FEYNN LABS_ PROJECT - 1_EXPLORATORY DATA ANALYSIS

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Now here I am given with project 1 under feynn labs Machine Learning Internship.

In this perticular project I have to come up with a business idea where I will apply Machine Learning/Data Science in small or medium business and help them with their sales, business operations, marketing etc.

So as a part of my this project I have found one sales dataset of one small shop on **Kaggle** and I will be using Machine Learning or Data Science techniques to help small buissnesses grow using this freely available dataset.

Let's Start

In the first step here we will be downloading the **dataset** (**CSV Format**) in our local computer and transferring that into desired file to load it here using **Pandas** library.

Getting touch with our data

1. Importing Numpy and Pandas

```
In [1]: import pandas as pd
import numpy as np
```

2. Defining our dataset "df", and loading our csv file into that.

```
In [2]: df = pd.read_csv('Data/201904 sales reciepts.csv')
```

3. Exploring our dataset first time.

Having first look of our dataset using df.head().

In [3]: df.head()

Out[3]:

· 	transaction_id	transaction_date	transaction_time	sales_outlet_id	staff_id	customer_id	instore_yn	order	line_item_id	product_id	quantity	line
0	7	2019-04-01	12:04:43	3	12	558	N	1	1	52	1	
1	11	2019-04-01	15:54:39	3	17	781	N	1	1	27	2	
2	19	2019-04-01	14:34:59	3	17	788	Υ	1	1	46	2	
3	32	2019-04-01	16:06:04	3	12	683	N	1	1	23	2	
4	33	2019-04-01	19:18:37	3	17	99	Υ	1	1	34	1	
4												•

Checking for datatypes of all indivisual columns of our dataset using **df.info()**.

In [4]: df.info() <class 'pandas.core.frame.DataFrame'> RangeIndex: 49894 entries, 0 to 49893 Data columns (total 14 columns): Non-Null Count Dtype Column ----transaction id 49894 non-null int64 transaction date 49894 non-null object transaction time 49894 non-null object sales outlet id 49894 non-null int64 staff id 49894 non-null int64 customer id 49894 non-null int64 instore yn 49894 non-null object order 49894 non-null int64 line item id 49894 non-null int64 product id 49894 non-null int64 10 quantity 49894 non-null int64 11 line item amount 49894 non-null float64 12 unit_price 49894 non-null float64 13 promo item yn 49894 non-null object dtypes: float64(2), int64(8), object(4)

memory usage: 5.3+ MB

checking for some mathematical relations and behaviours of our dataset using df.describe().

In [5]: df.describe()

Out[5]:

	transaction_id	sales_outlet_id	staff_id	customer_id	order	line_item_id	product_id	quantity	line_item_amount	ur
count	49894.000000	49894.000000	49894.000000	49894.000000	49894.000000	49894.000000	49894.000000	49894.000000	49894.000000	49894
mean	869.056059	5.351846	25.359582	2282.324468	1.173428	1.631860	47.878983	1.438209	4.682646	3
std	857.863149	2.074796	12.466490	3240.551757	1.025445	1.412881	17.928355	0.543039	4.436668	2
min	1.000000	3.000000	6.000000	0.000000	1.000000	1.000000	1.000000	1.000000	0.000000	С
25%	223.000000	3.000000	15.000000	0.000000	1.000000	1.000000	33.000000	1.000000	3.000000	2
50%	481.000000	5.000000	26.000000	0.000000	1.000000	1.000000	47.000000	1.000000	3.750000	3
75%	1401.000000	8.000000	41.000000	5412.000000	1.000000	1.000000	60.000000	2.000000	6.000000	3
max	4203.000000	8.000000	45.000000	8501.000000	9.000000	12.000000	87.000000	8.000000	360.000000	45

5. Checking for corelations in our dataset.

Going ahead, using df.corr() to get the correlations of every column with all other columns in our dataset.

