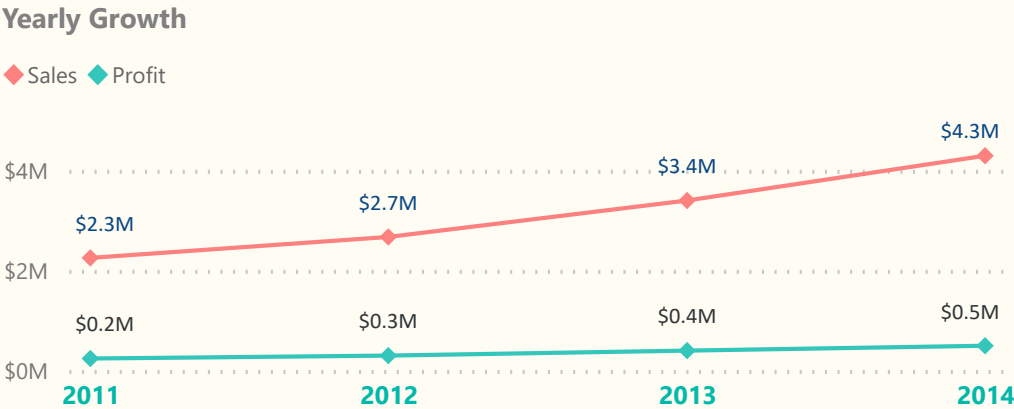
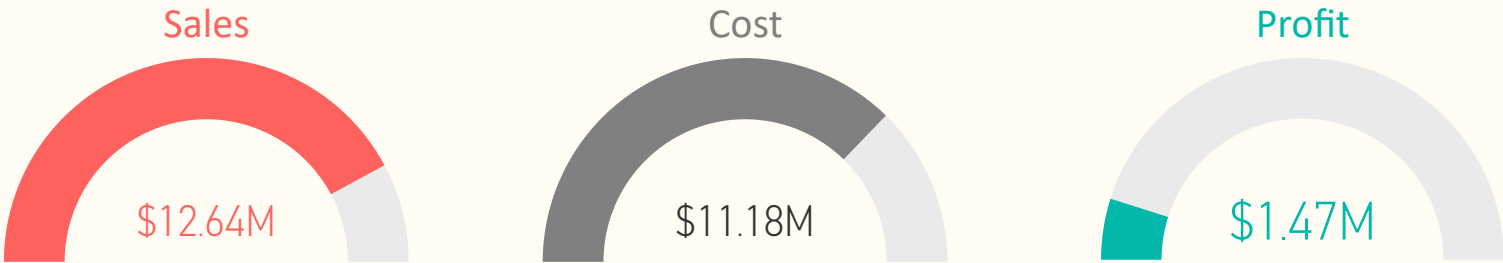
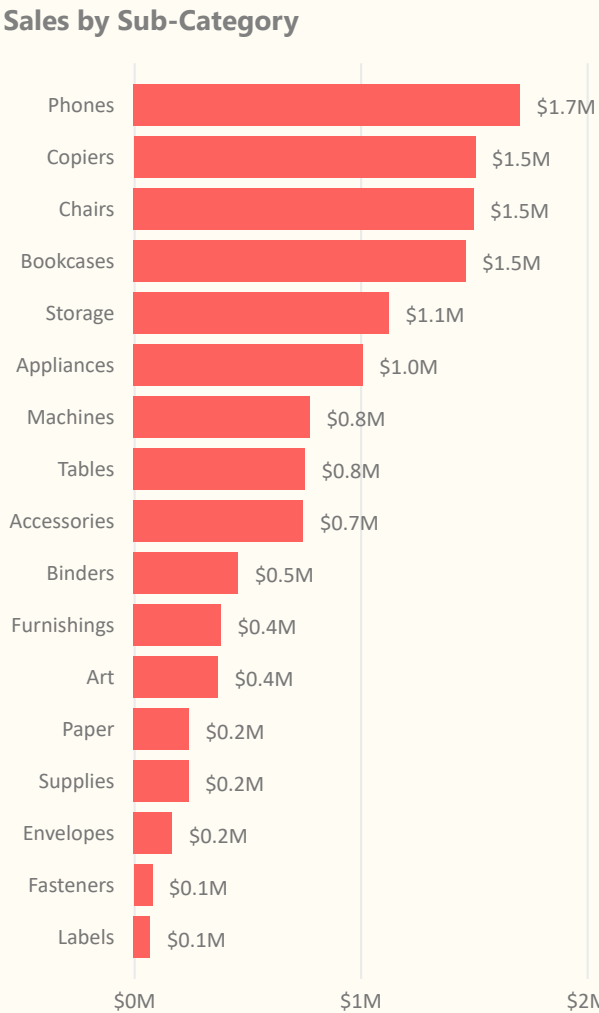
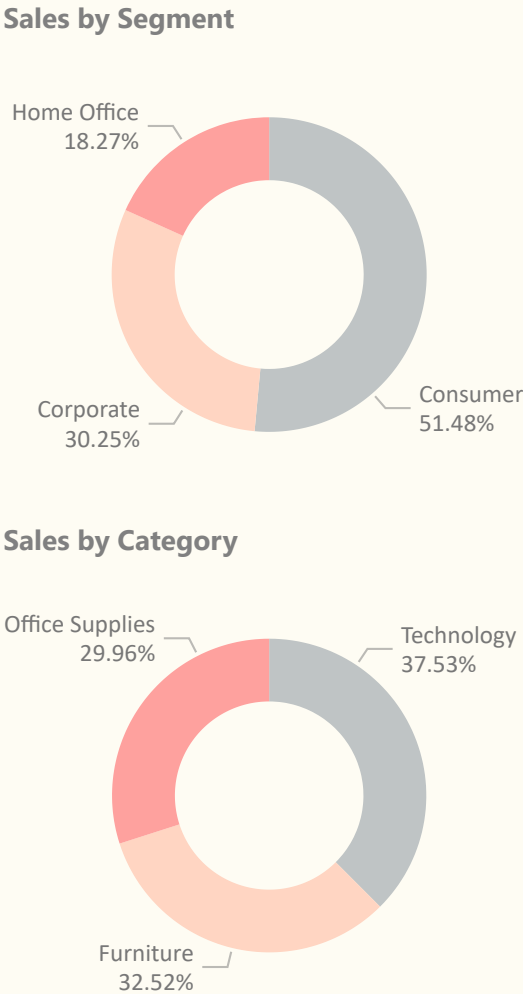


Global Superstore: Exploratory Data Analysis

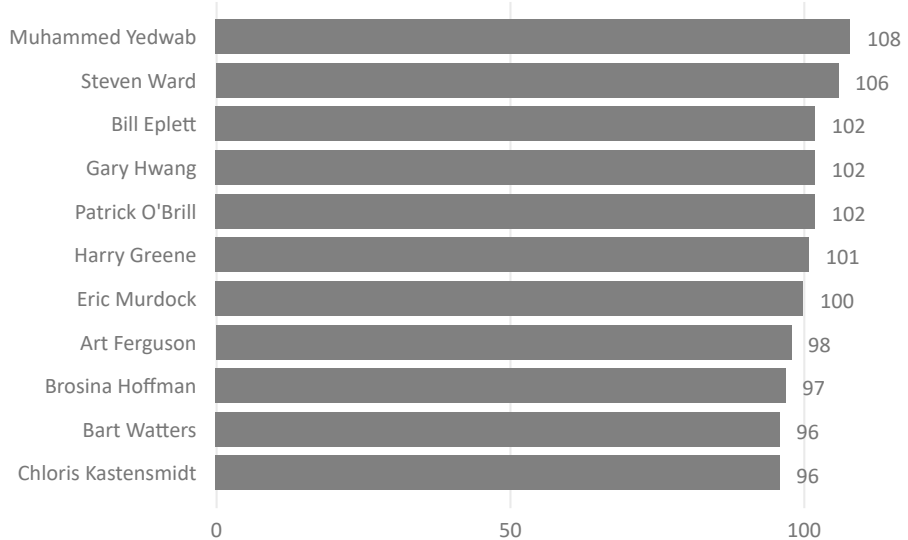


Sales Distribution by Countries

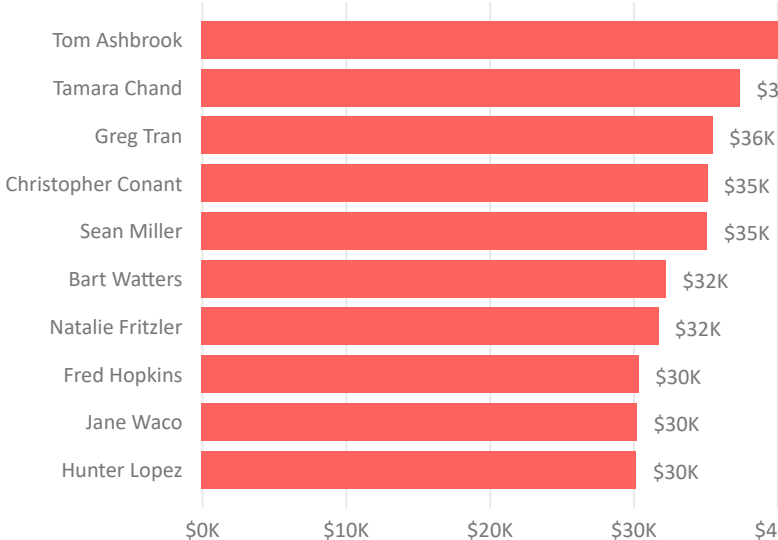
Country	Sales	%GT Sales
United States	\$2,297,200.86	18.17%
Australia	\$925,235.85	7.32%
France	\$858,931.05	6.79%
China	\$700,562.03	5.54%
Germany	\$628,840.09	4.97%
Mexico	\$622,590.62	4.92%
India	\$589,650.11	4.66%
United Kingdom	\$528,576.30	4.18%
Indonesia	\$404,887.50	3.20%
Brazil	\$361,106.42	2.86%
Italy	\$289,709.66	2.29%
Spain	\$287,146.68	2.27%
Philippines	\$183,420.16	1.45%
El Salvador	\$177,554.90	1.40%
New Zealand	\$172,020.62	1.36%
Cuba	\$158,854.94	1.26%
Nicaragua	\$149,687.06	1.18%
Guatemala	\$131,602.47	1.04%
Dominican Republic	\$126,140.58	1.00%
Iran	\$113,746.11	0.90%
Turkey	\$108,507.95	0.86%
Japan	\$100,787.52	0.80%
South Africa	\$95,292.27	0.75%
Austria	\$92,539.05	0.73%
Honduras	\$90,125.65	0.71%
Democratic Republic of	\$87,416.58	0.69%



