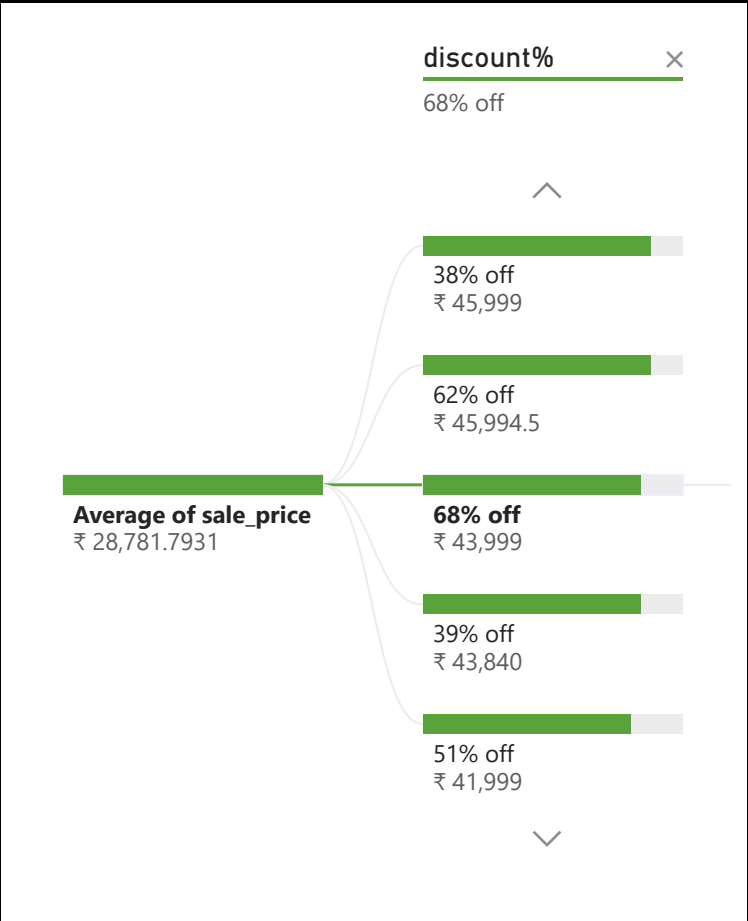
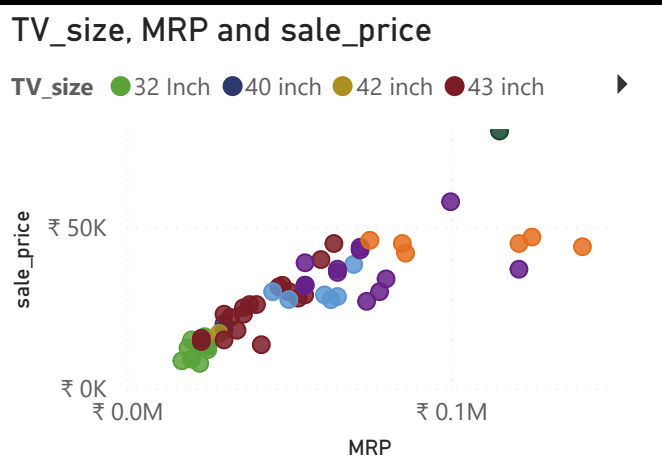
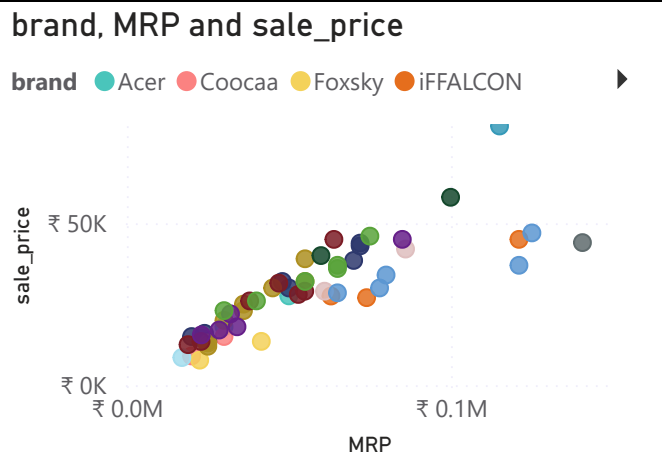
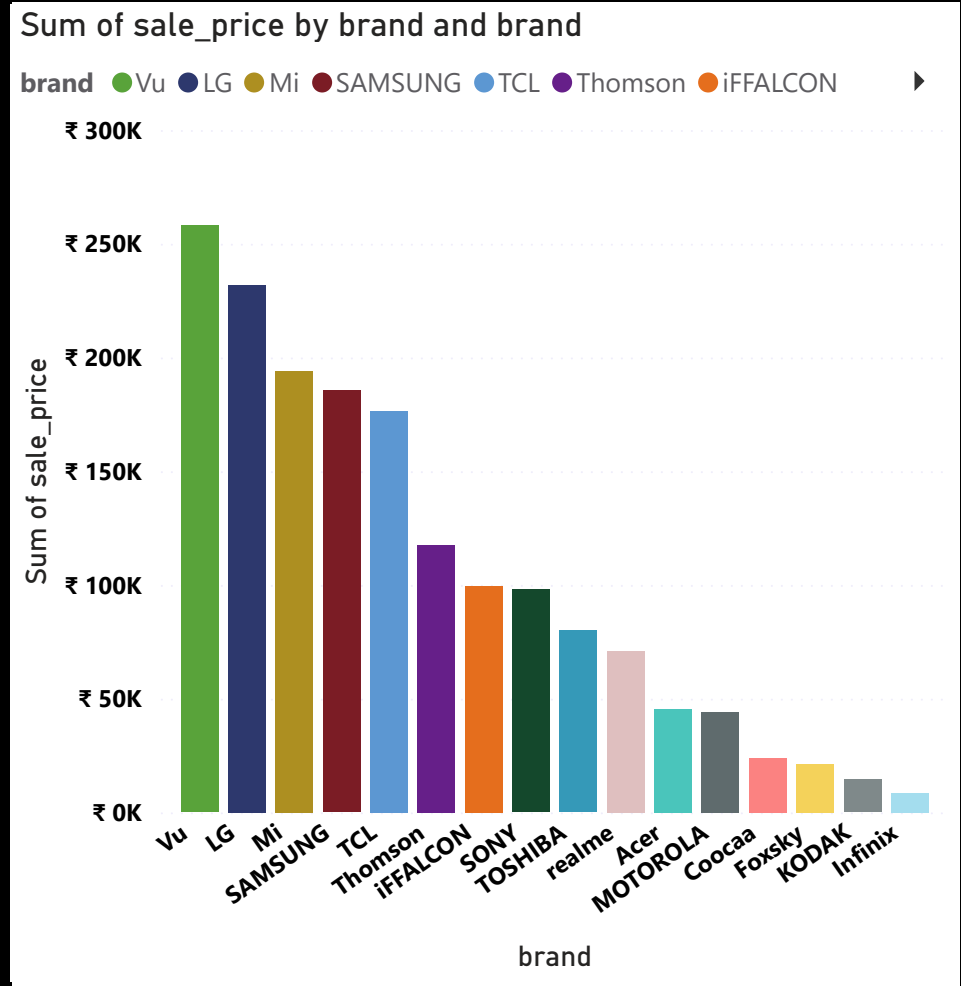