In [6]: df.corr()

Out[6]:

	transaction_id	sales_outlet_id	staff_id	customer_id	order	line_item_id	product_id	quantity	line_item_amount	unit_price
transaction_id	1.000000	-0.134200	-0.050462	0.004820	-0.052610	-0.047631	-0.046251	0.015083	-0.010319	-0.033934
sales_outlet_id	-0.134200	1.000000	0.696921	0.429706	0.012392	0.004210	0.024360	-0.002860	0.004255	-0.001673
staff_id	-0.050462	0.696921	1.000000	0.294914	0.015983	-0.008372	0.010359	0.002996	0.003410	-0.00039€
customer_id	0.004820	0.429706	0.294914	1.000000	-0.018909	-0.008114	0.001156	0.011265	-0.005202	-0.016218
order	-0.052610	0.012392	0.015983	-0.018909	1.000000	0.000616	-0.173570	-0.125321	0.452822	0.758723
line_item_id	-0.047631	0.004210	-0.008372	-0.008114	0.000616	1.000000	0.604757	-0.315383	-0.050380	0.074058
product_id	-0.046251	0.024360	0.010359	0.001156	-0.173570	0.604757	1.000000	-0.175536	-0.164309	-0.13853§
quantity	0.015083	-0.002860	0.002996	0.011265	-0.125321	-0.315383	-0.175536	1.000000	0.353336	-0.11920
line_item_amount	-0.010319	0.004255	0.003410	-0.005202	0.452822	-0.050380	-0.164309	0.353336	1.000000	0.672168
unit_price	-0.033934	-0.001673	-0.000396	-0.016218	0.758723	0.074058	-0.138539	-0.119205	0.672168	1.000000

EXPLORATORY DATA ANALYSIS

6. Univariate analysis on our dataset.

Performing Univariate EDA on our dataset.

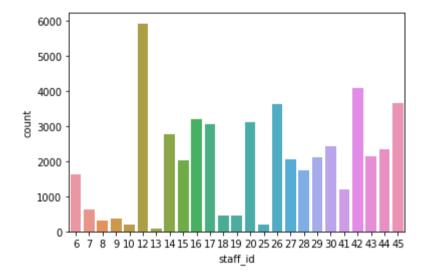
In [7]: import seaborn as sns

In [8]: sns.countplot(df['staff_id'])

c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn_decorators.py:43: FutureWarning: Pass the following variable as a keyword arg: x. From version 0.12, the only valid positional argument will be `data`, and passi ng other arguments without an explicit keyword will result in an error or misinterpretation.

FutureWarning

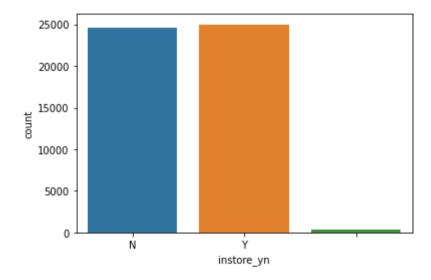
Out[8]: <AxesSubplot:xlabel='staff_id', ylabel='count'>



After seeing the countplot of staff_if, we can easily say that staff_id 12 is very often among all, so we can conclide that the staff having id 12 might be very loyal to work or is having much pressure to work in perticular time frame.

```
In [9]: sns.countplot(df['instore_yn'])
```

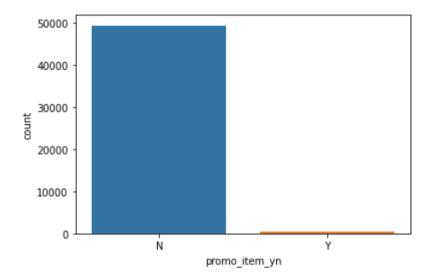
Out[9]: <AxesSubplot:xlabel='instore_yn', ylabel='count'>



Here Instore_yn has majorly two values Y and N. and it is having approximately same value count of Y and N, so it is **balanced**.

```
In [10]: sns.countplot(df['promo_item_yn'])
```

Out[10]: <AxesSubplot:xlabel='promo_item_yn', ylabel='count'>



After plotting the count plot of promo_item_yn , we can clearly see that the dataset is **imbalanced** , so it will be better if we remove the column

```
In [11]: df=df.drop(columns=['promo_item_yn'])
```

