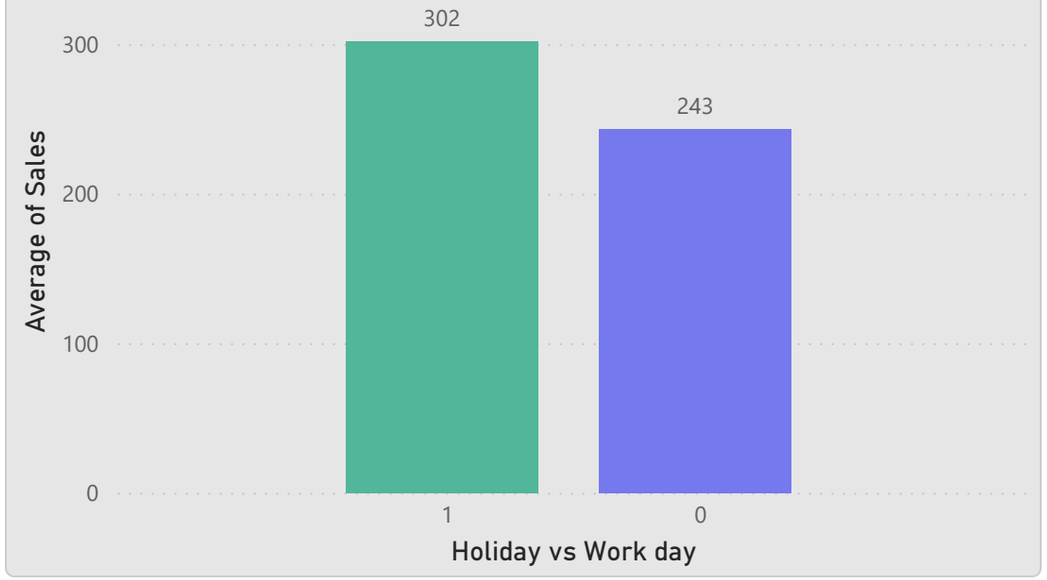
Category, Gross sales and Discount Value



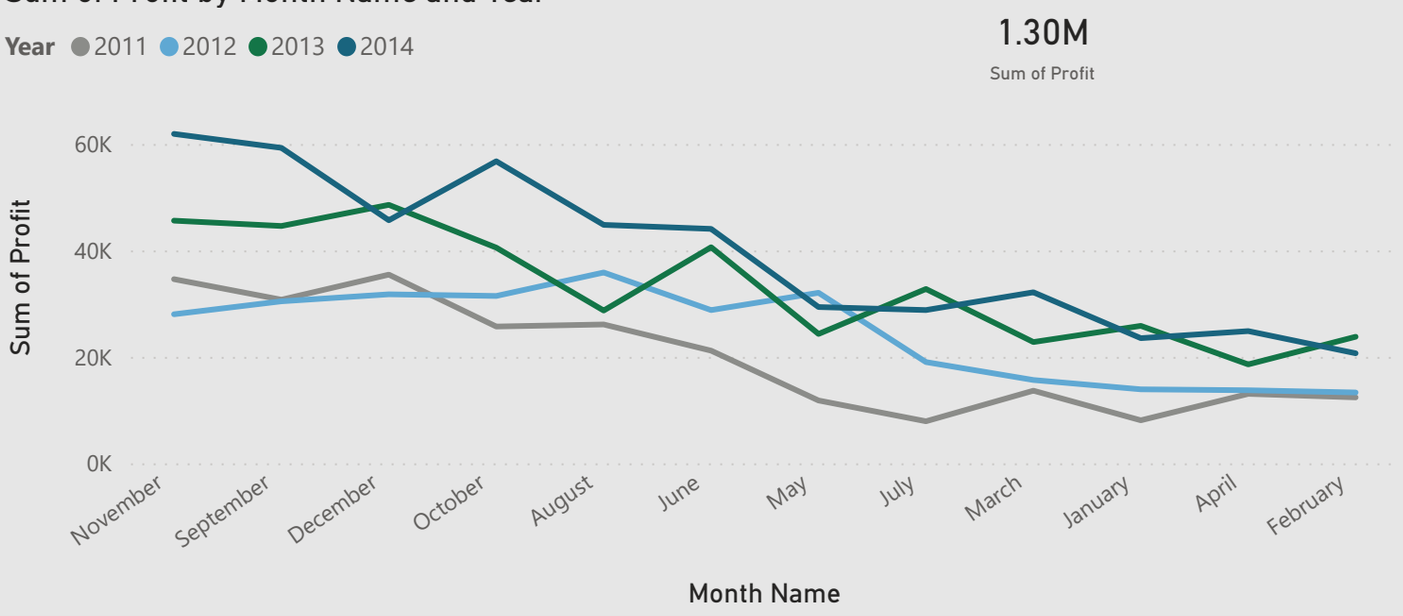
Sum of Sales by Category and Sub-Category



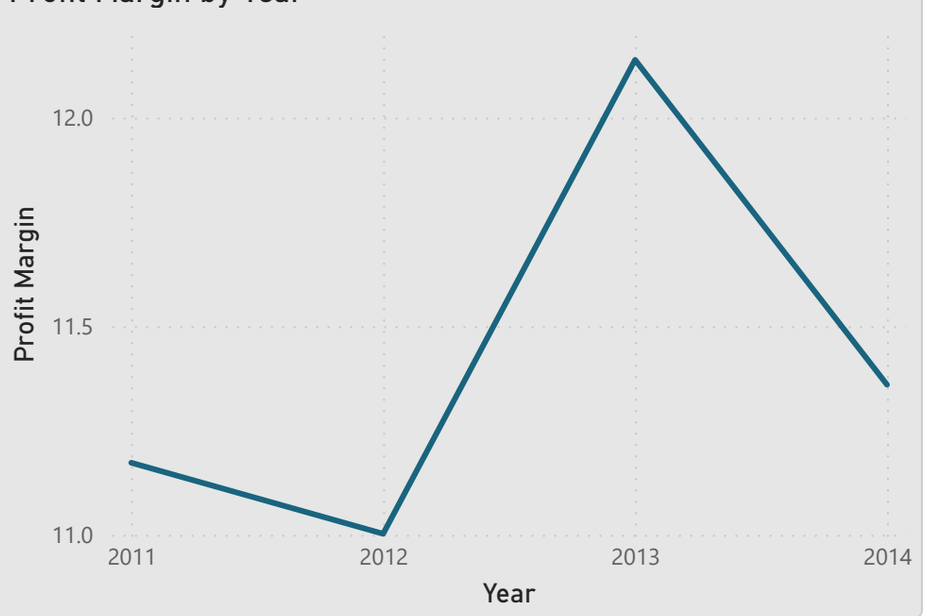
Average of Sales for holiday and work day



