

**Análisis exploratorio de datos**

 Ventas  
12,6 M

 Profit  
1,5 M

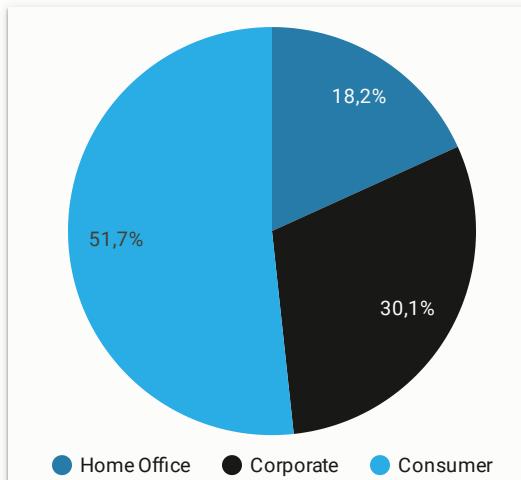
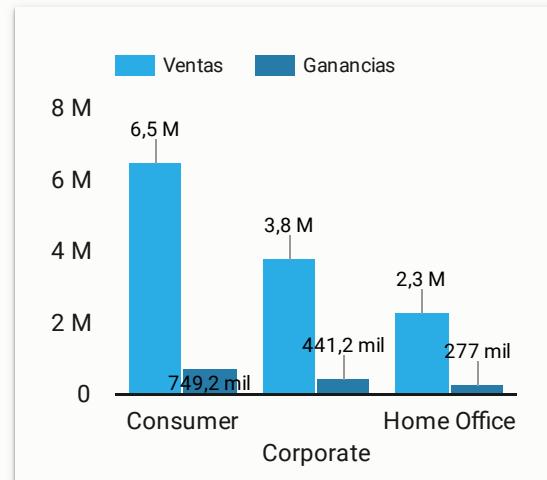
