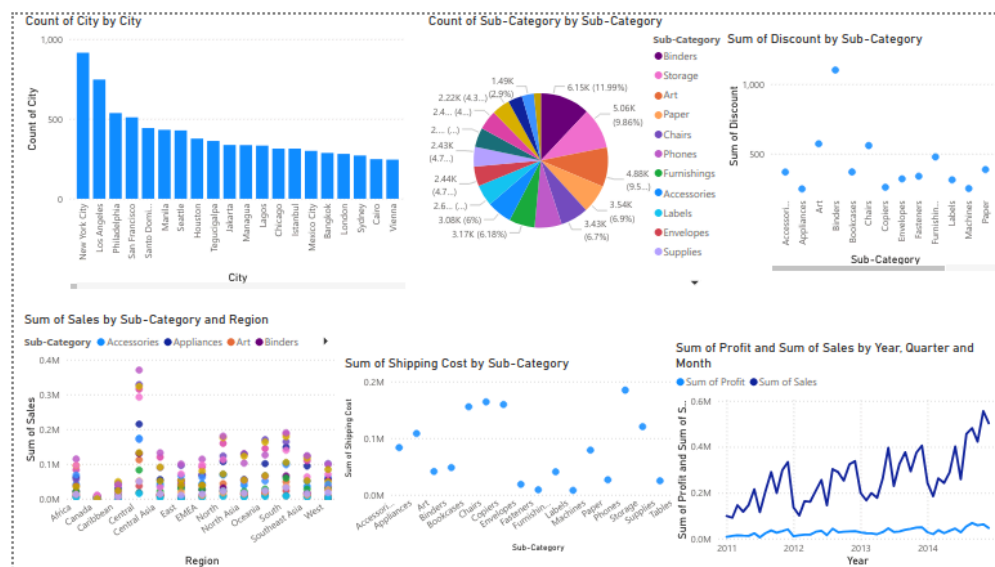


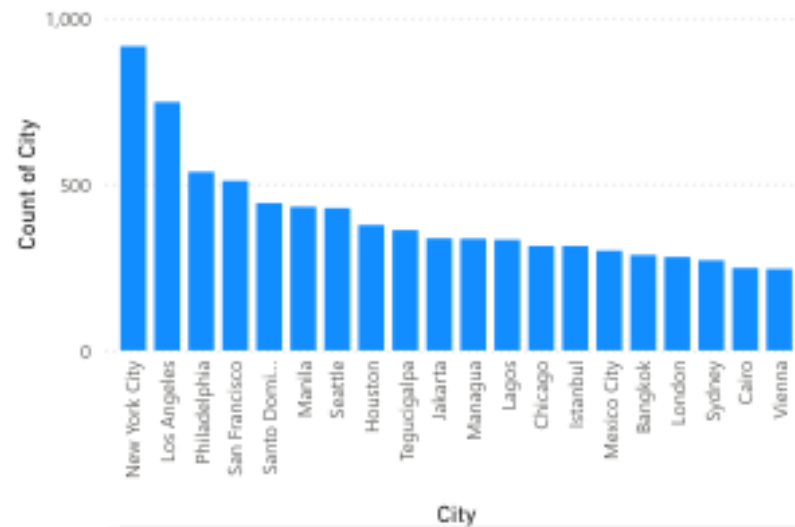
Name:	Deepraj Sujit Kadam
UID:	2021600029
Experiment No:	1
Batch:	B
Aim:	To visualize data from an E-commerce dataset and perform a comparative analysis on the Product wise sales and region wise sales distribution.
Dataset link:	https://www.kaggle.com/datasets/apoorvaappz/global-super-store-dataset

Results / Outputs:



