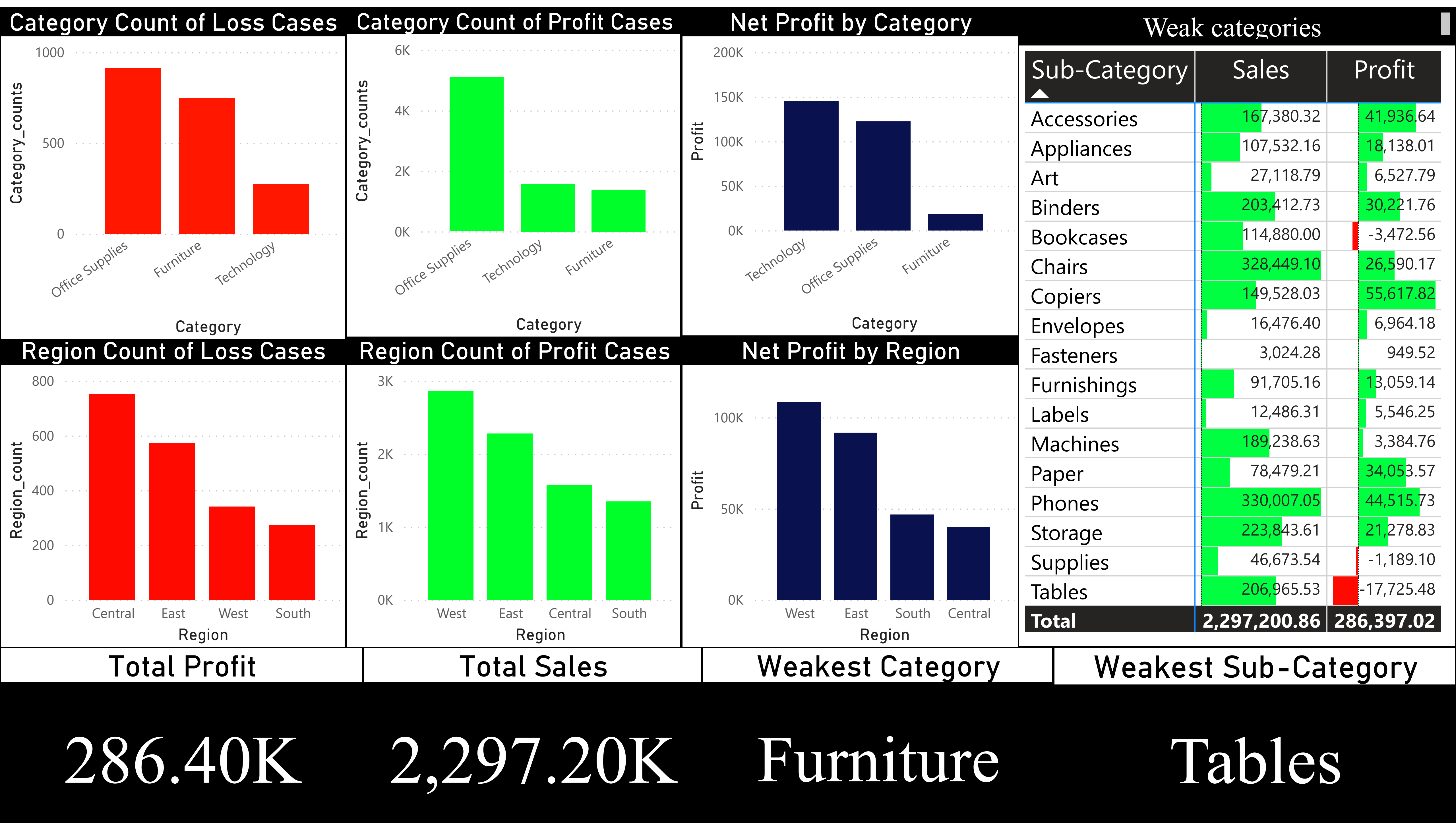# EDA
Retail data

? Find out the weak areas where you can work to make more profit.

? What all business problems you can derive by exploring the data?