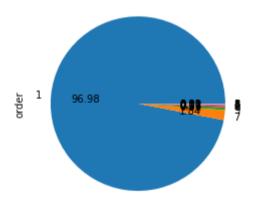
In [12]: df.head()

Out[12]:

	transaction_id	transaction_date	transaction_time	sales_outlet_id	staff_id	customer_id	instore_yn	order	line_item_id	product_id	quantity	lin€
0	7	2019-04-01	12:04:43	3	12	558	N	1	1	52	1	
1	11	2019-04-01	15:54:39	3	17	781	N	1	1	27	2	
2	19	2019-04-01	14:34:59	3	17	788	Υ	1	1	46	2	
3	32	2019-04-01	16:06:04	3	12	683	N	1	1	23	2	
4	33	2019-04-01	19:18:37	3	17	99	Υ	1	1	34	1	

In [13]: df['order'].value_counts().plot(kind='pie',autopct='%.2f')

Out[13]: <AxesSubplot:ylabel='order'>



After seeing the pie-chart we can say that the order 1 is most frequent amongst all. and it is also **imbalanced** so we will remove the column here.

In [14]: df = df.drop(columns=['order'])

In [15]: df.head()

Out[15]:

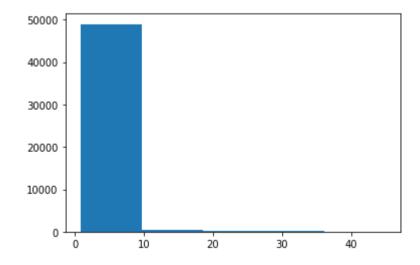
transaction_id transaction_date transaction_time sales_outlet_id staff_id customer_id instore_yn line_item_id product_id quantity line_item_

-	12 558 17 781	N N	1	52	1	
3	17 781	N	4			
			1	27	2	
3	17 788	Υ	1	46	2	
3	12 683	N	1	23	2	
3	17 99	Υ	1	34	1	

In [16]: import matplotlib.pyplot as plt

Plotting **Histograms** for columns in our dataset.

In [17]: plt.hist(df['unit_price'],bins=5)



```
In [18]: df['product id'].unique()
Out[18]: array([52, 27, 46, 23, 34, 32, 49, 60, 51, 35, 47, 25, 48, 53, 40, 37, 41,
                38, 50, 59, 28, 77, 55, 54, 45, 79, 43, 61, 58, 42, 31, 39, 22, 76,
                29, 33, 26, 30, 56, 74, 24, 71, 36, 69, 57, 70, 44, 78, 75, 73, 72,
                87, 9, 84, 12, 6, 64, 63, 13, 65, 2, 7, 18, 20, 19, 10, 8, 15,
                21, 4, 1, 17, 14, 82, 16, 3, 5, 81, 83, 11], dtype=int64)
In [19]: plt.hist(df['product id'],bins=5)
Out[19]: (array([ 988., 13318., 16150., 10923., 8515.]),
          array([ 1. , 18.2, 35.4, 52.6, 69.8, 87. ]),
          <BarContainer object of 5 artists>)
          16000
          14000
          12000
          10000
           8000
           6000
           4000
```

7. Bi-variate analysis on our dataset.

20

40

60

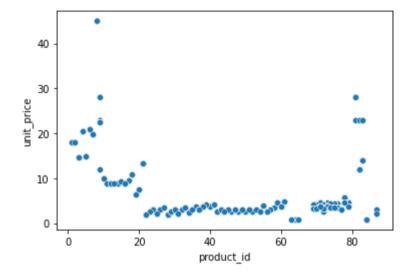
80

2000

0 -

```
In [20]: sns.scatterplot(df['product_id'],df['unit_price'])
```

Out[20]: <AxesSubplot:xlabel='product_id', ylabel='unit_price'>



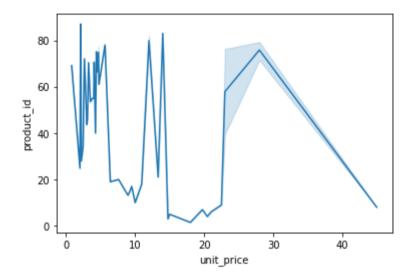
So here in the scatterplot of **product_id vs unit_price** we can see that products having id between 0 to 20 is of high to medium of price and products having id between 20 to 80 is of low price, it is so because it might possible that 0 to 20 product id is for some glossories and 20 to 80 product id id for some expensive products.

