

The Sparks Foundation - Internship

Data Science and Business Analytics

Task - 3

Exploratory Data Analytics - Retail

Perform 'Exploratory Data Analysis' on dataset 'SampleSuperstore'

Data can be found at:- <http://https://bit.ly/3i4rbWl>

As a business manager try to find out the weak area where you can work to make more profit. What all business problem you can derive from exploring the data?

Author-> Harshita Saini

49

Count of State

531

Count of City

38K

Quantity

2.30M

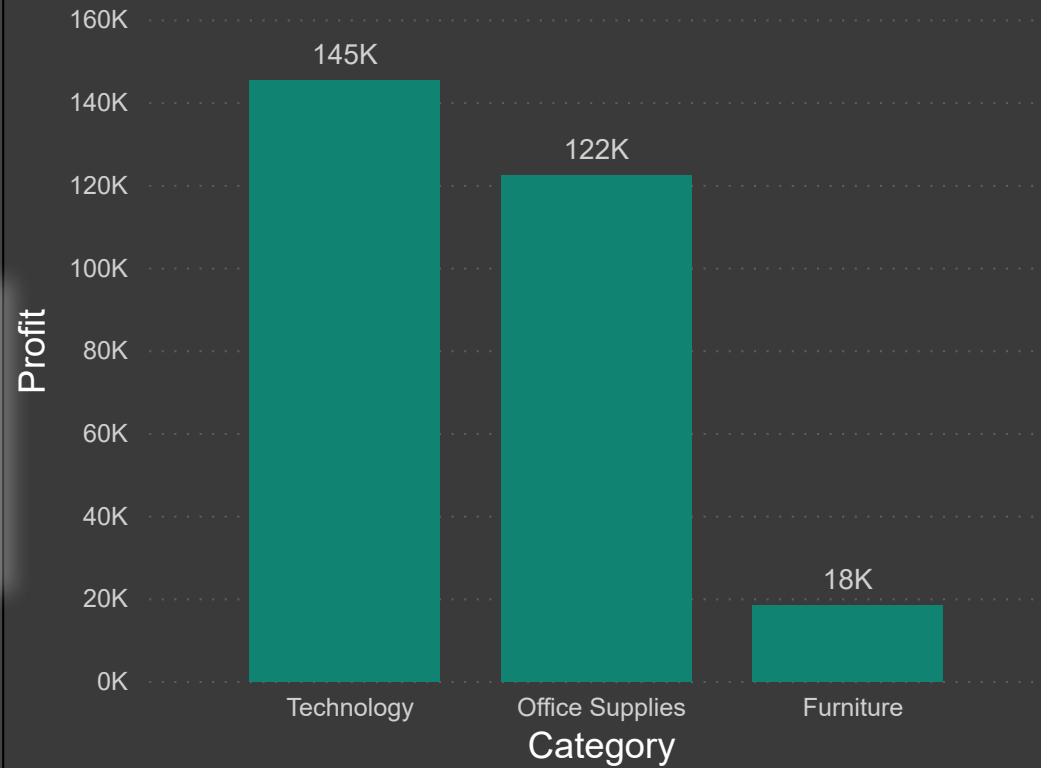
Sales

Select Segment

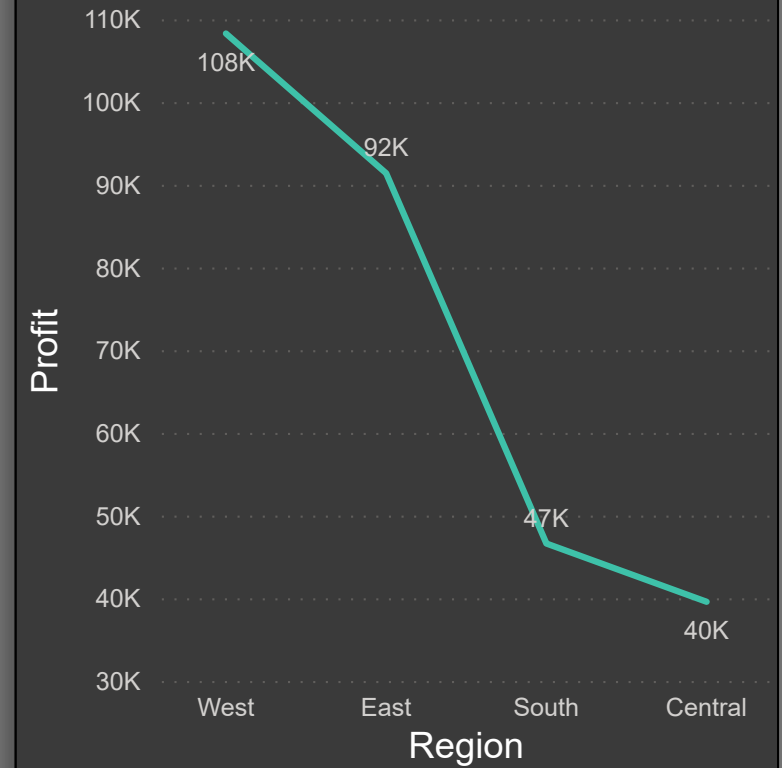
All



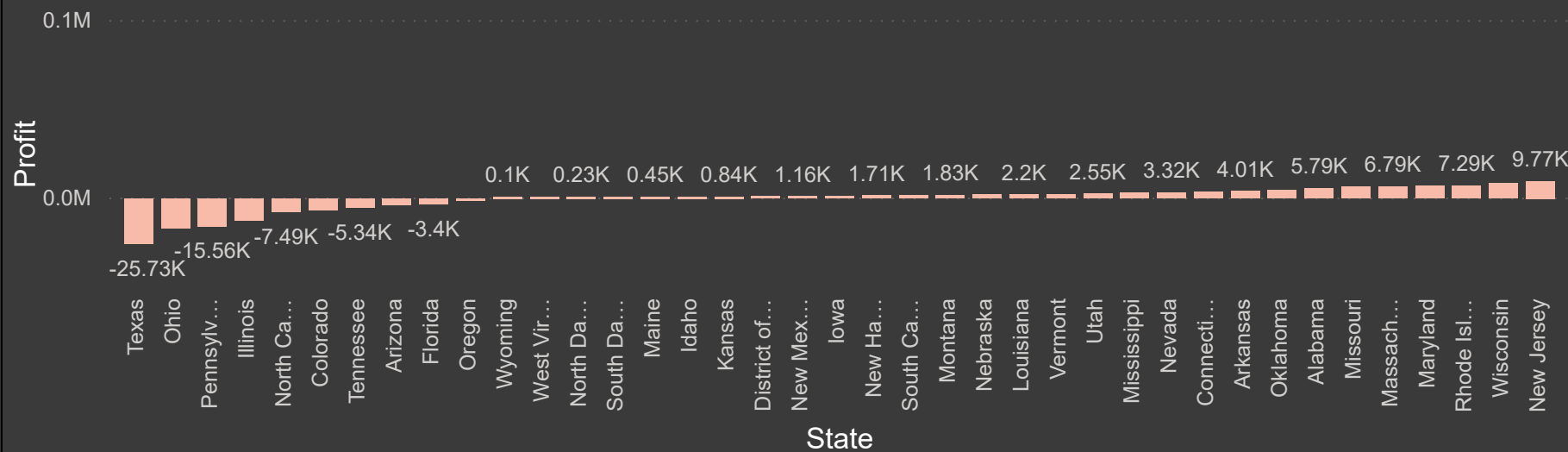
Profit by Category



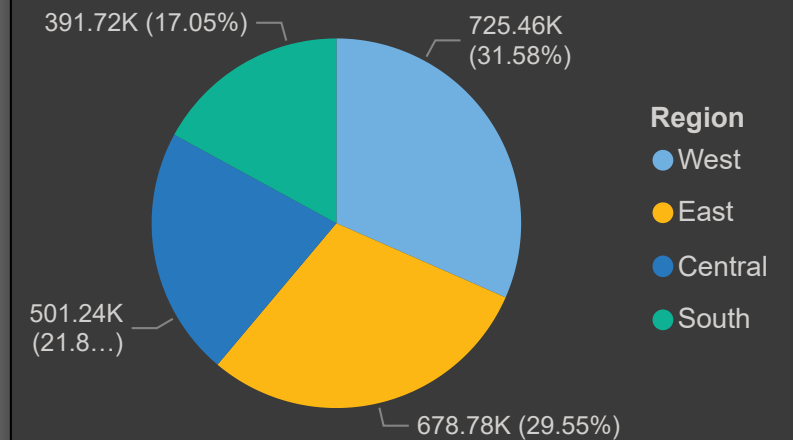
Profit by Region



Profit by State



Sales by Region



Results form Dashboard:-

1. We found that states like, California and New York have the highest profit, and Ohio and Texas have the least profit. And states like, maine, south dakota, north dakkota, west virginia, and wyoming doesn't have any profit.
2. West region have the highest profit and Central region have the least profit. In the Central Region the Furniture category shows the least profit.
3. Sales in the west region is higher and sales in the south region is lower. Thus, the South region have the lowest sales than the central region. But if we compare the profit with sales we can see that sales in central region is higher than the sales in the south region.

Conclusion:-

1. The business manager needs to work in that areas where there is no profit or negative profit.
2. We can see that the profit in the central region is very low. Thus, the business manager needs to work in the central region with Category(furniture) and sub-category(tables) to obtain more profit, and also he needs to keep an eye on the sales pattern and quantity supply.

Thank You