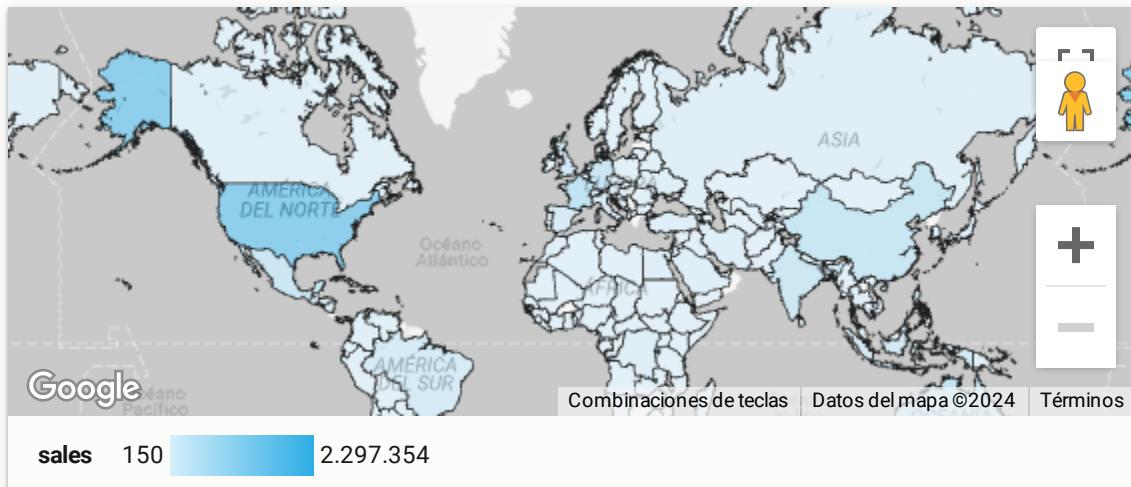
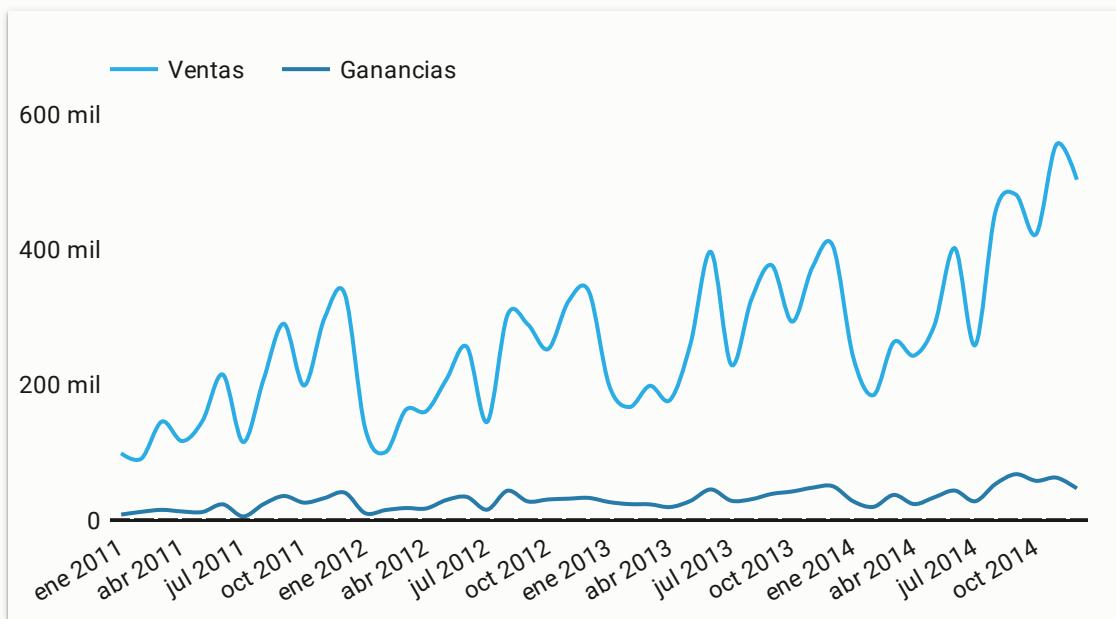
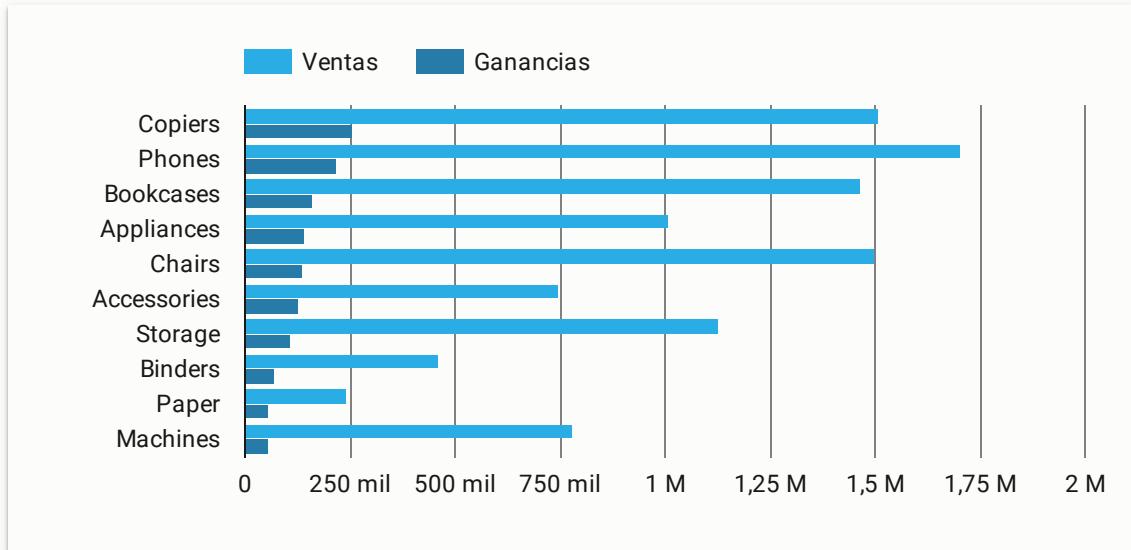