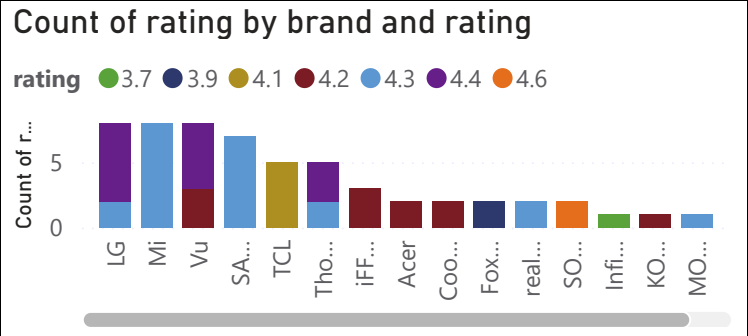
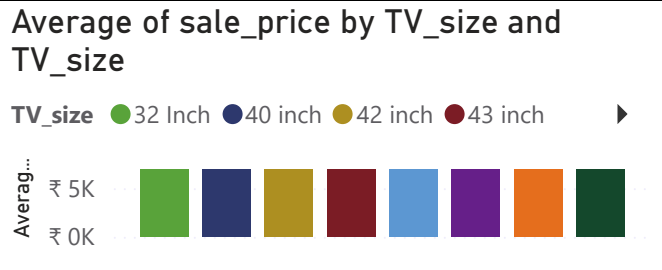
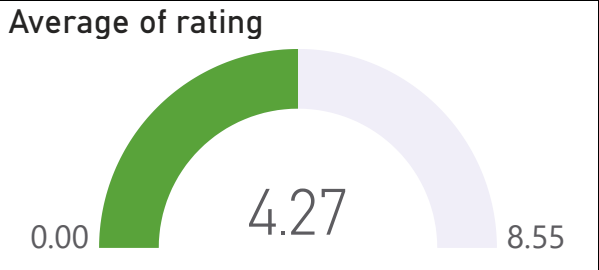