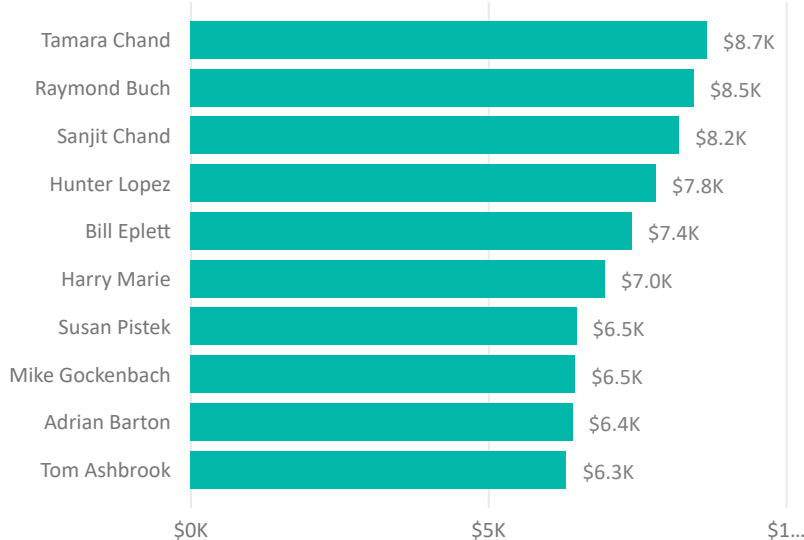
Most Frequent Customers (# Orders)



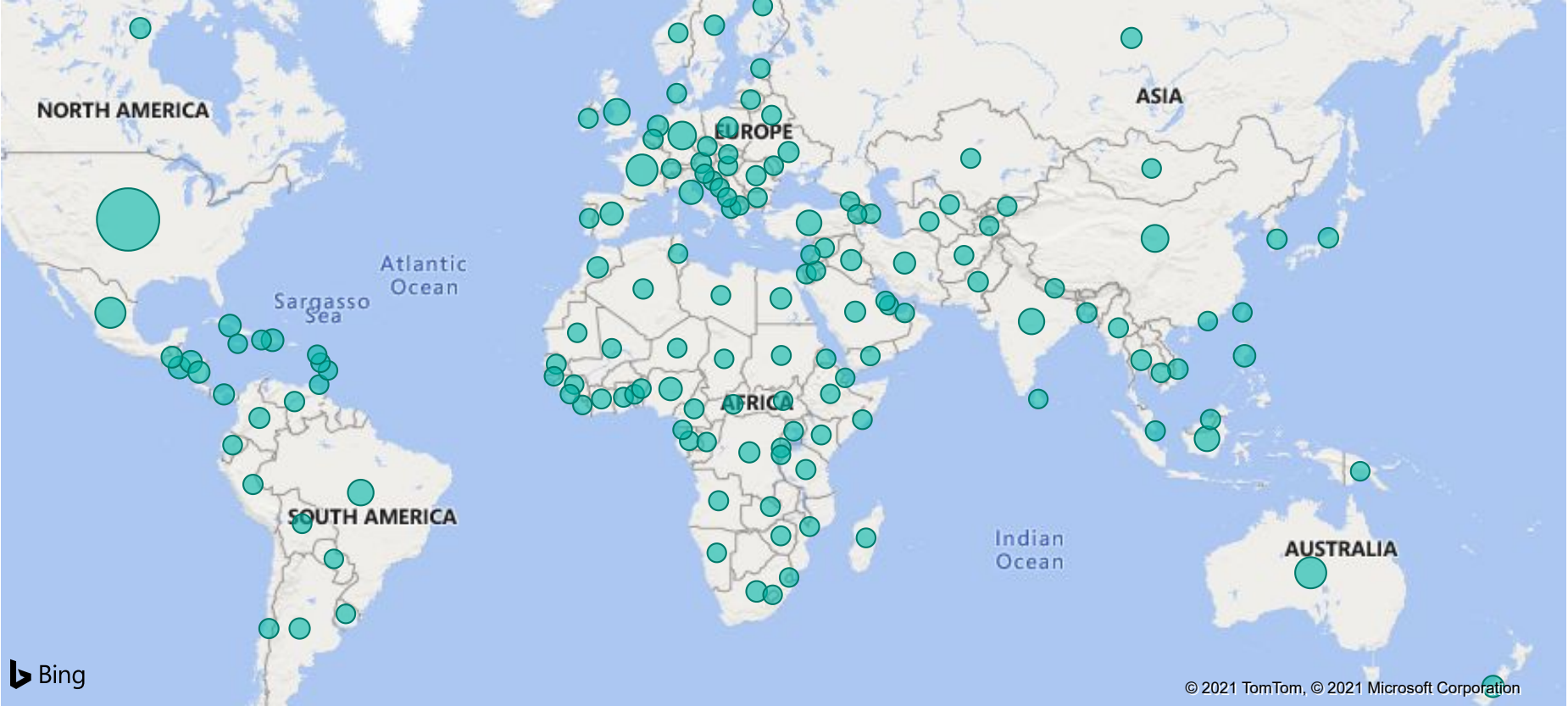
Top 10 Customers by Sales



Top 10 Profit Making Customers



Customer Distribution (#Customer IDs)



Slice by Year

- 2011
- 2012
- 2013
- 2014

Slice by Segment

- Consumer
- Corporate
- Home Office

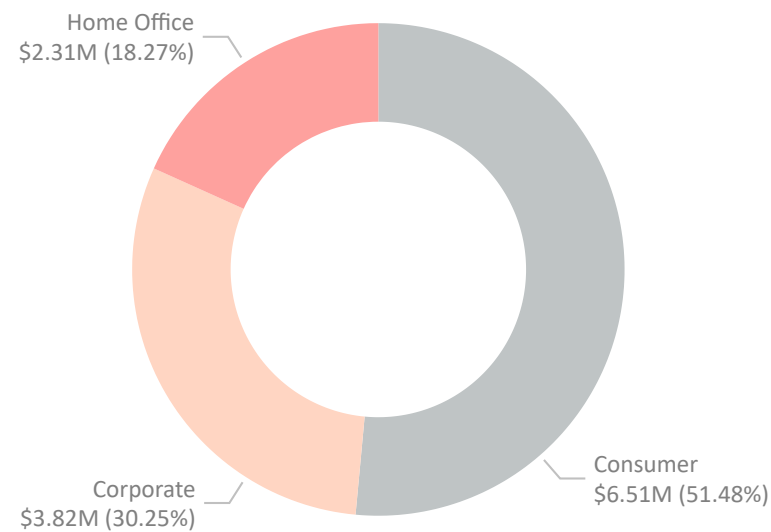
Slice by Segment

- Furniture
- Office Supplies
- Technology

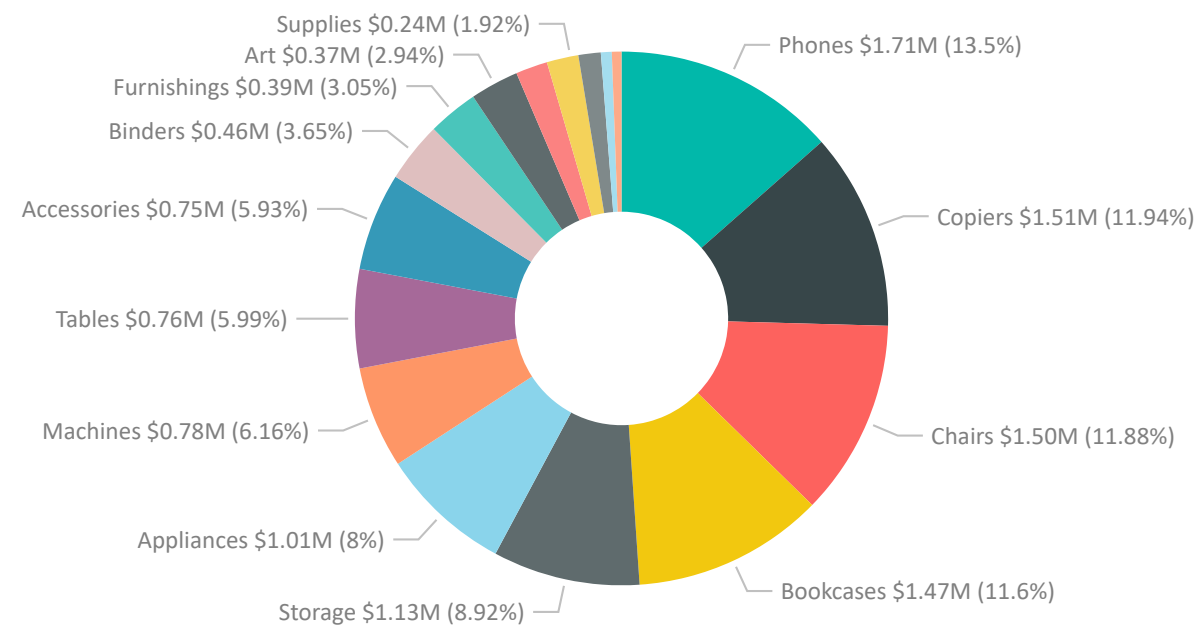
Slice by Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