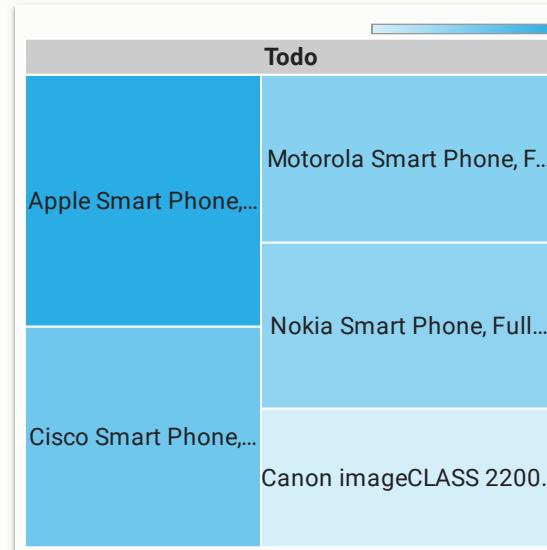
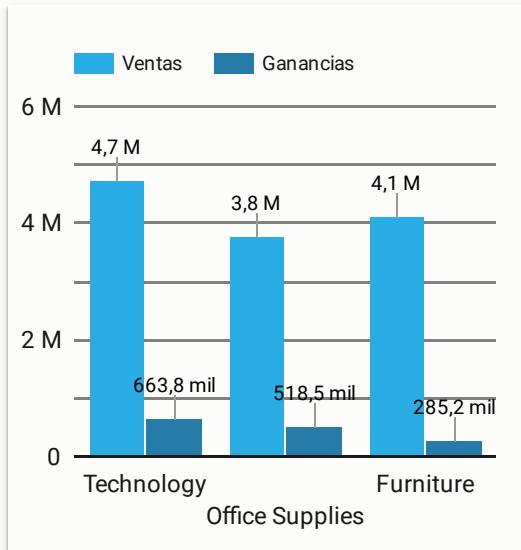
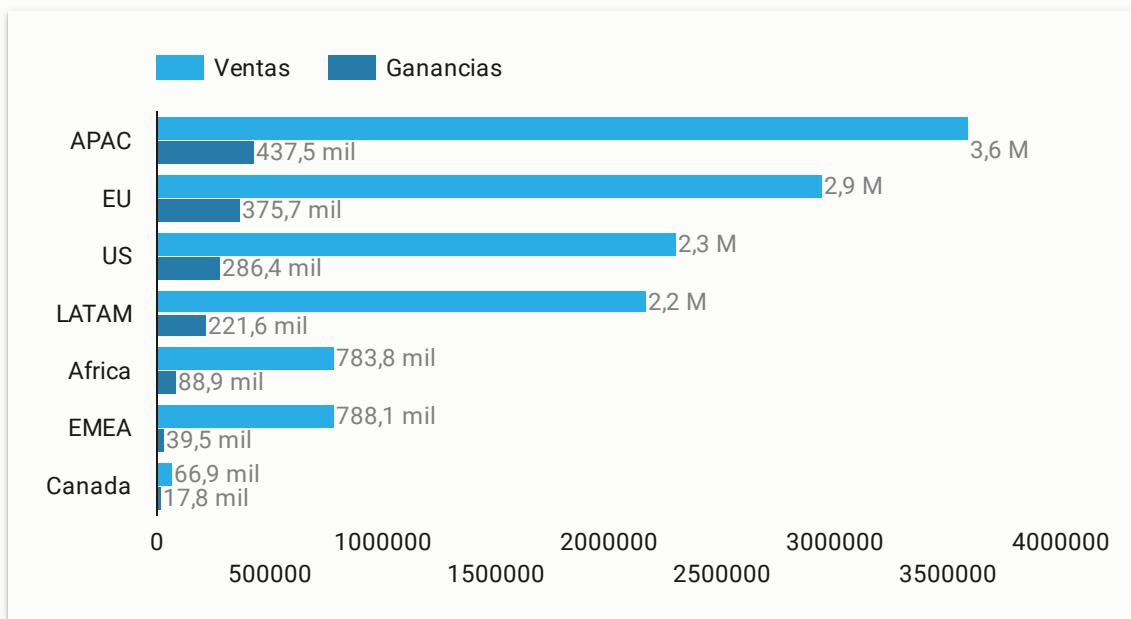
 Transacciones  
51.290