In [21]: sns.lineplot(df['unit_price'],df['product_id'])

c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn_decorators.py:43: FutureWarning: Pass the following variables as keyword args: x, y. From version 0.12, the only valid positional argument will be `data`, and passing other arguments without an explicit keyword will result in an error or misinterpretation.

FutureWarning

Out[21]: <AxesSubplot:xlabel='unit_price', ylabel='product_id'>

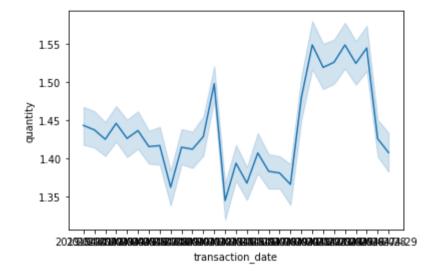


In [22]: sns.lineplot(df['transaction_date'],df['quantity'])

c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn_decorators.py:43: FutureWarning: Pass the following variables as keyword args: x, y. From version 0.12, the only valid positional argument will be `data`, and passing other arguments without an explicit keyword will result in an error or misinterpretation.

FutureWarning

Out[22]: <AxesSubplot:xlabel='transaction_date', ylabel='quantity'>



CUSTOMER DATA ANALYSIS

1. Reading the data.

```
In [23]: df1=pd.read csv('Data/customer.csv')
In [24]: df1.head()
Out[24]:
               customer_id home_store customer_first-name
                                                                                                                        birthdate gender birth_year
                                                                  customer_email customer_since loyalty_card_number
                                     3
                                                   Kelly Key Venus@adipiscing.edu
                                                                                                                                       Μ
            0
                                                                                      2017-01-04
                                                                                                         908-424-2890
                                                                                                                      1950-05-29
                                                                                                                                               1950
                         2
                                     3
                                             Clark Schroeder
                                                                 Nora@fames.gov
                                                                                      2017-01-07
                                                                                                         032-732-6308
                                                                                                                      1950-07-30
                                                                                                                                       М
                                                                                                                                               1950
                                                                Brianna@tellus.edu
            2
                         3
                                     3
                                              Elvis Cardenas
                                                                                      2017-01-10
                                                                                                         459-375-9187
                                                                                                                      1950-09-30
                                                                                                                                       М
                                                                                                                                               1950
                                     3
                                                Rafael Estes
                                                                     Ina@non.gov
            3
                                                                                      2017-01-13
                                                                                                         576-640-9226
                                                                                                                      1950-12-01
                                                                                                                                               1950
                                                                Dale@Integer.com
                         5
                                     3
                                                  Colin Lynn
                                                                                                                                               1951
                                                                                      2017-01-15
                                                                                                         344-674-6569 1951-02-01
                                                                                                                                       М
```

In [25]: df1.info()

<class 'pandas.core.frame.DataFrame'> RangeIndex: 2246 entries, 0 to 2245 Data columns (total 9 columns):

#	Column	Non-Null Count	Dtype
0	customer_id	2246 non-null	int64
1	home_store	2246 non-null	int64
2	customer_first-name	2246 non-null	object
3	customer_email	2246 non-null	object
4	customer_since	2246 non-null	object
5	loyalty_card_number	2246 non-null	object
6	birthdate	2246 non-null	object
7	gender	2246 non-null	object
8	birth_year	2246 non-null	int64

dtypes: int64(3), object(6) memory usage: 158.0+ KB

In [26]: df1.describe()