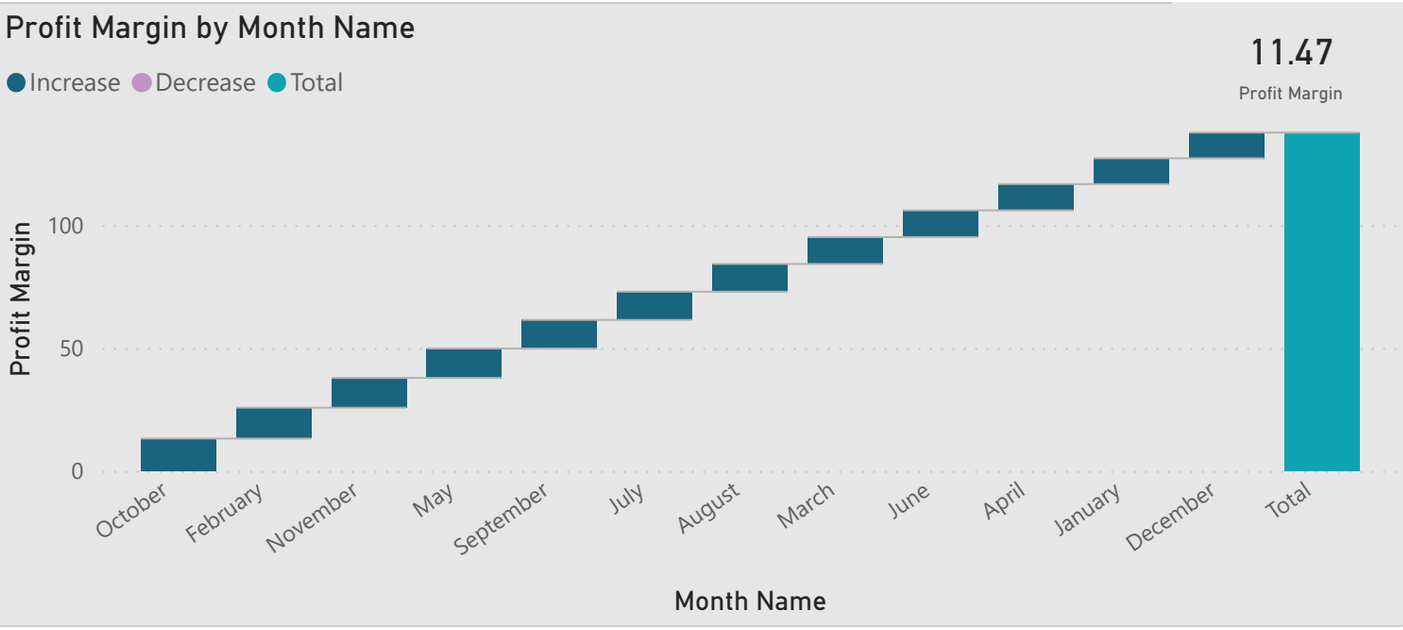
Sum of Profit by Month Name and Year



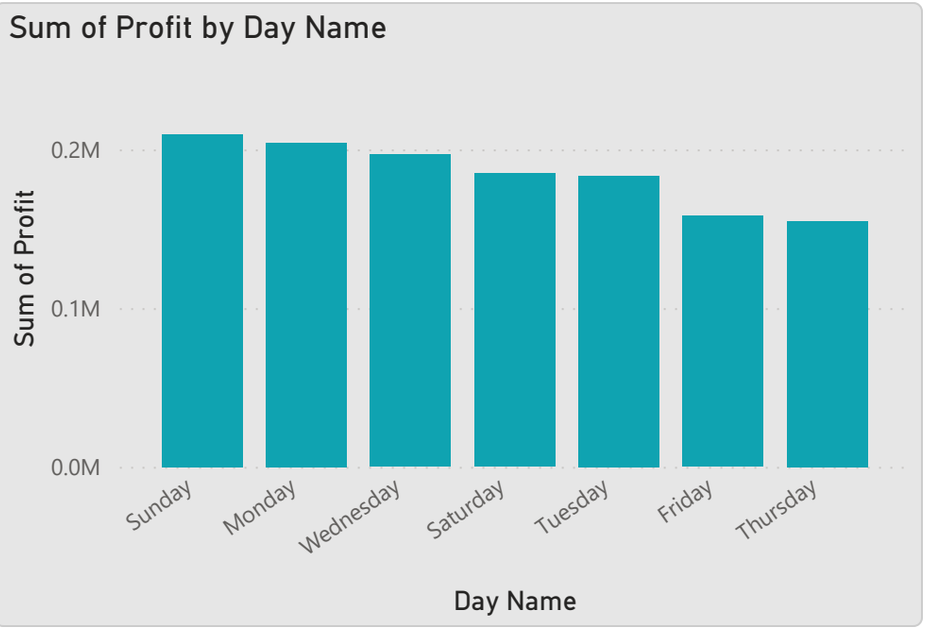
Profit Margin by Year



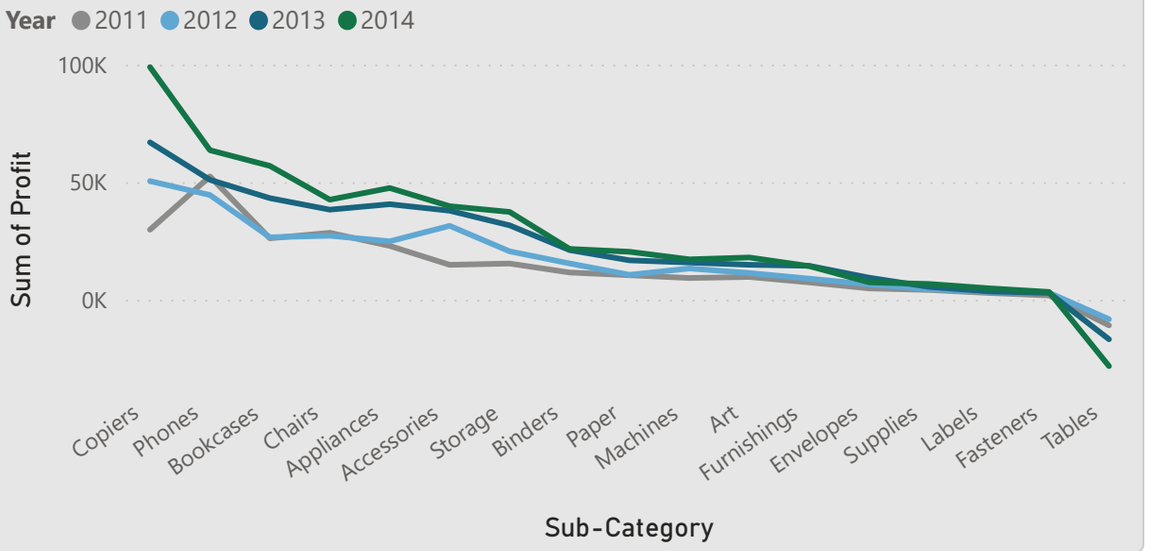
Profit Margin by Month Name



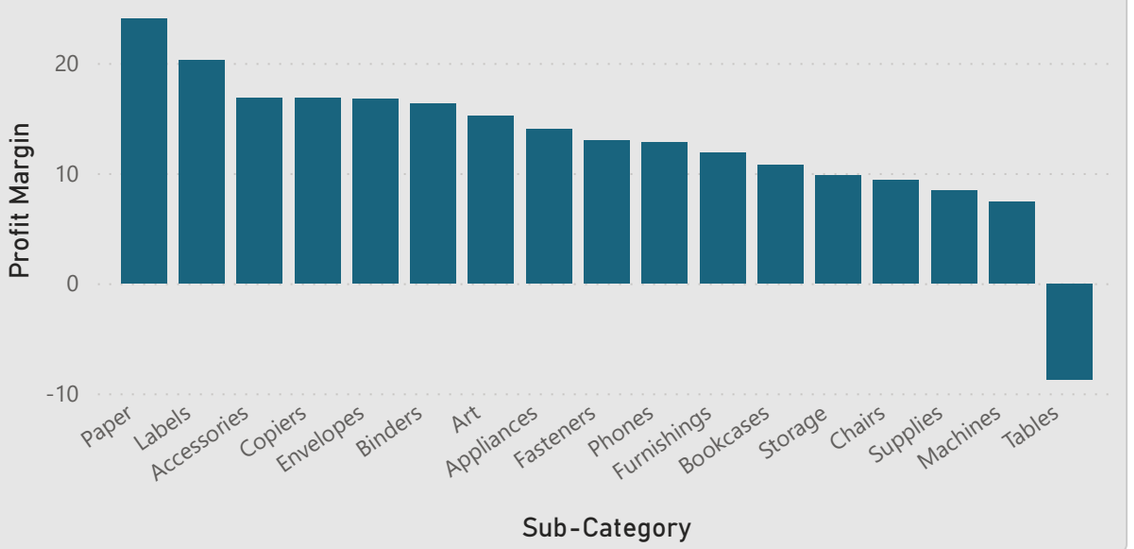
Sum of Profit by Day Name



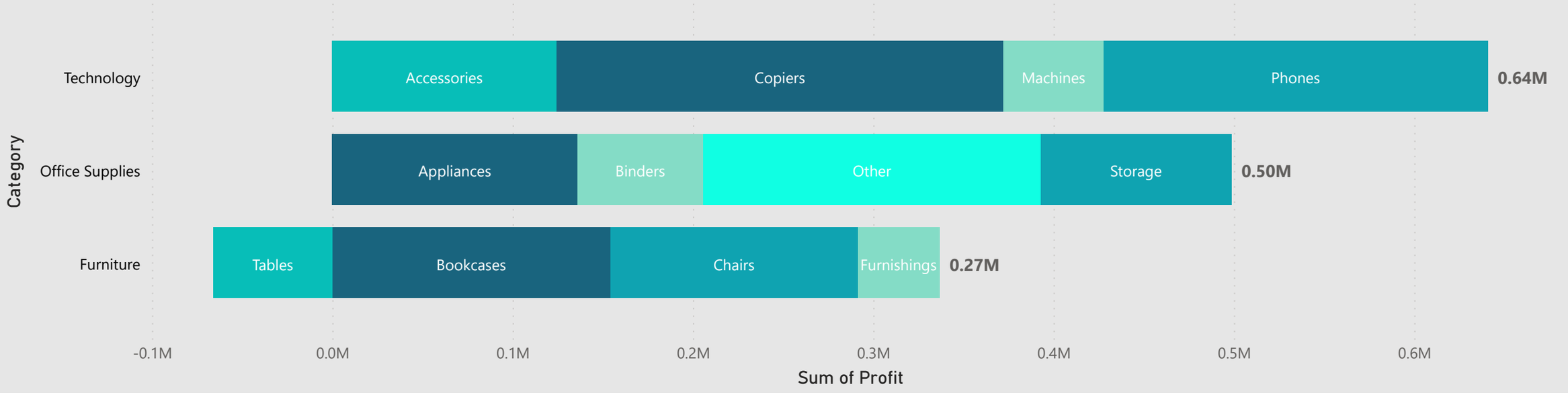
Sum of Profit by Sub-Category and Year

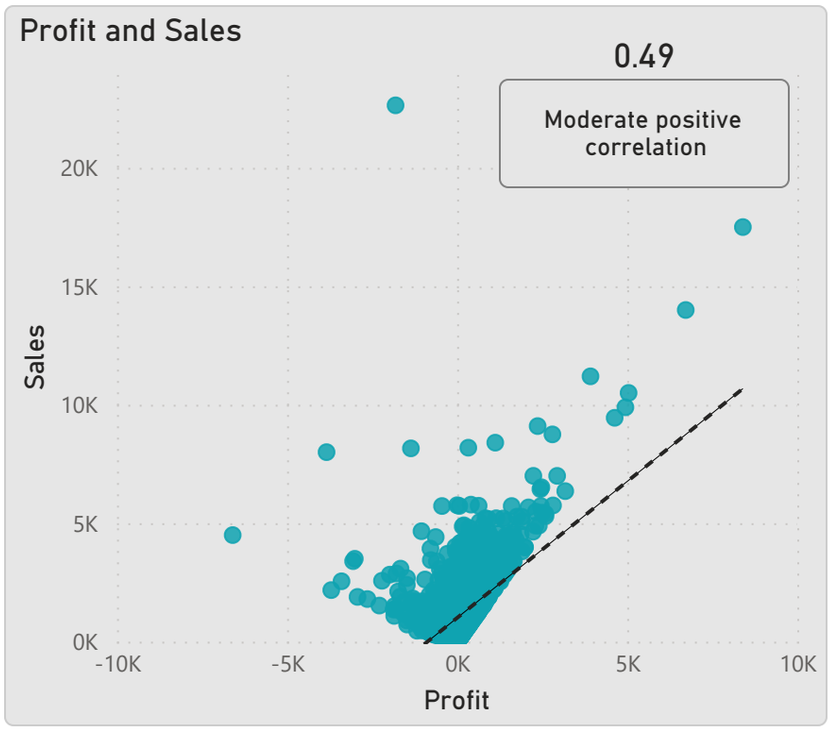


