

TASK 3

EXPLORATORY DATA ANALYSIS-RETAIL STORE

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CONCLUSIONS

- ❖ Objectives
- ❖ Business Problems
- ❖ DATA Summary
- ❖ Insights and Documentation
- ❖ Conclusion

Objectives

- ❖ Descriptive Analysis-Super store Data
- ❖ Find out major areas where you can work to make more profits
- ❖ Mentioned all business problem areas which can be derived using data

Business Problems

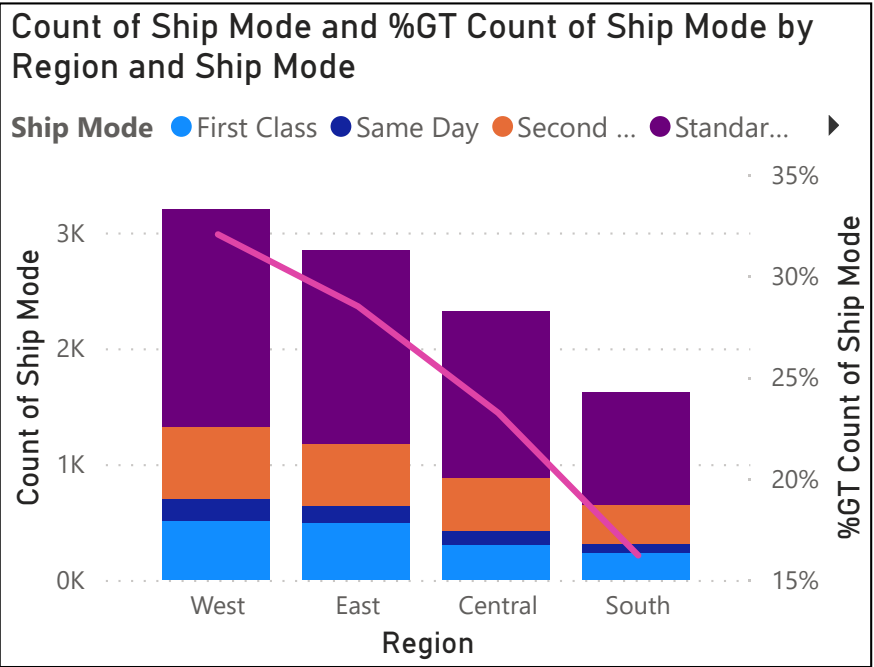
