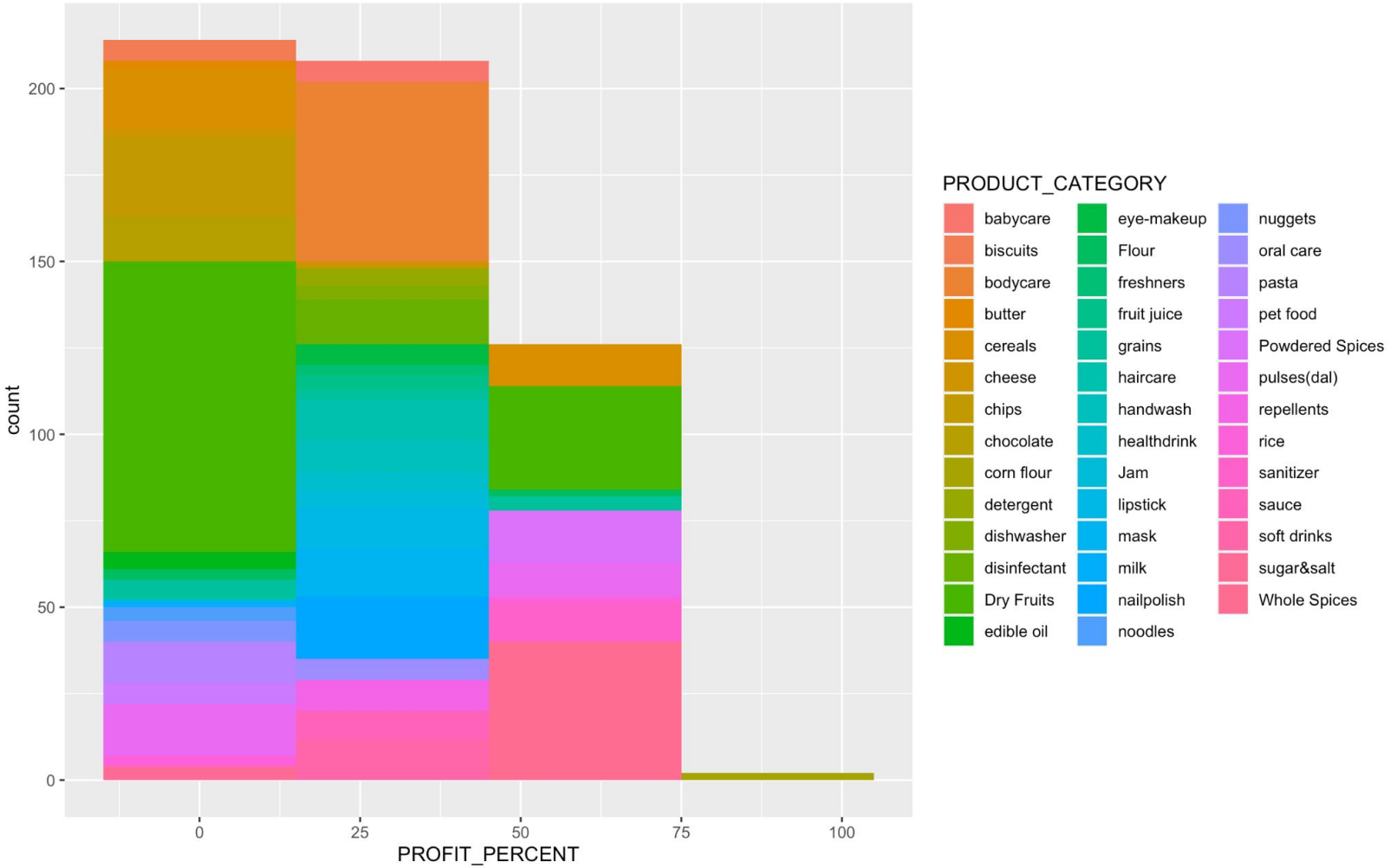
coursera
project network