By Shivani S

Category Count of Loss Cases

Category Count of Profit Cases

Net Profit by Category

Weak categories

Sub-Category	Sales	Profit
Accessories	167,380.32	41,936.64
Appliances	107,532.16	18,138.01
Art	27,118.79	6,527.79
Binders	203,412.73	30,221.76
Bookcases	114,880.00	-3,472.56
Chairs	328,449.10	26,590.17
Copiers	149,528.03	55,617.82
Envelopes	16,476.40	6,964.18
Fasteners	3,024.28	949.52
Furnishings	91,705.16	13,059.14
Labels	12,486.31	5,546.25
Machines	189,238.63	3,384.76
Paper	78,479.21	34,053.57
Phones	330,007.05	44,515.73
Storage	223,843.61	21,278.83
Supplies	46,673.54	-1,189.10
Tables	206,965.53	-17,725.48
Total	**2,297,200.86**	**286,397.02**

Region Count of Loss Cases

Region Count of Profit Cases

Net Profit by Region

Total Profit	Total Sales	Weakest Category	Weakest Sub-Category
286.40K	2,297.20K	Furniture	Tables

Product making the least profit in each city

City

Aberdeen	Anaheim	Arvada	Bakersfield	Bellevue	Bossier City	Brownsville	Cambridge
Abilene	Andover	Asheville	Baltimore	Bellingham	Bowling Green	**Bryan**	Canton
Akron	Ann Arbor	Athens	Bangor	Bethlehem	Boynton Beach	Buffalo	Carlsbad
Albuquerque	Antioch	Atlanta	Bartlett	Beverly	Bozeman	Buffalo Grove	Carol Stream
Alexandria	Apopka	Atlantic City	Bayonne	Billings	Brentwood	Bullhead City	Carrollton
Allen	Apple Valley	Auburn	Baytown	Bloomington	Bridgeton	Burbank	Cary
Allentown	Appleton	Aurora	Beaumont	Boca Raton	Bristol	Burlington	Cedar Hill
Altoona	Arlington	Austin	Bedford	Boise	Broken Arrow	Caldwell	Cedar Rapids
Amarillo	Arlington Heights	Avondale	Belleville	Bolingbrook	Broomfield	Camarillo	Champaign

