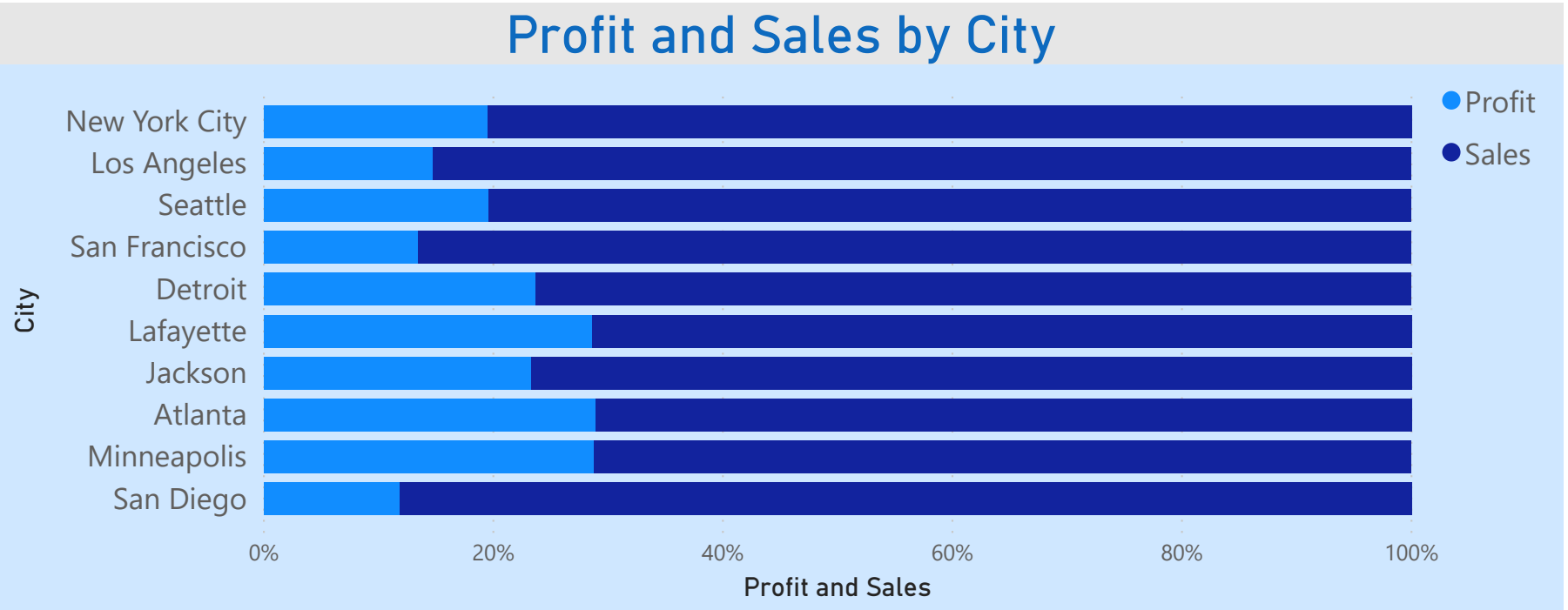
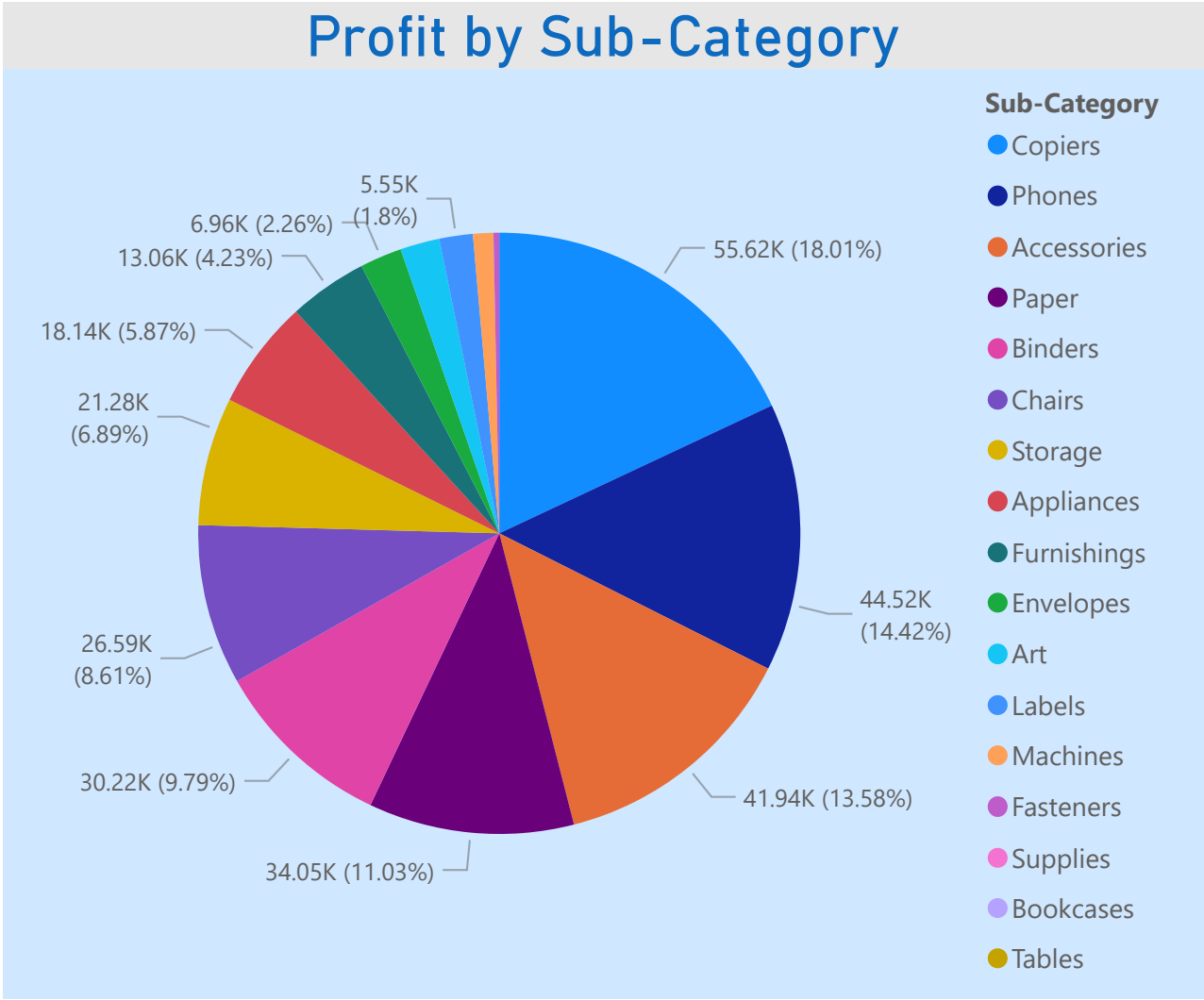
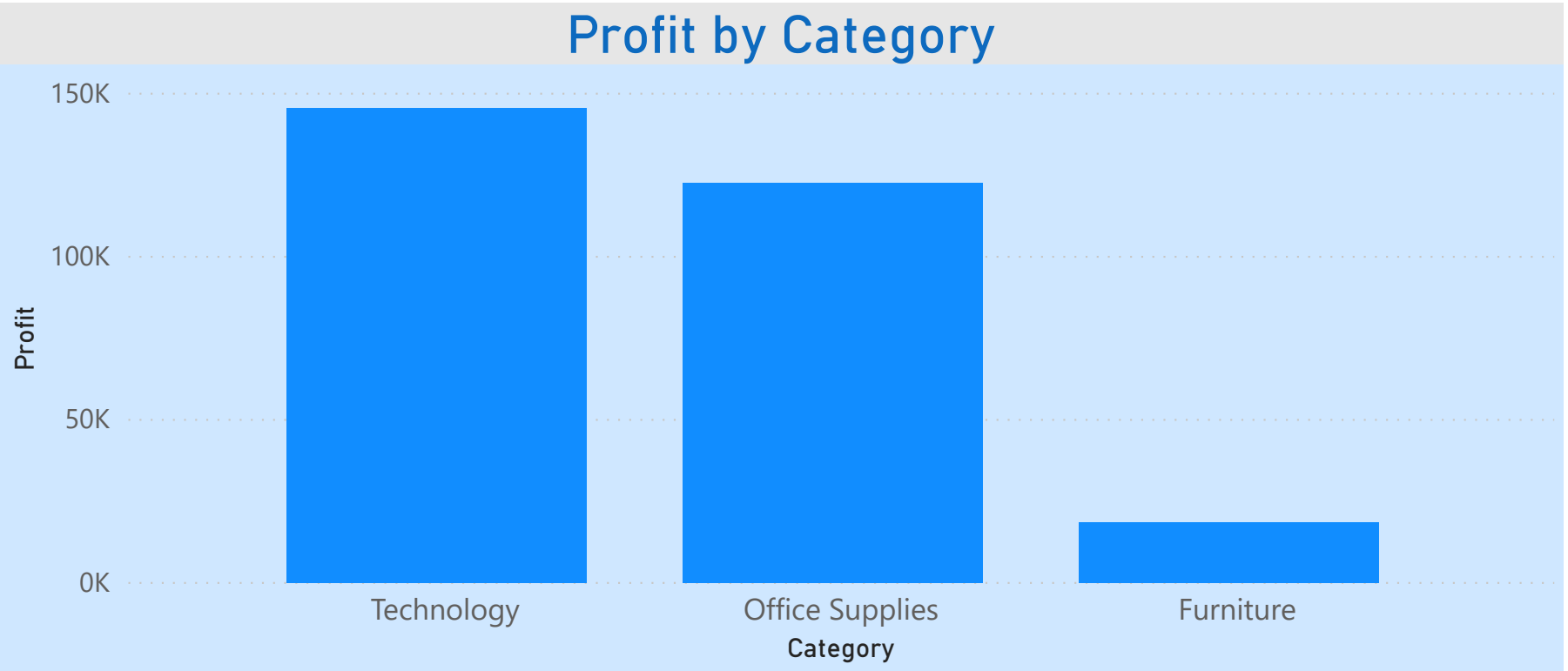


