**Analysis Planning Worksheet**

**Evaluation Question**

Which products are most profitable?

How well of a predictor is Gross Sales for Total Net Sales?

Does Discount increase Total Net Sales?

**Independent Variable(s)**

These variable(s) are causing something or creating an effect. List what each is and whether it is categorical or continuous. It is ok to only have one.

**Variable**

Product Type

□ Categorical: # of levels Accessories, Art & Sculpture, Basket, Christmas, Easter, Fair Trade Gifts, Furniture, Gift Baskets, Home Décor, Jewelry, Kids, Kitchen, Music, One-of-a-Kind, Recycled Art, Skin Care, Soapstone, Textiles

**Variable**

Net Quantity

□ Categorical : # of levels \_\_\_\_\_ □ Continuous

Variable

Discounts

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

Variable

Returns

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

Dependent Variable(s)

These variable(s) are influenced by your independent variable and *depend* on them. List what each is and whether it is categorical or continuous. Unless they are related, you should have only one.

**Variable**

Gross Sales

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

**Variable**

Total Net Sales

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

Now that you know the type and number of independent and dependent variables, you are ready to use the analysis flow charts to choose your analysis!

**Analysis:**

How well of a predictor is Gross Sales for Total Net Sales?

Which variable most influence returns?

Does Discount increase Total Net Sales?

How does Net Quantity influence Total Net Sales?

Determine the relationship between Net Quantity and Discounts?

What are the products that yield the highest Total Net Sales with the least Net Quantity require?

[**https://www.kaggle.com/tylermorse/retail-business-sales-20172019**](https://www.kaggle.com/tylermorse/retail-business-sales-20172019)

Description

Context

The datasets are from an unnamed business online retail sales. Unfortunately, they have had to cut back from 25 employees to 5 because of the economic downturn with the corona virus. Let us help them out with some informative kernels and visualizations! Anything and everything helps!

\*I have permission to post the dataset.

Content

Includes online sales, profit, units sold, shipping, returns, time of order, and more!

Inspiration

Help out a small business in any way possible!

**[Future Sales Predictions](https://www.kaggle.com/tylermorse/retail-business-sales-20172019/tasks?taskId=686)**

[Tyler Morse](https://www.kaggle.com/tylermorse/retail-business-sales-20172019/tylermorse) · 0 SubmissionsIn [Online Business Sales 2017-2019](https://www.kaggle.com/tylermorse/retail-business-sales-20172019/tylermorse)