Sub Category

Binders

City

Bryan

Problem in the discount schemes

Profit by Sales
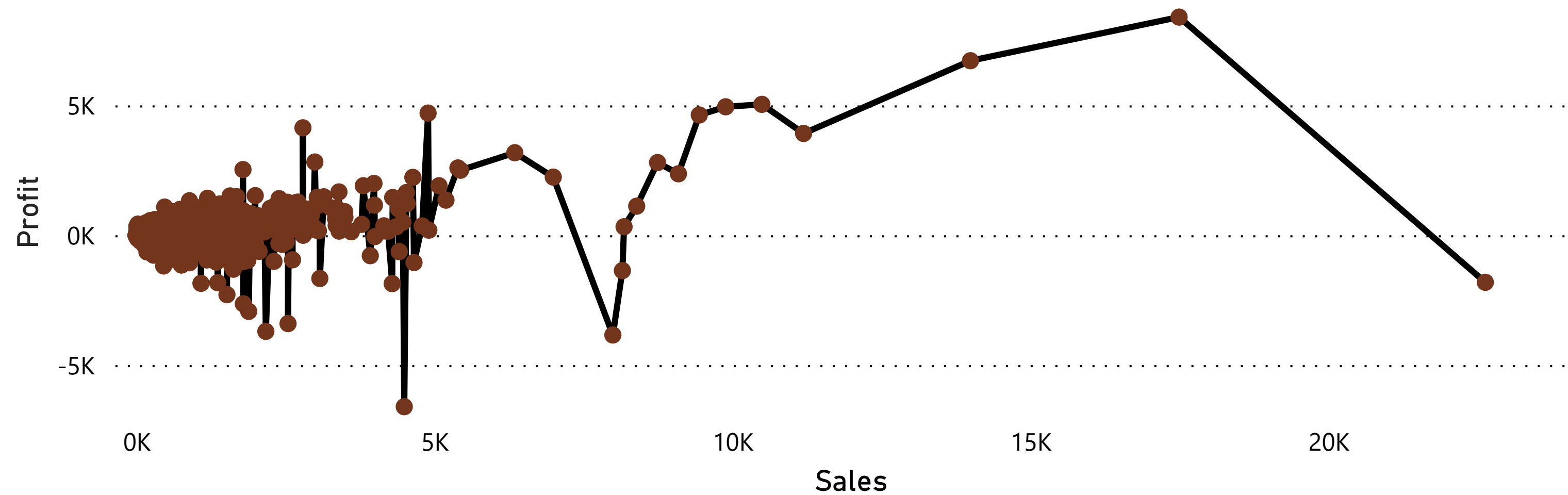
Sub Category

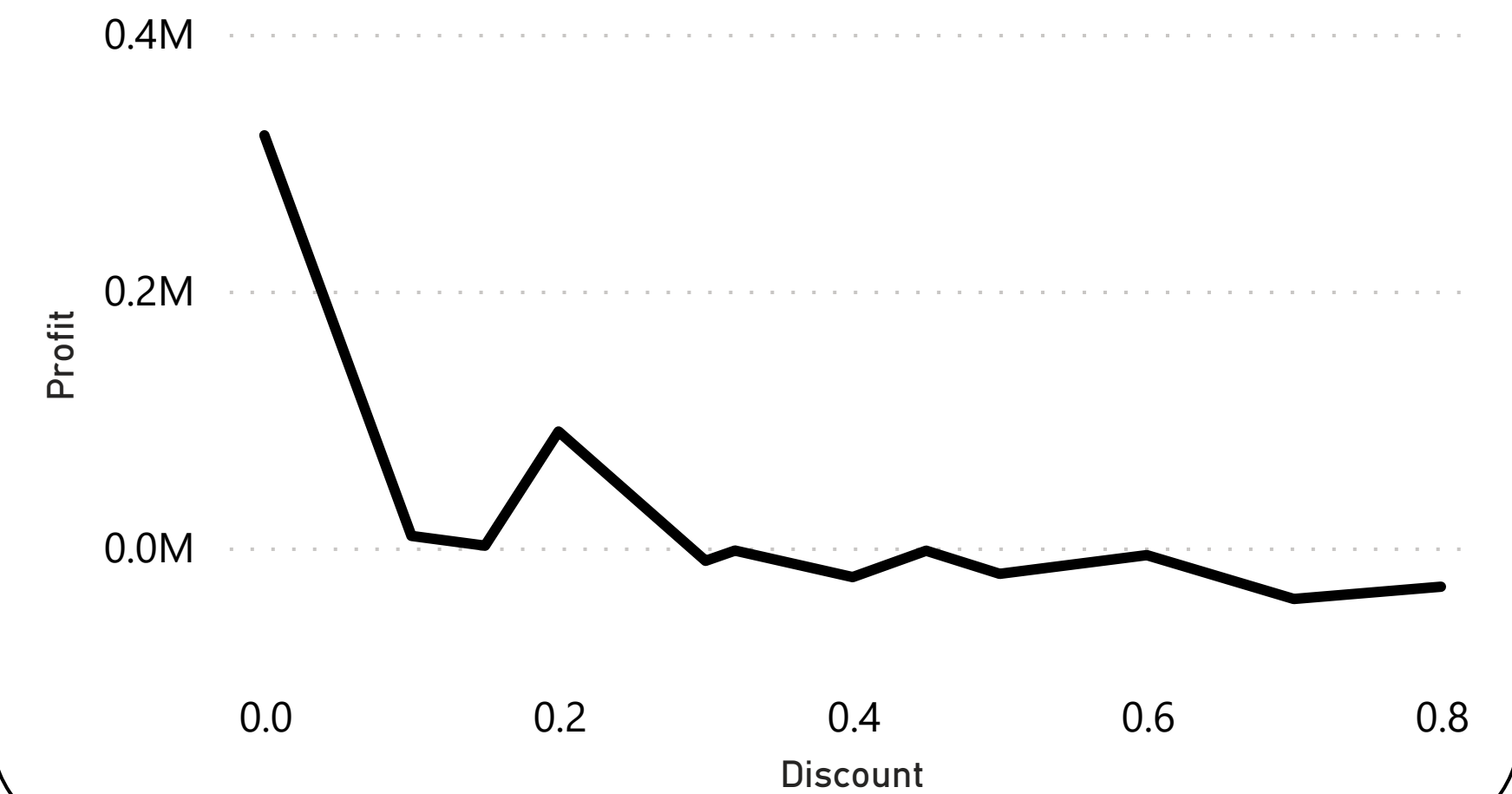