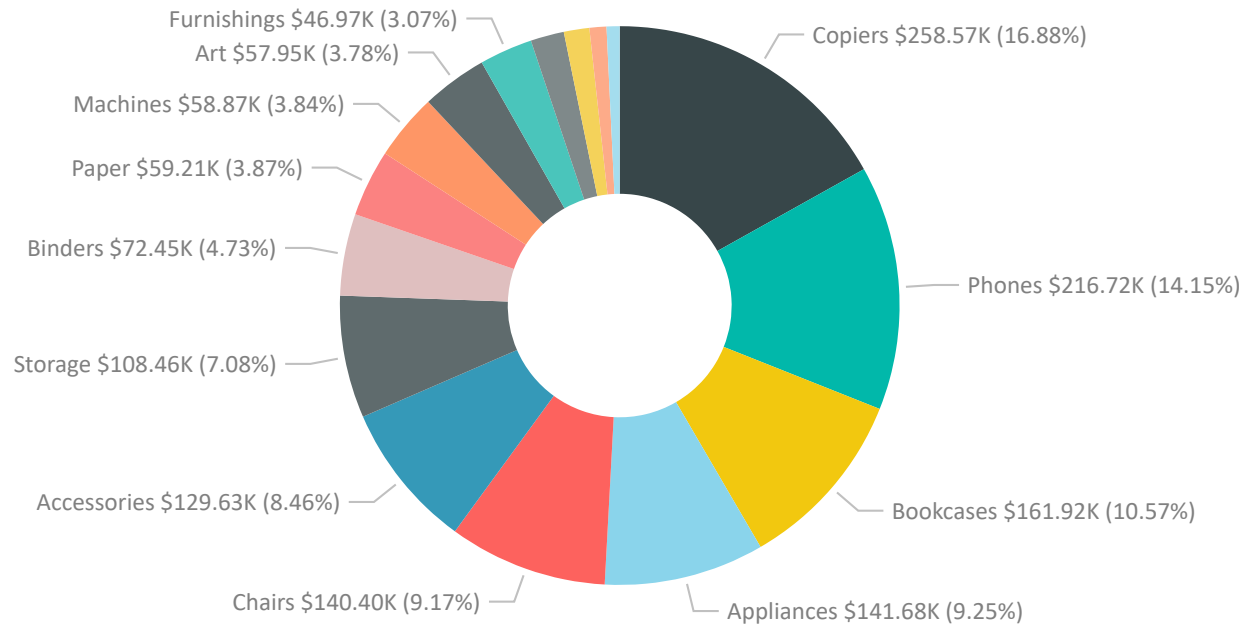
Sales by Segment



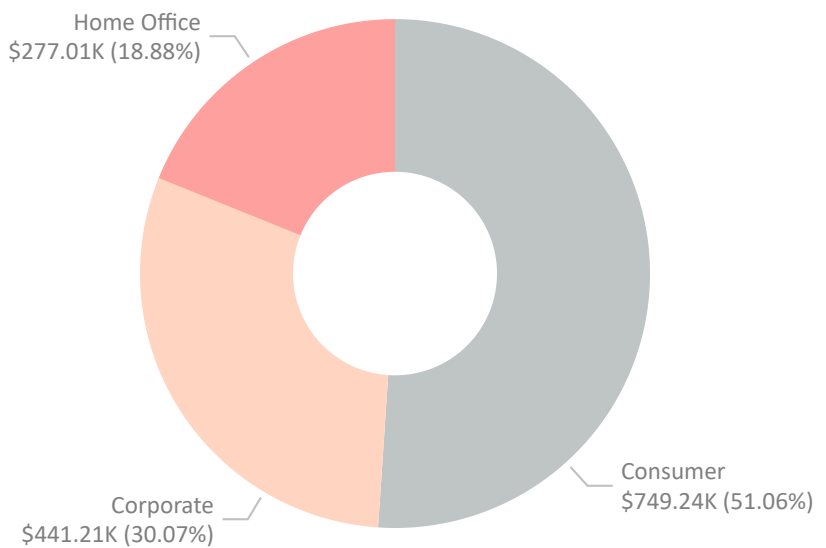
Sales by Sub-Category



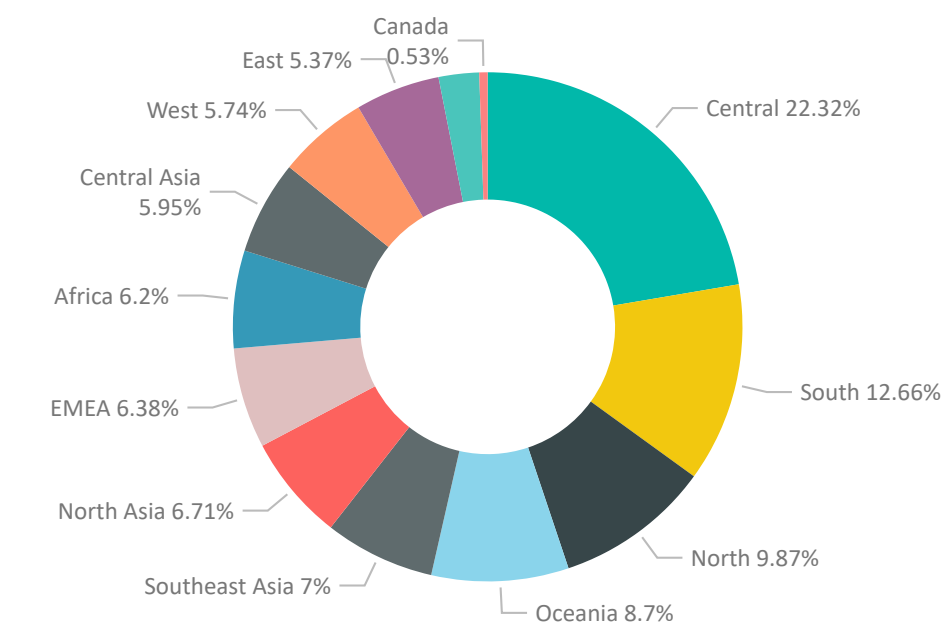
Profit by Sub-Category



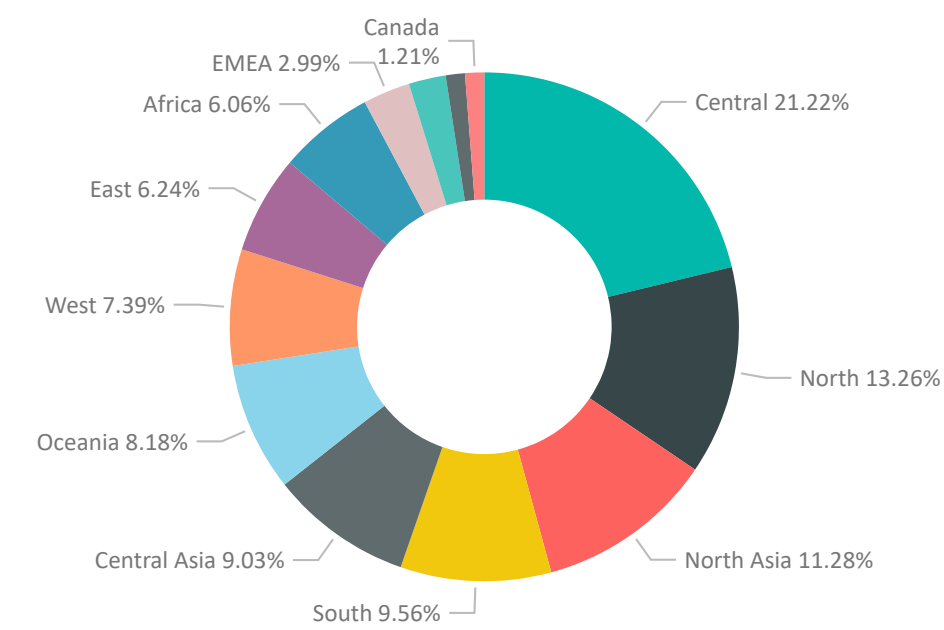
Profit by Segment



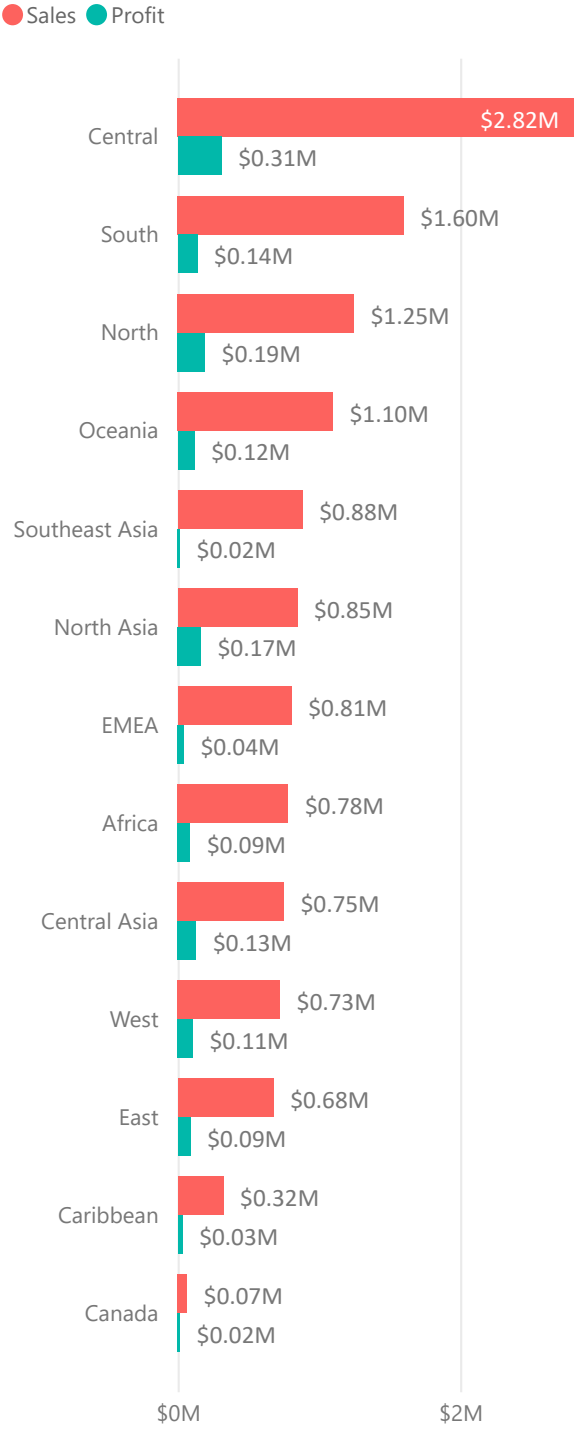
Sales by Region



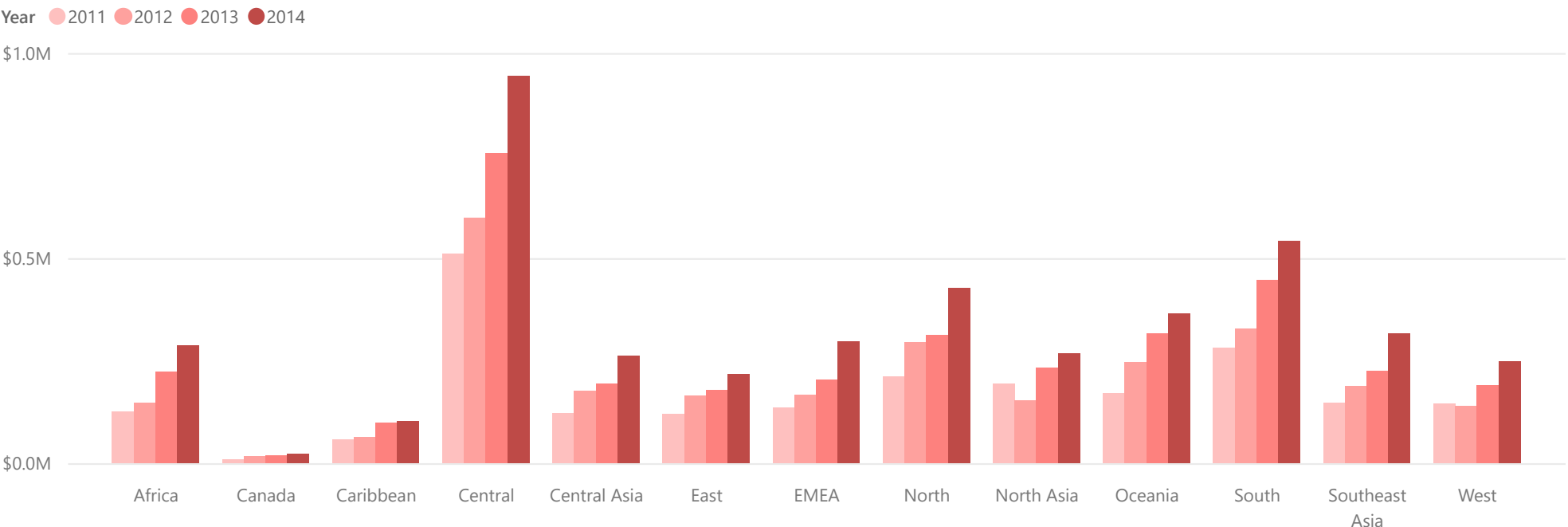
Profit by Region



Sales and Profit by Region