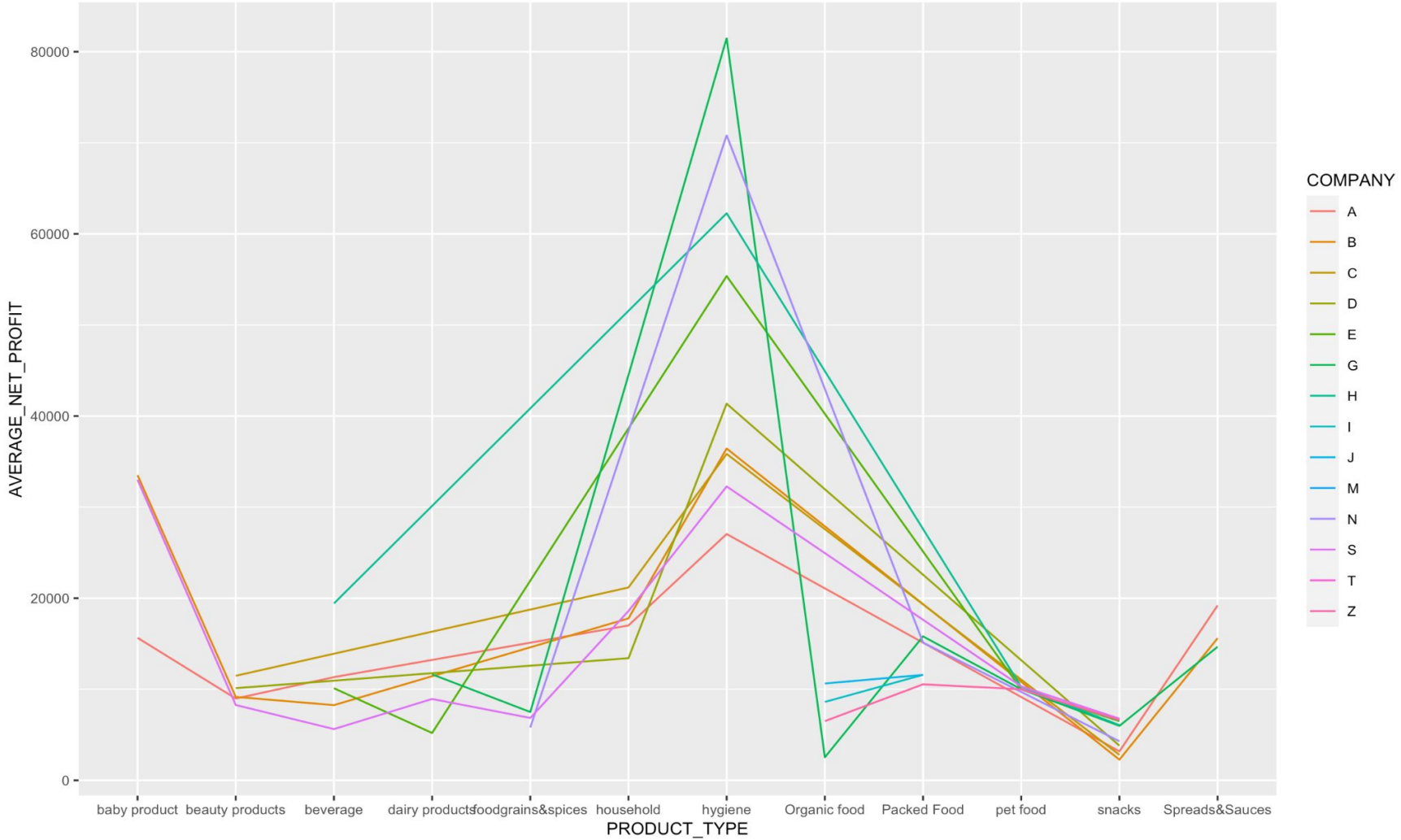
Application of Data Analysis in Business with R Programming