Out[26]:

	customer_id	home_store	birth_year
count	2246.000000	2246.000000	2246.000000
mean	4285.902048	4.956812	1978.385574
std	3088.088265	1.852562	14.925503
min	1.000000	3.000000	1950.000000
25%	562.250000	3.000000	1965.000000
50%	5323.500000	5.000000	1981.000000
75%	5884.750000	5.000000	1991.000000
max	8501.000000	8.000000	2001.000000

2. Checking for correlations.

In [27]: df1.corr()

Out[27]:

	customer_id	home_store	birth_year
customer_id	1.000000	0.948053	0.134341
home_store	0.948053	1.000000	0.084356
birth vear	0.134341	0.084356	1.000000

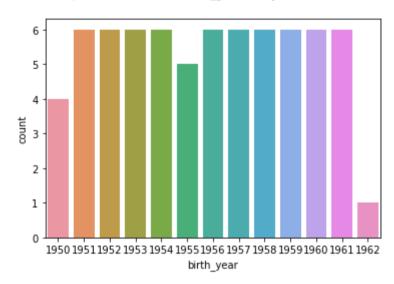
3. Performing Exploratory Data Analysis.

In [28]: sns.countplot(df1['birth_year'][:70])

c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn_decorators.py:43: FutureWarning: Pass the following variable as a keyword arg: x. From version 0.12, the only valid positional argument will be `data`, and passi ng other arguments without an explicit keyword will result in an error or misinterpretation.

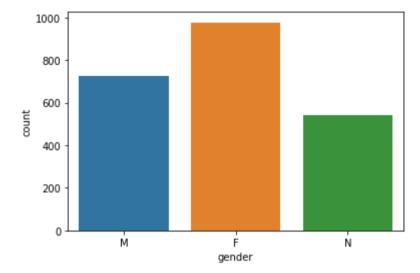
FutureWarning

Out[28]: <AxesSubplot:xlabel='birth_year', ylabel='count'>



```
In [29]: sns.countplot(df1['gender'])
```

Out[29]: <AxesSubplot:xlabel='gender', ylabel='count'>

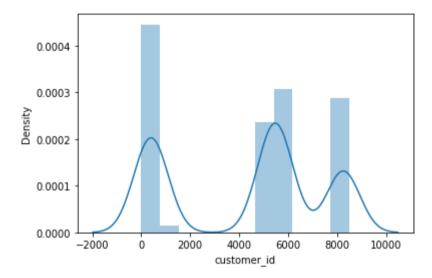


Here we can clearly see that the store has more Female customers as compared to Male.

In [30]: sns.distplot(df1[df1['customer_since']>'07-01-2017']['customer_id'],hist=True)

c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn\distributions.py:2557: FutureWarning: `dis
tplot` is a deprecated function and will be removed in a future version. Please adapt your code to use either `displot`
(a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).
 warnings.warn(msg, FutureWarning)

Out[30]: <AxesSubplot:xlabel='customer_id', ylabel='Density'>

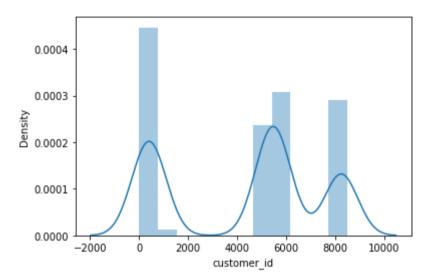


From the distribution plot we can see that more older customers has `higher customers id , which indicates that customers ids are provided sequently.

In [31]: sns.distplot(df1[df1['birth_year']>1950]['customer_id'],hist=True)

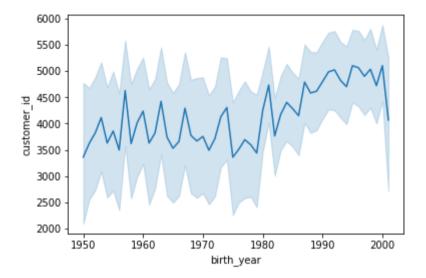
c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn\distributions.py:2557: FutureWarning: `dis
tplot` is a deprecated function and will be removed in a future version. Please adapt your code to use either `displot`
(a figure-level function with similar flexibility) or `histplot` (an axes-level function for histograms).
 warnings.warn(msg, FutureWarning)

