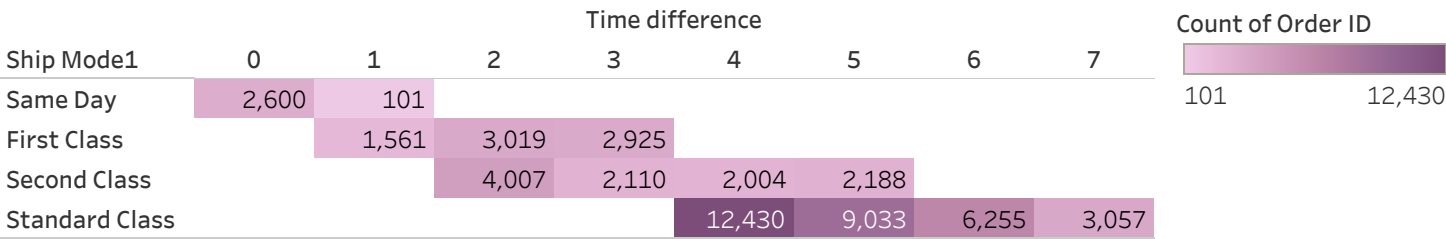


Name - Parnasree Das

Reg. no - 11802020

Roll.no - B36

1.1 Are customers getting their products delivered in the same mode as they have selected?



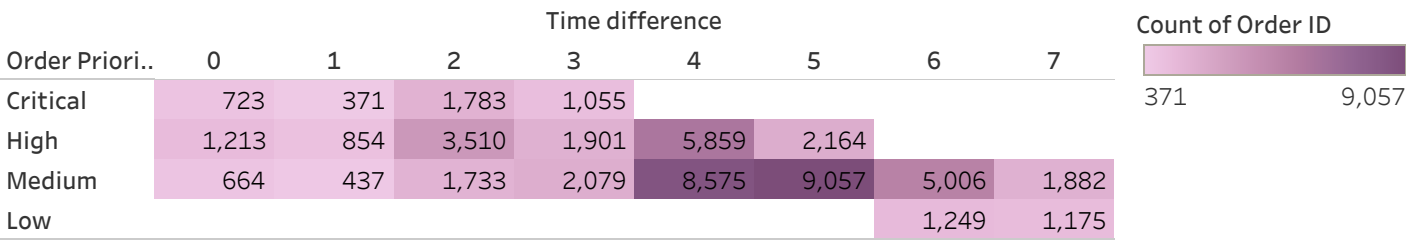
Count of Order ID broken down by Time difference vs. Ship Mode1. Color shows count of Order ID. The marks are labeled by count of Order ID.

Here Time difference is the calculated field:
Time difference = DATE([Ship Date])-DATE([Order Date])

- Assumptions made:
- Same day - delivery within 0-1 day
 - First Class - delivery within 1-3 days
 - Second Class - delivery within 2-5 days
 - Standard Class - delivery within 4-7 days

Conclusion:
Customers are getting their products delivered in the same mode as they have selected.

1.2 Are customers priority is being in taken care?



If we see then critical priority should be delivered in 0-1 day but here it is taking even 3 days and same with other cases too.

Conclusion:
Customer's Priority is not been taken care

1. 3 How many times customer faced problem during product delivery?

| Time difference | Returned1 | Ship Mode1 | | | | Grand Total |
|-----------------|-----------|------------|-------------|--------------|----------------|-------------|
| | | Same Day | First Class | Second Class | Standard Class | |
| 0 | Yes | 52 | | | | 52 |
| 1 | Yes | 2 | 33 | | | 35 |
| 2 | Yes | | 63 | 87 | | 150 |
| 3 | Yes | | 63 | 43 | | 106 |
| 4 | Yes | | | 49 | 259 | 308 |
| 5 | Yes | | | 31 | 190 | 221 |
| 6 | Yes | | | | 150 | 150 |
| 7 | Yes | | | | 59 | 59 |
| Grand Total | | 54 | 159 | 210 | 658 | 1,079 |

Conclusion:
Around 1,079 people returned the product . So, this implies 1079 people faced problem during product delivery

1.4 Do late delivery lead to returning of the product?

| Time difference | Returned1 | Ship Mode1 | | | |
|-----------------|-----------|------------|-------------|--------------|----------------|
| | | Same Day | First Class | Second Class | Standard Class |
| 0 | Yes | 52 | | | |
| 1 | Yes | 2 | 33 | | |
| 2 | Yes | | 63 | 87 | |
| 3 | Yes | | 63 | 43 | |
| 4 | Yes | | | 49 | 259 |
| 5 | Yes | | | 31 | 190 |
| 6 | Yes | | | | 150 |
| 7 | Yes | | | | 59 |

Conclusion:

