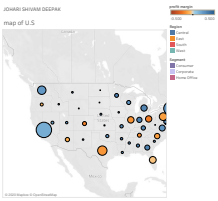
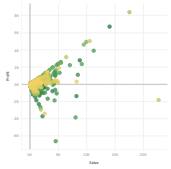
JOHARI SHIVAM DEEPAK

map of U.S



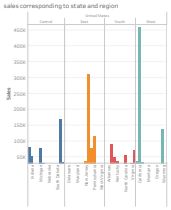
Inthis I have visualised the profit margin(0.5 to negn-0.5) for different states of U.S.

sales, profit scatterplot



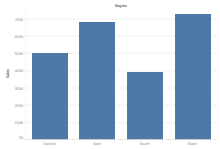
Inthis I have again visualised the profit range but here I have represented it in the form of scatterplots. The scatterplot shows the profit range for different number of sales.

sales corresponding to state and region



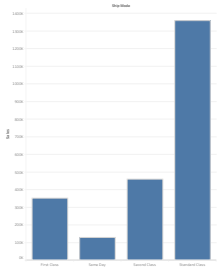
Inthis part of visualisation we can clearly see that the maximum number of sales was in california in the west area and the lowest number of sales was in south carolina in the south area.

sales corresponding to only region for better understanding



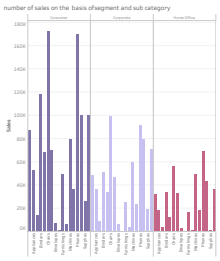
now from this visualisation we can clearly see that the weakest area/region is the south region so we need to work more over the south areas to increase the sales in that area in order to utilize a greater amount of profit.

number of sales on the basis of shipping mode



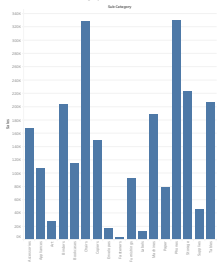
here, i utilised the conclusion that the number of customers placing order for the same day delivery are very less as compared to other sections,so this could one of the reasons for drop in sales in future.

number of sales on the basis of segment and sub category



Inthis we have a clear visualisation that the number of orders placed for consumers are the highest and the number of orders placed for home office are the lowest.so,we must improve this part by bringing ewe bring offers to improve the sales.

sales on the basis of sub category



here we can see that the least number of sales was for the product Fasteners.so,we need bring more offers on this product to increase the sales in order to obtain more profit.