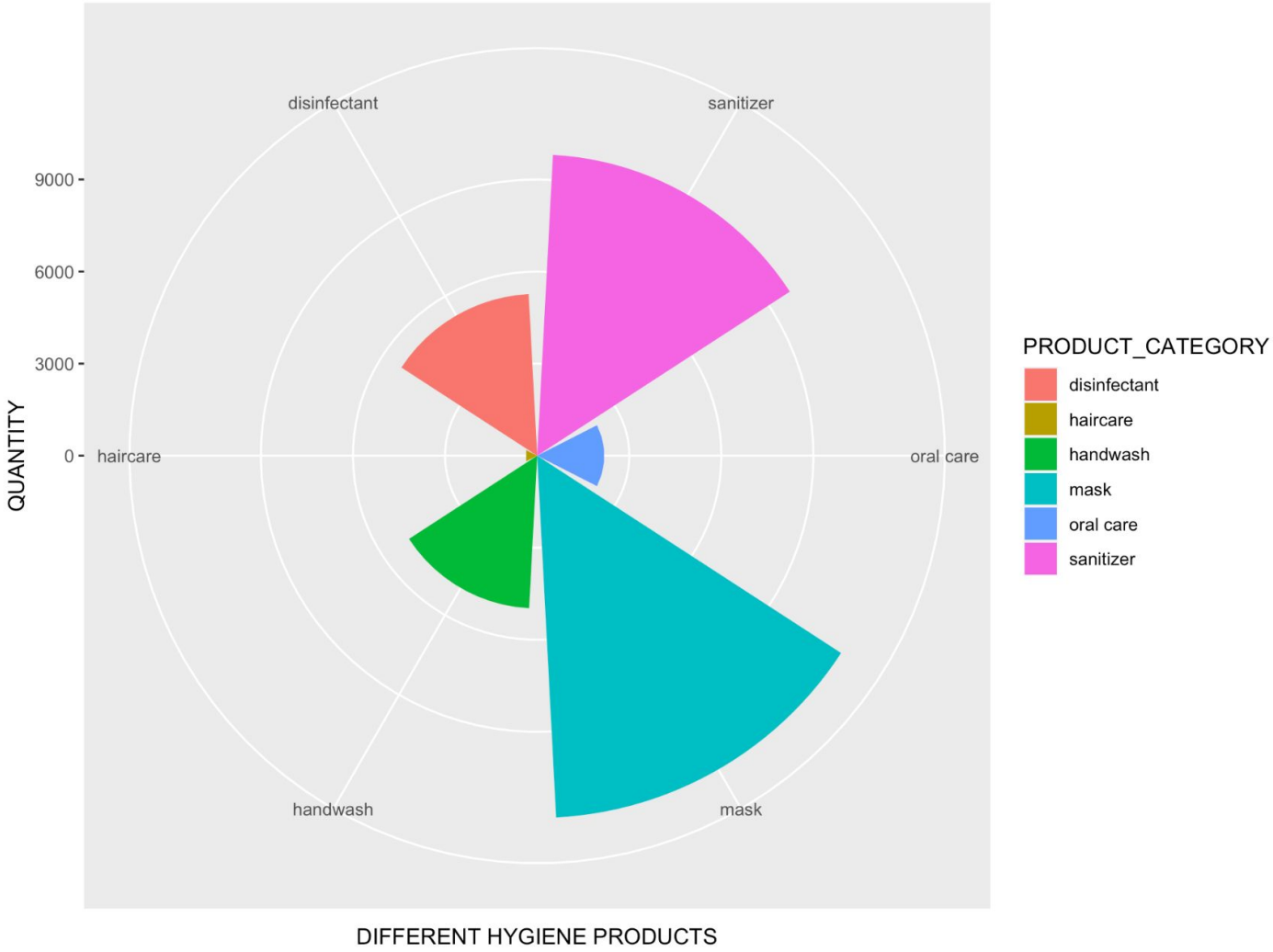
FINAL PROJECT