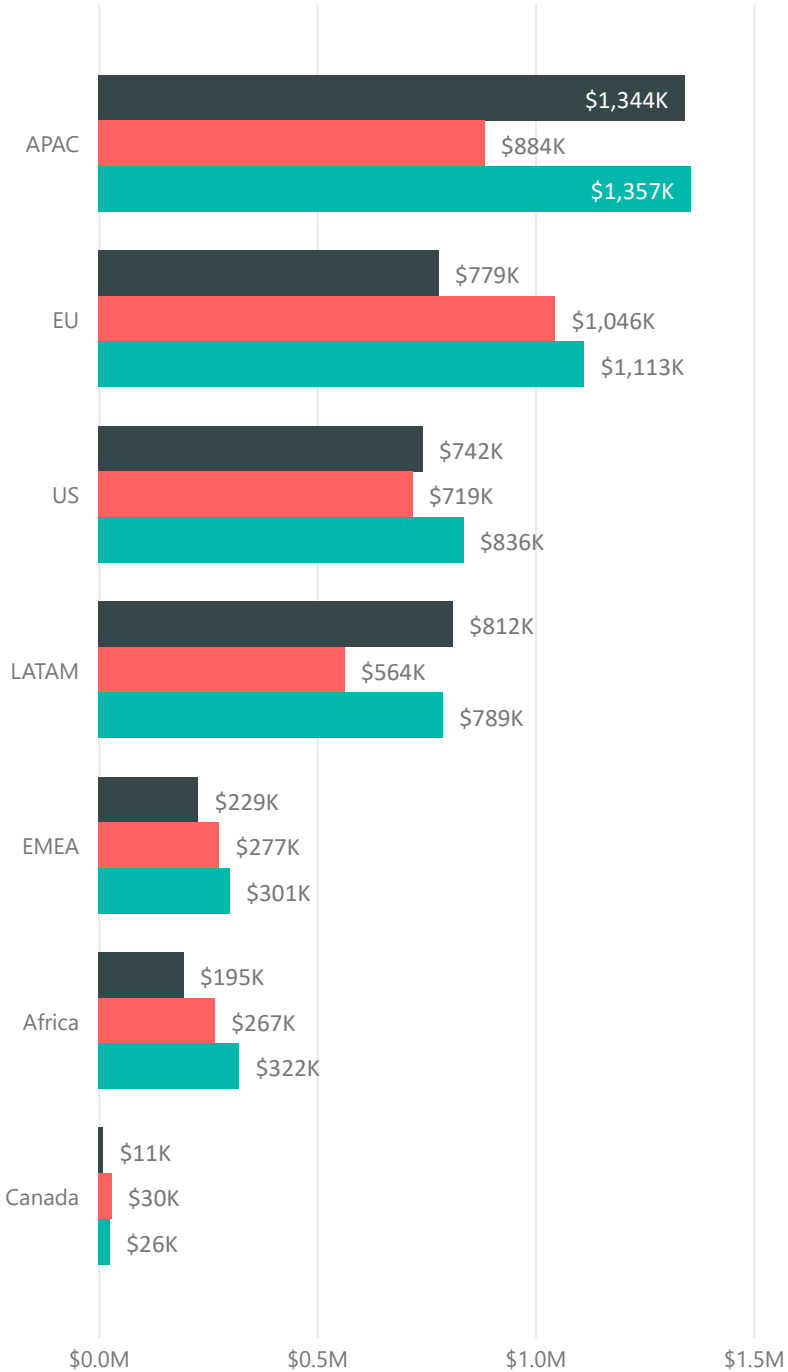


Sales by Region and Year

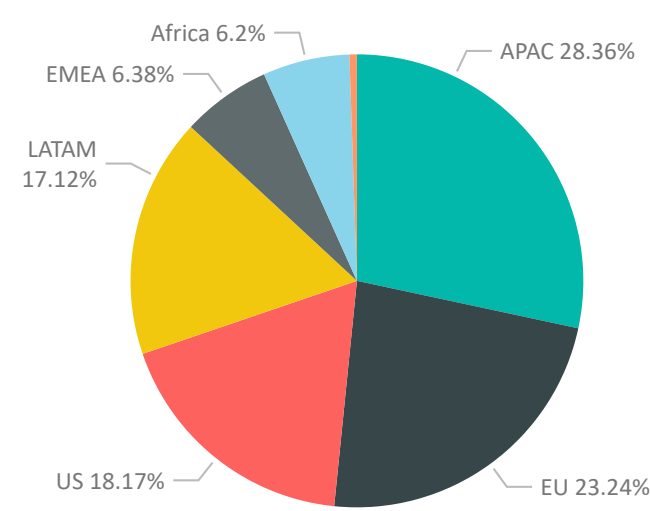


Sales by Market and Category

Category Furniture Office Supplies Technology

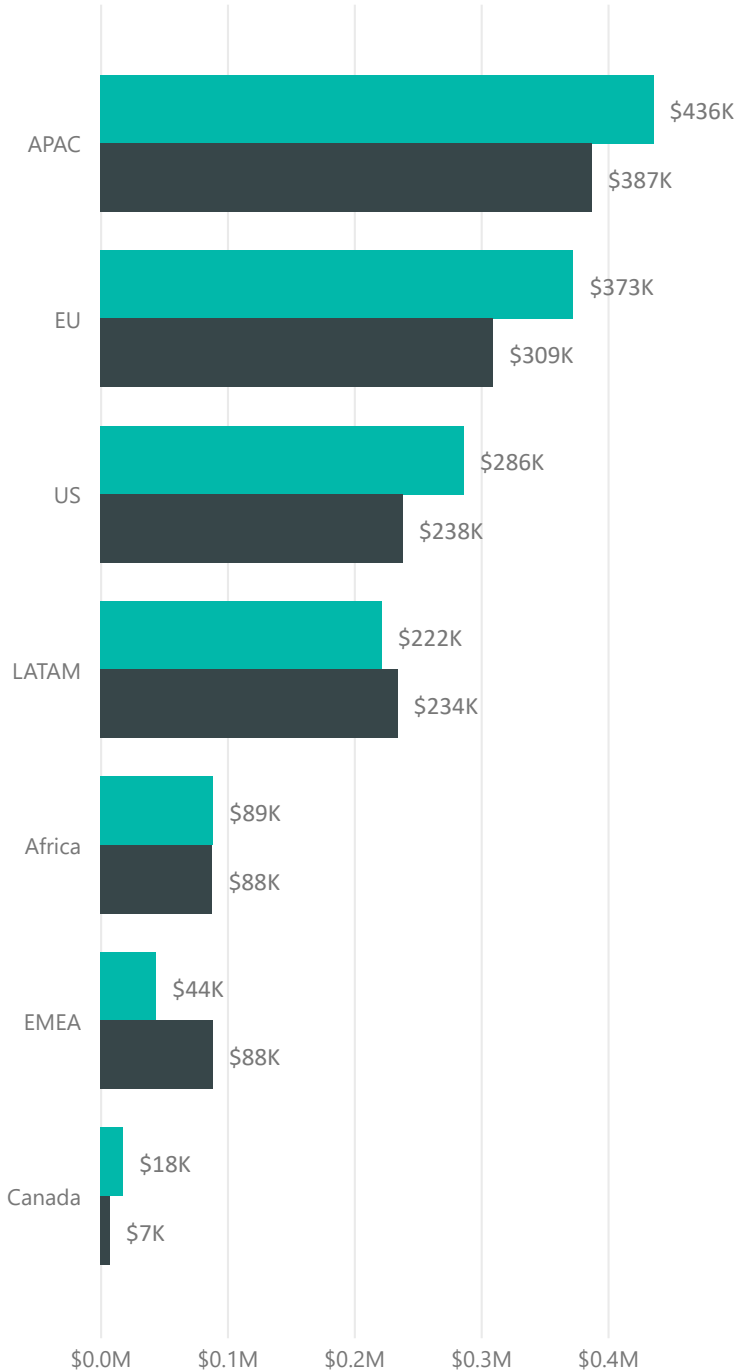


Sales by Market



Profit and Shipping Cost by Market

Profit Shipping Cost



Slice by Year

- 2011
- 2012
- 2013
- 2014

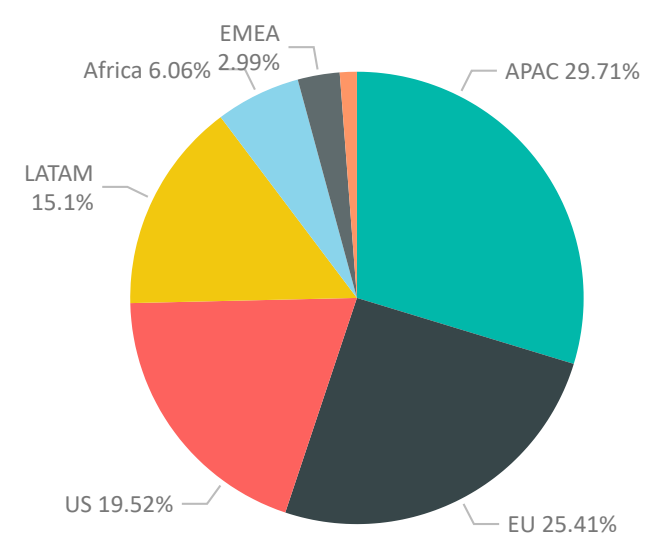