 Tickets  
25.753

 Productos (variedad)  
10.292

 Productos (vendidos)  
178.312

 Países  
147

**Segmento de clientes**

**Ventas por segmento**

**Ventas por país**

**Ventas a largo del tiempo**

**Ventas por mercado**


Ventas  
**12,6 M**

 Profit  
**1,5 M**

 Transacciones  
**51.290**

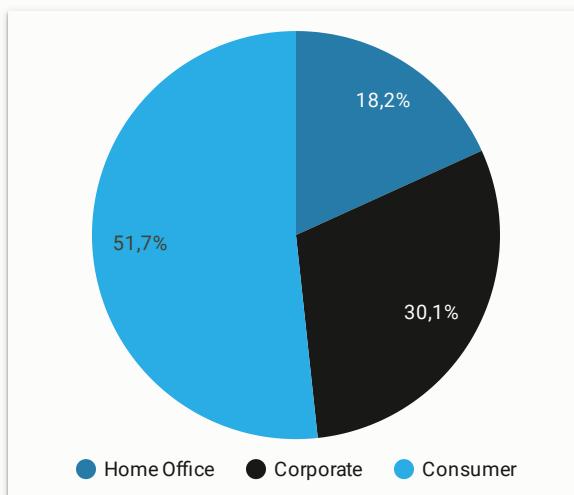
 Tickets  
**25.753**

 Productos (variedad)  
**10.292**

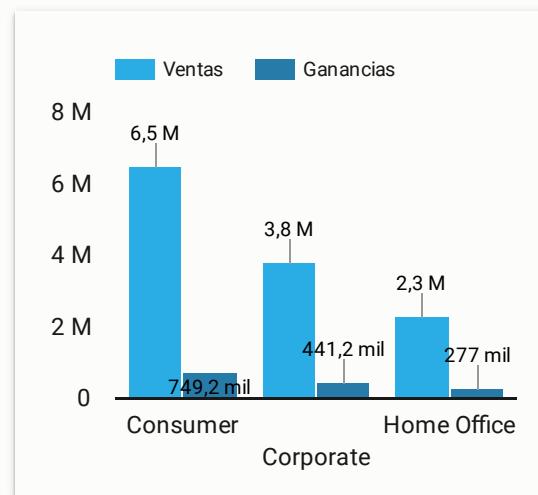
 Productos (vendidos)  
**178.312**

 Países  
**147**

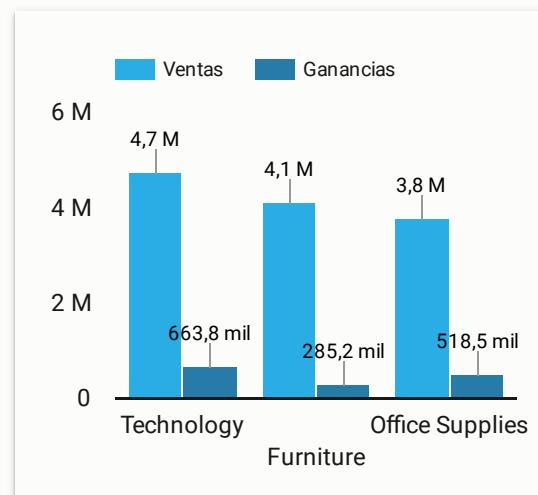
## Segmento de clientes



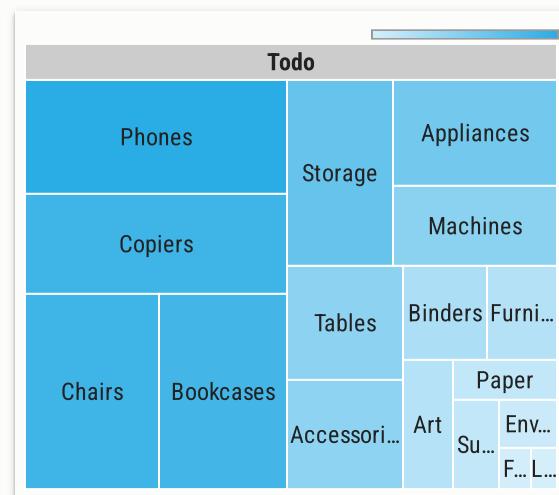
## Ventas por segmento



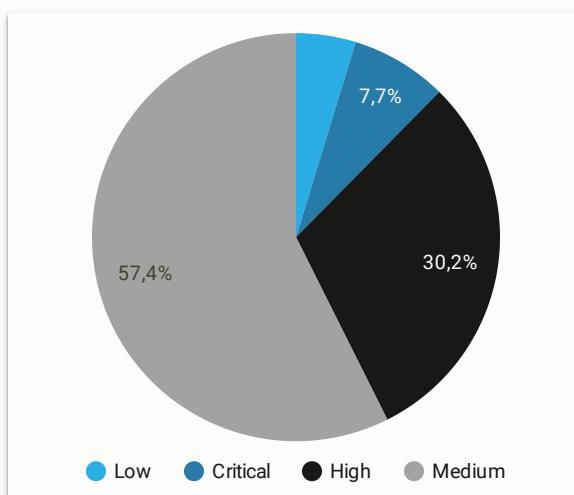
