**Wholesale Customers Analysis**

**Problem Statement:**

A wholesale distributor operating in different regions of Portugal has information on annual spending of several items in their stores across different regions and channels. The data consists of 440 large retailers’ annual spending on 6 different varieties of products in 3 different regions (Lisbon, Oporto, Other) and across different sales channel (Hotel, Retail).

**1.1** **Use methods of descriptive statistics to summarize data. Which Region and which Channel spent the most? Which Region and which Channel spent the least?**

**1.2 There are 6 different varieties of items that are considered. Describe and comment/explain all the varieties across Region and Channel? Provide a detailed justification for your answer.**

**1.3 On the basis of a descriptive measure of variability, which item shows the most inconsistent behaviour? Which items show the least inconsistent behaviour?**

**1.4 Are there any outliers in the data? Back up your answer with a suitable plot/technique with the help of detailed comments.**

**1.5 On the basis of your analysis, what are your recommendations for the business? How can your analysis help the business to solve its problem? Answer from the business perspective**