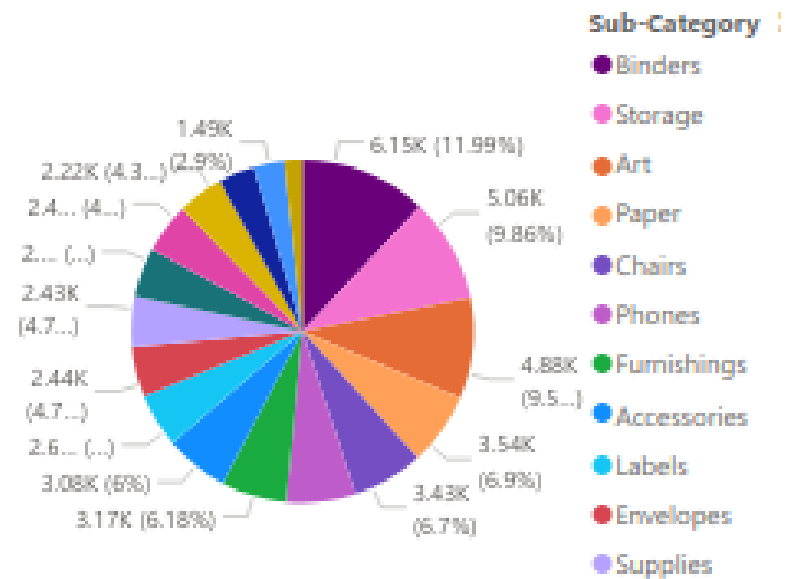
Count of Product name by city. This basically indicates the number of orders from that particular city.

Count of City by City



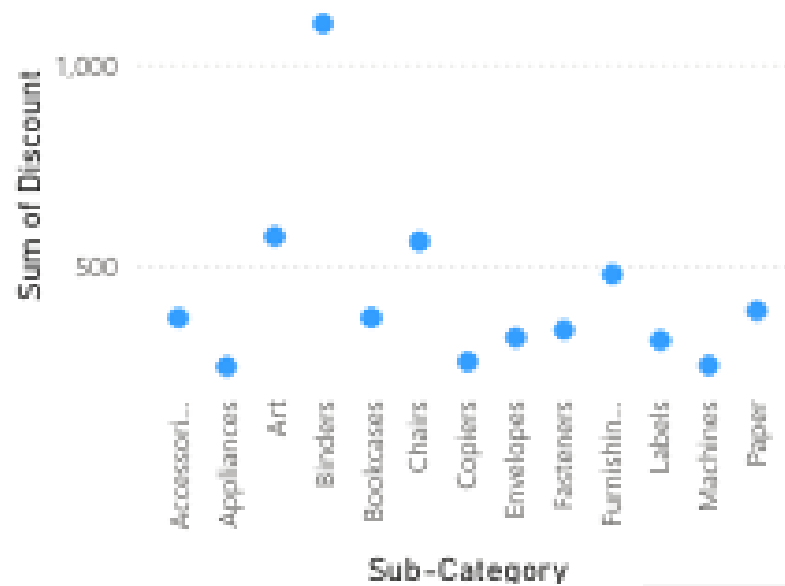
Count of orders from different cities

Count of Sub-Category by Sub-Category



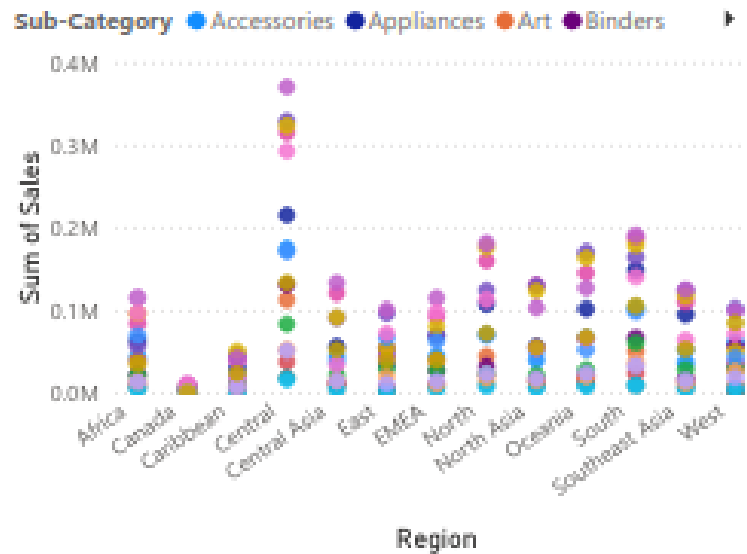
Distribution of different subcategories of products