Out[31]: <AxesSubplot:xlabel='customer_id', ylabel='Density'>



```
In [32]: sns.lineplot(df1['birth_year'],df1['customer_id'])
```

Out[32]: <AxesSubplot:xlabel='birth_year', ylabel='customer_id'>



1. Reading the data.

In [33]: df2=pd.read_csv('Data/pastry inventory.csv')

In [34]: df2.head()

Out[34]:

	sales_outlet_id	transaction_date	product_id	start_of_day	quantity_sold	waste	% waste
0	3	4/1/2019	69	18	8	10	56%
1	3	4/1/2019	70	18	12	6	33%
2	3	4/1/2019	71	18	8	10	56%
3	3	4/1/2019	72	48	9	39	81%
4	3	4/1/2019	73	18	9	9	50%

In [35]: df2.tail()

Out[35]:

	sales_outlet_id	transaction_date	product_id	start_of_day	quantity_sold	waste	% waste
302	8	4/27/2019	69	18	1	17	94%
303	8	4/27/2019	70	18	4	14	78%
304	8	4/27/2019	71	18	2	16	89%
305	8	4/27/2019	72	48	19	29	60%
306	8	4/27/2019	73	18	4	14	78%

In [36]: df2.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 307 entries, 0 to 306
Data columns (total 7 columns):

#	Column	Non-Null Count	Dtype
0	sales_outlet_id	307 non-null	int64
1	transaction_date	307 non-null	object
2	product_id	307 non-null	int64
3	start_of_day	307 non-null	int64
4	quantity_sold	307 non-null	int64
5	waste	307 non-null	int64
6	% waste	307 non-null	object

dtypes: int64(5), object(2)
memory usage: 16.9+ KB

In [37]: df2.describe()

Out[37]:

	sales_outlet_id	product_id	start_of_day	quantity_sold	waste
count	307.000000	307.000000	307.000000	307.000000	307.000000
mean	5.394137	70.983713	24.058632	9.296417	14.657980
std	2.049477	1.417582	12.063414	5.440115	11.202108
min	3.000000	69.000000	18.000000	0.000000	0.000000
25%	3.000000	70.000000	18.000000	6.000000	8.000000
50%	5.000000	71.000000	18.000000	8.000000	11.000000
75%	8.000000	72.000000	18.000000	11.000000	15.000000
max	8.000000	73.000000	48.000000	32.000000	47.000000

In [38]: df2.corr()

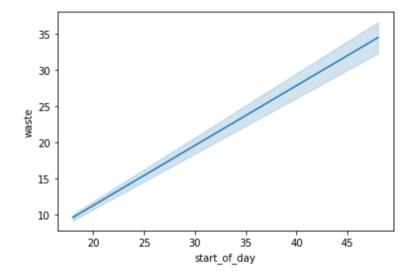
Out[38]:

	sales_outlet_id	product_id	start_of_day	quantity_sold	waste
sales_outlet_id	1.000000	0.013465	-0.005696	0.120800	-0.053893
product_id	0.013465	1.000000	0.361235	0.134961	0.339001
start_of_day	-0.005696	0.361235	1.000000	0.393825	0.893224
quantity_sold	0.120800	0.134961	0.393825	1.000000	-0.043859
waste	-0.053893	0.339001	0.893224	-0.043859	1.000000

2. Exploratory Data Analysis.

```
In [39]: sns.lineplot(df2['start_of_day'],df2['waste'])
```

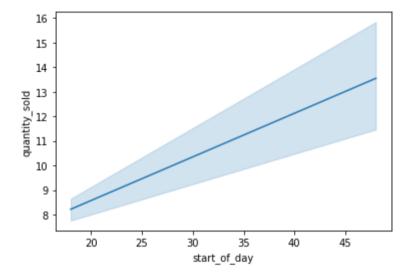
Out[39]: <AxesSubplot:xlabel='start_of_day', ylabel='waste'>



Here we can see from the lineplot that as start of the day increases, the waste is also increasing which is showing linear behaviour.

