**Insights of this EDA**

1.Monthly sales, Profit and Shipping=we can clearly say that the sale is increasing monthly basis but the profit is same and shipping charges are also matching the Profit

2.Segments=There are 3 segments of customer (consumer, corporate and home office and sales maximum sales are come from individual consumer followed by corporates and home office

3.Category analysis=There are 3 category so far (Technology,furniture,office supplies. The maximum number of sales come from Technology followed by furniture and office supplies

4.shipping analysis=There are 4 categories of distribution maximum distribution is done by the Standard Class followed by second class, Second Class, First Class, Same Day

5.Geographical analysis: Western Europe records the highest sales followed by Central America, Oceania

Country wise it is USA followed by Australia and France

6.Time series analysis=The profit trendline is positive overtime.

7.shipping analysis by region=Average shipping cost is high in Eastern Asia, followed by Oceania and southern Asia

8.co-relation= The correlation graph shows negetive correlation between discount and profit which means more discount does not mean more profit and sales in this case.

**Suggestion**

1.From this analysis we can say that sales over time is increased but profit remains constant the profit margin is also very low because of it we can see some negetive profit

2.Shipping charges are one of the main reasons of less profit.

when we see monthly profit and shipping both are seen at the same level. Which also leads to negetive Profit

The company need to check for the:

1.Discount Price

2.Shipping charges

Research and Analysis by

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