Slice by Year

- Furniture
- Office Supplies
- Technology

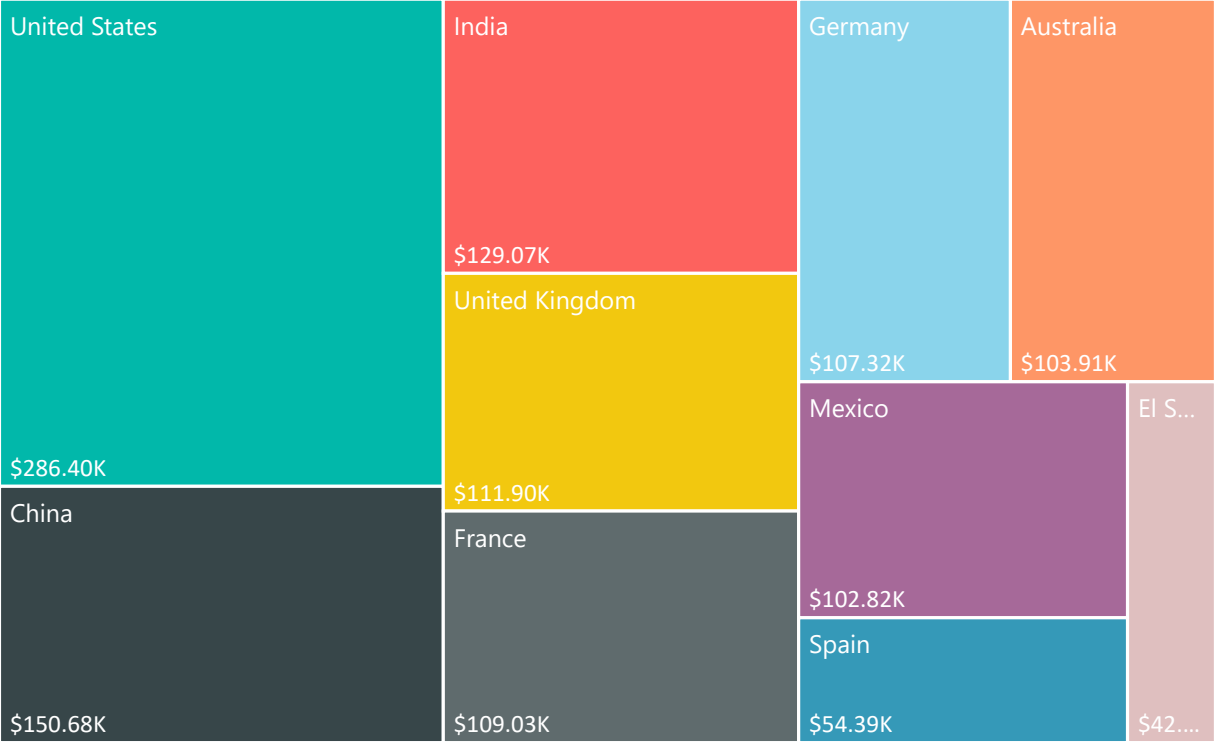
Slice by Year

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Profit by Market

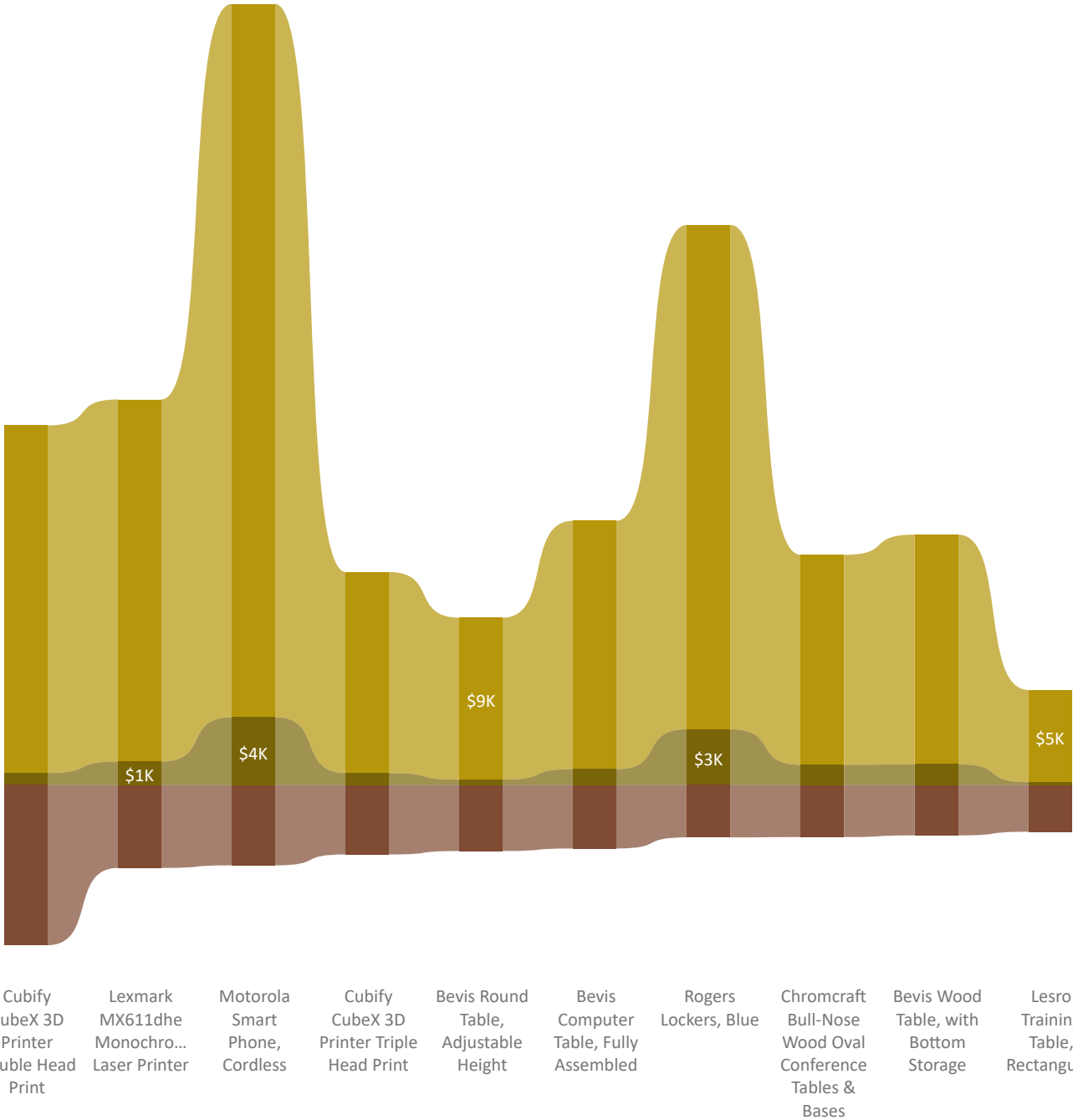


Top 10 Profit Making Countries

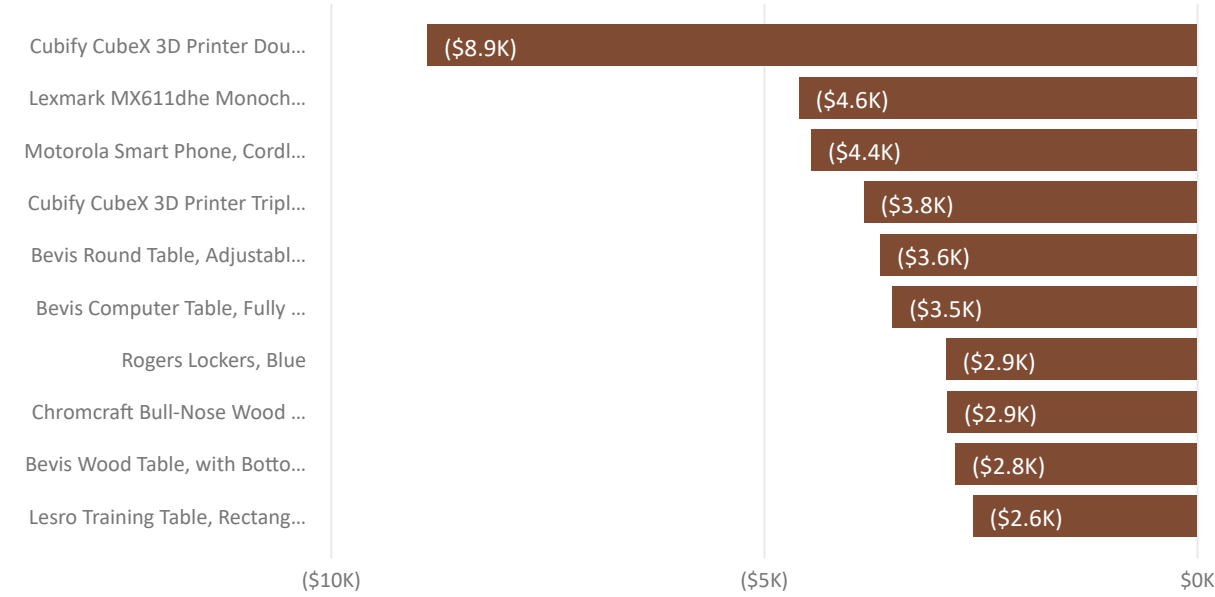


Cost breakup of the Top Loss Making Products

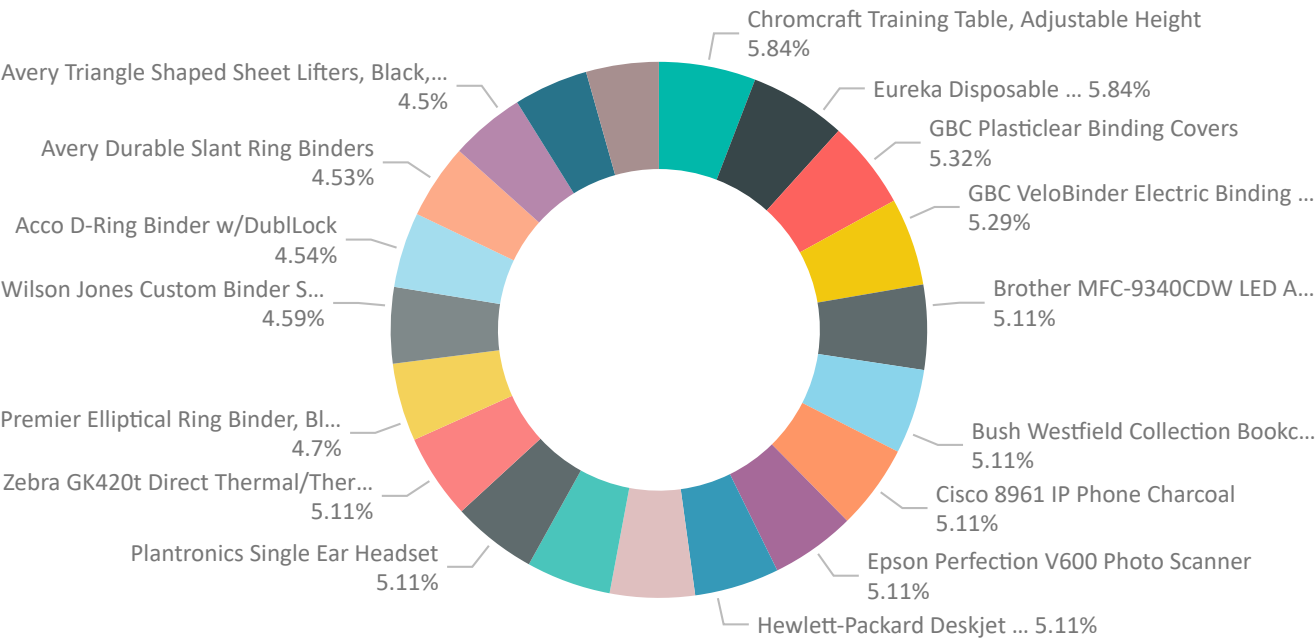