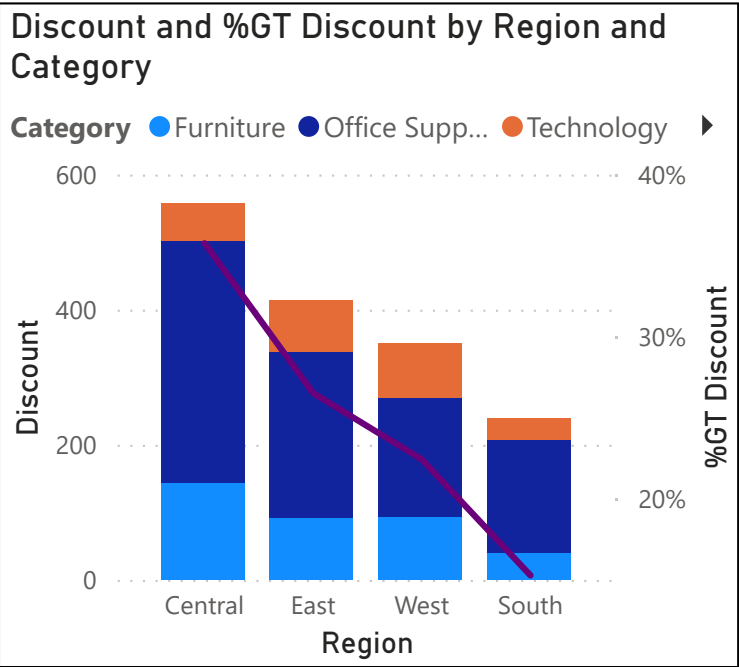
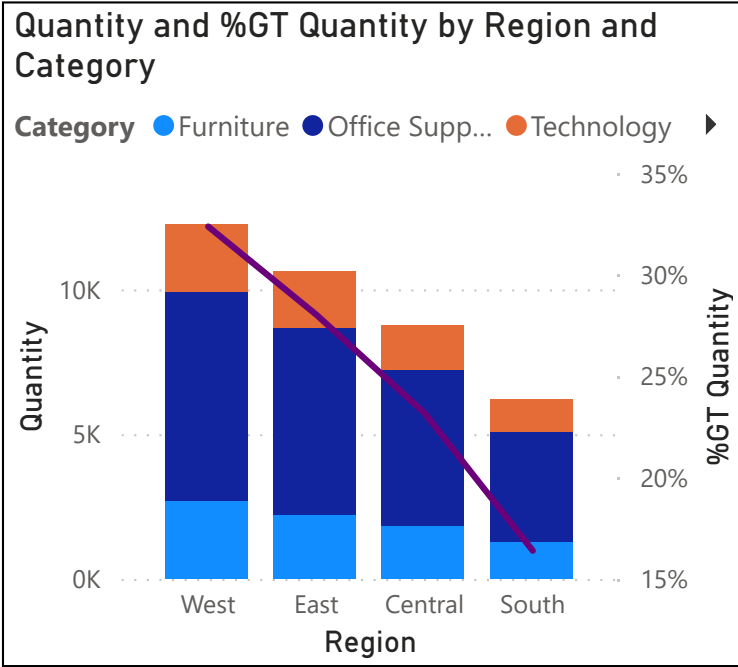
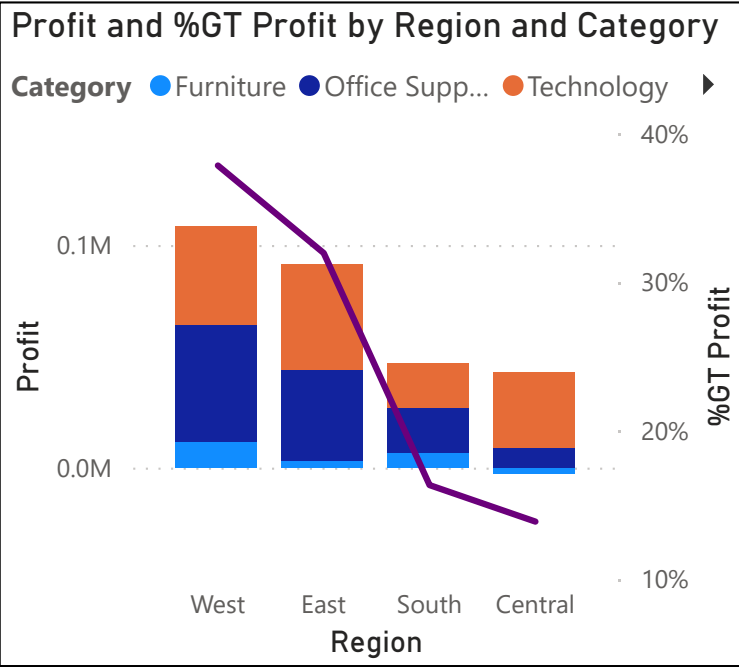
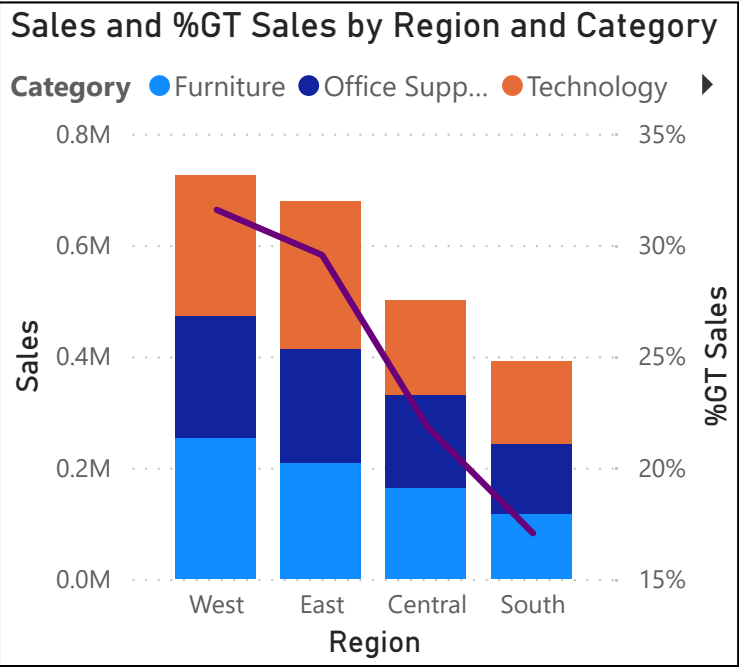
- ❖ Describe major loss and Profit making Categories
- ❖ Is there any relationship between Discounts and Profits offered across categories?
- ❖ Which region showed more Profits,Sales?Is Profit same across all the regions?
- ❖ Major 5 profitable and Non profitable states