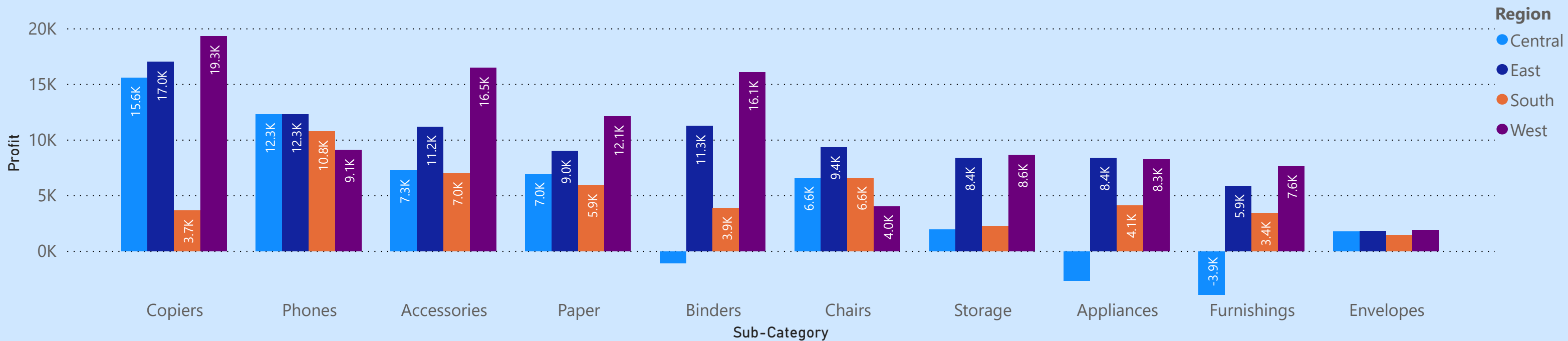
Task 5 - Explore Business Analytics

To perform 'Exploratory Data Analysis' on the provided dataset
'SampleSuperstore'