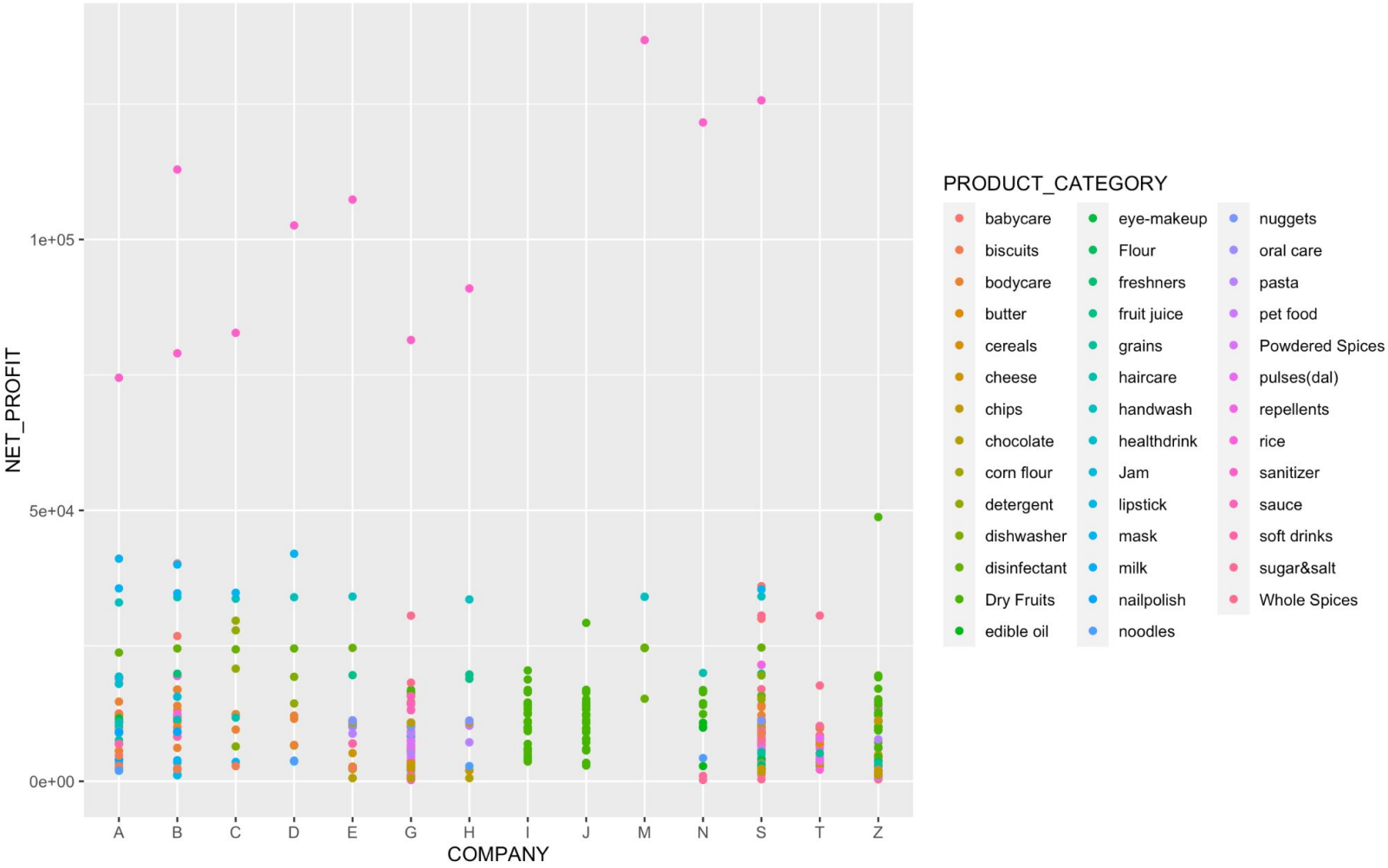
GLIMPSE

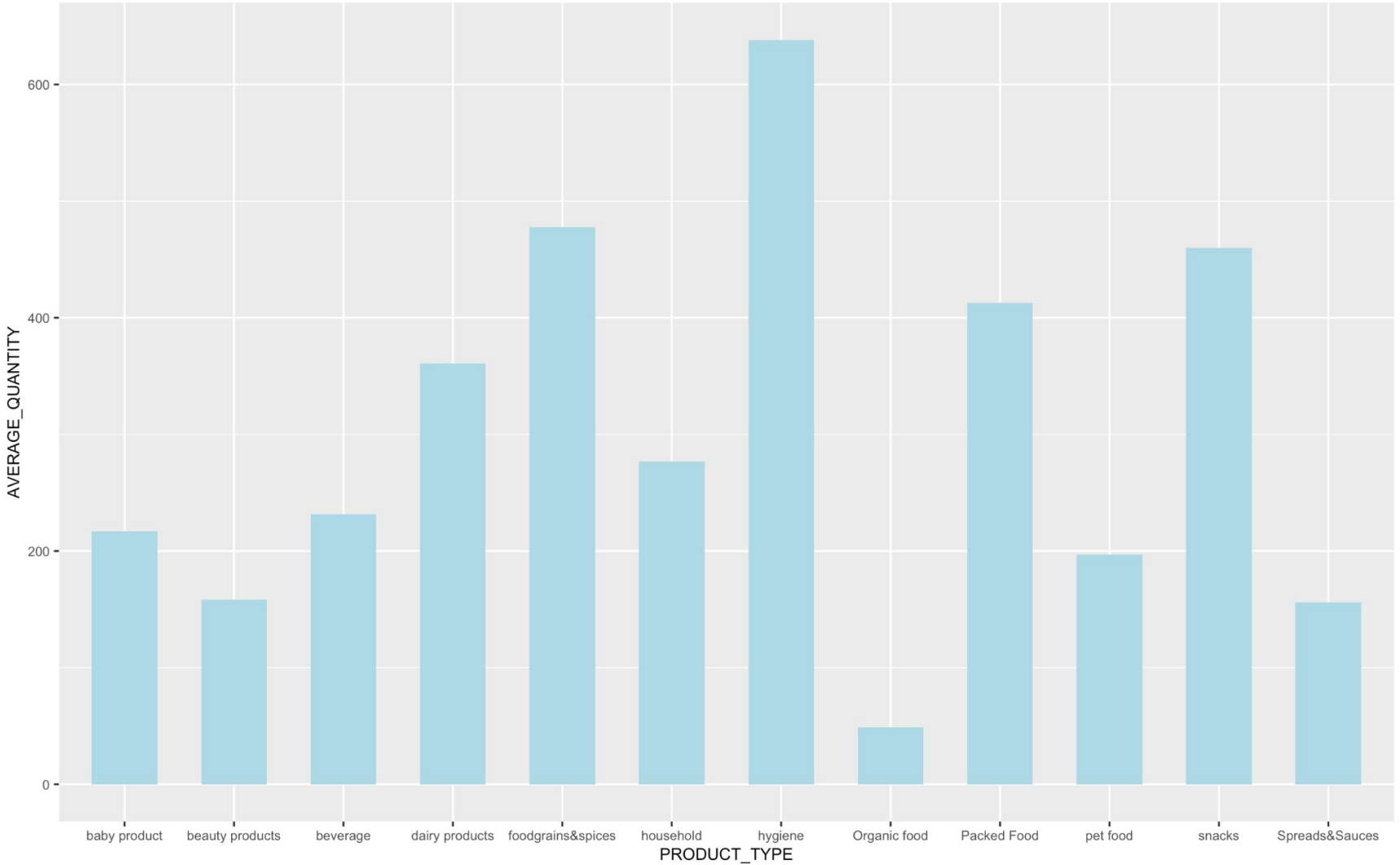
by
Nilosree Sengupta,
Coursera Project Network