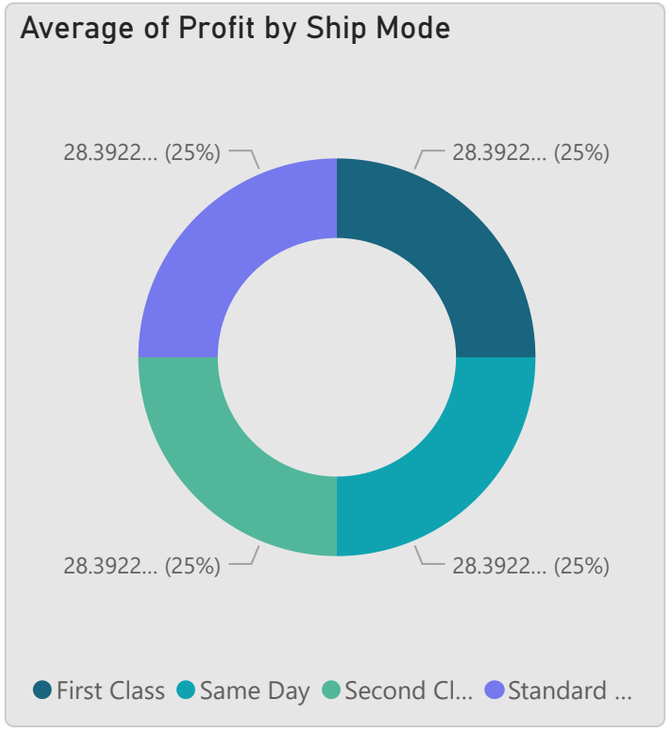
Profit Margin by Sub-Category

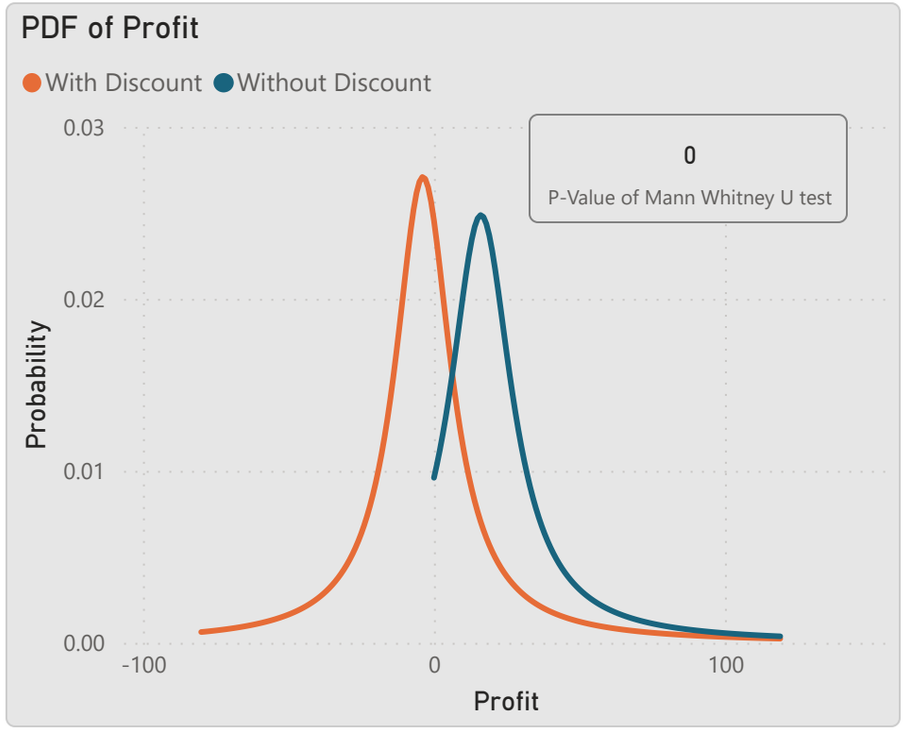


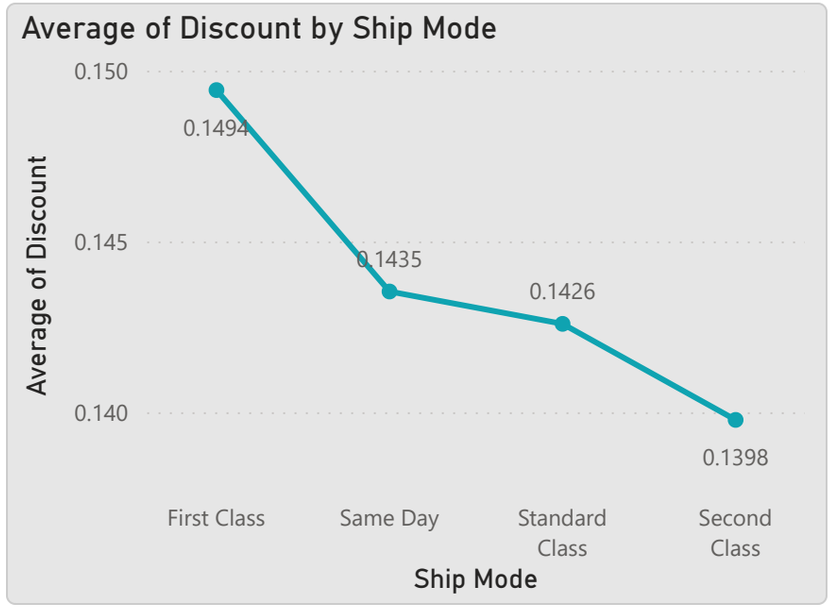
Sum of Profit by Category and Sub-Category (groups) 2

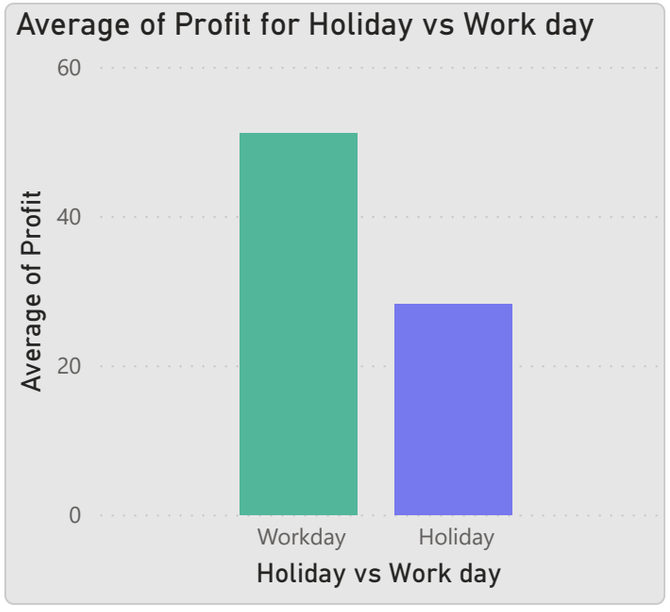


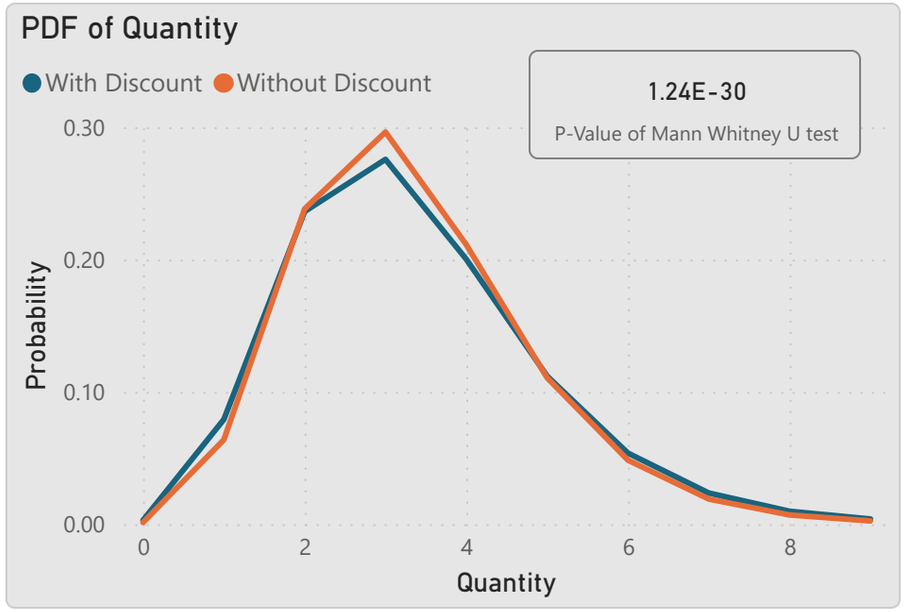

Profit and Sales
0.49
Moderate positive correlation
20K
15K
10K
5K
0K
Sales
-10K
-5K
0K
5K
10K
Profit