In [40]: sns.lineplot(df2['start_of_day'],df2['quantity_sold'])

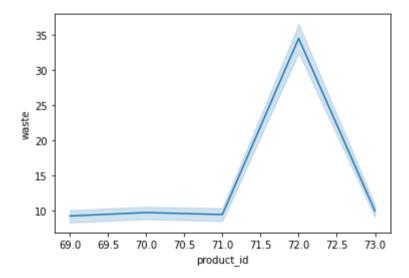
Out[40]: <AxesSubplot:xlabel='start_of_day', ylabel='quantity_sold'>



Here we can see from the lineplot that as start of the day increases, the waste is also increasing which is showing linear behaviour.

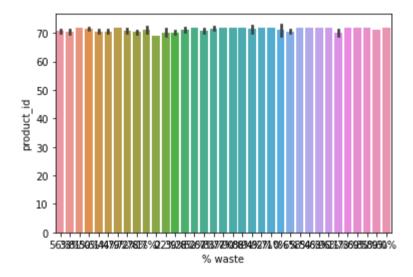
In [41]: sns.lineplot(df2['product_id'],df2['waste'])

Out[41]: <AxesSubplot:xlabel='product_id', ylabel='waste'>



```
In [42]: sns.barplot(df2['% waste'],df2['product_id'])
```

Out[42]: <AxesSubplot:xlabel='% waste', ylabel='product_id'>



1. Reading the dataset.

In [43]: df3=pd.read_csv('Data/product.csv')

In [44]: df3.head()

Out[44]:

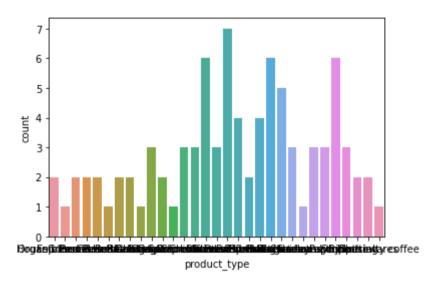
· _	product_id	product_group	product_category	product_type	product	product_description	unit_of_measure	current_wholesale_price	current_ret
	0 1	Whole Bean/Teas	Coffee beans	Organic Beans	Brazilian - Organic	It's like Carnival in a cup. Clean and smooth.	12 oz	14.40	
	1 2	Whole Bean/Teas	Coffee beans	House blend Beans	Our Old Time Diner Blend	Out packed blend of beans that is reminiscent	12 oz	14.40	
	2 3	Whole Bean/Teas	Coffee beans	Espresso Beans	Espresso Roast	Our house blend for a good espresso shot.	1 lb	11.80	
:	3 4	Whole Bean/Teas	Coffee beans	Espresso Beans	Primo Espresso Roast	Our primium single source of hand roasted beans.	1 lb	16.36	
,	4 5	Whole Bean/Teas	Coffee beans	Gourmet Beans	Columbian Medium Roast	A smooth cup of coffee any time of day.	1 lb	12.00	
4									>

In [45]: sns.countplot(df3['product_type'])

c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn_decorators.py:43: FutureWarning: Pass the following variable as a keyword arg: x. From version 0.12, the only valid positional argument will be `data`, and passi ng other arguments without an explicit keyword will result in an error or misinterpretation.