Data Summary

IS Data Clean? Yes (No Null Data)

- ✓ Country
- ✓ States
- ✓ City
- ✓ Postal Codes
- ✓ Regions
- ✓ Category
- ✓ Sub-Category
- ✓ Ship mode
- ✓ Segment

REGION WISE ANALYSIS



INSIGHTS

1. Top 3 graphs show about Sales, Profit and Quantity wise, 'West Region' is at the highest level

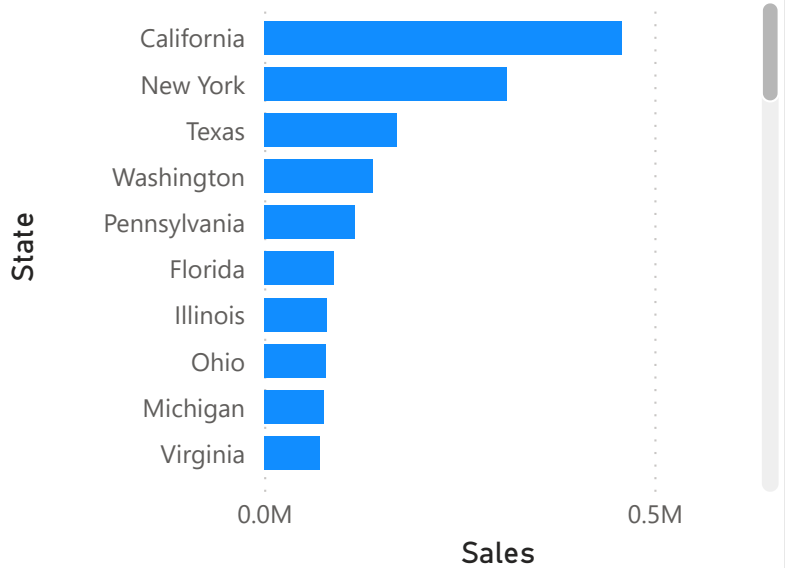
2. As Quantity and Sales is highest in the West region, so the count of ship mode is highest in the west

3. Ship mode having 'First Class' is highest among all the regions

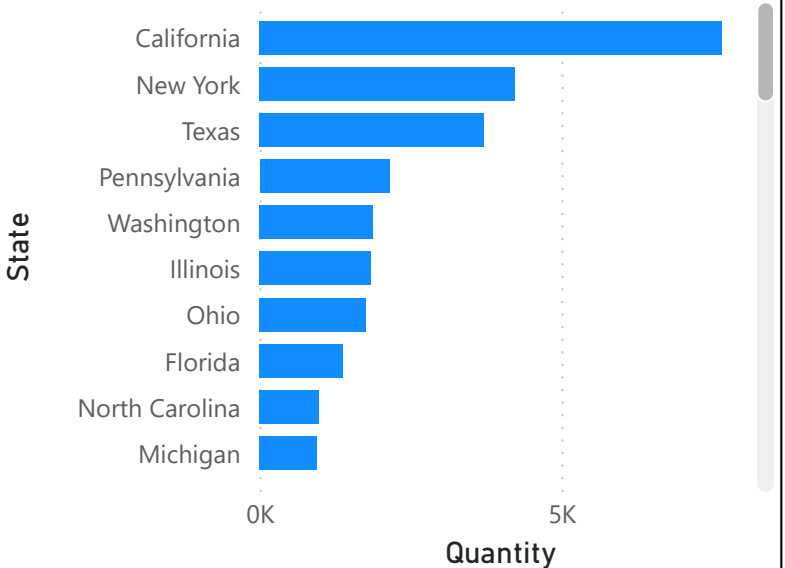
4. Central region shows highest discount items but its sales and quantity ordered are lower so overall demand must be low in this region.