Average of Profit by Ship Mode
28.3922... (25%)
28.3922... (25%)
28.3922... (25%)
28.3922... (25%)
First Class
Same Day
Second Cl...
Standard ...

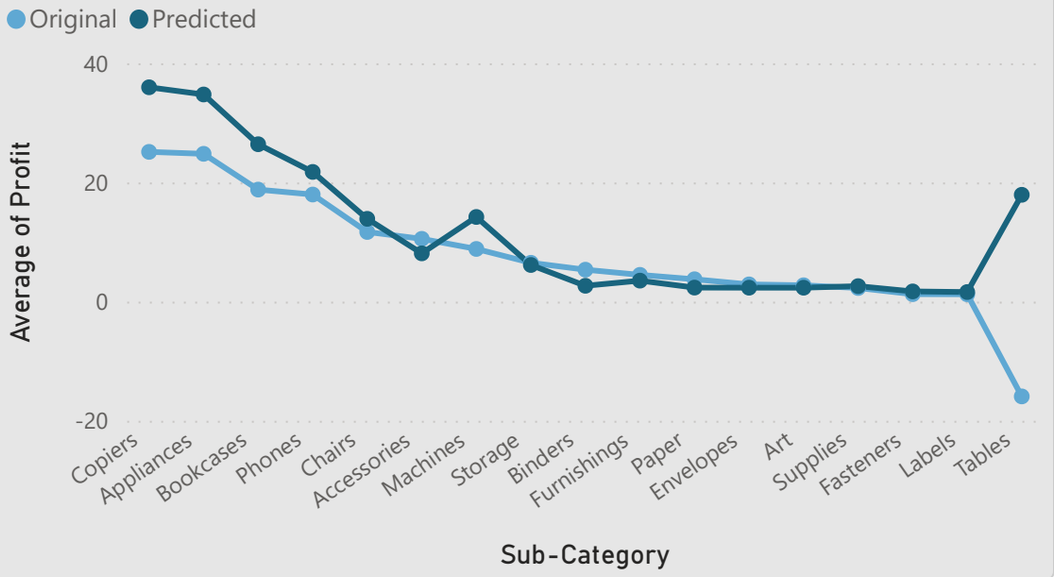

PDF of Profit
With Discount
Without Discount
0
P-Value of Mann Whitney U test
0.03
0.02
0.01
0.00
Probability
-100
0
100
Profit


Average of Discount by Ship Mode
0.150
0.145
0.140
Average of Discount
0.1494
0.1435
0.1426
0.1398
First Class
Same Day
Standard Class
Second Class
Ship Mode


Average of Profit for Holiday vs Work day
60
40
20
0
Average of Profit
Workday
Holiday
Holiday vs Work day


PDF of Quantity
With Discount
Without Discount
1.24E-30
P-Value of Mann Whitney U test
0.30
0.20
0.10
0.00
Probability
0
2
4
6
8
Quantity

Average of Profit Predicted Vs Original

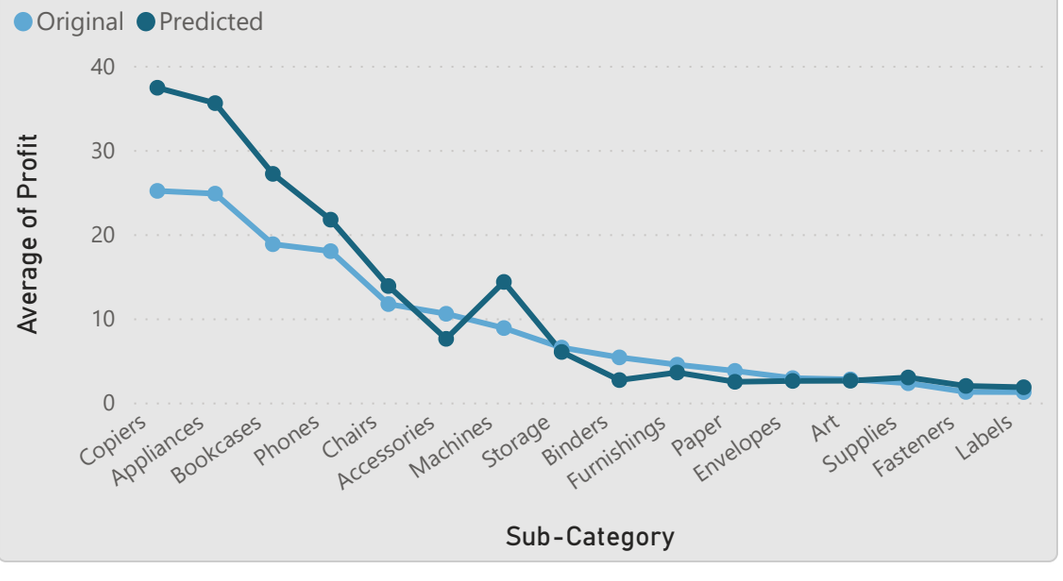


Models With Tables Data

Models	Mean squared error	Score
ensemble Regression	897.04	0.72
LinearRegression	2,123.49	0.28
RandomForest PolynomialFeatures	870.84	0.73
RandomForestRegressor	888.81	0.72
Ridge	1,713.81	0.47
XGBRegressor	1,476.54	0.54

Best Model

Average Profit Predicted Vs Original (Without Tables Data)



Models Without Tables Data

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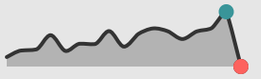
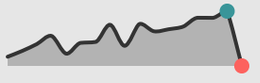
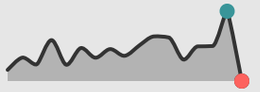
Metric Name	Market Rank	Total Value	Monthly Average	Latest Month	KPI	Spark Line
Sales Amount	1 of 7	$3,320,207	$2,432	$319		
Returned Amount	1 of 7	$265,537	$56	$0		
Discount	1 of 7	$566,649	$415	$403		
Profit	1 of 7	$389,324	$285	$57		

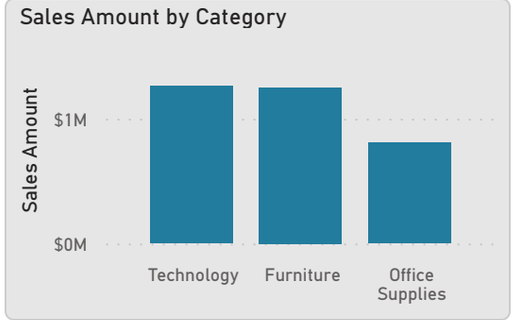
Market

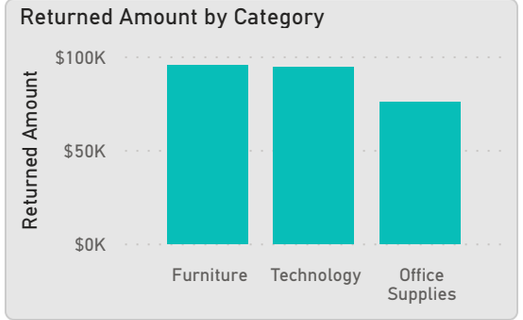
- [ ] Africa
- [x] APAC
- [ ] Canada
- [ ] EMEA
- [ ] EU

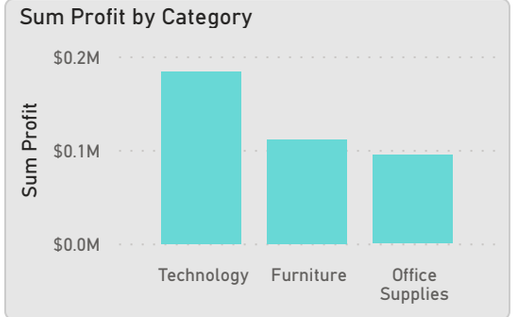
KPI Period (Mon...