● Product Cost ● Shipping Cost ● Profit



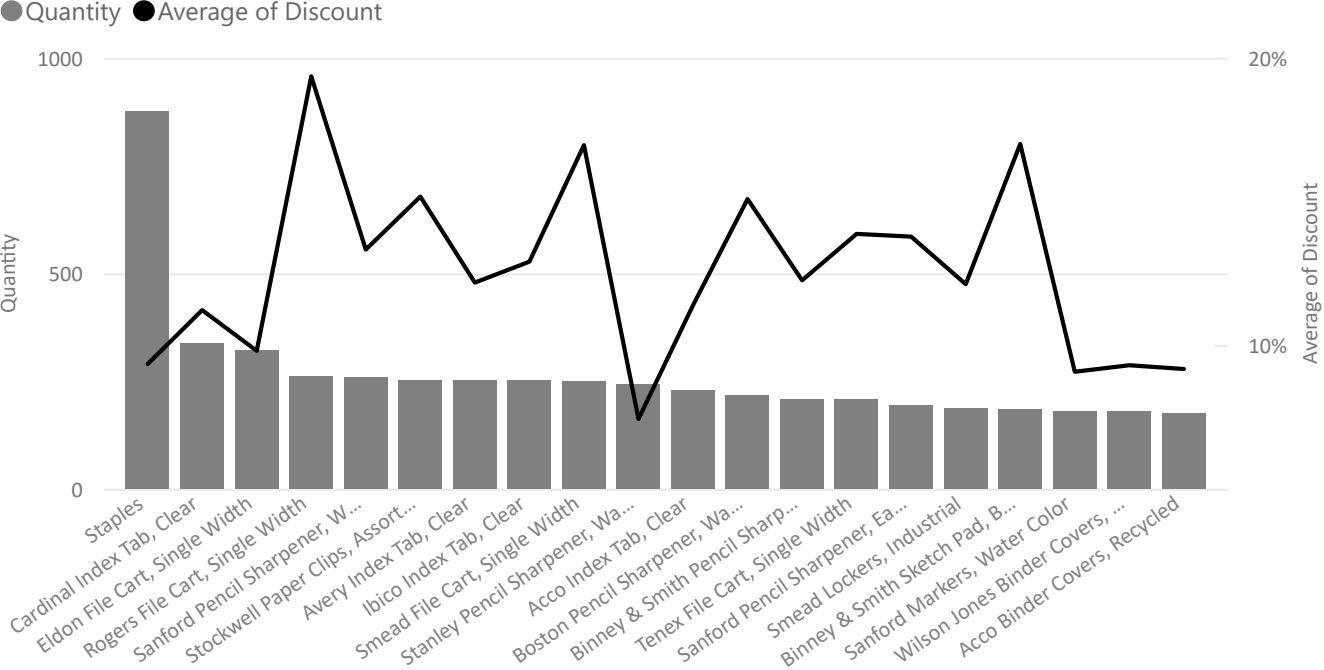
Top 10 Loss Making Products



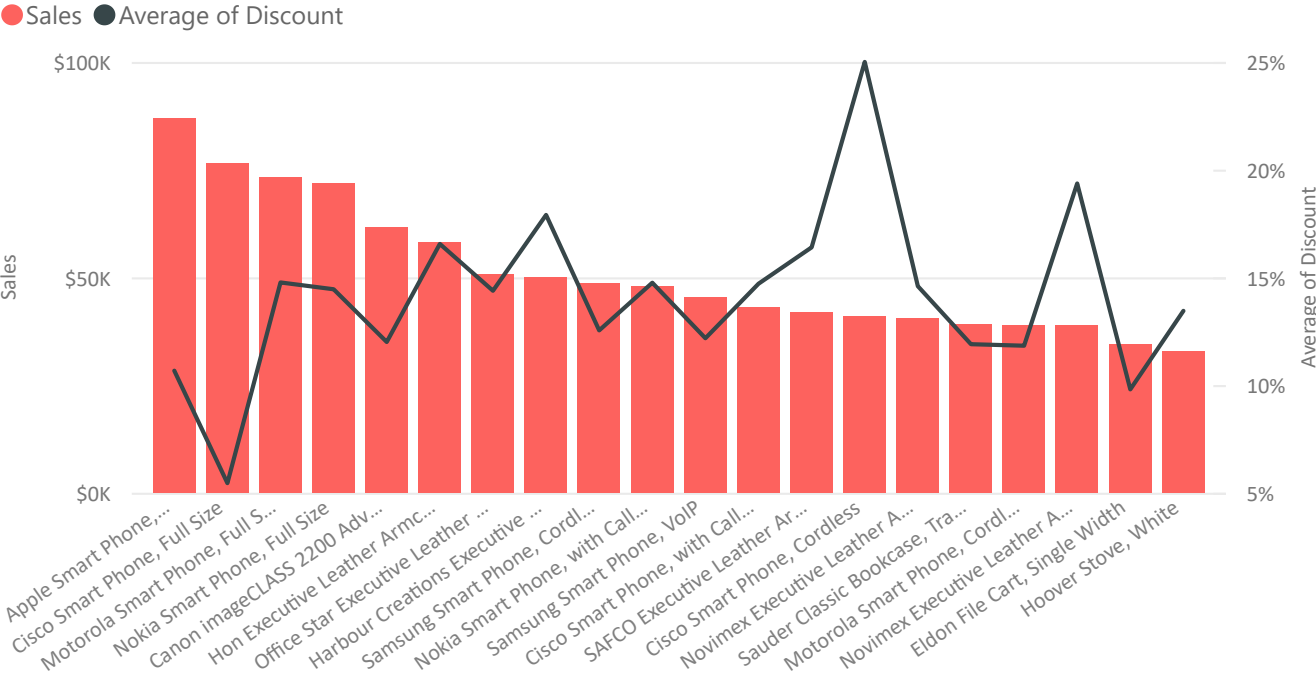
Highest Discounted Products



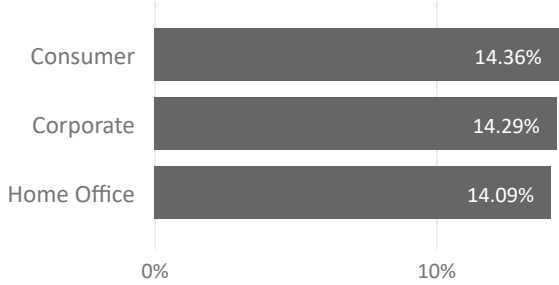
Relation Between Top 20 Best Selling Products & Their Discount Rates



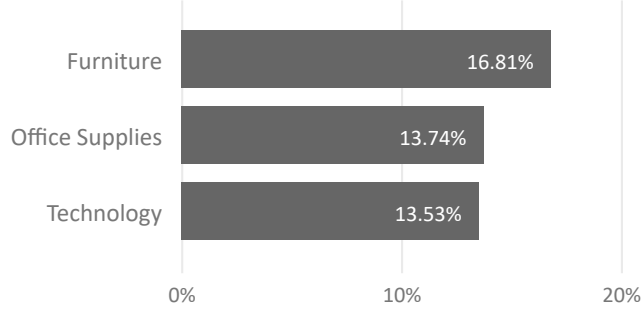
Relation Between Top 20 Max Revenue Making Products & Their Discount Rates