STATES WISE ANALYSIS

Sales by State



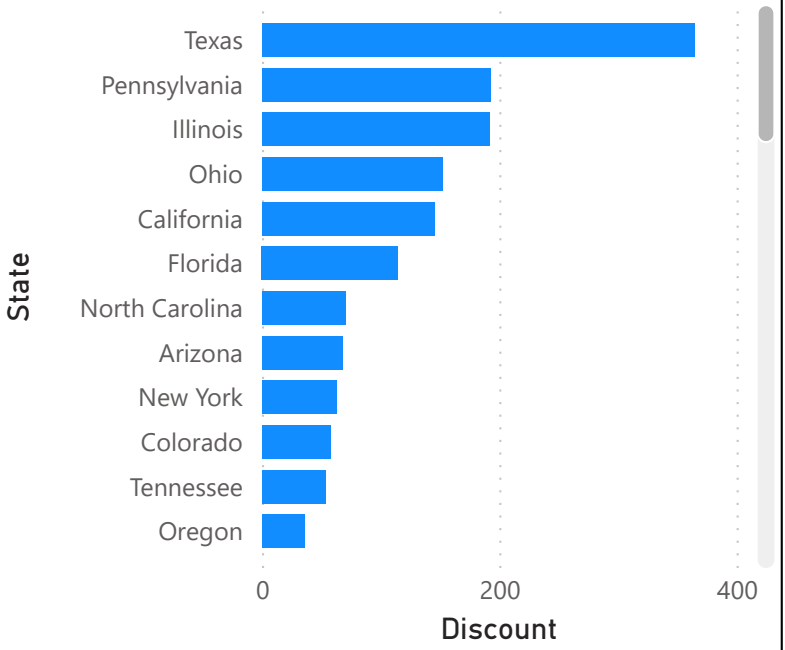
Quantity by State



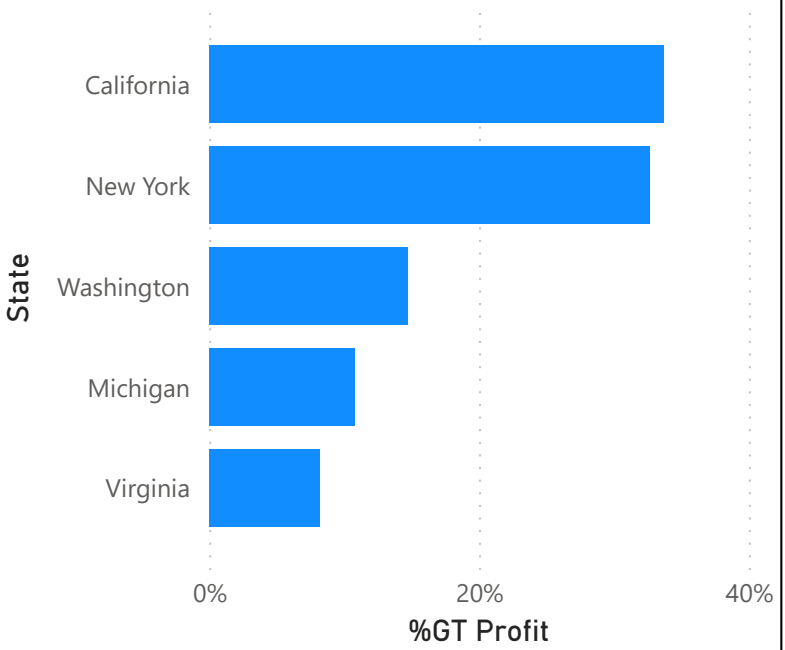
INSIGHTS

1. TEXAS is making highest losses inspite of being having higher SALES and Quantity
2. California-This state is having highest Sales and Quantity and also making highest profits which comes under region West
3. Even if having highest discounts in Texas, this state is making highest losses with higher sales and quantity ordered.