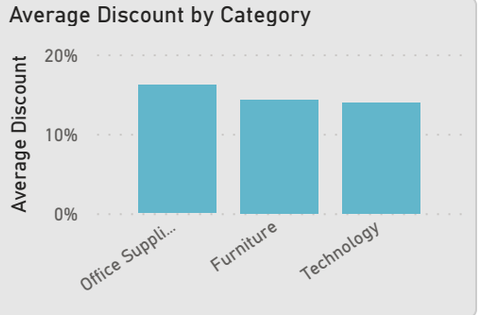
6

11002 of 49670	1 of 796	786	Samsung Smart Phone, VoIP - $2,939.31	15.24%
Count of Orders	New Customers	Count of Returned Orders	Max Profit Product Name	Average Discount

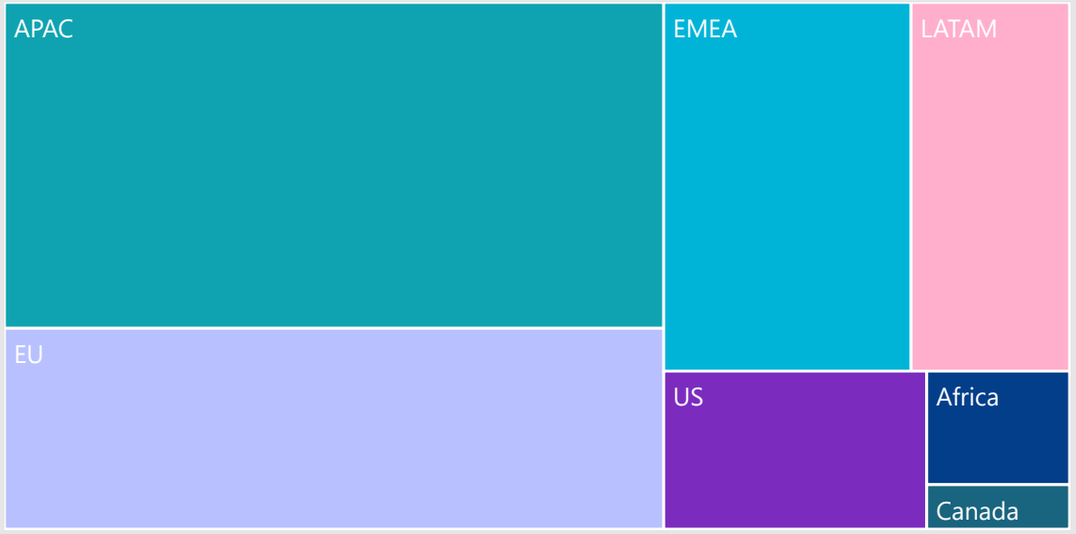




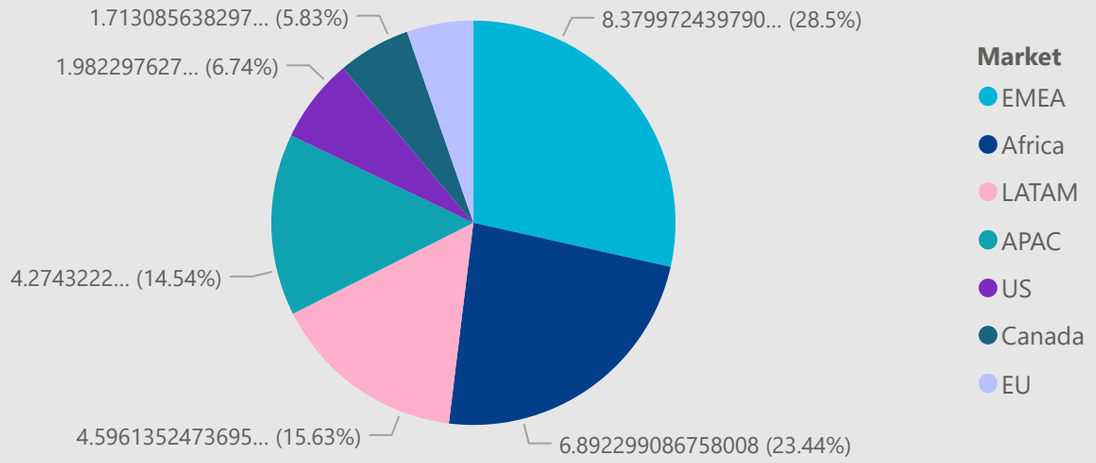




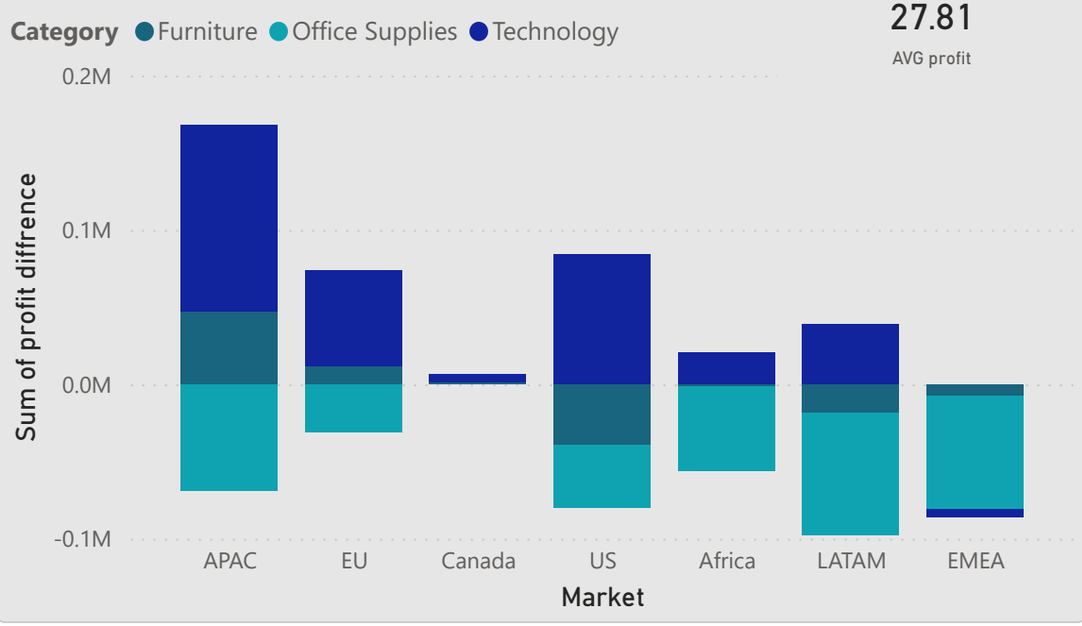
Sum of Market size by Makret



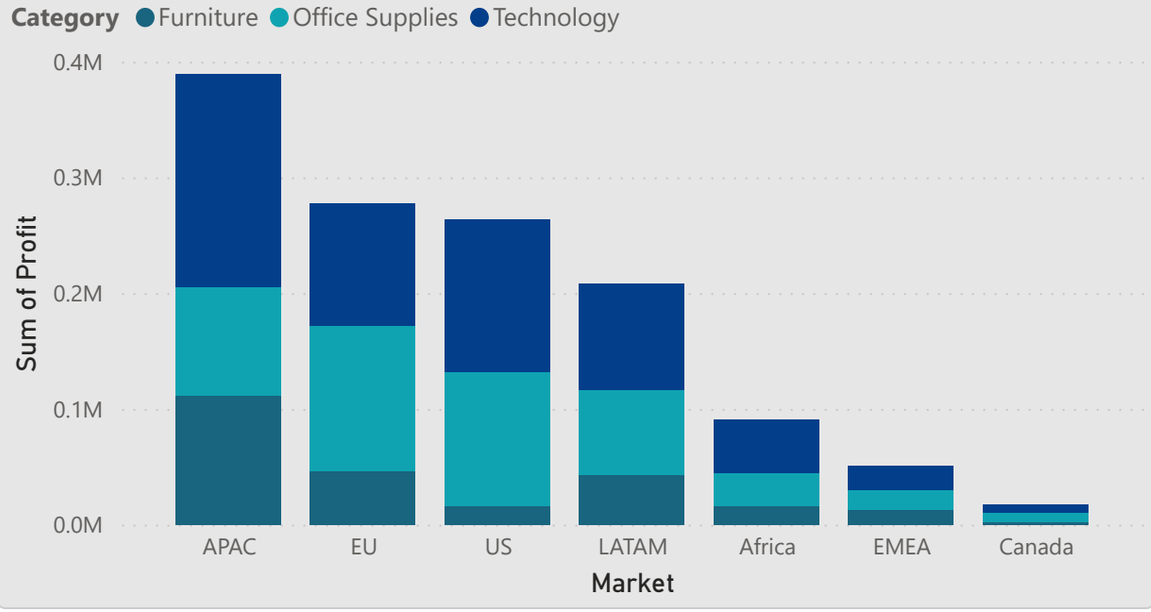
Average of Inflation(%) by Market

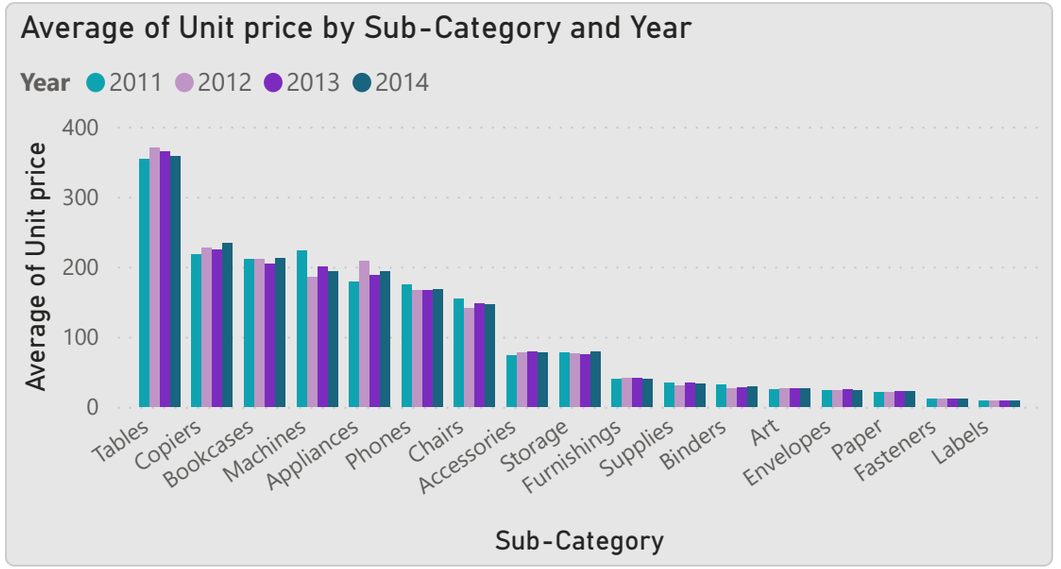


