

Business Report

Problem 1

1.1.2

The region with the higher spending is : OTHER

The channel with the higher spending is : HOTEL

1.1.3

The region with the lowest spending is : LISBON

The channel with the lowest spending is : RETAIL

1.2

Data tells us that Buyers use to spent most in this are

the channel Hotel - fresh.

The product milk - Retail.

For Grocery - Retail.

In frozen section the Hotel spending most.

Detergents_Paper is also used to sell most in Retail.

Delicatessen is also sell most Retail shop.

In the Region section we can clearly see that the buyers from other area are spending most in fresh, Grocery and Delicatessen.

Buyers from Lisbon are spending most on the milk and Frozen.

Buyers from Oporto , spending most on Detergent Paper.

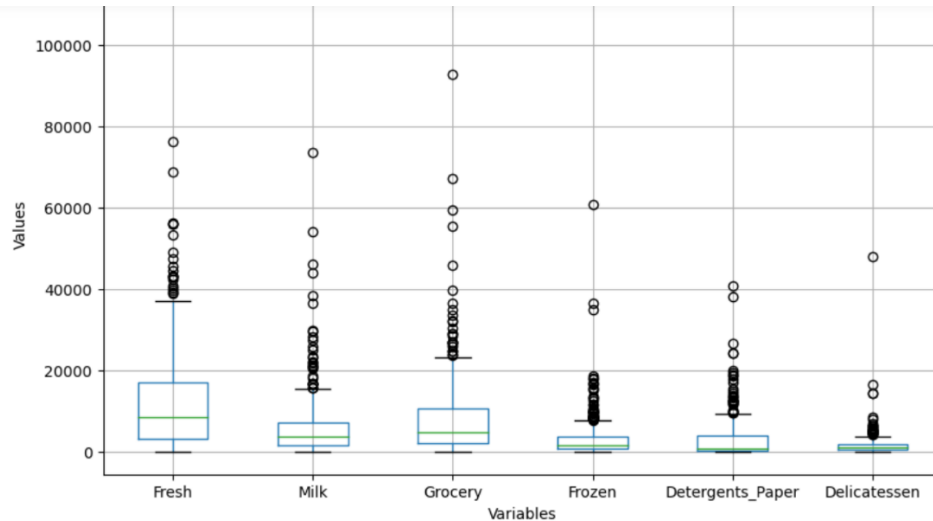
1.3

On the basis of descriptive measure of variability the item Fresh shows the most inconsistent behaviour.

And the item Delicatessen shows the least inconsistent behaviour.

1.4

All the variable in the data has an outliers.



1.5

In Lisbon retail shop buyers spent less in fresh. In Oporto, buyers not like to spent in milk product may be there is some problem. There is not enough data to know what is the actual problem here.

From business perspective my recommendation is –

Some discount or cashback can be applied for the buyers from different region.

Advertisement can a good option.

BUSINESS REPORT

(PROBLEM-2)

In data we can see some positive correlation that telling us lot of things. So first we can see enrolment increases, the student-to-faculty ratio tends to increase. which is a good thing

Data showing us positive correlation on faculty having PhD and terminal degree.

There is a positive trend in Number of application received, F. Undergrad and P. Undergrad

That means most of the students are applying are the full-time and part-time students.

And students those who are full-time undergraduate students, chance for enrolled higher for them data telling so.

Students for whom the particular college is out-of-state tuition, Board for room. The expenditure and the outstate graph showing a positive trend that clearly says that they spent most.