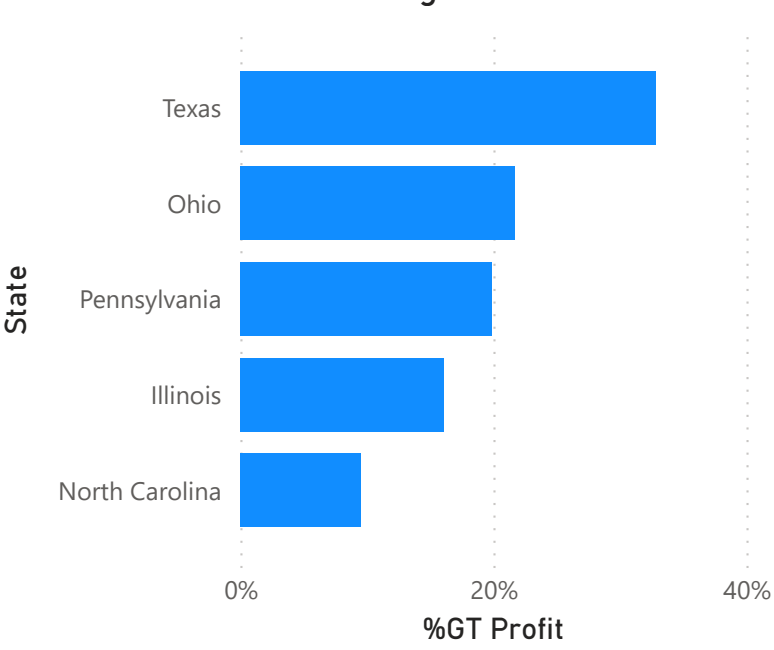
Discount by State



Profit Making States

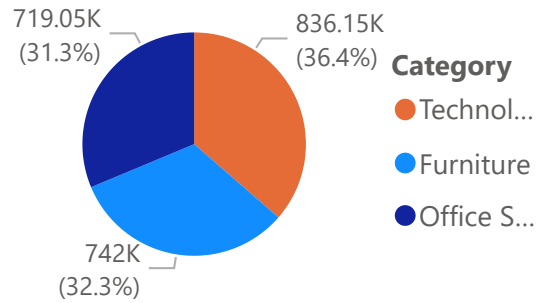


Loss Making State

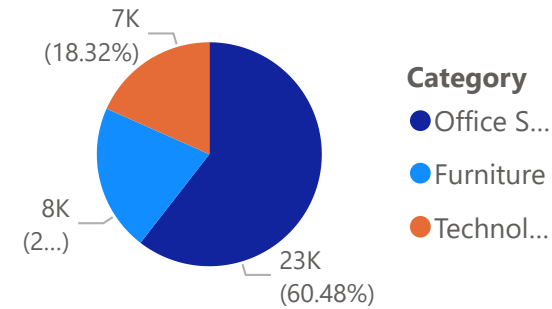


CATEGORY WISE ANALYSIS

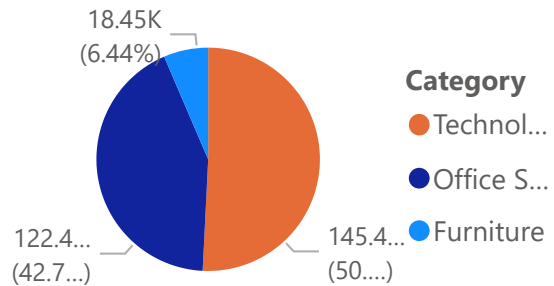
Sales by Category



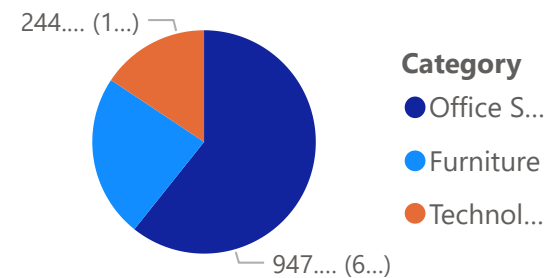