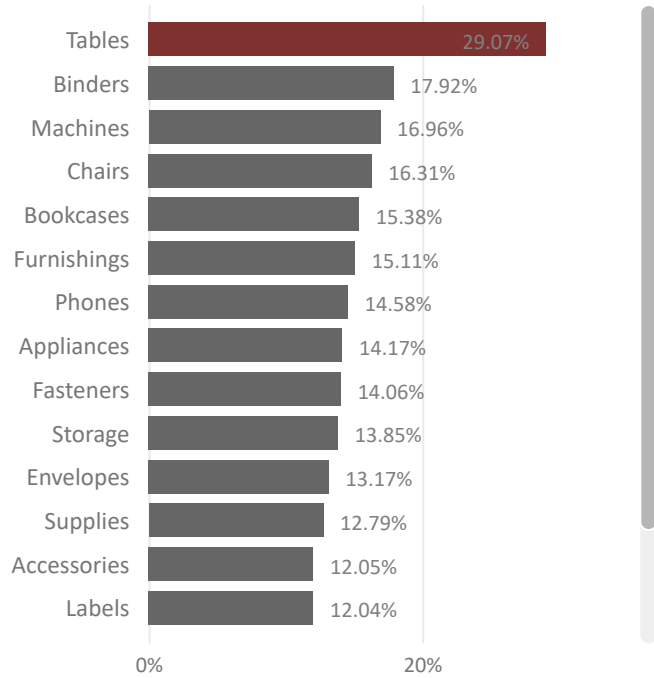
Discount by Segment



Discount by Category

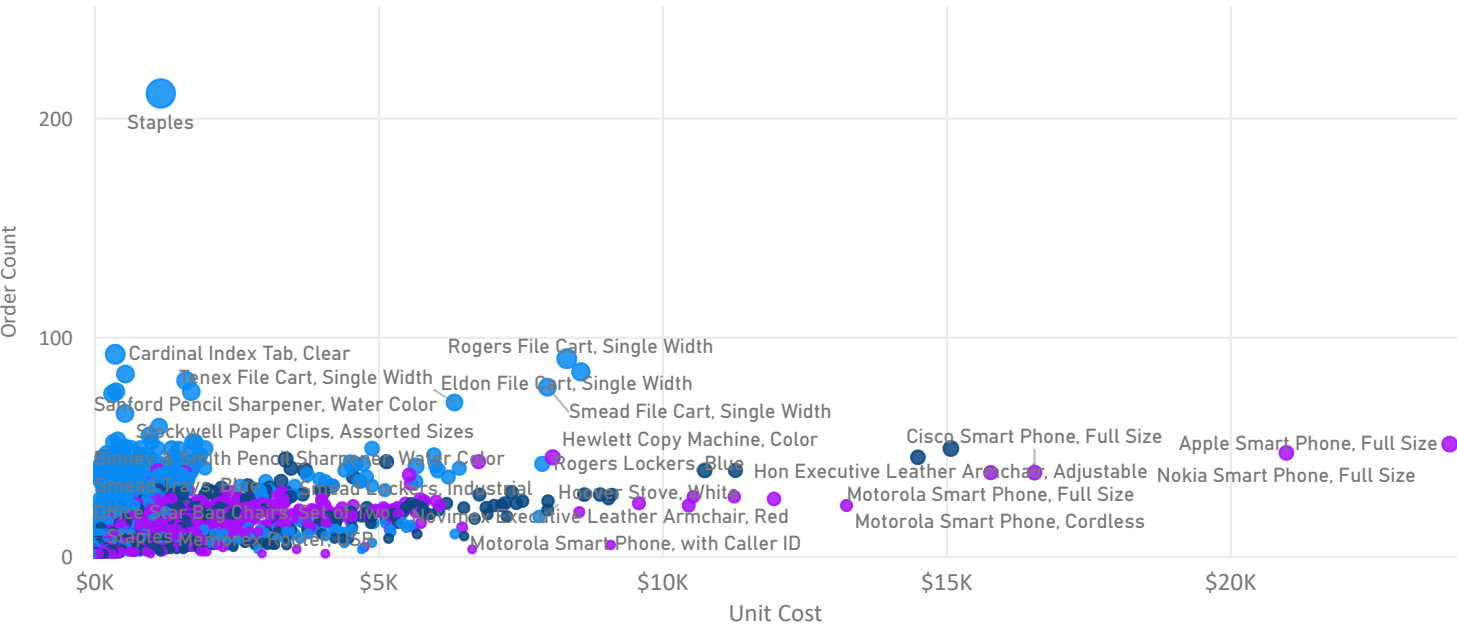


Discount by Sub-Category

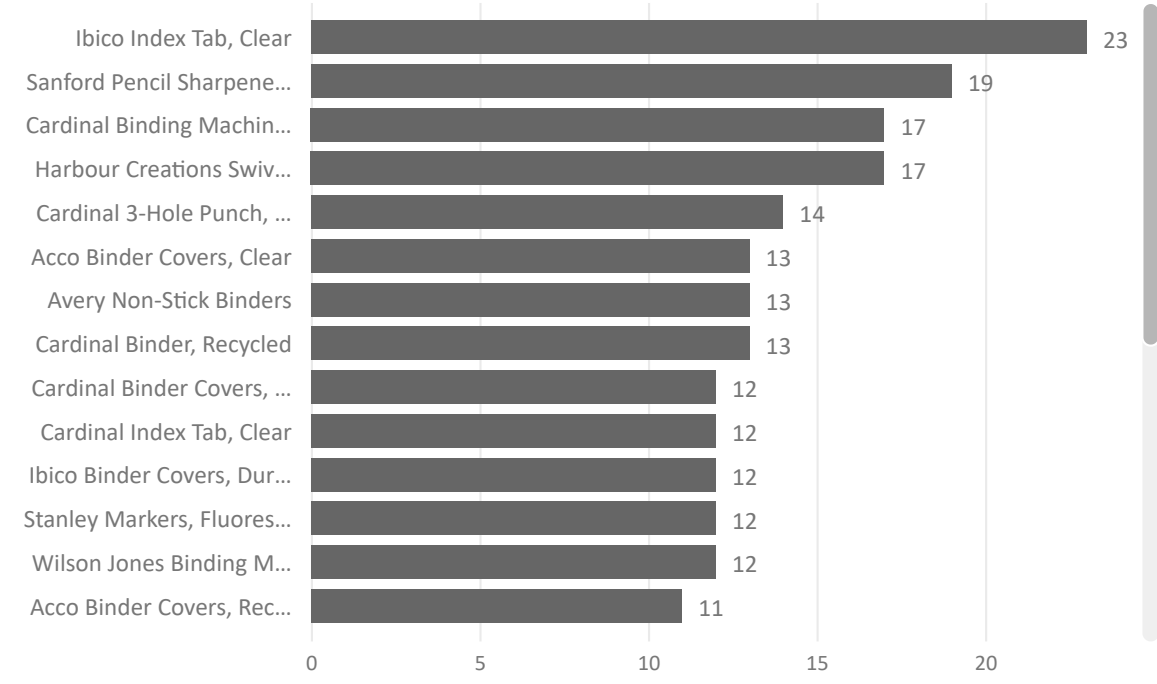


Relationship between Quantity Sold & Product Cost

Category Furniture Office Supplies Technology



10 Best Selling Products

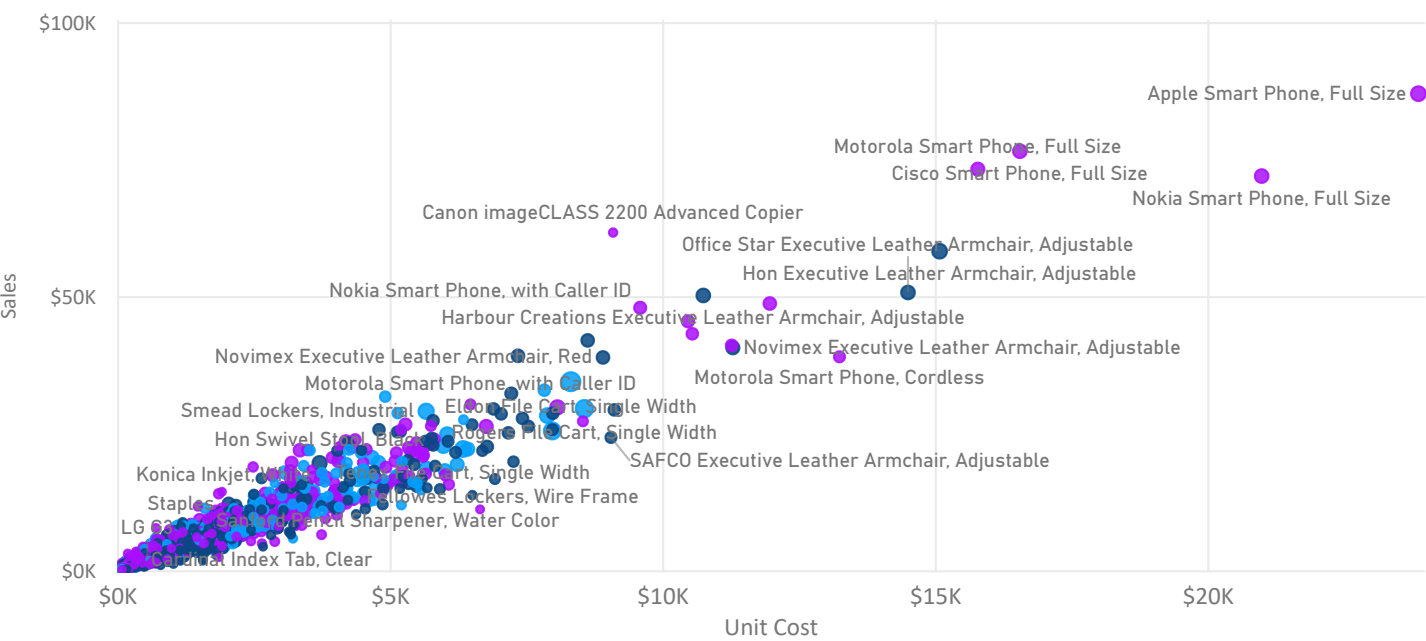


Best Selling Products

Product Name	2011	2012	2013	2014	Total
Ibico Index Tab, Clear	1	7	6	9	23
Sanford Pencil Sharpener, Easy-Erase	3	6	6	4	19
Cardinal Binding Machine, Clear	2	4	5	6	17
Harbour Creations Swivel Stool, Red	3	3	6	5	17
Cardinal 3-Hole Punch, Clear	4	2	5	3	14
Acco Binder Covers, Clear	1	3	2	7	13
Avery Non-Stick Binders	3	3	5	2	13
Cardinal Binder, Recycled	1	3	5	4	13
Cardinal Binder Covers, Clear	2	1	5	4	12
Cardinal Index Tab, Clear	1	2	6	3	12