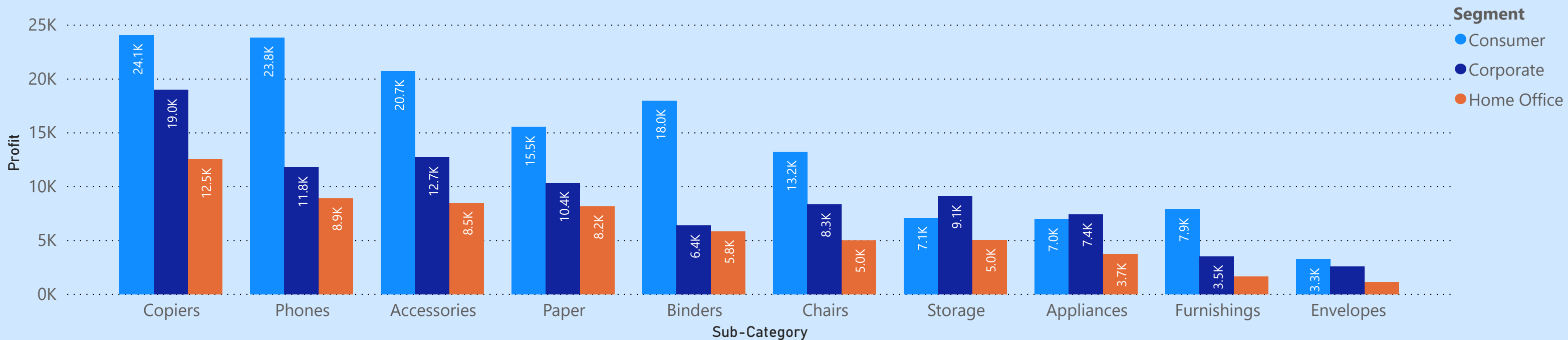
By Mohamed Jafir Ashraf



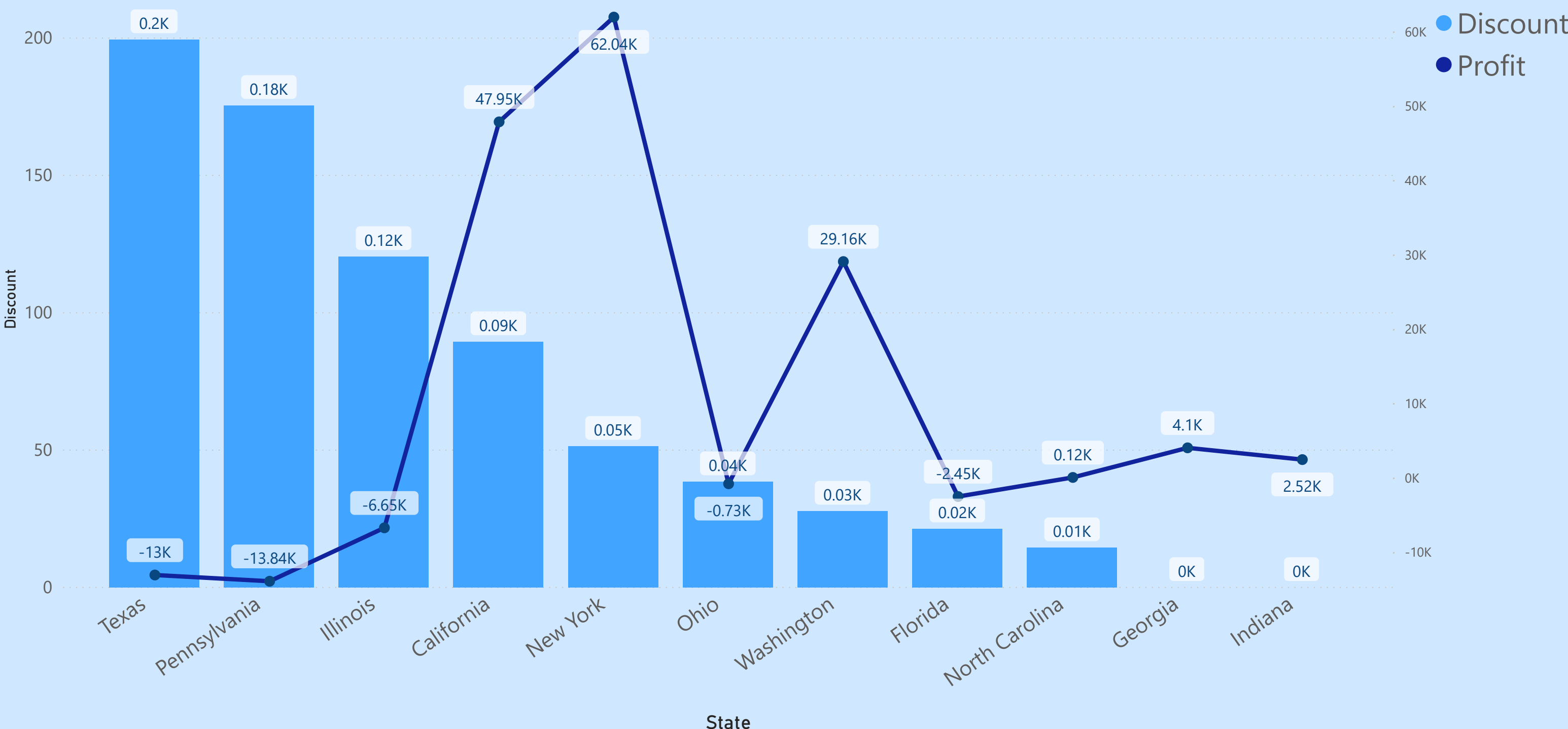
Profit by Sub-Category and Region



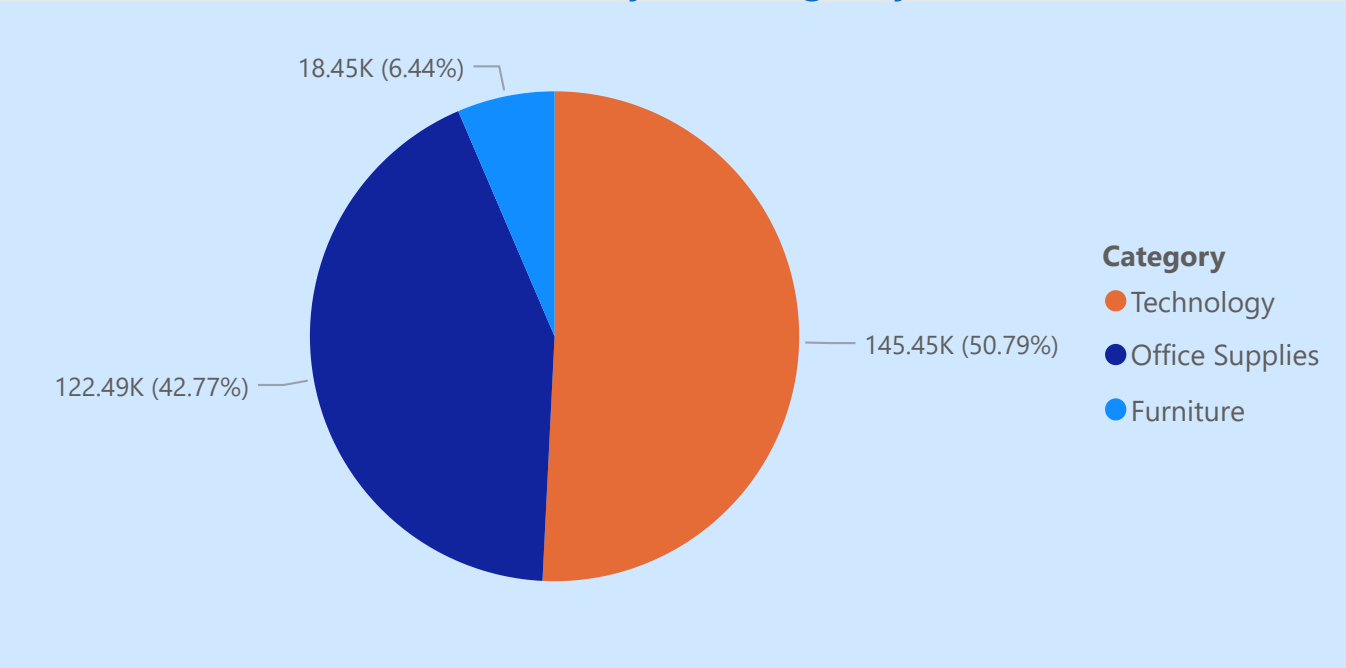