Quantity by Category



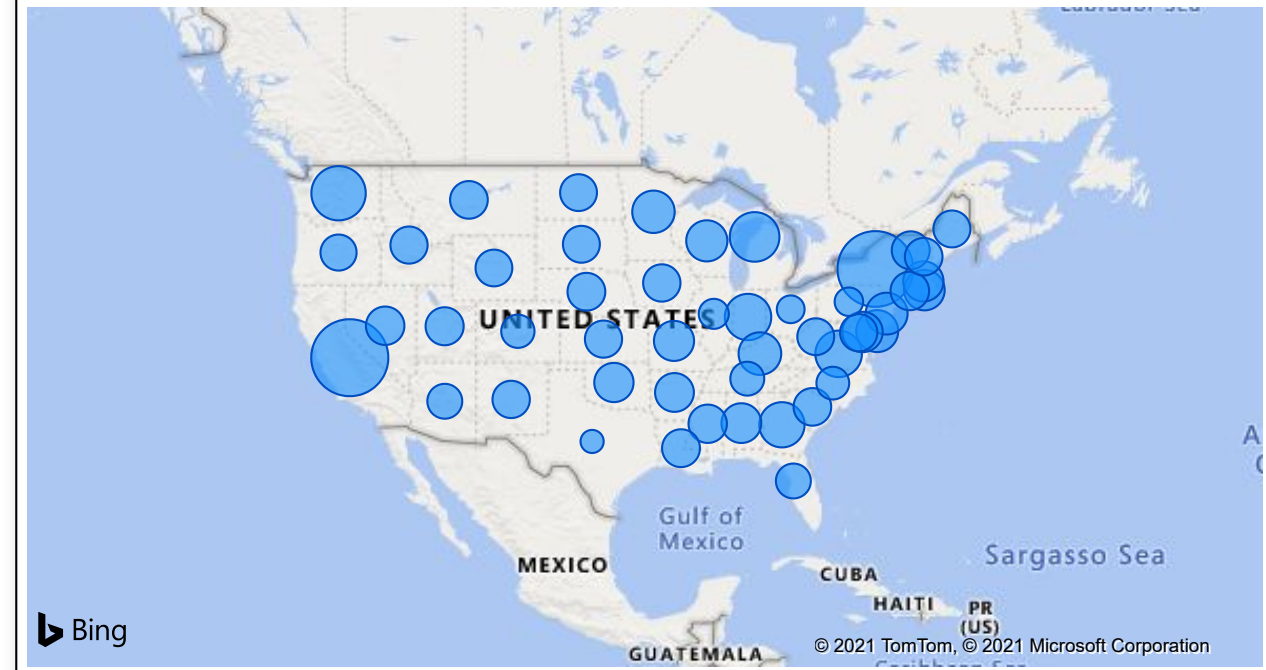
Profit by Category



Discount by Category



PROFIT BY STATES



INSIGHTS

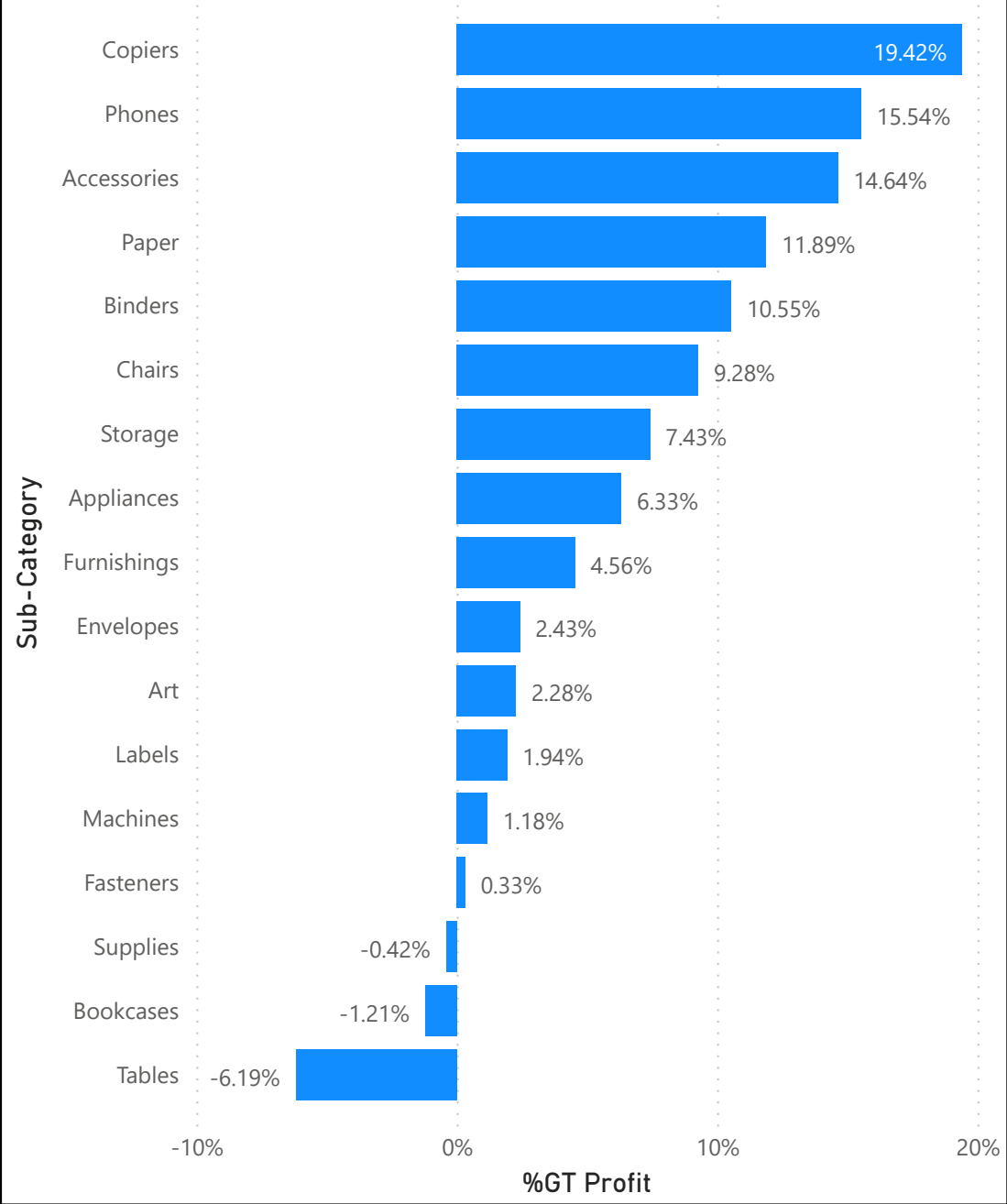
There is lesser discounts in the technology sector and therefore its showing higher profits by (51%)