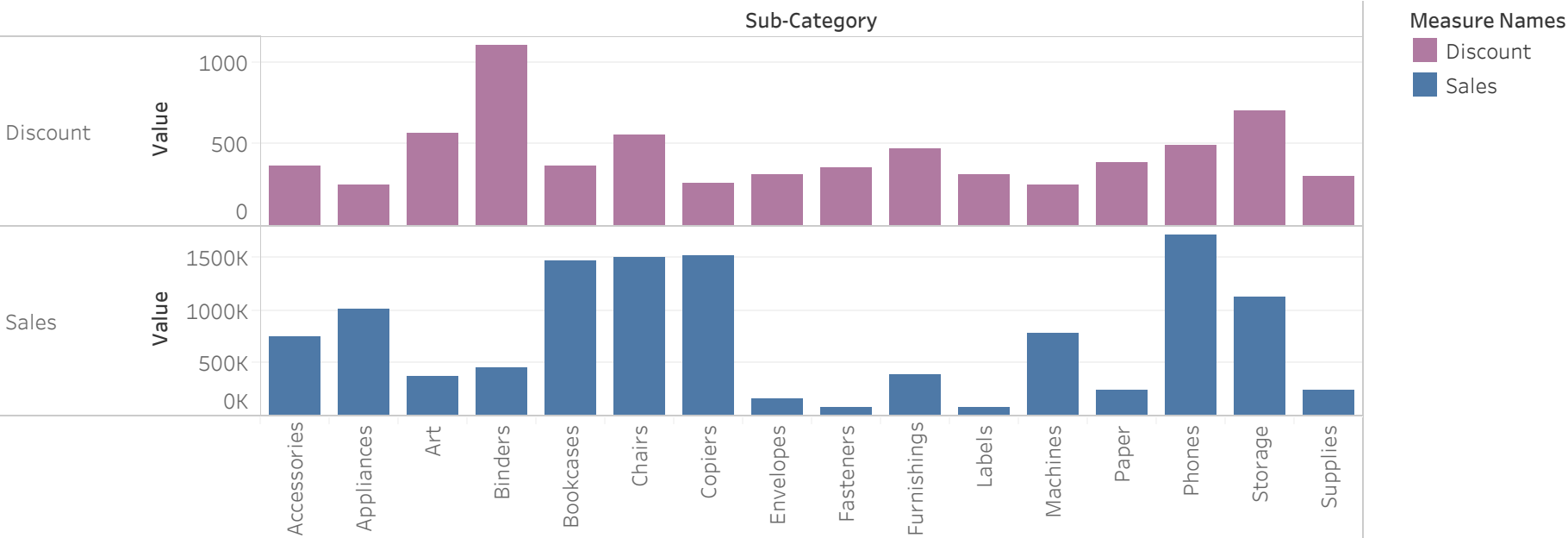
Late delivery is not affecting so much in returning the products.

Mainly products are returned due to other reasons may be due to wrong product or defective product.

Because if we see the table most of the people are getting there product on the day they expected but still they returned the product

[illegible]

2.1 More Discounts more Sales.



Discount and Sales for each Sub-Category. Color shows details about Discount and Sales. The data is filtered on Discount, which ranges from 0 to 0.85. The view is filtered on sum of Sales, which ranges from 73,350 to 1,706,824.

If we see in the graph we can see that in the sub-category "Binders" the discount is more i.e. 1,102 but the sales is low i.e.461,869. Same with others too.

Conclusion:
More discounts doesn't mean more sales.