## Ventas por categoría



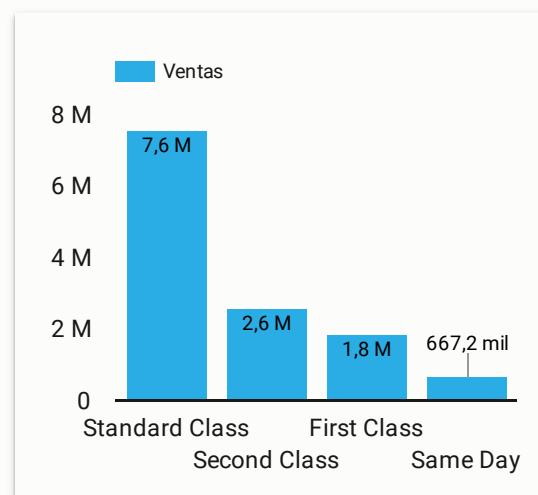
## Ventas por subcategoría



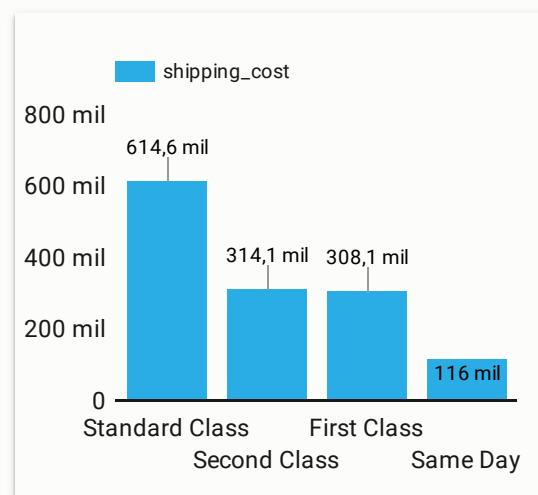
## Tipos de envío



## Ventas por tipo de envío



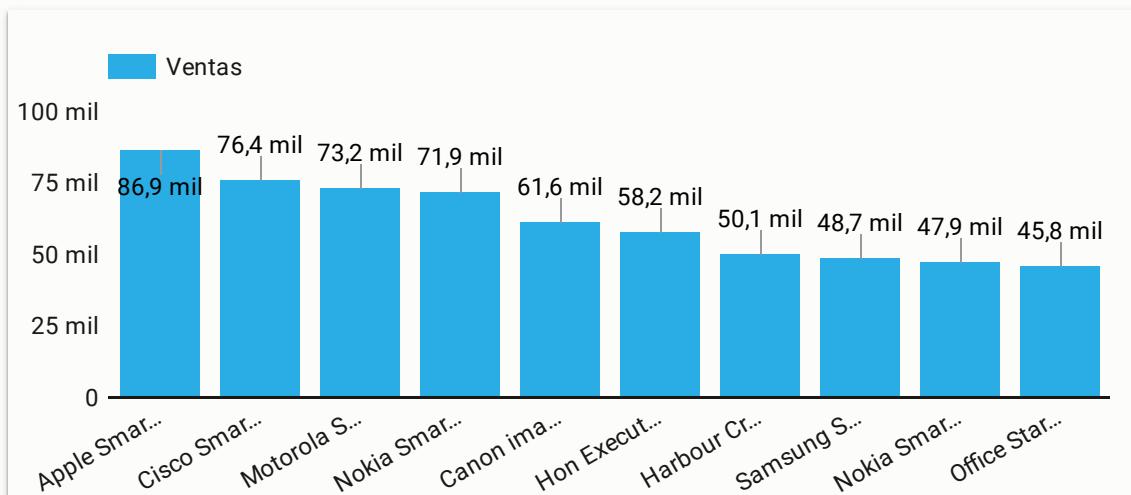
## Costos por tipo de envío



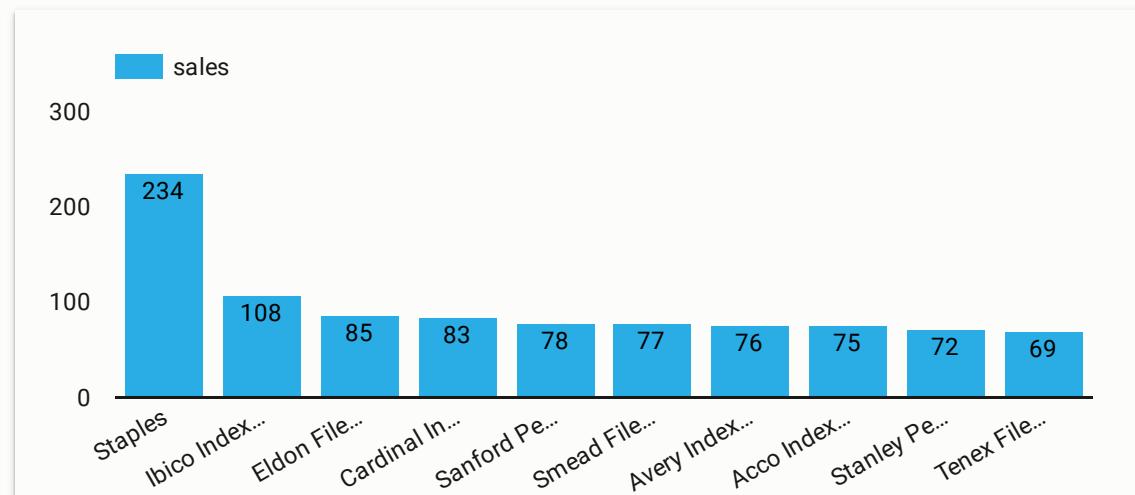
## Promedio de días por tipo de envío



## Productos con más ventas (monto)



## Productos con más ventas (cantidad)



## Ventas

year	Total	Promedio	Mediana	Mínimo	Máximo	Desviación est
1. 2011	2.259.511	251,11	84	1	2.259.511	2.259.511
2. 2012	2.677.493	244,25	87	1	2.677.493	2.677.493
3. 2013	3.405.860	246,82	85	1	3.405.860	3.405.860
4. 2014	4.300.041	245,28	84	0	4.300.041	4.300.041

1 - 4 / 4 &lt; &gt;

## Ganancias

year	Total	Promedio	Mediana	Mínimo	Máximo	Desviación est
1. 2011	248.940,81	27,67	9,03	-3.701,89	4.630,48	170,3
2. 2012	307.415,28	28,04	9,51	-2.639,99	3.177,48	155,63
3. 2013	406.935,23	29,49	9,24	-6.599,98	8.399,98	190,36
4. 2014	504.165,97	28,76	9,2	-3.839,99	6.719,98	174,28

1 - 4 / 4 &lt; &gt;

## Costo de envío

year	Total	Promedio	Mediana	Mínimo	Máximo	Desviación est
1. 2011	244.270,35	27,15	7,83	0,02	894,77	59,88
2. 2012	283.490,82	25,86	7,8	0	933,57	56,59
3. 2013	364.548,74	26,42	7,83	0,01	923,63	57,08
4. 2014	460.505,79	26,27	7,72	0,01	867,69	56,55

1 - 4 / 4 &lt; &gt;