There is slight difference in the category wise sales with a highest in technology category

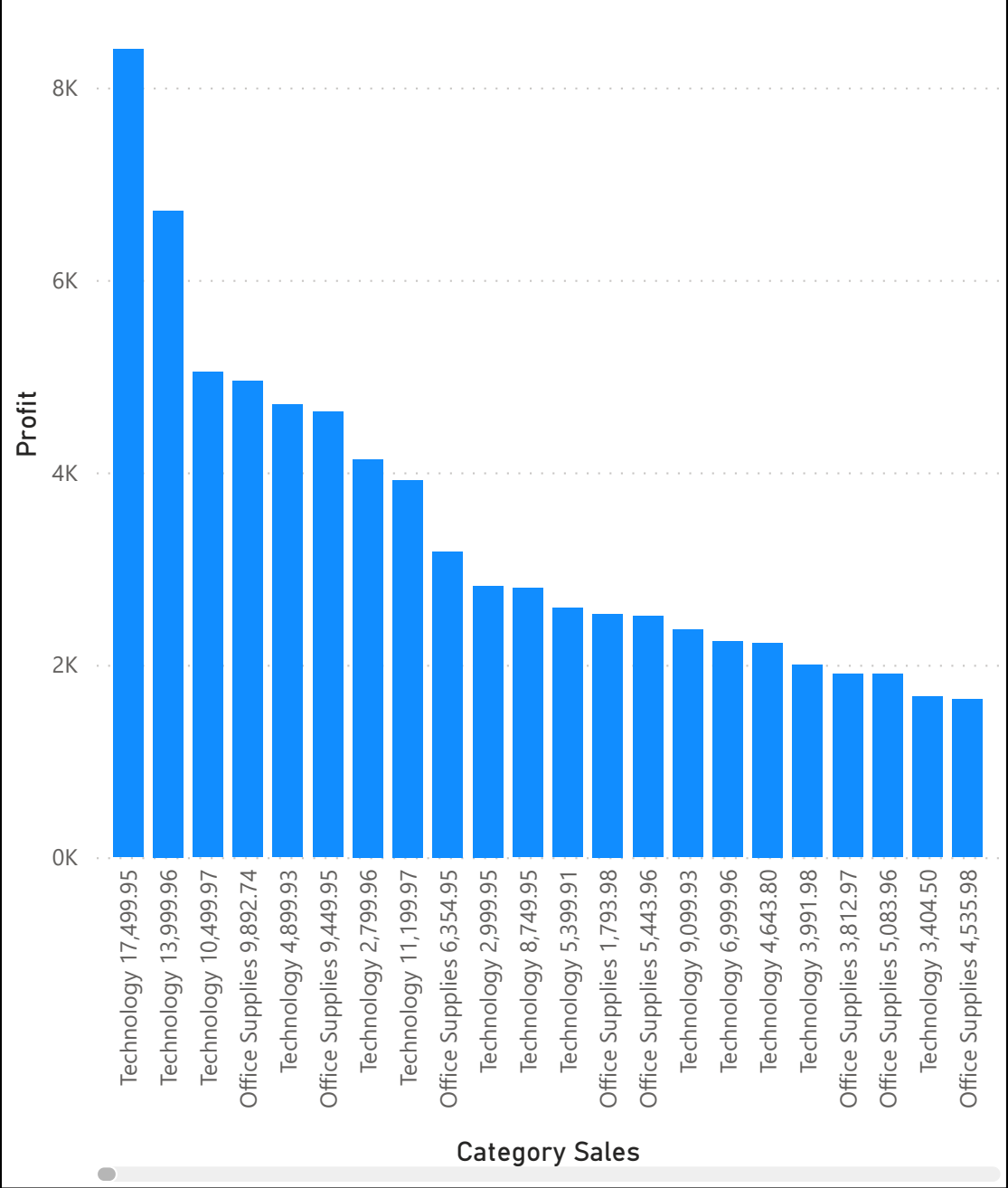
Above mentioned MAP explains about profits states wise where California shows highest by 27% of its total profit