2.1 More Discounts more Sales.

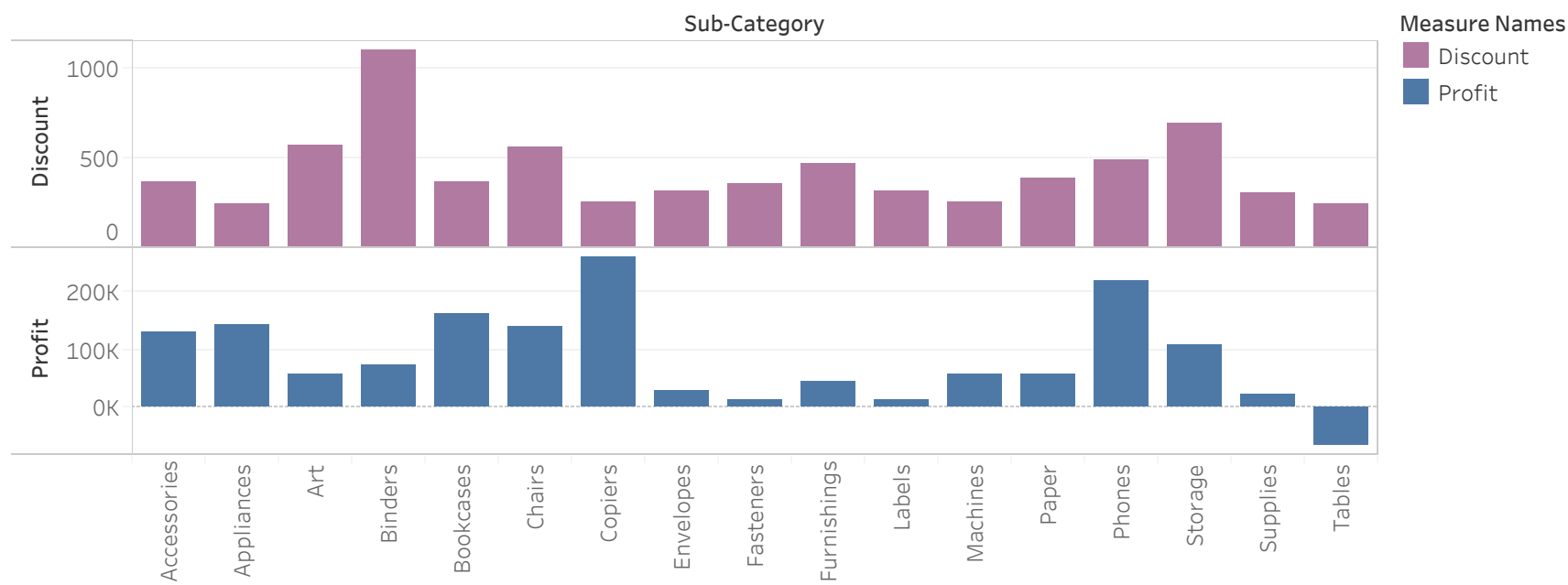


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2.2 More Discounts more Profit.

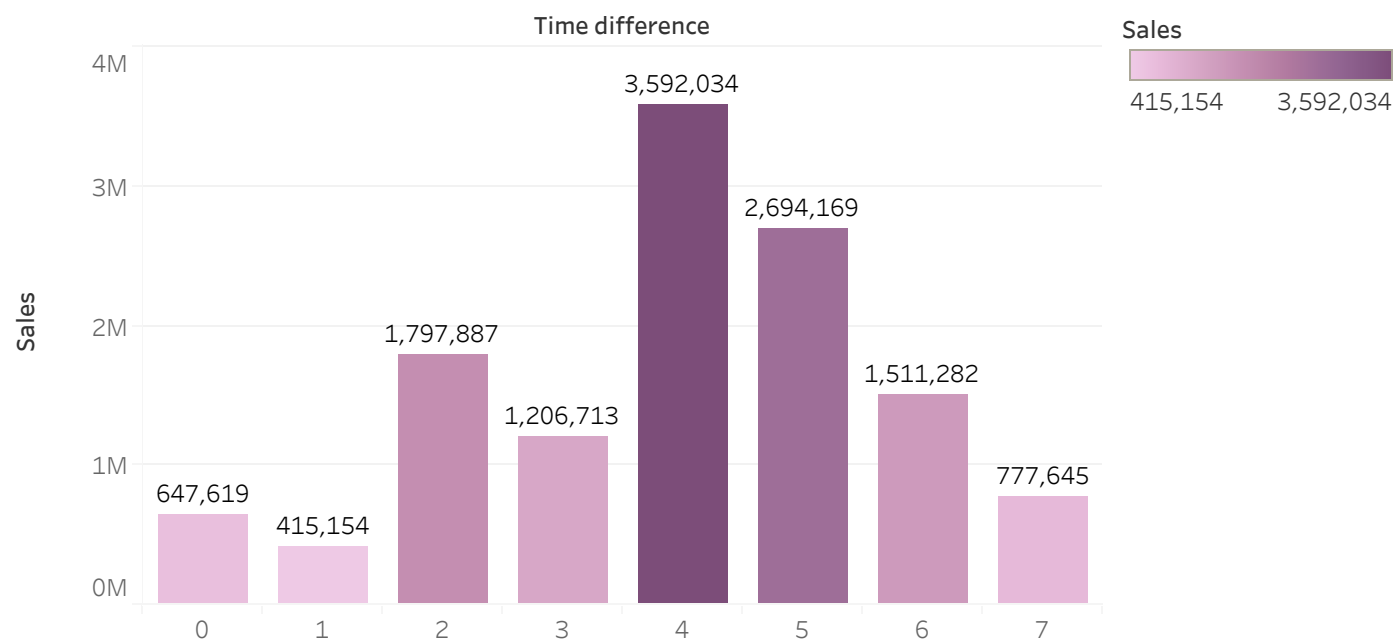


Discount and Profit for each Sub-Category. Color shows details about Discount and Profit.

If we see the graph we can clearly say that profits has no relation with discounts. Take an example of sub category "copiers" , in that profit is much but discount given is not too much . Similarly, in sub-category "Binders" the profit is less but the discount given is much higher.