Profit by Sub-Category and Segment



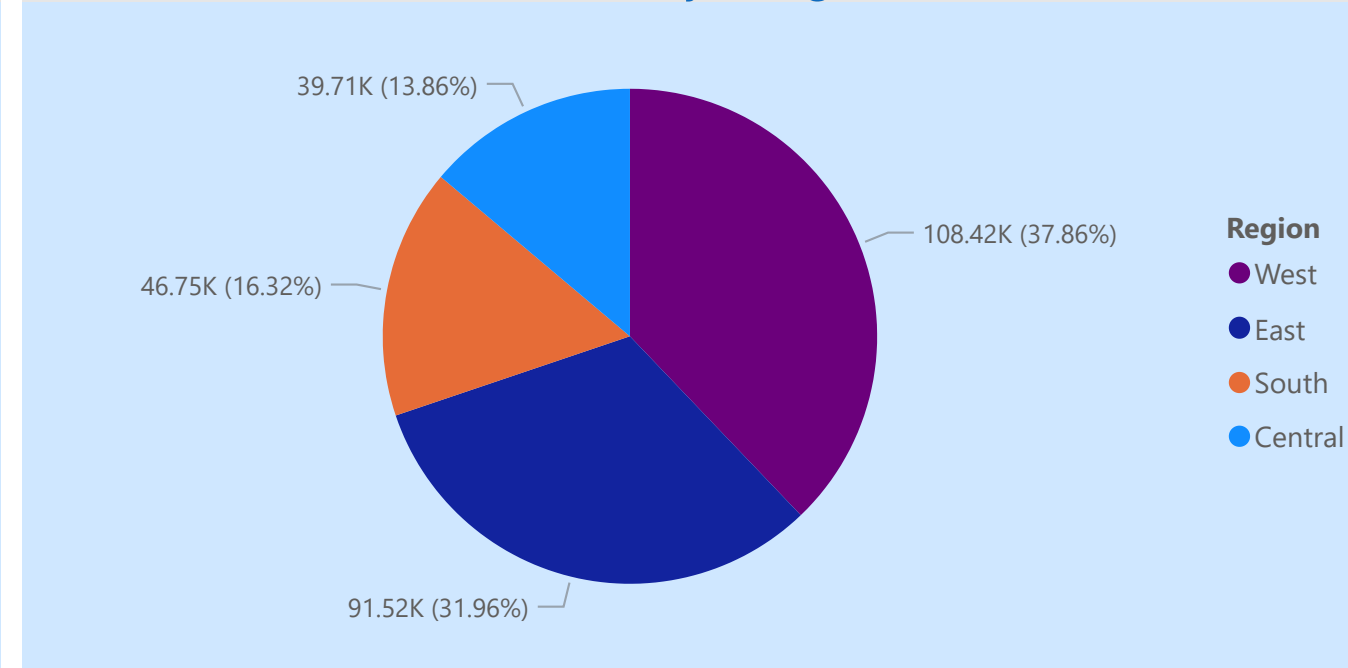
Discount and Profit by State



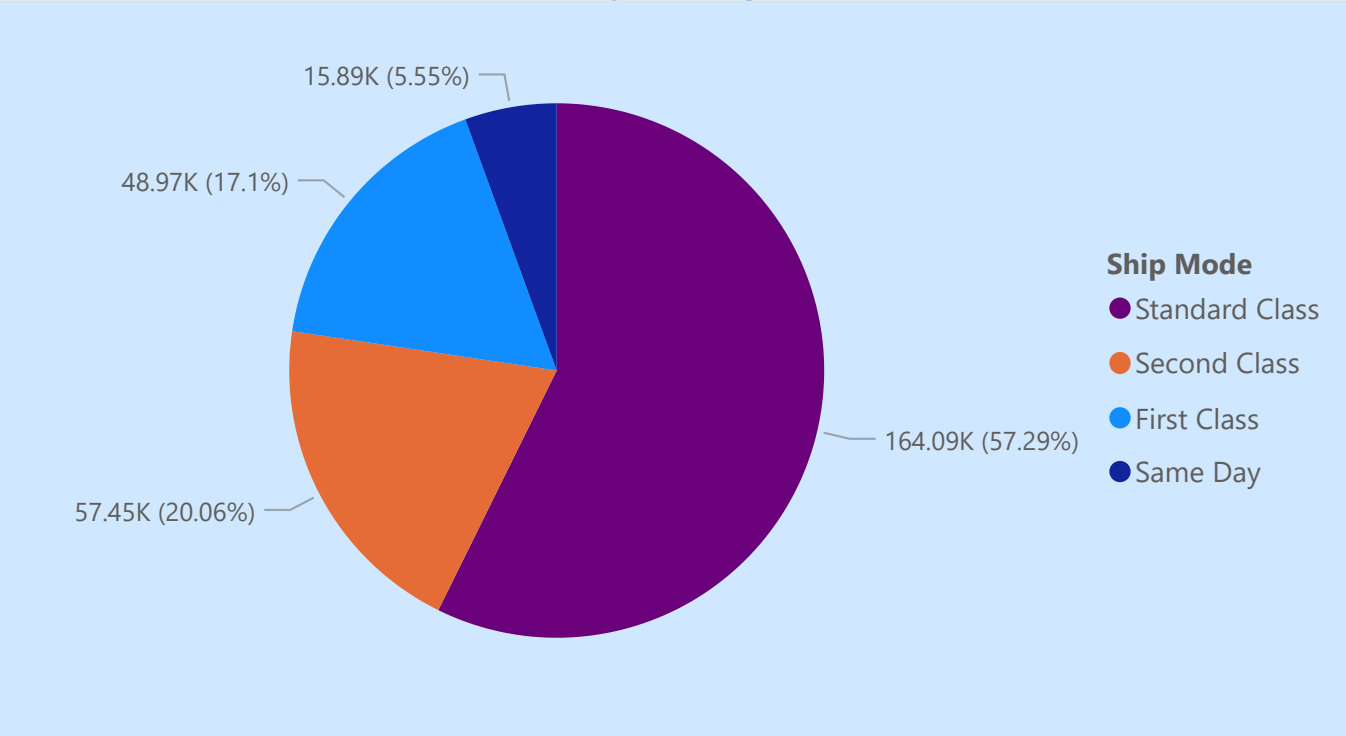
Profit by Category