y Sum of Discount by Sub-Category

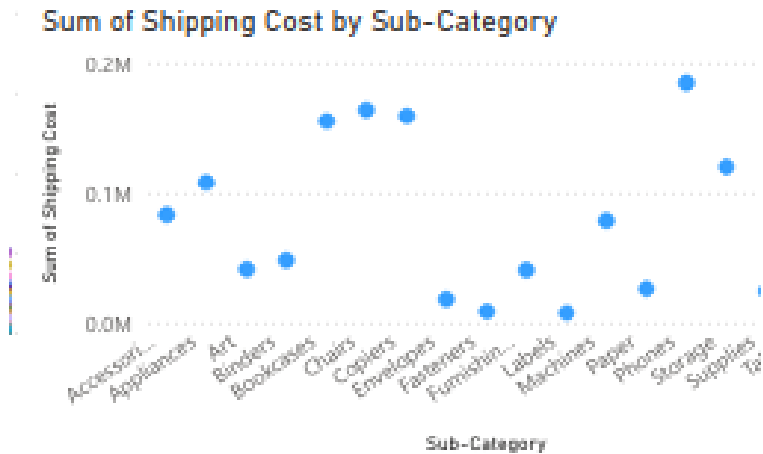


Distribution of Discounts offered per category

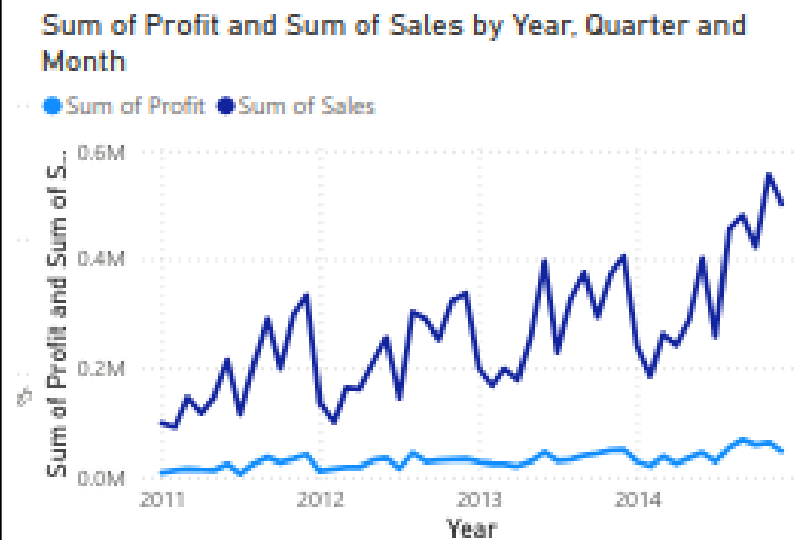
Sum of Sales by Sub-Category and Region



Sum of sales by product (subcategory of the product) and the region.

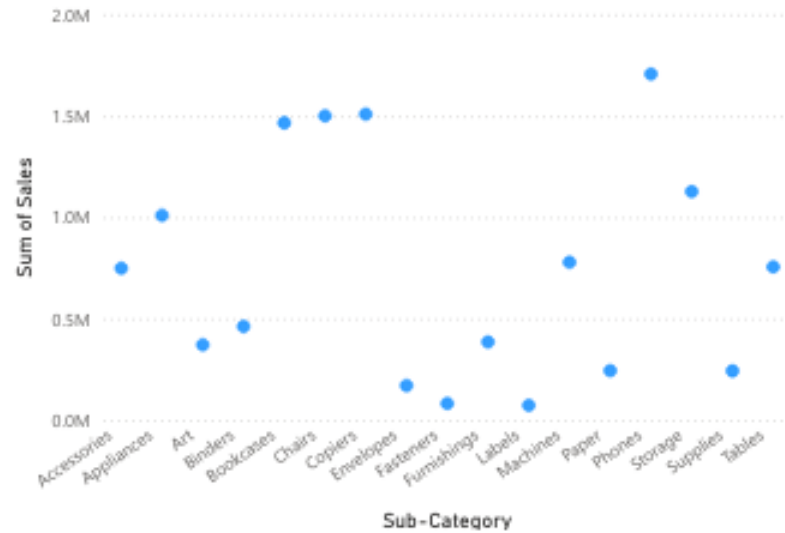


Distribution of shipping cost by the product (subcategory)