Conclusion:
More Discounts doesn't mean more profits"

2.3 Early Delivery more Sales

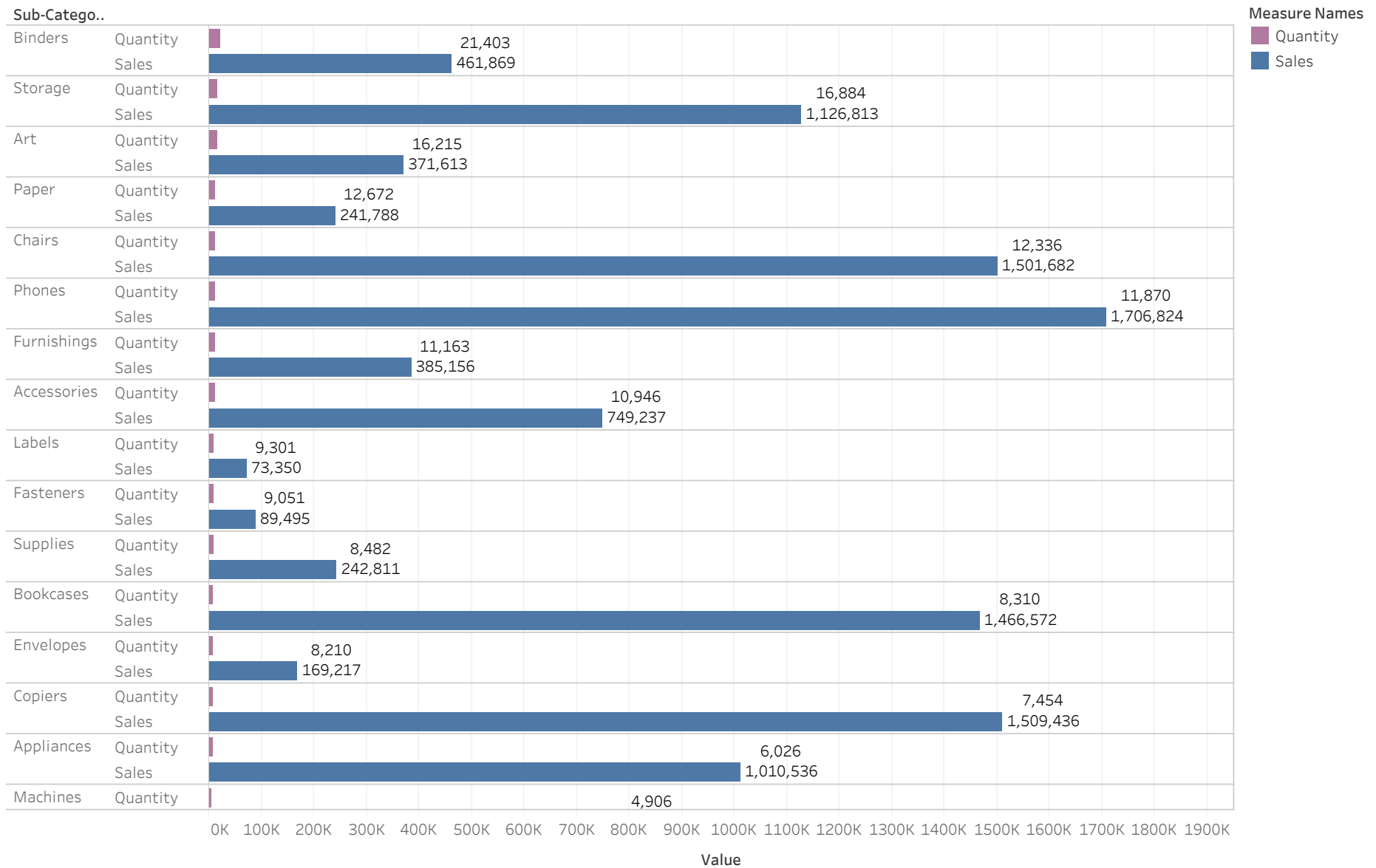


Sum of Sales for each Time difference. Color shows sum of Sales. The marks are labeled by sum of Sales. The data is filtered on Sales, which ranges from 0.444 to 22638.48.

It is quite clear from the graph that early delivery doesn't mean more sales because the sales are more in 4-5 days as compare to 0-1 days.

Conclusion:
Early delivery doesn't mean good sales.

2.4 More Products more Sales

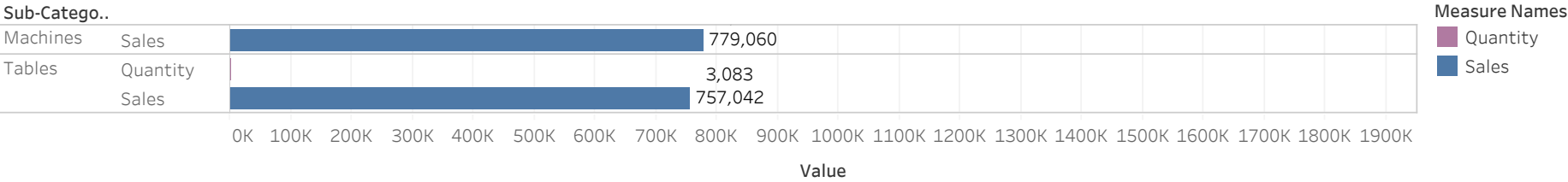


Conclusion:

More quantity doesn't insure more sales.