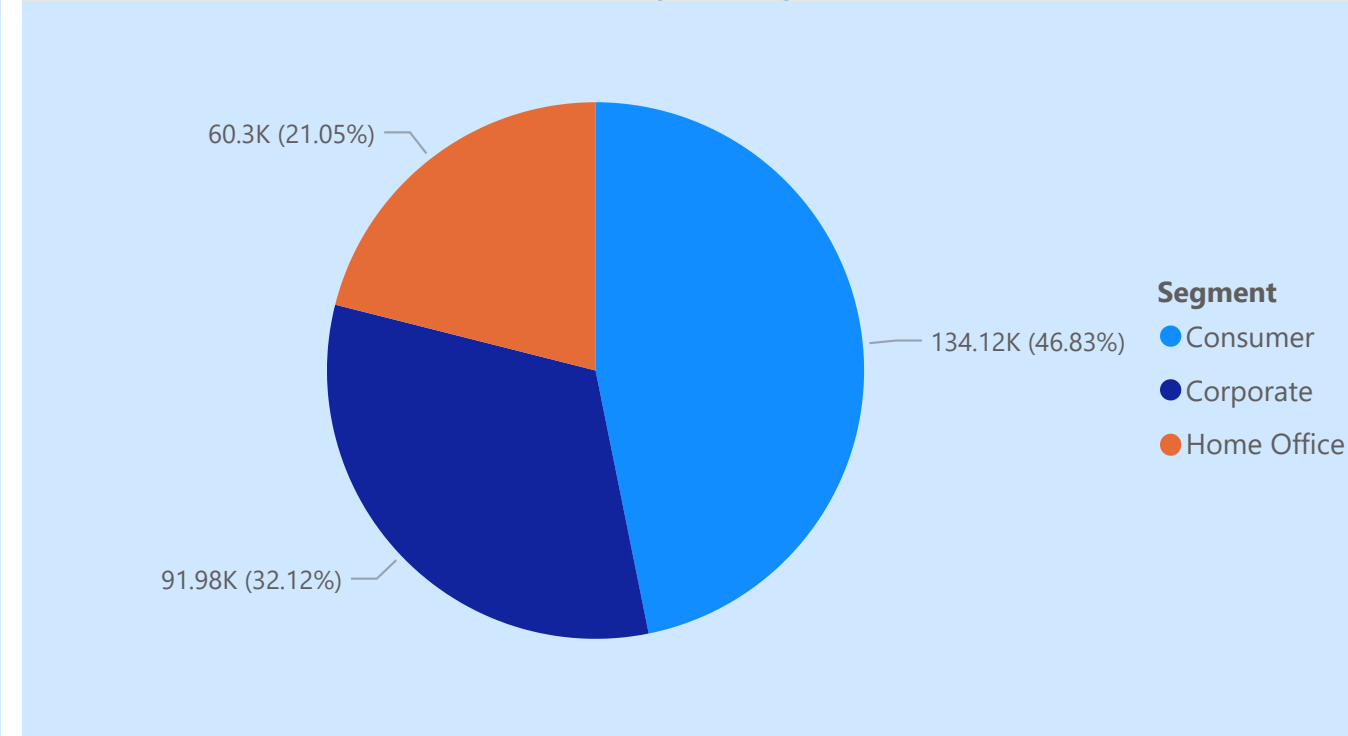
Profit by Region



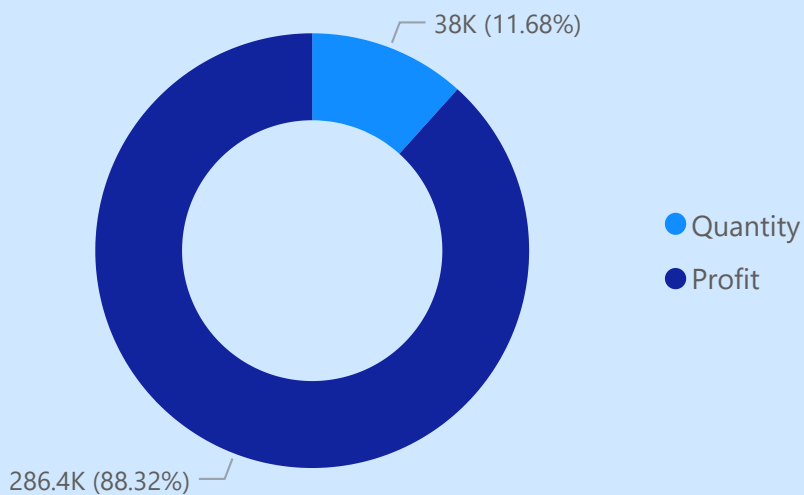
Profit by Ship Mode



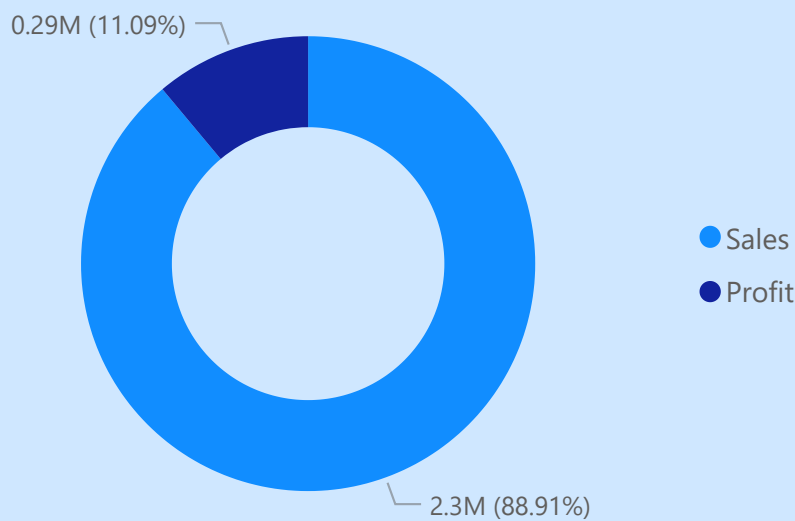
Profit by Segment