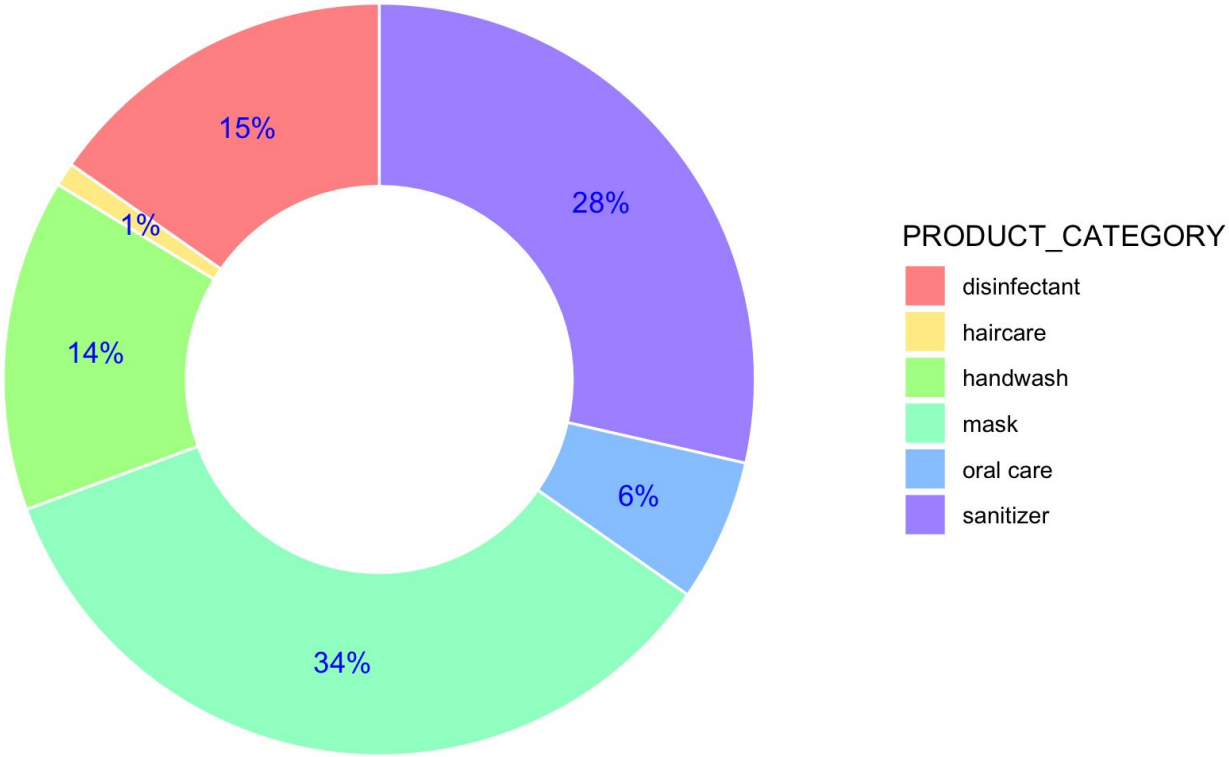

count
200
150
100
50
0
0
25
50
75
100
PROFIT_PERCENT
PRODUCT_CATEGORY
babycare
biscuits
bodycare
butter
cereals
cheese
chips
chocolate
corn flour
detergent
dishwasher
disinfectant
Dry Fruits
edible oil
eye-makeup
Flour
freshners
fruit juice
grains
haircare
handwash
healthdrink
Jam
lipstick
mask
milk
nailpolish
noodles
nuggets
oral care
pasta
pet food
Powdered Spices
pulses(dal)
repellents
rice
sanitizer
sauce
soft drinks
sugar&salt
Whole Spices