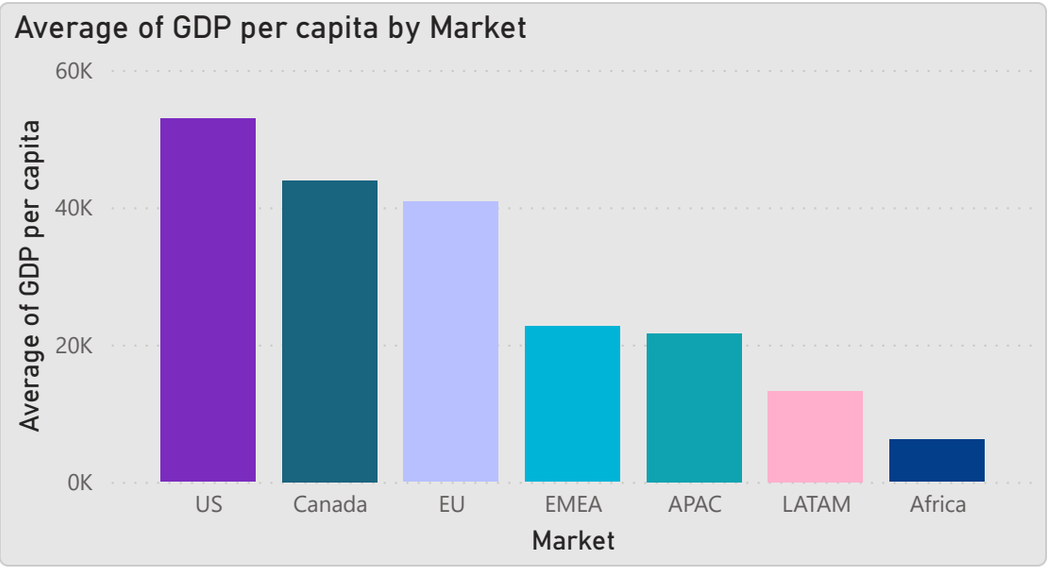
Sum of profit diffrence by Market and Category

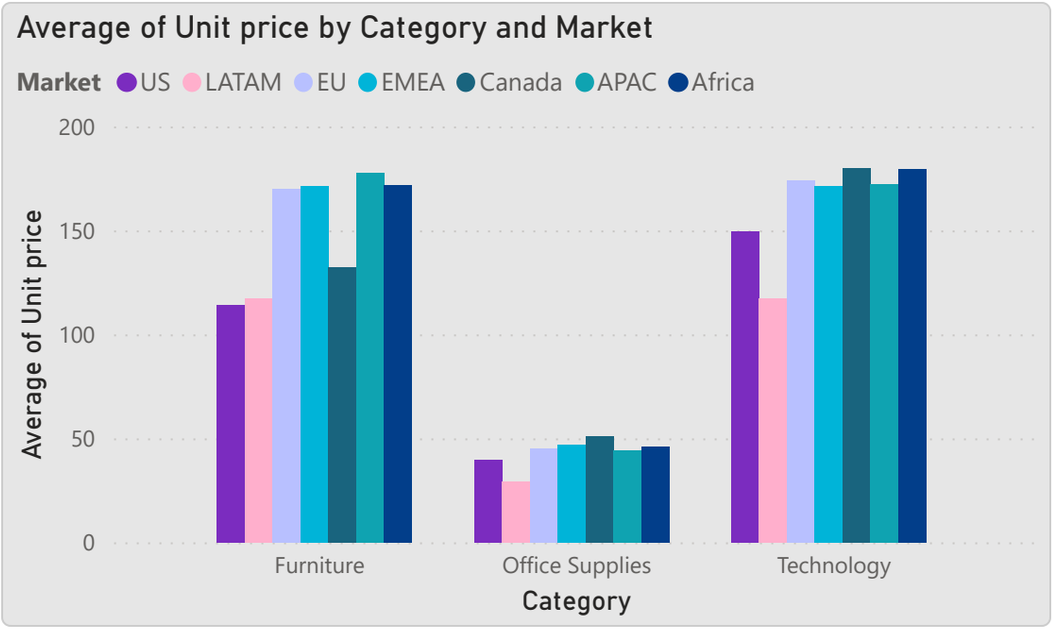


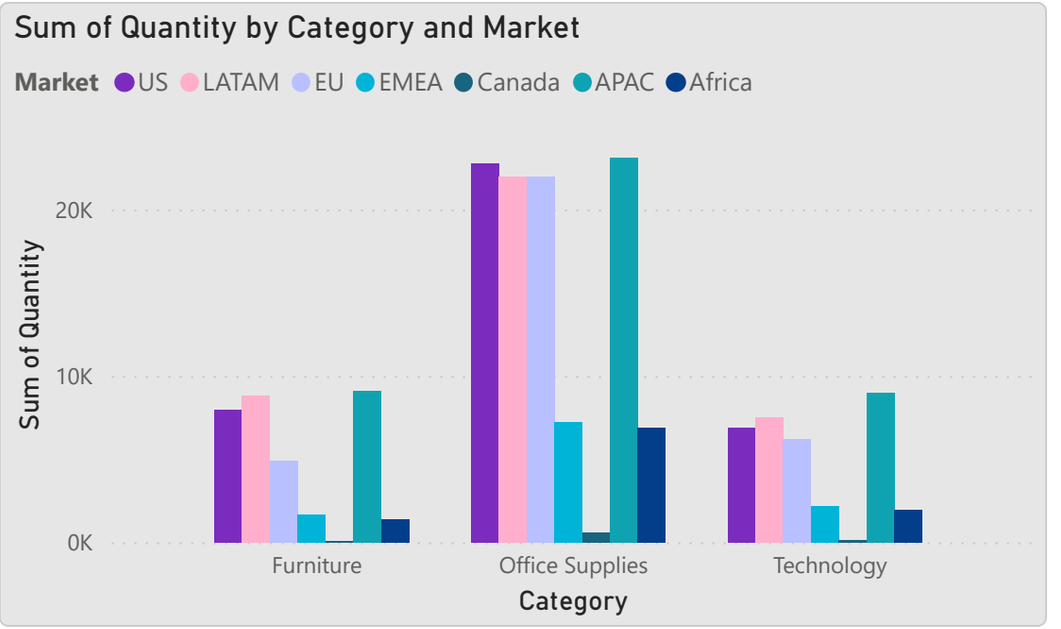
Sum of Profit by Market and Category



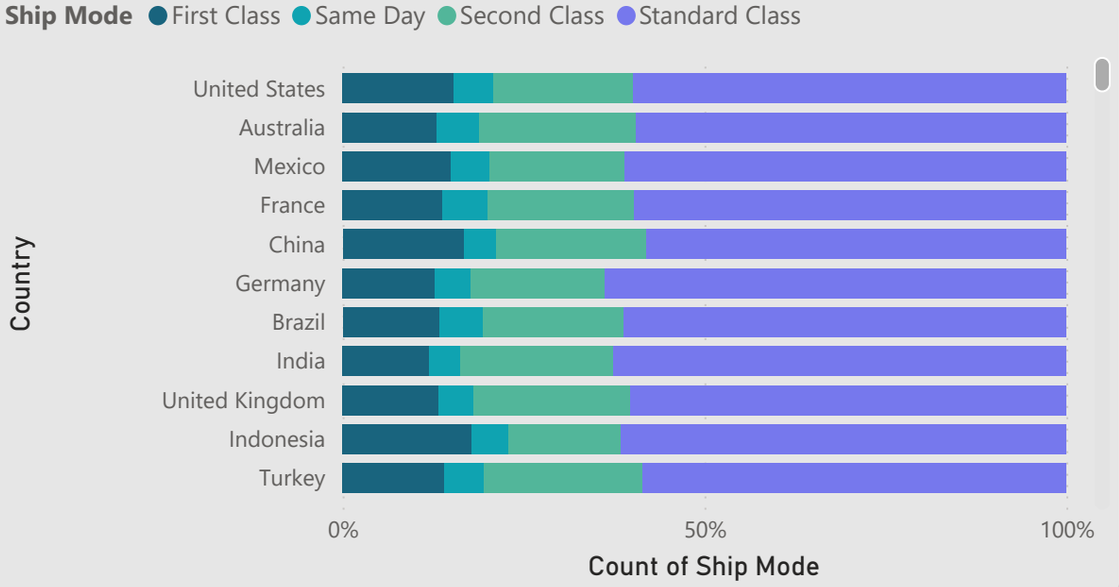

Average of Unit price by Sub-Category and Year
Year 2011 2012 2013 2014
400
300
200
100
0
Average of Unit price
Tables
Copiers
Bookcases
Machines
Appliances
Phones
Chairs
Accessories
Storage
Furnishings
Supplies
Binders
Art
Envelopes
Paper
Fasteners
Labels
Sub-Category