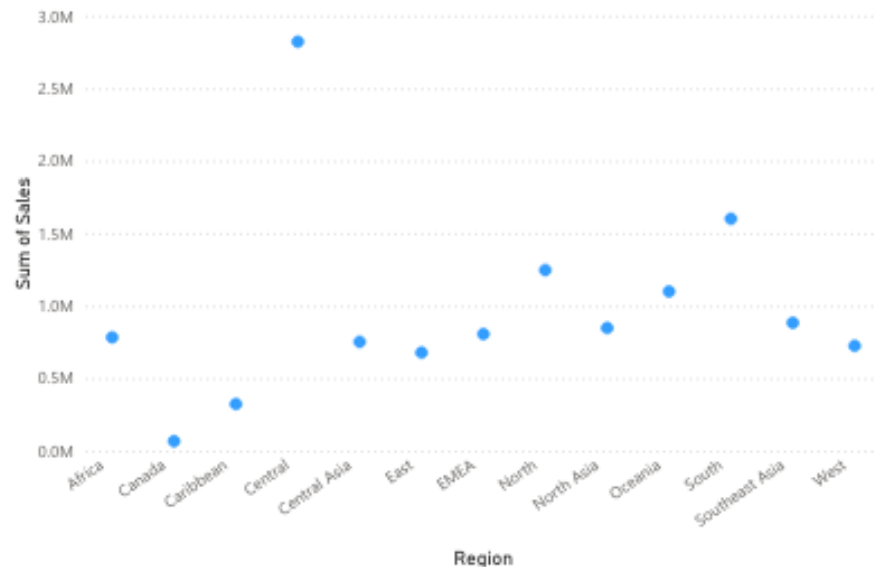
Distribution of the profits and the sales every month, quarter and year.

Sum of Sales by Sub-Category



Product wise (subcategory wise) sales distribution

Sum of Sales by Region



Region wise sales distribution.

Conclusion

In this experiment we got to learn about different data visualization techniques using different plots and charts. The dataset was **Global superstore** dataset which had different fields like Sales, Discounts, Order details as per the region, by product category and sub category.

Sum of Sales by Sub-Category

High Sales Categories: Some product sub-categories, such as Phones, Chairs, and Copiers, have notably higher sales, with Phones reaching close to 2

	<p>million in sales.</p> <p>Low Sales Categories: Categories like Tables, Art, and Fasteners show relatively lower sales, below 0.5 million.</p> <p>Mid-Range Sales: A few sub-categories like Binders and Bookcases fall into a mid-range sales bracket, between 0.5 to 1 million.</p> <p>Sum of Sales by Region</p> <p>High Sales Regions: EMEA and Canada have the highest sales, with EMEA reaching almost 3 million, making them key markets for the products.</p> <p>Low Sales Regions: Regions such as Africa, Caribbean, and Central Asia have significantly lower sales, suggesting they might be less profitable markets.</p> <p>Moderate Sales Regions: Several regions, including East, North Asia, and Southeast Asia, have moderate sales, which could indicate potential growth markets.</p> <p><u>High Sales Concentration</u></p> <p>Product Sub-Category: Categories like "Phones" and "Copiers" have high sales.</p> <p>Region: "EMEA" and "Canada" are top-performing regions.</p> <p>Insight: High-sales products likely drive success in these regions, suggesting effective alignment of offerings with regional demand.</p> <p><u>Low Sales Distribution</u></p> <p>Product Sub-Category: Items like "Tables" and "Art" show low sales.</p> <p>Region: Regions like "Africa" and "Caribbean" exhibit low sales.</p> <p>Insight: Low alignment of these products with regional needs or ineffective marketing may contribute to poor performance.</p> <p><u>Moderate Sales Potential</u></p> <p>Product Sub-Category: "Binders" and "Bookcases" show moderate sales.</p> <p>Region: Regions like "East" and "North Asia" also have moderate sales.</p> <p>Insight: These areas present opportunities for targeted growth strategies.</p>
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