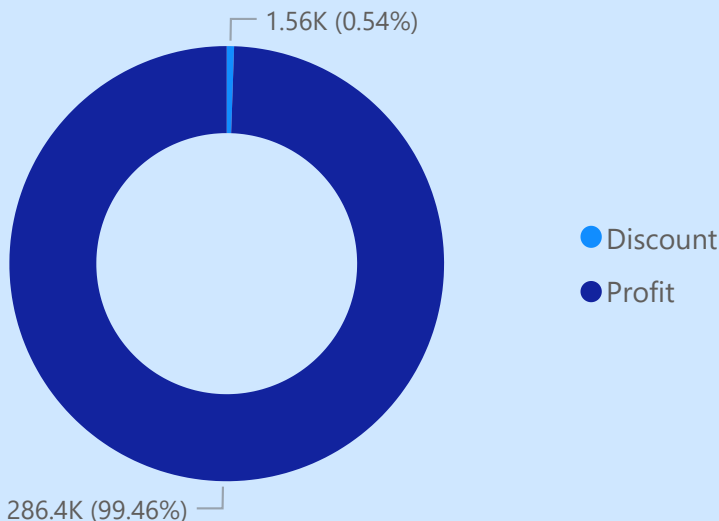
Quantity and Profit



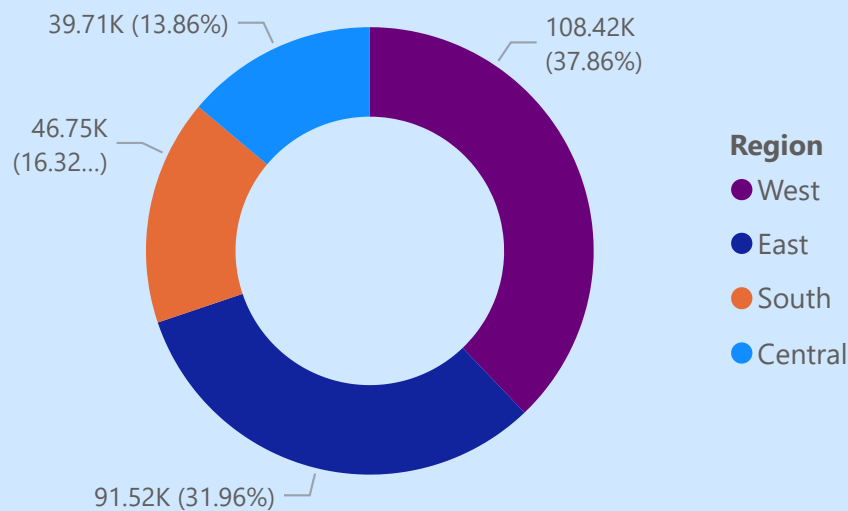
Sales and Profit



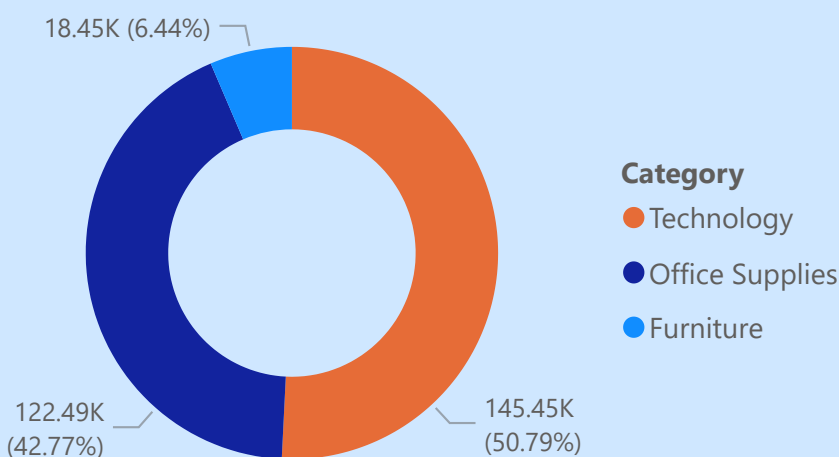