Average of GDP per capita by Market
60K
40K
20K
0K
Average of GDP per capita
US
Canada
EU
EMEA
APAC
LATAM
Africa
Market

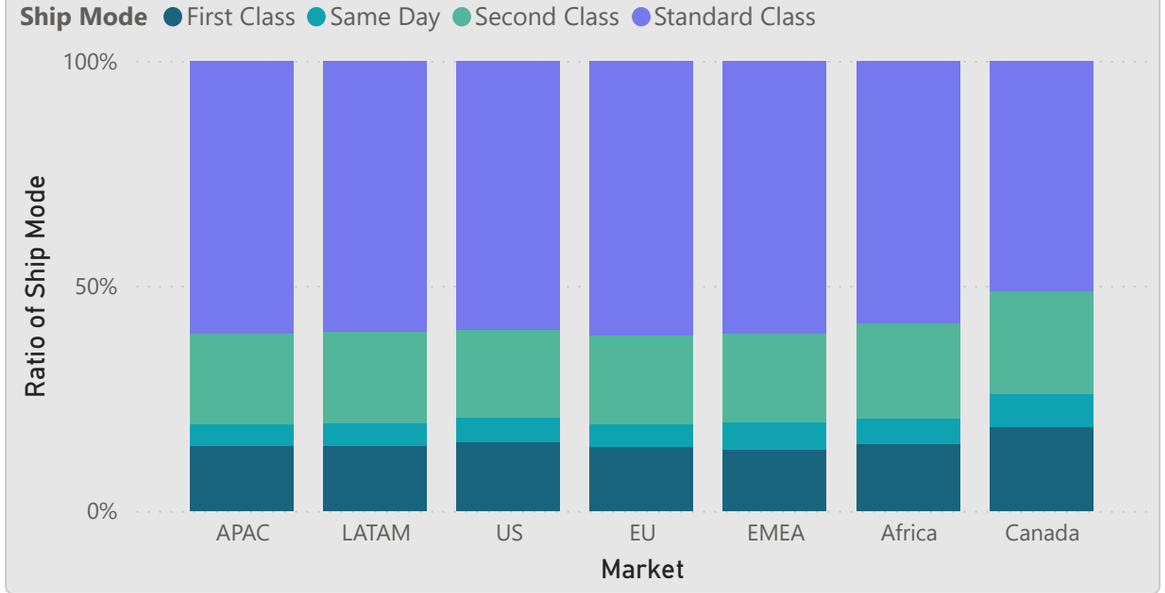

Average of Unit price by Category and Market
Market US LATAM EU EMEA Canada APAC Africa
200
150
100
50
0
Average of Unit price
Furniture
Office Supplies
Technology
Category


Sum of Quantity by Category and Market
Market US LATAM EU EMEA Canada APAC Africa
20K
10K
0K
Sum of Quantity
Furniture
Office Supplies
Technology
Category

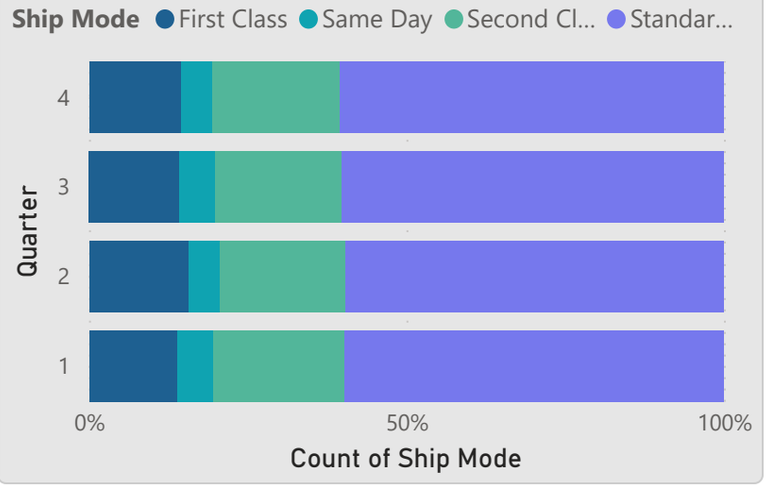
Count of Ship Mode by Country and Ship Mode



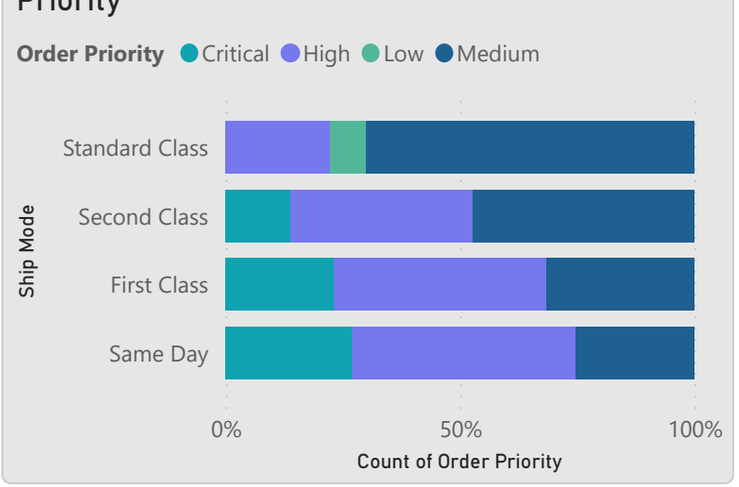
Ratio of Ship Mode Type by Market



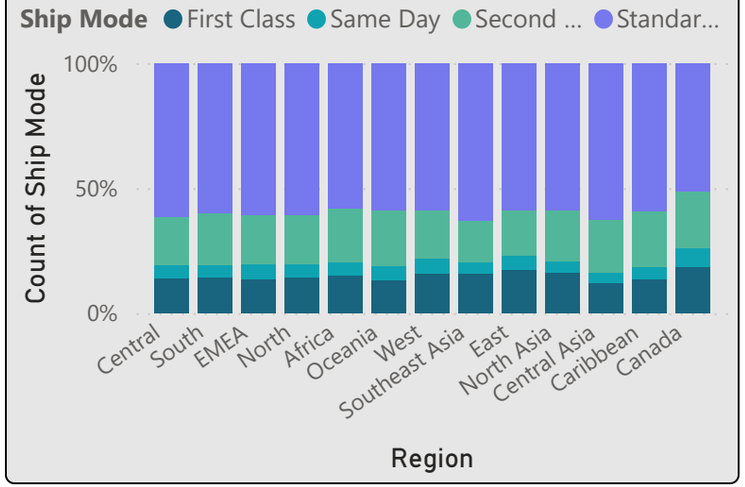
Count of Ship Mode by Quarter and Ship Mode