### Accessories

City

Aberdeen
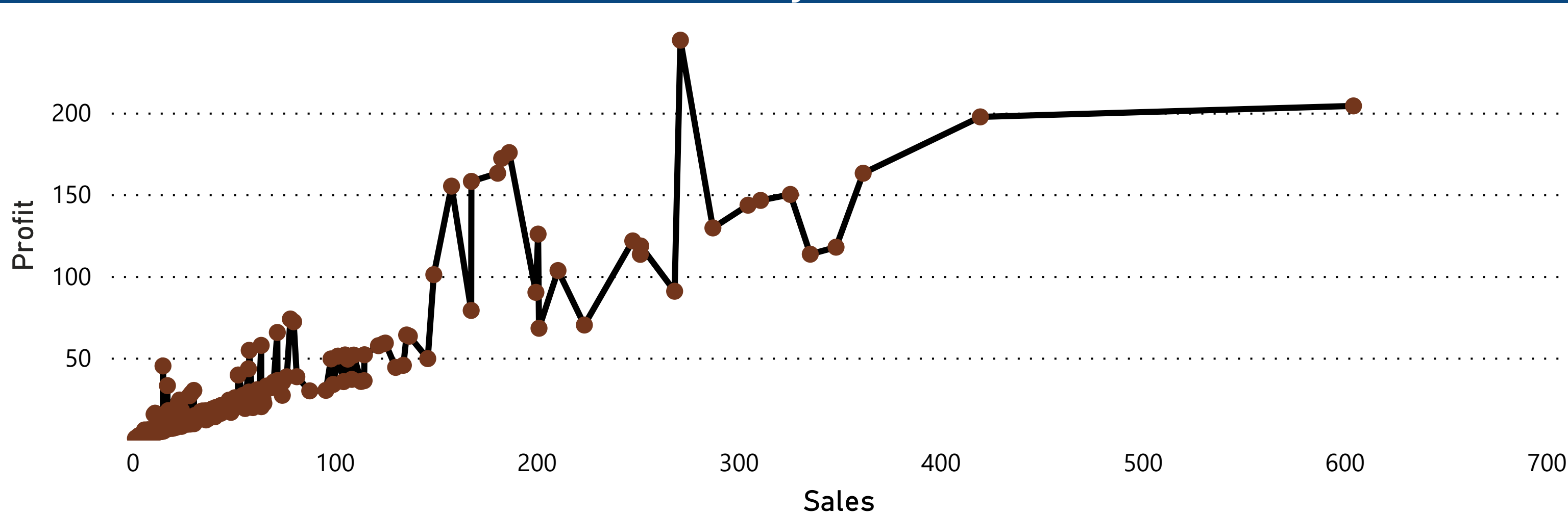
Discount by Sales
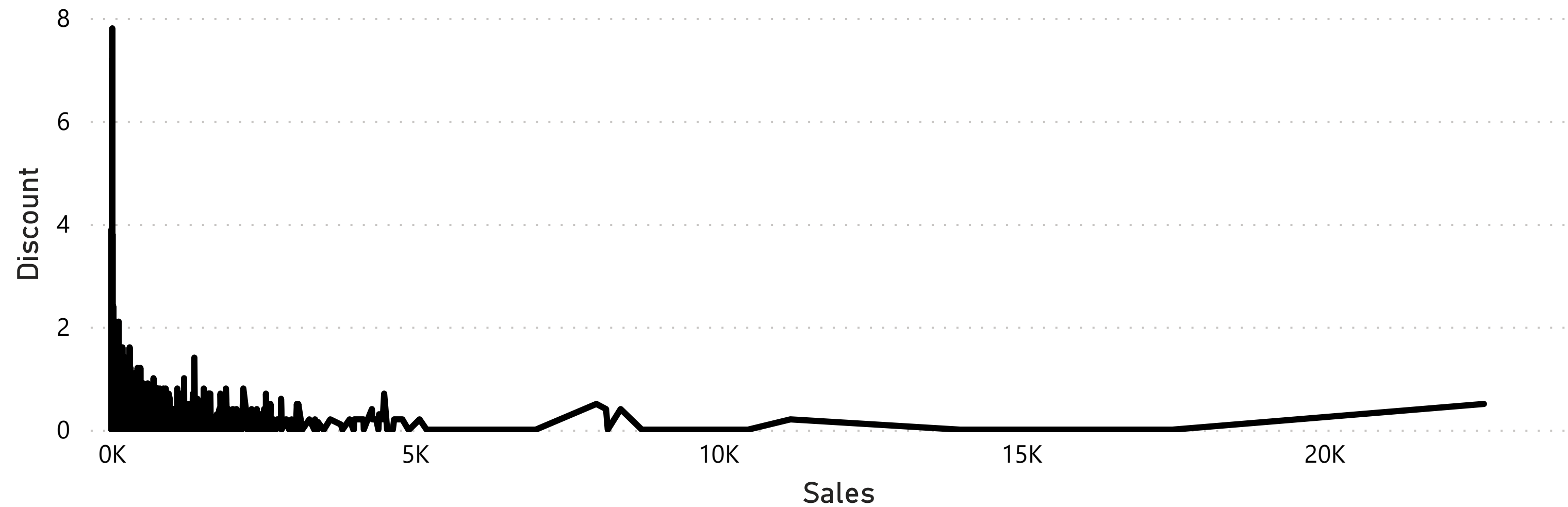
Profit by Discount