## Descuentos

year	Total	Promedio	Mediana	Mínimo	Máximo	Desviación
1. 2014	2.511,63	2.511,63	2.511,63	2.511,63	2.511,63	2.511,63
2. 2013	1.935,16	1.935,16	1.935,16	1.935,16	1.935,16	1.935,16
3. 2012	1.548,51	1.548,51	1.548,51	1.548,51	1.548,51	1.548,51
4. 2011	1.333,17	1.333,17	1.333,17	1.333,17	1.333,17	1.333,17

1 - 4 / 4 &lt; &gt;

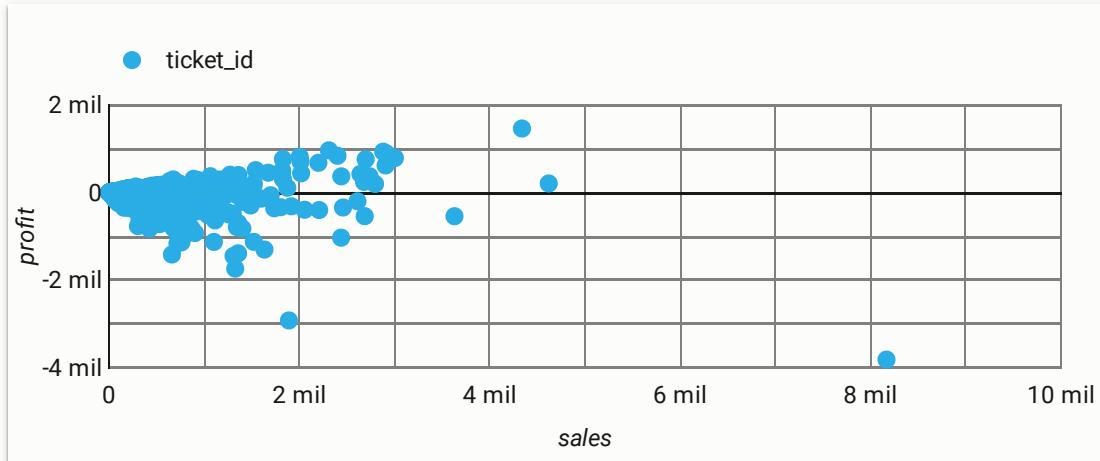
