DECCAN EDUCATION SOCIETY’S

FERGUSSON COLLEGE(AUTONOMOUS), PUNE



SKILL DEVELOPMENT ASSIGNMENT

(Country: France)

Course: MSc. Data Science

Submitted By: Group 4

Harsh Narayan 226509

Harshad Kalsait 226510

Harshit Singh 226511

**INSIGHTS FROM DATA**

* Profit in Furniture Category especially in sub-category tables is very less.
* If we look closely in each category the sales are pretty much higher but they are not making any profits, so we had to check the loss and profit of the city where the profits are high and city where the profits are less and check which category is is not making profits at all
* Paris is making the highest profits as seen in treemap of city vs profits and Toulouse is making very less profits.
* In Toulouse every category is in loss, while in Paris only the table subcategory is making loss else categories are making profit.
* In Shipping Cost vs Order Priority we can see that Avg. Cost of Critical>High>Low>Medium.
* Checking Profit and Sales of Ship Mode we can see that only the first class is making profits
* Office Supplies is making profit every where, we can see in Toulouse that it was making very little loss compared to the others.

**BUSINESS IMPROVEMENT STRATEGIES**

* Revising the price of items can be done.
* Furnishing business in making loss every where but we saw in Paris the most sold item was Furniture. So advertisements campaigns can be organized for Furnishing category.
* Production of office supplies can be increased as it is the most profitable category even in Toulouse Office supplies were not in great loss.