Detailed observation for each Sub Category

Profit by Sales

Discount by Sales
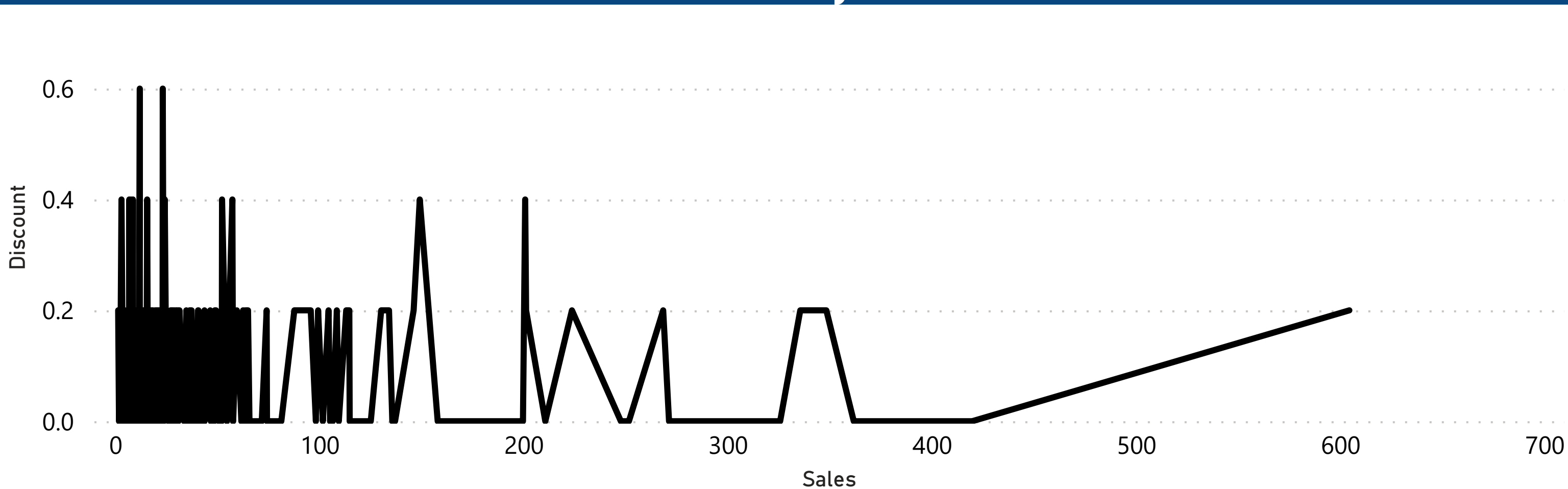
Sub Category

Select all	Chairs	Machines
Accessories	Copiers	Paper
Appliances	Envelopes	Phones
Art	Fasteners	Storage
Binders	Furnishings	Supplies
Bookcases	Labels	Tables

City

Ann Arbor

Quantity by Category

Profit by Segment

Profit by Ship Mode