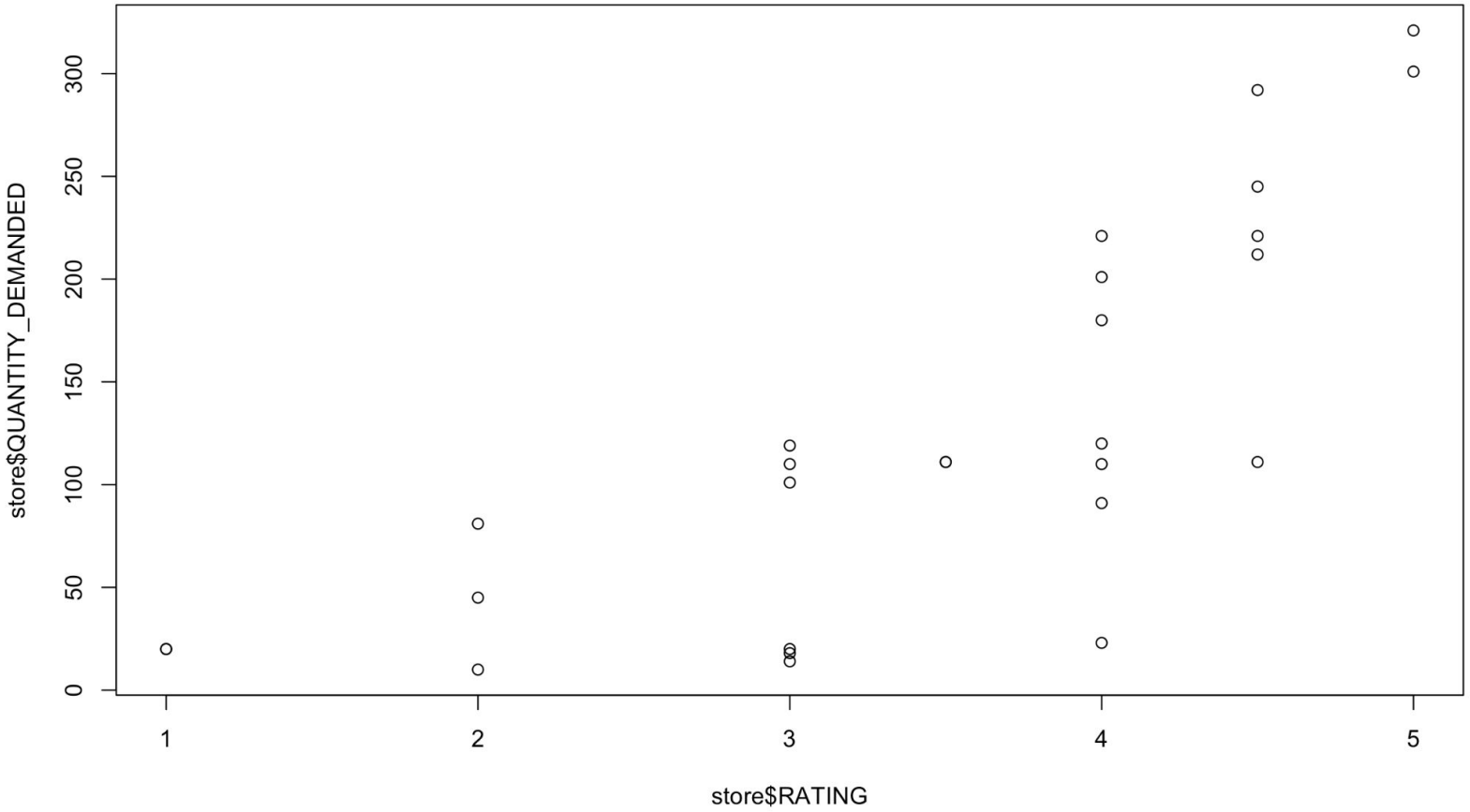

AVERAGE_NET_PROFIT
80000
60000
40000
20000
0
baby product
beauty products
beverage
dairy products
foodgrains&spices
household
hygiene
Organic food
Packed Food
pet food
snacks
Spreads&Sauces
PRODUCT_TYPE
COMPANY
A
B
C
D
E
G
H
I
J
M
N
S
T
Z


disinfectant
sanitizer
haircare
oral care
handwash
mask
9000
6000
3000
0
QUANTITY
DIFFERENT HYGIENE PRODUCTS
PRODUCT_CATEGORY
disinfectant
haircare
handwash
mask
oral care
sanitizer


NET_PROFIT
1e+05
5e+04
0e+00
A
B
C
D
E
G
H
I
J
M
N
S
T
Z
COMPANY
PRODUCT_CATEGORY
babycare
biscuits
bodycare
butter
cereals
cheese
chips
chocolate
corn flour
detergent
dishwasher
disinfectant
Dry Fruits
edible oil
eye-makeup
Flour
freshners
fruit juice
grains
haircare
handwash
healthdrink
Jam
lipstick
mask
milk
nailpolish
noodles
nuggets
oral care
pasta
pet food
Powdered Spices
pulses(dal)
repellents
rice
sanitizer
sauce
soft drinks
sugar&salt
Whole Spices


AVERAGE_QUANTITY
600
400
200
0
baby product
beauty products
beverage
dairy products
foodgrains&spices
household
hygiene
Organic food
Packed Food
pet food
snacks
Spreads&Sauces
PRODUCT_TYPE


15%
1%
14%
34%
6%
28%
PRODUCT_CATEGORY
disinfectant
haircare
handwash
mask
oral care
sanitizer


store$QUANTITY_DEMANDED
0
50
100
150
200
250
300
1
2
3
4
5
store$RATING

NET_PROFIT
PROFIT_PERCENT
PROFIT
QUANTITY_DEMANDED
SELLING_PRICE
COST_PRICE
COST_PRICE
SELLING_PRICE
QUANTITY_DEMANDED
PROFIT
PROFIT_PERCENT
NET_PROFIT
Corr
1.0
0.5
0.0
-0.5
-1.0

Thank you!