For example : If we compare the quantity of Binders (21,403) and Phones (11,870) , Binders has the more quantity when compared to Phones but if we talk about the sales Phones is having much higher sales i.e. 1,706,824 than Binders i.e. 461,869.

2.4 More Products more Sales

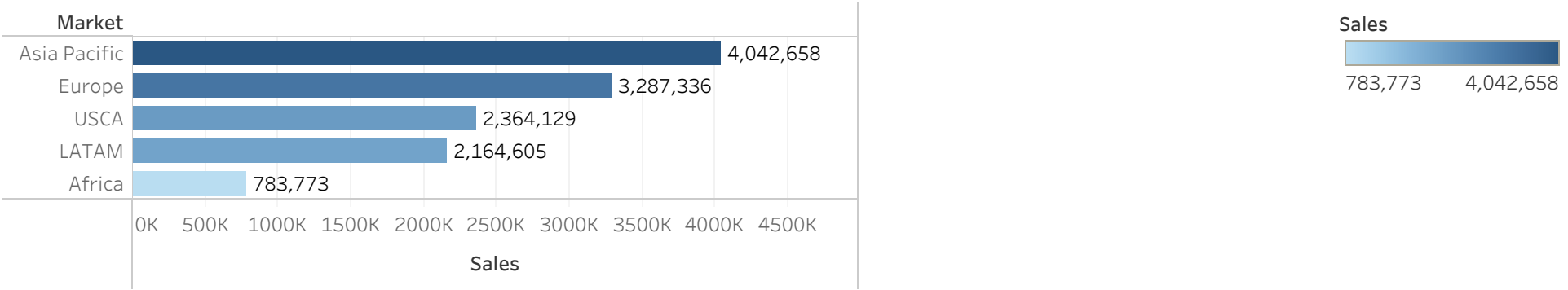


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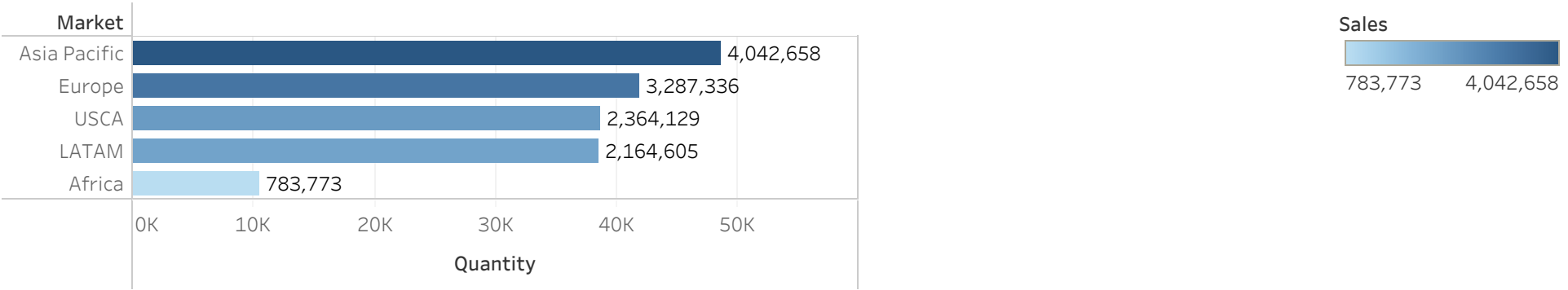
2. 5 Bigger Market more Sales



Sum of Sales and sum of Quantity for each Market. Color shows sum of Sales. The marks are labeled by sum of Sales.

Conclusion:
Bigger market leads to more sales.