# BI PROJECT

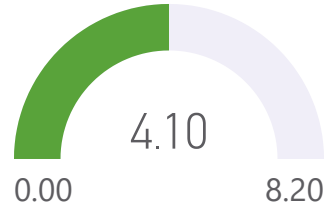
PRADEEP KUMAR T N



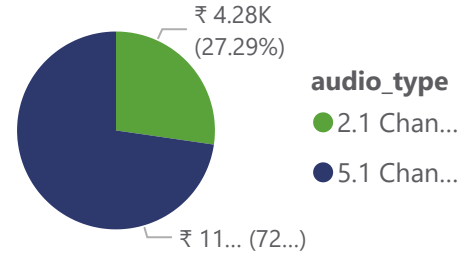
12

Count of brand

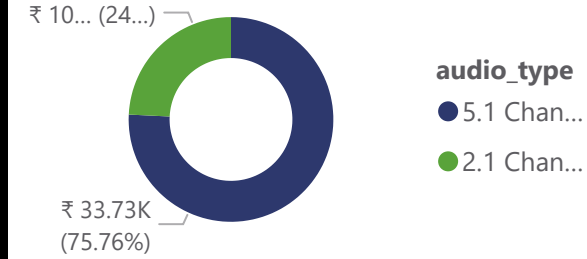
Average of ratings



Average of sale\_price by audio\_type



Average of MRP by audio\_type



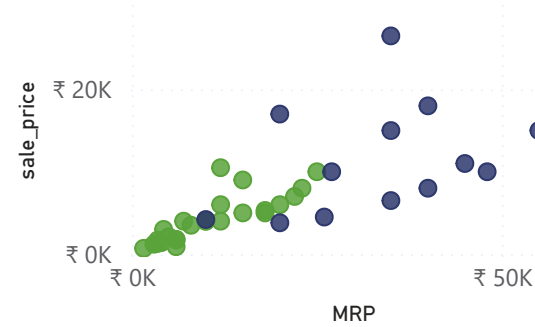
Average of sale\_price and Average of Target by brand

₹ 4.924K !

Goal: ₹ 306.0673K (-98.39%)

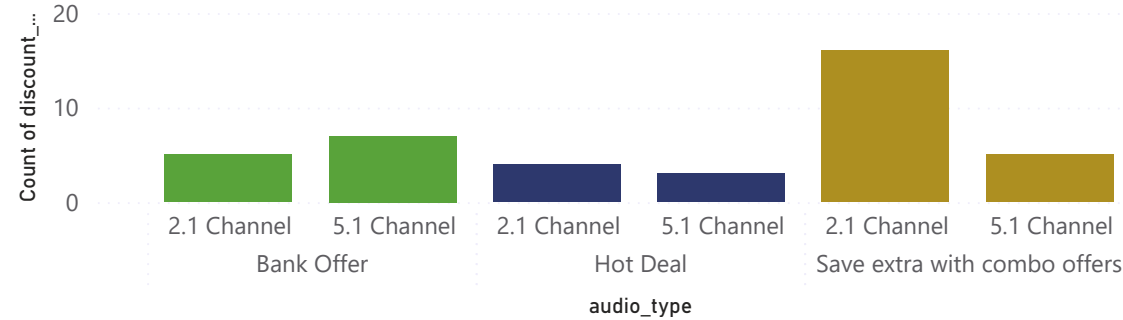
audio\_type, MRP and sale\_price

audio\_type ● 2.1 Channel ● 5.1 Channel



Count of discount\_% by deal\_type, audio\_type and deal\_type

deal\_type ● Bank Offer ● Hot Deal ● Save extra with combo offers



Key influencers

Top segments

What influences audio\_type to be

5.1 Channel

When...

...the likelihood of audio\_type being 5.1 Channel increases by

Average of ratings by brand, audio\_type and brand

brand ● 9 CORE ● boAt ● Boulton ● Callmate ● DUDAO ● GOVO ● Mivi ● MOTOROLA ● MZ ● PHILIPS ● SONY ● ZEBRONICS