# Superstore

Mercado

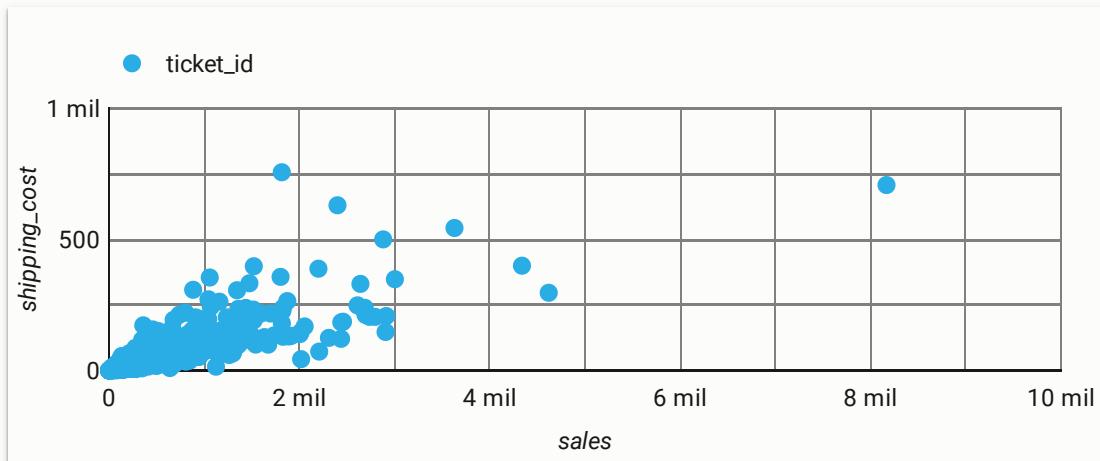
Segmento

Categoría

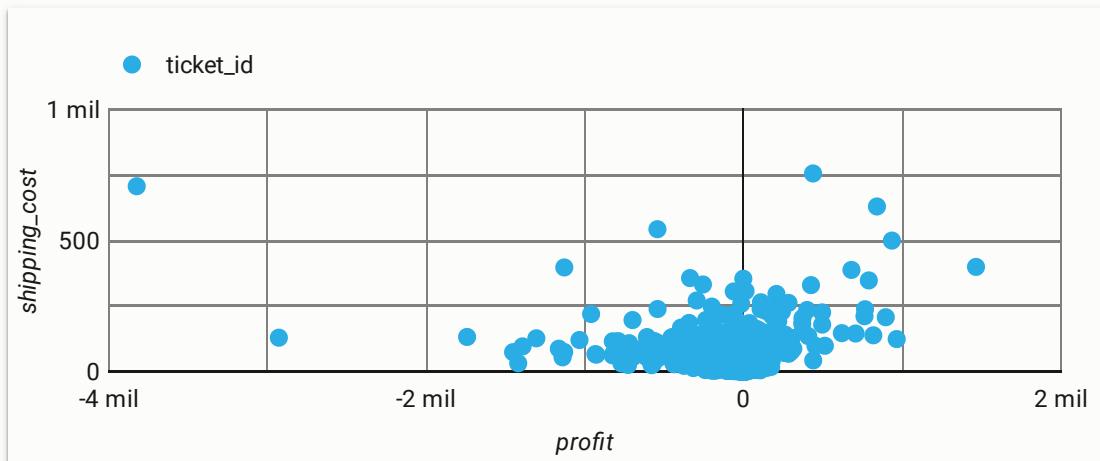
## Ventas Vs Ganancias



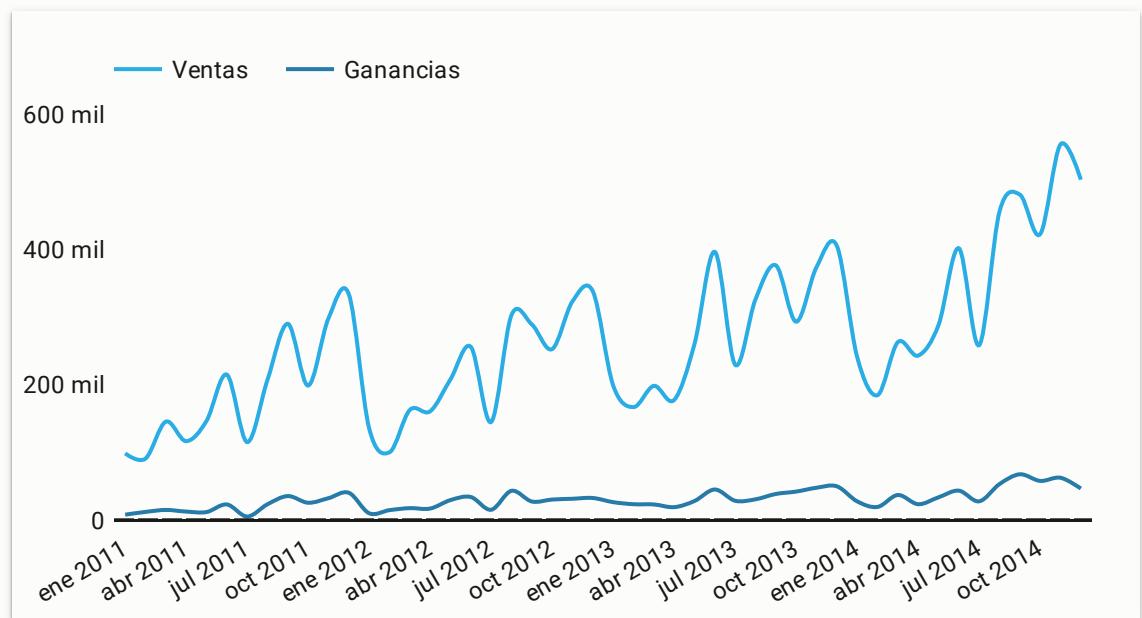
## Ventas Vs Costo de envío



## Ganancias Vs Costo de envío



## Ventas a largo del tiempo (mensual)



## Acumulado de ventas a largo del tiempo (anual)