Ibico Binder Covers, Durable	2	2	4	4	12
Stanley Markers, Fluorescent	3	2	3	4	12
Wilson Jones Binding Machine, Clear	3	2	3	4	12
Acco Binder Covers, Recycled	4	1	4	2	11
Avery Binder, Economy	5	2	1	3	11
Ibico Hi-Tech Manual Binding System	3	1	1	6	11
Novimex Bag Chairs, Black	3	2	2	4	11
Avery 3-Hole Punch, Recycled	3	2	3	2	10

Relationship between Sales & Product Cost

Category Furniture Office Supplies Technology



Category

- Furniture
- Office Supplies
- Technology

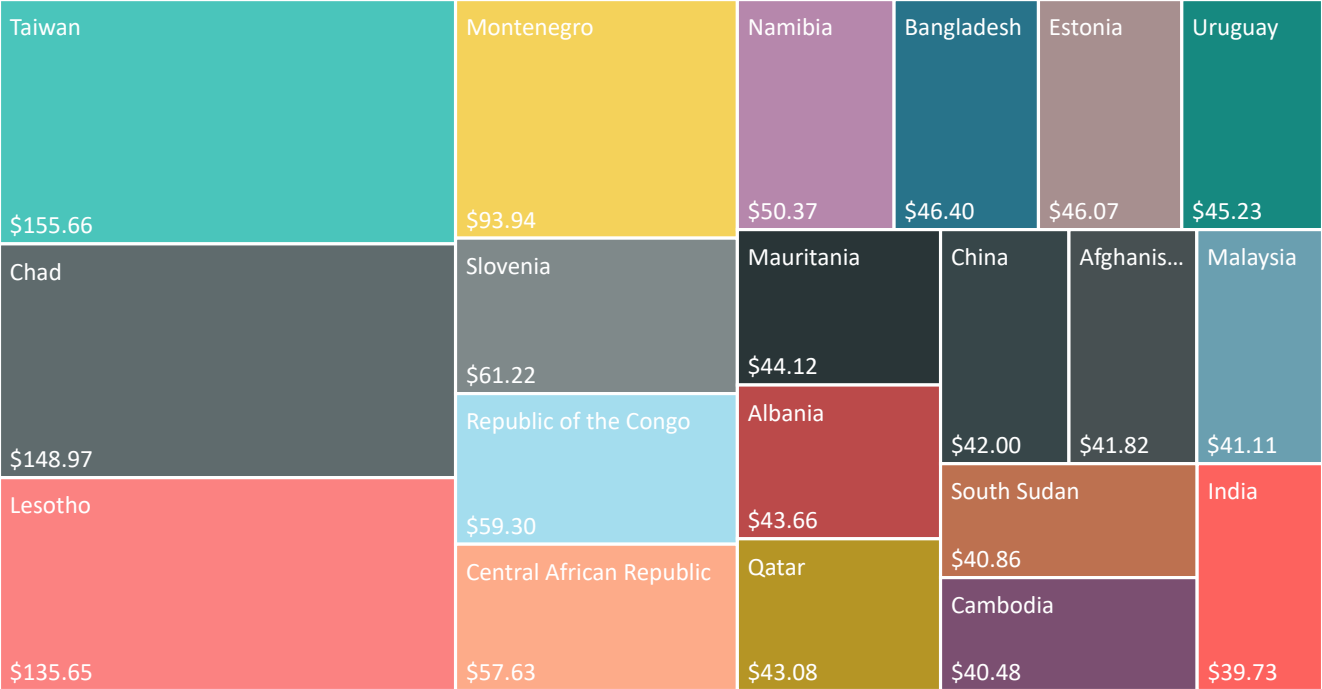
Segment

- Consumer
- Corporate
- Home Office

Sub-category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners

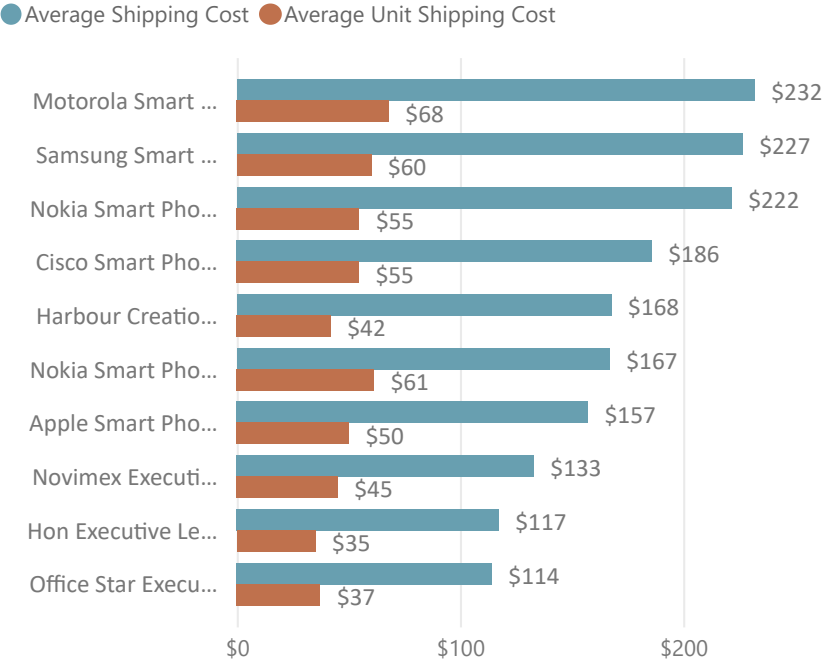
Top 20 Countries with Highest Shipping Costs



Does Shipping Costs change by Country?



Top 10 Products with Highest Shipping Costs



Relationship between Shipping Costs and Quantity