Discount and Profit



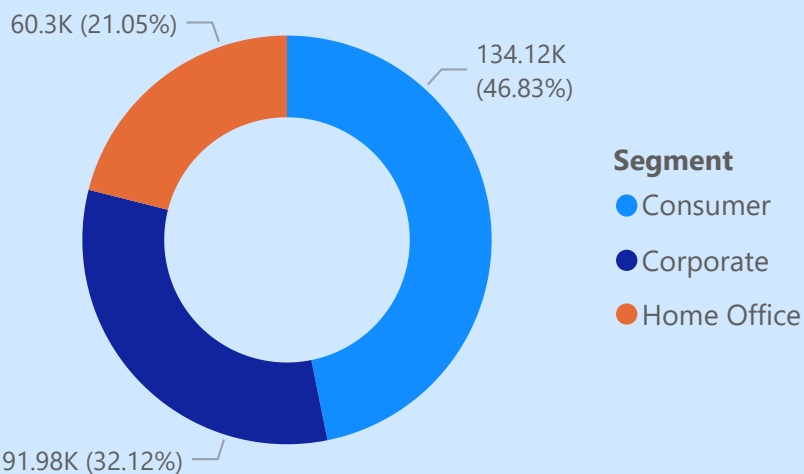
Profit by Region



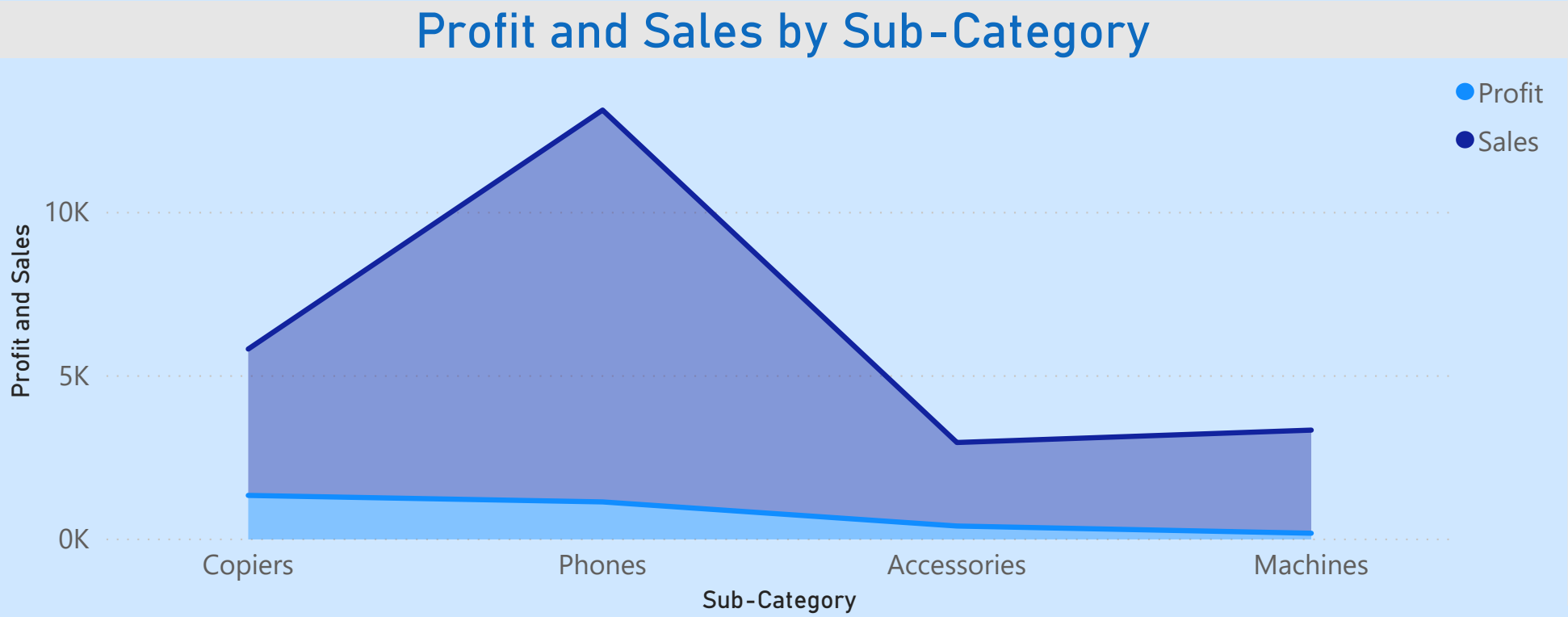
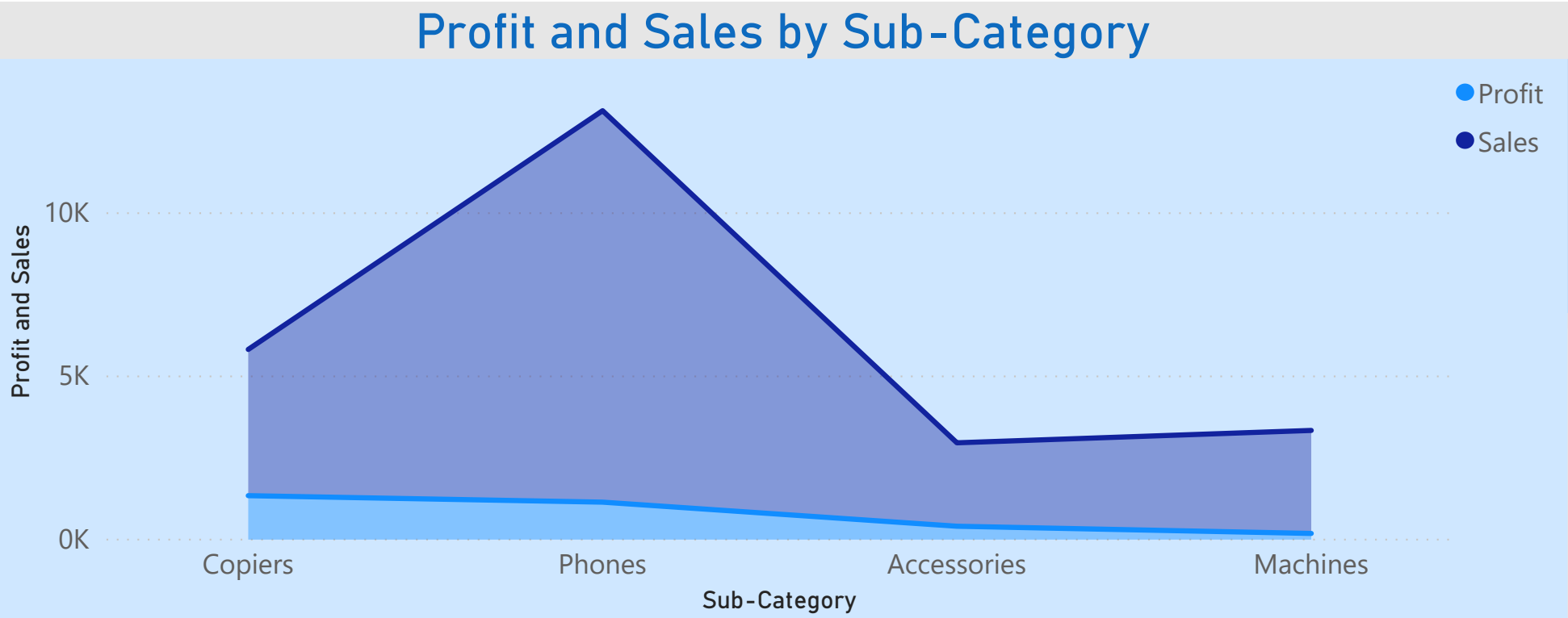
Profit by Category