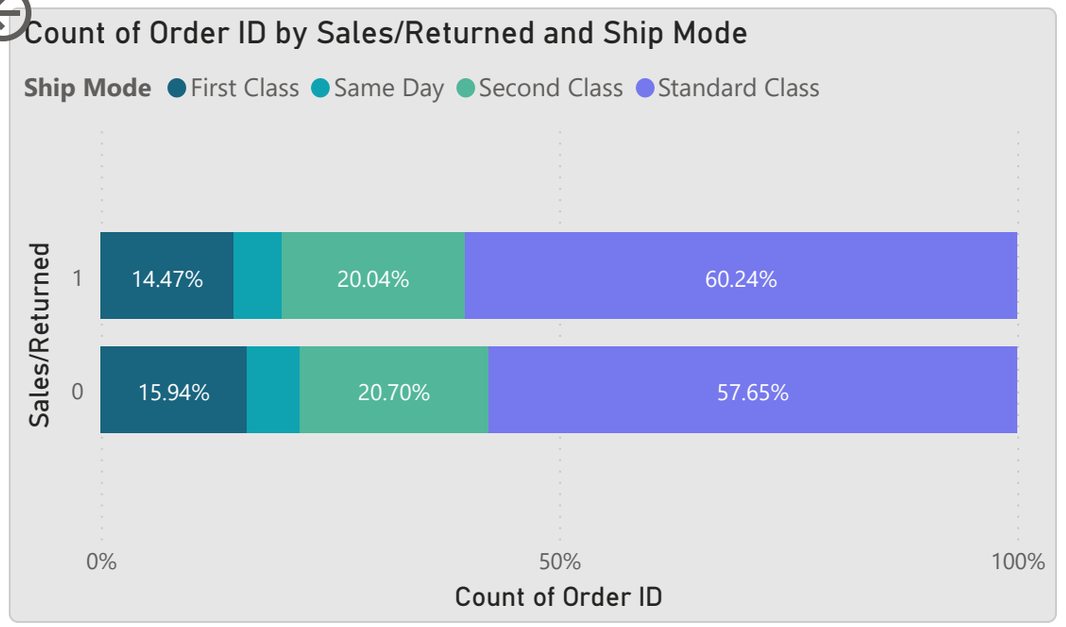


Count of Order Priority by Ship Mode and Order Priority



Ratio of Ship Mode Type by Region

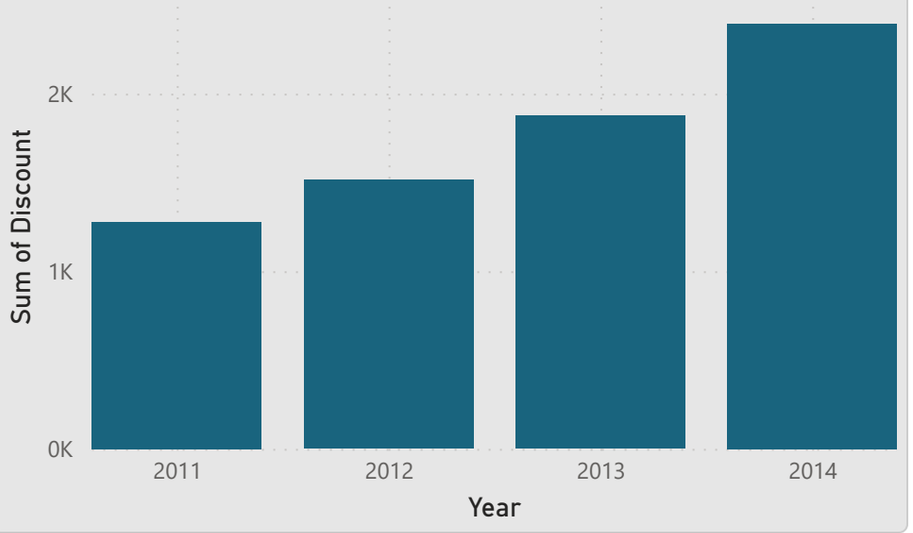




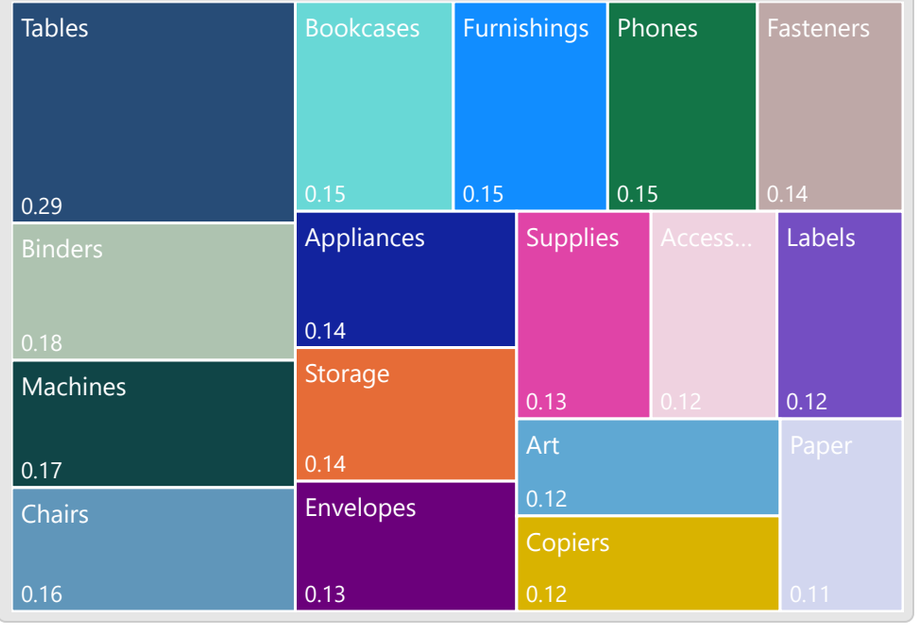
Models for Ship mode Prediction

Model Name	Train_accuracy	Validation_accuracy
GradientBoostingClassifier	58.40	56.00
SVC	49.90	49.70
XGBClassifier	69.50	60.80

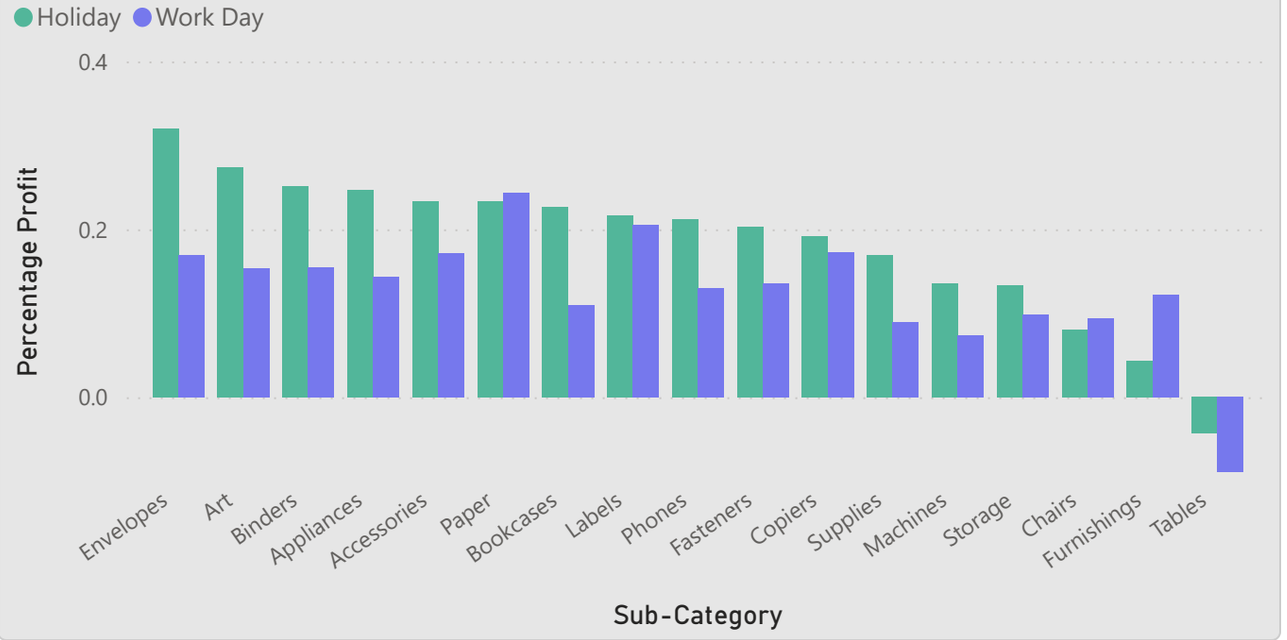
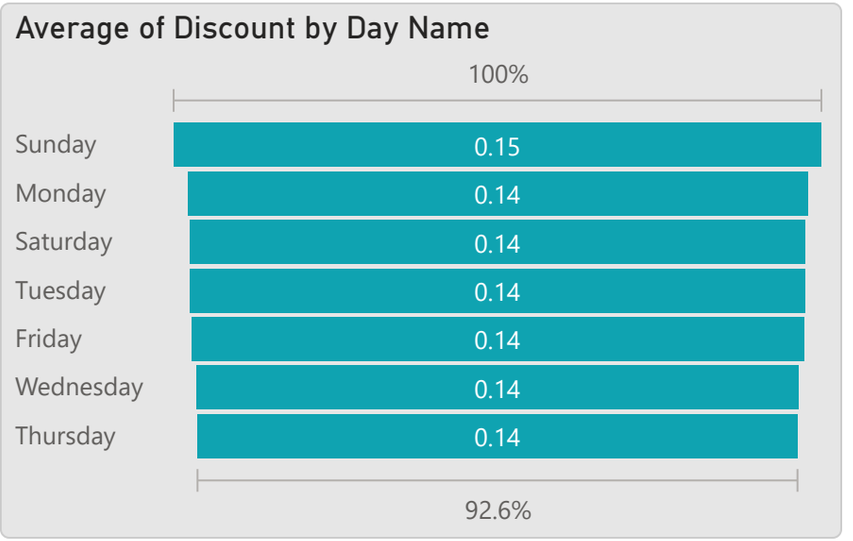
Sum of Discount by Year



Average of Discount by Sub-Category



Percentage Profit for holiday vs work day



Average of Discount by Day Name