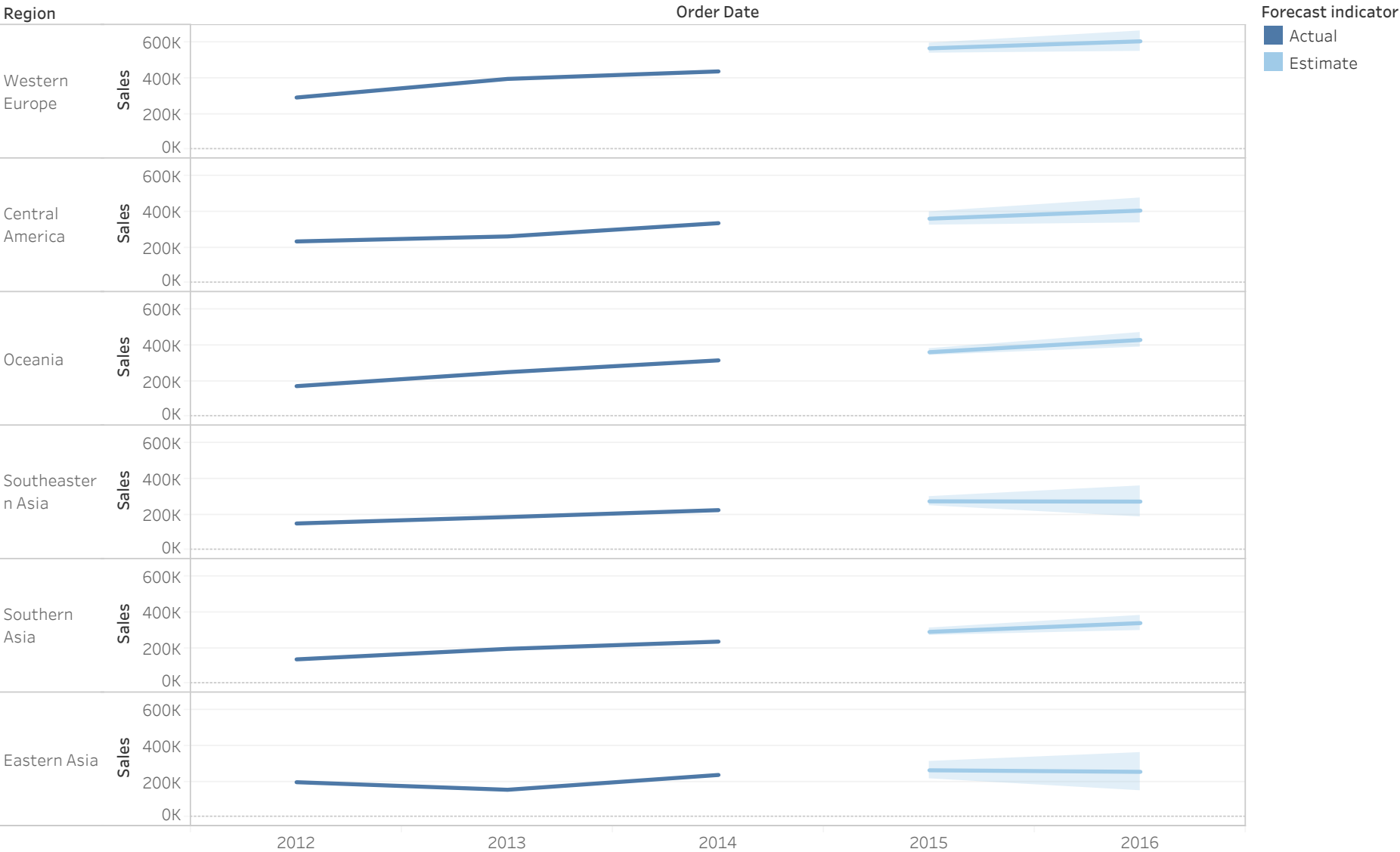
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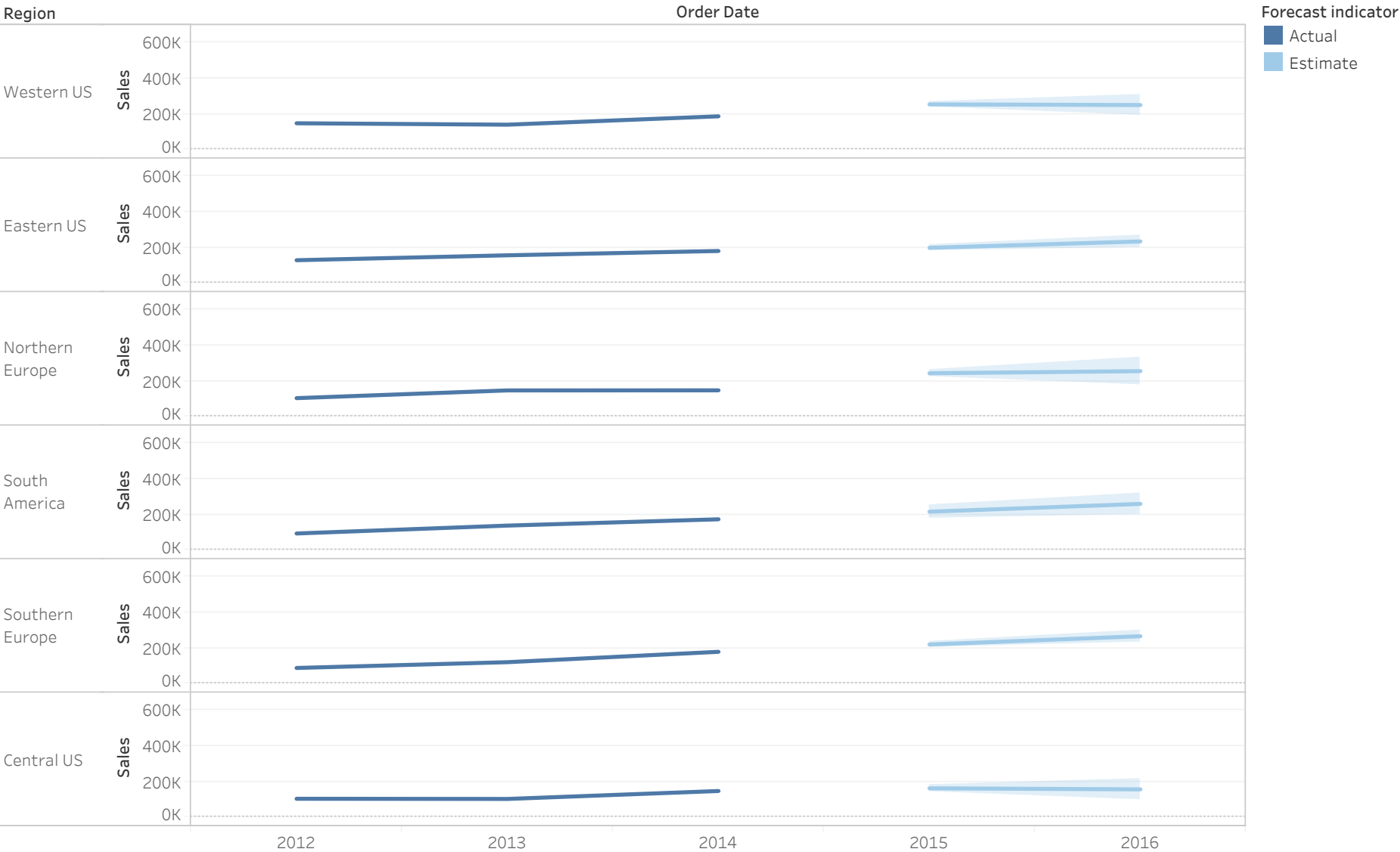
Q3