Profit by Segment



Illinois	
3,091.73	22,184.10
Profit	Sales
12.20	201
Discount	Quantity



- Options

 - ☐ Furniture
 - ☐ Office Supplies
 - ☒ Technology
- Options

 - ☐ Akron
 - ☐ Albuquerque
 - ☐ Alexandria
 - ☐ Allen
 - ☐ Allentown
 - ☐ Amarillo
 - ☐ Anaheim
 - ☐ Ann Arbor
 - ☐ Apple Valley
 - ☐ Appleton
 - ☐ Arlington
 - ☐ Asheville
 - ☐ Athens
 - ☐ Atlanta
 - ☐ Auburn
 - ☐ Aurora
 - ☐ Austin
 - ☐ Avondale

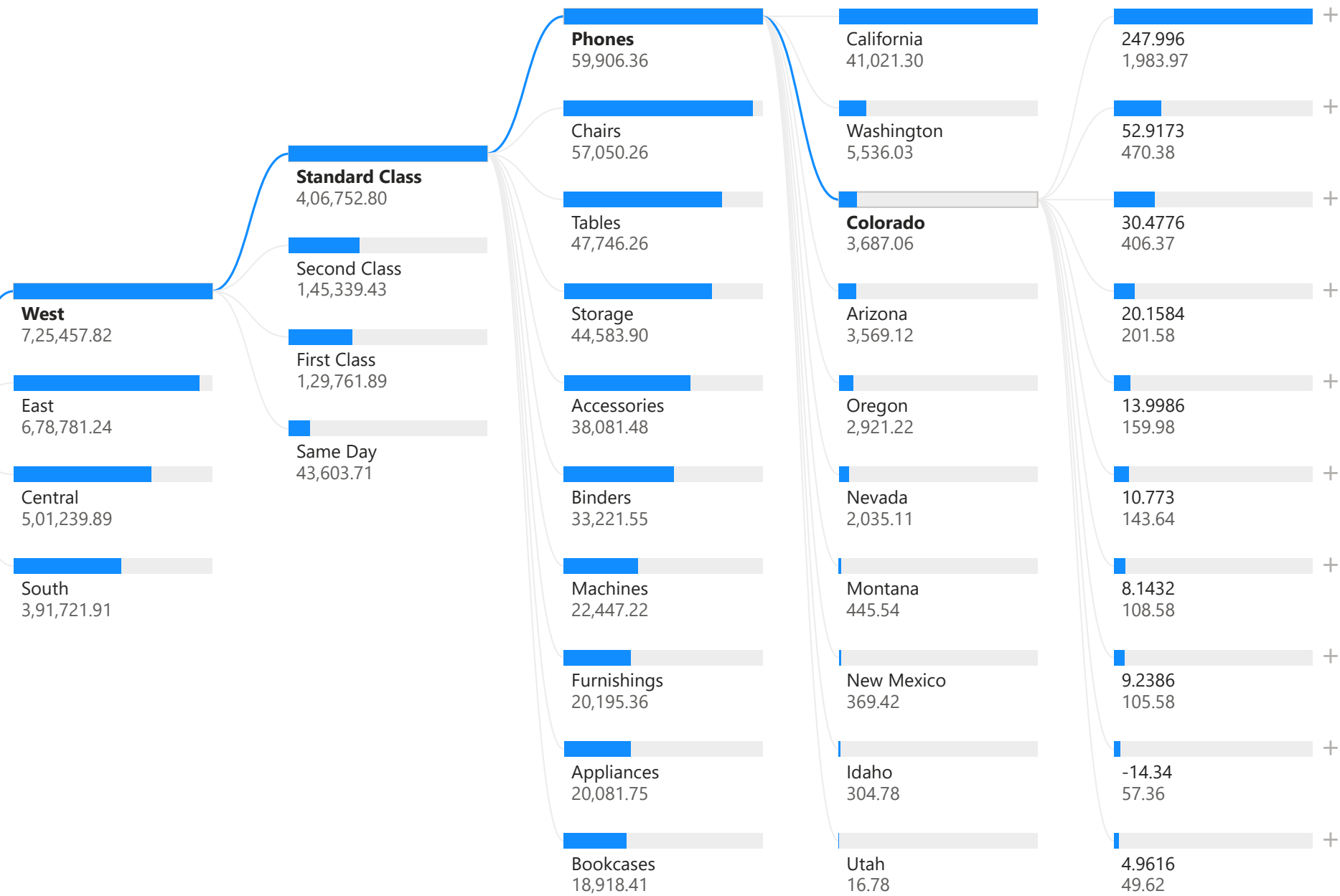
Region ×
West

Ship Mode ×
Standard Class

Sub-Category ×
Phones

State ×
Colorado

Profit ×





When is Profit more likely to be

High

?

total discount



We found 2 segments and ranked them by Average of Profit and population size. Select a segment to see more details.



1.56K

Discount

Average of Profit

Population count

Segment 1

372.3

571

Segment 2

62.45

1140

OBSERVATION:

After analysis, we find out the some strong and weak ares to make more profit into the business. We know to large cities, such like **New York City, Los Angeles, Seatle, San Francisco** are good stream with generating high profit and sales. And Category of **technology** is reason to more profit and sales and also the sub - category of **copiers, phones, accessories, paper** are reason to increase above 10% of profit. And **consumer** is major key player of business store, in most of the consumer in west side. And other useful inslight of the data is some cities like **Texas, Pennsylvenia and illinois** are generating less profit of our business, but we provide high discount to the sales. So no need for the increasing discount.

These cases are mainly focus to imporove the business. Some cities are none of the discount but increase the profit and sales. So we need to focus on the given in those cases.