FutureWarning

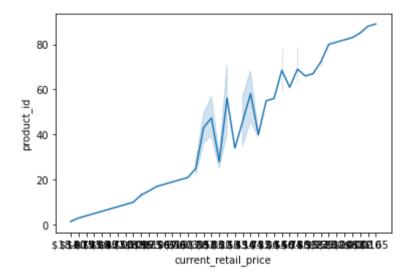
Out[45]: <AxesSubplot:xlabel='product_type', ylabel='count'>



```
In [46]: df3['product_type'].value_counts()
Out[46]: Barista Espresso
         Gourmet brewed coffee
                                  6
         Scone
                                  6
                                  6
         Brewed Chai tea
         Hot chocolate
         Brewed herbal tea
         Brewed Black tea
         Pastry
         Drip coffee
         Premium brewed coffee
         Chai tea
         Seasonal drink
         Regular syrup
         Biscotti
         Organic brewed coffee
         Organic Beans
         Drinking Chocolate
                                  2
                                  2
         Housewares
                                  2
         Espresso Beans
         Premium Beans
                                  2
         Gourmet Beans
                                  2
                                  2
         Brewed Green tea
         Herbal tea
                                  2
         Black tea
                                  2
         Clothing
         Sugar free syrup
                                  1
         Green tea
                                  1
         Green beans
         House blend Beans
         Organic Chocolate
                                  1
         Specialty coffee
                                  1
         Name: product_type, dtype: int64
```

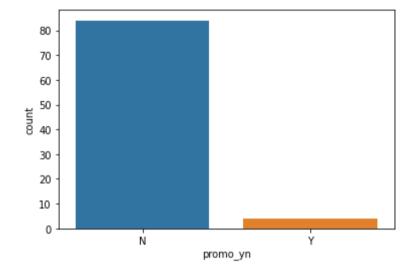
In [47]: sns.lineplot(df3['current_retail_price'],df3['product_id'])

Out[47]: <AxesSubplot:xlabel='current_retail_price', ylabel='product_id'>



```
In [48]: sns.countplot(df3['promo_yn'])
```

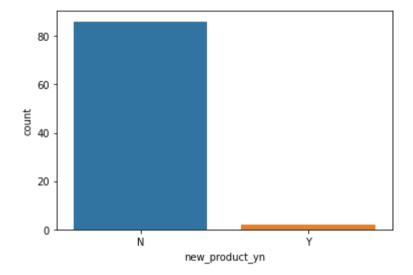
Out[48]: <AxesSubplot:xlabel='promo_yn', ylabel='count'>



Here from the count plot we can conclude that there is not any promo available for most of the products available in the shop.

```
In [49]: sns.countplot(df3['new_product_yn'])
```

Out[49]: <AxesSubplot:xlabel='new_product_yn', ylabel='count'>



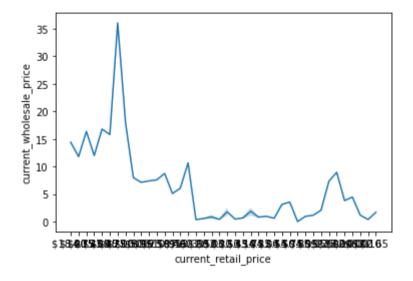
Here from the count plot we can conclude that most of the products available in the shop are not new, they are old products.

In [50]: sns.lineplot(df3['current_retail_price'],df3['current_wholesale_price'])

c:\users\hp\appdata\local\programs\python\python37\lib\site-packages\seaborn_decorators.py:43: FutureWarning: Pass the following variables as keyword args: x, y. From version 0.12, the only valid positional argument will be `data`, and pa ssing other arguments without an explicit keyword will result in an error or misinterpretation.

FutureWarning

Out[50]: <AxesSubplot:xlabel='current_retail_price', ylabel='current_wholesale_price'>



PANDAS PROFILING

```
In [52]: prof = ProfileReport(df)
prof.to_file(output_file='sales receipts.html')
```

A Jupyter widget could not be displayed because the widget state could not be found. This could happen if the kernel storing the widget is no longer available, or if the widget state was not saved in the notebook. You may be able to create the widget by running the appropriate cells.

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```
In [53]: prof = ProfileReport(df1)
prof.to_file(output_file='customers.html')
```

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```
In [54]: prof = ProfileReport(df2)
prof.to_file(output_file='pastry inventory.html')
```

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```
In [55]: prof = ProfileReport(df3)
prof.to_file(output_file='product.html')
```

A Jupyter widget could not be displayed because the widget state could not be found. This could happen if the kernel storing the widget is no longer available, or if the widget state was not saved in the notebook. You may be able to create the widget by running the appropriate cells.

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```
In [ ]:
```