The trend of sum of Sales (actual & forecast) for Order Date Year broken down by Region. Color shows details about Forecast indicator. The view is filtered on Order Date Year, which keeps 2012, 2013, 2014 and 2015.

It is showing the forecast of the year 2015 and 2016

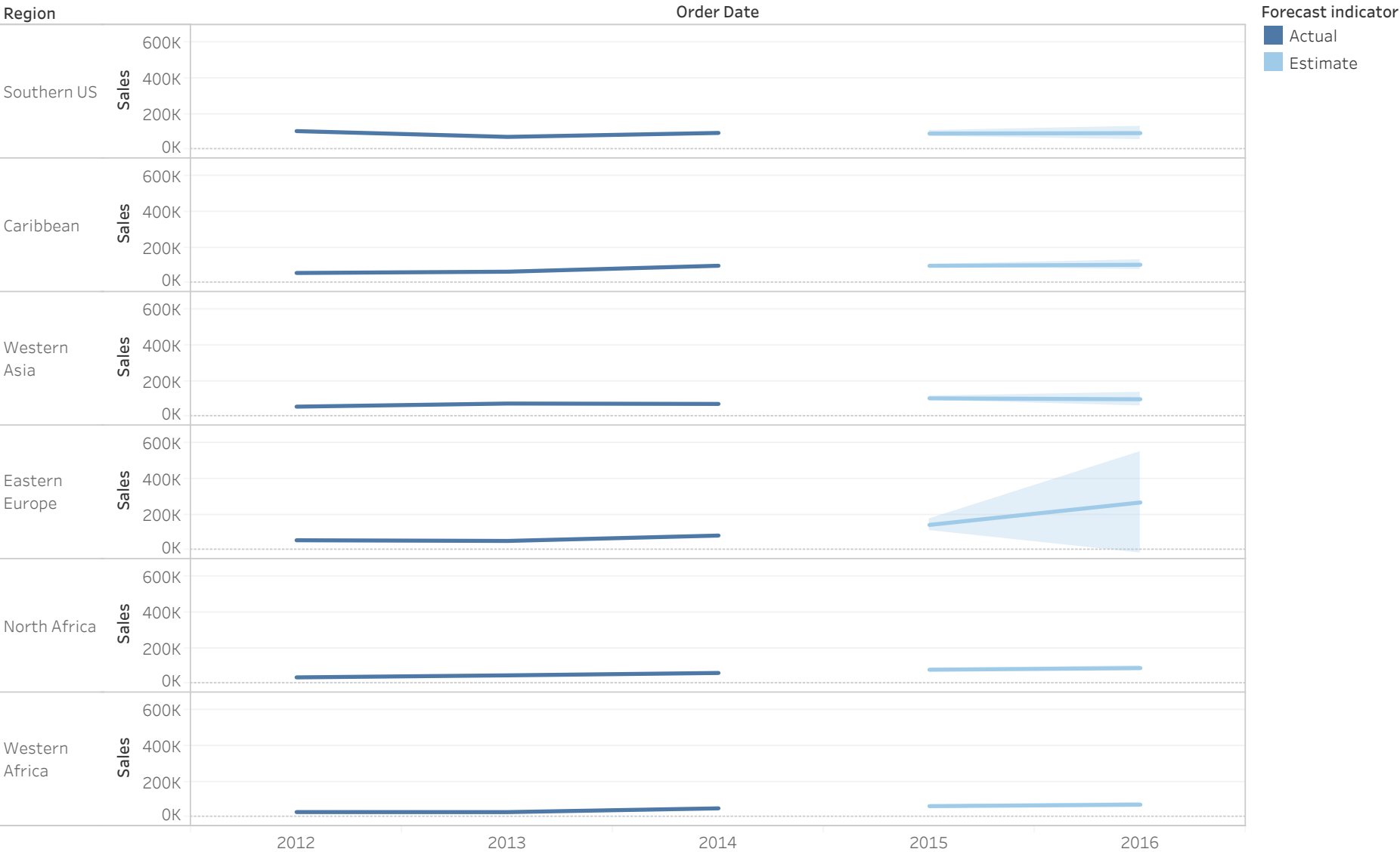
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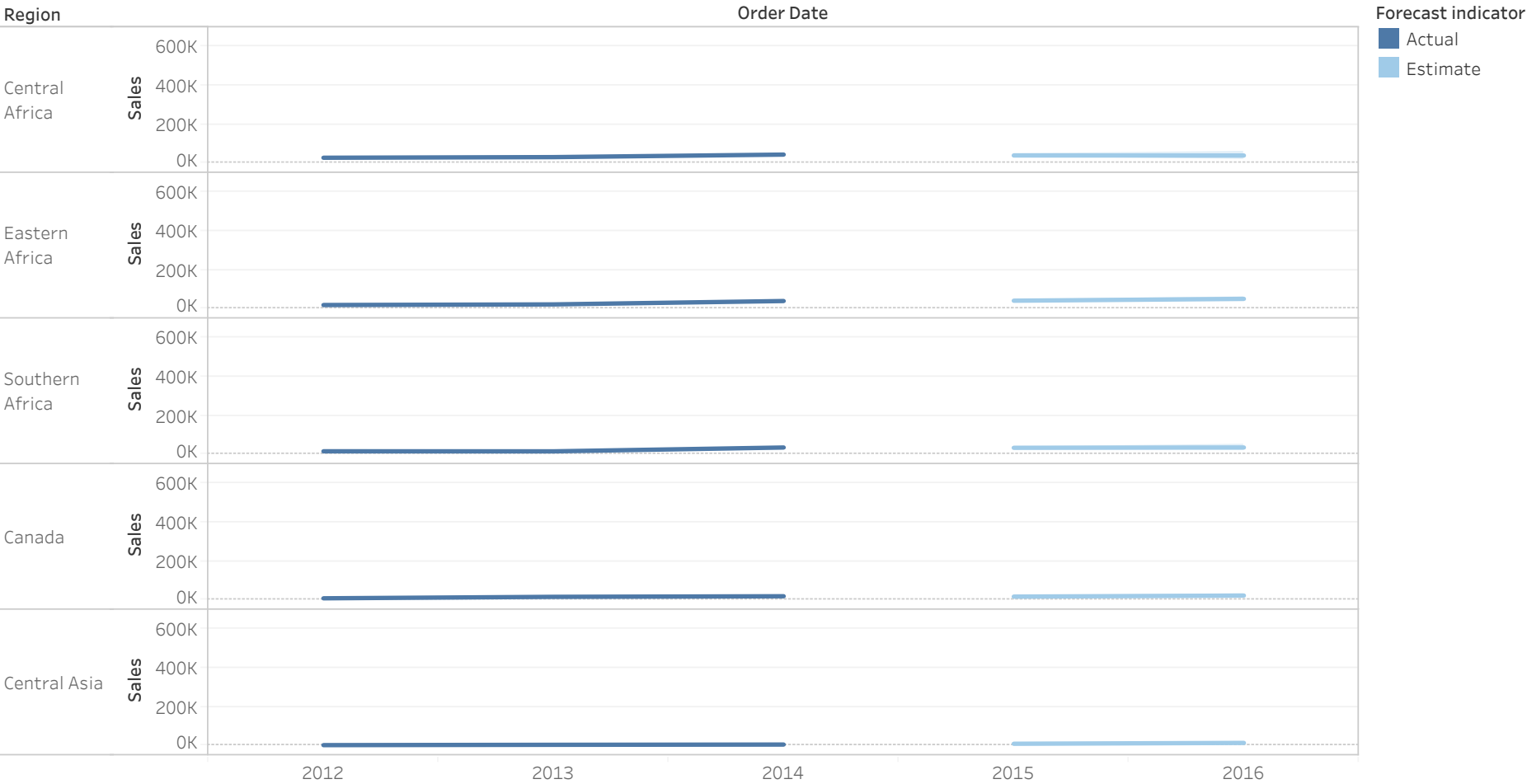
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