

Business problems that can be derived by looking into the data

- >How much is the sales, profit and quantity sold varies region-wise, state-wise and segment-wise, category-wise?**
- >Which category of items gives the more profit and sold more?**
- >Which type of mode is suitable for more profit?**
- >Which state has the highest profit?**
- >Which region has the highest sales and profit?**

Final Conclusion

- The dataset contains 80.6 % cases of profit, 18.7 % cases of loss and 0.65 % cases of no-profit-no-loss . From this, we can probably say that the overall Retail store in US is working fine.**
- The count of Standard Class is maximum. In each class of Ship Mode, Consumer segment holds the majority. We may conclude that the stores prefer Consumer Segment as it may draw more profit.**
- It is observed that Segment -'Customer' contributes to highest net profit followed by Corporate and then, Home Office.**
- Net profit is maximum for 'Standard Class' ship mode, followed by 'Second Class', 'First Class' and 'Same Day'.**
- California, New York, Washington, Michigan, Virginia are the five states which incur maximum net profit.**

- **We observe that although Texas is the third highest State with highest total sales and quantity sold, it has a negative Profit, which needs to be taken care of.**
- **West Region dominates Profit, Total Sales and Total quantity sold, followed by east region.**
- **Maximum net profit is incurred in category of Technology followed by Office Supplies and Furniture.**
- **For the category of Furniture, sub-categories - Tables and Bookcases need to be taken care of where losses are incurred.**
- **Net profit decreases when discount is increased**