Quantity wise sales of category of Office supplies is highest(61%) but profit of technology is highest by (51%)even though its quantity sold are lesser(18%)

Profit by Category and Sub-Category



Profit and Discount by Category and Sales



-10.38

Profitmargin

20.02

Discount

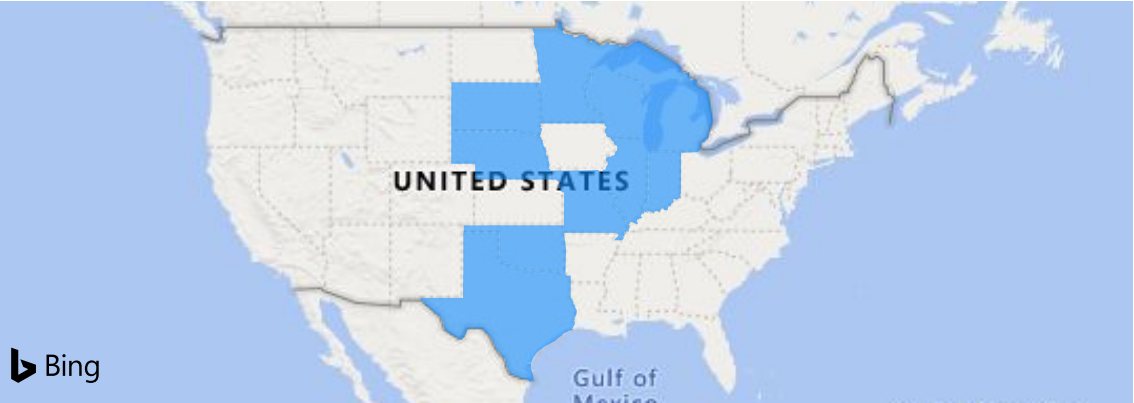
21.04K

Sales

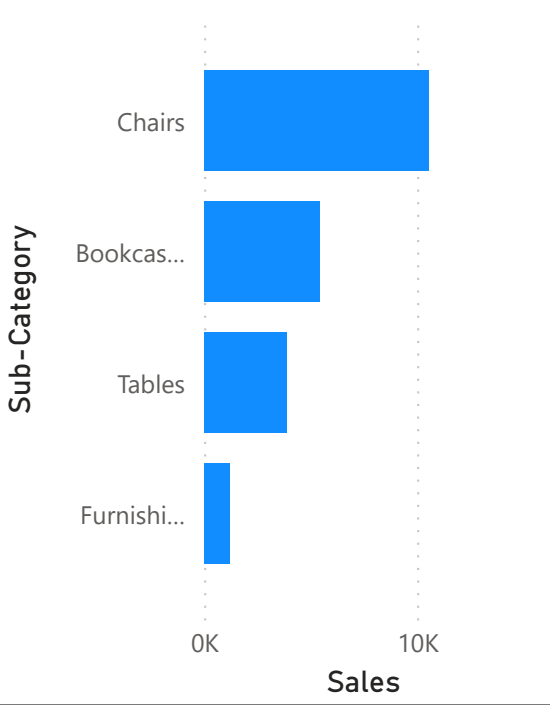
-0.66K

Profit

Sales and First Region by State

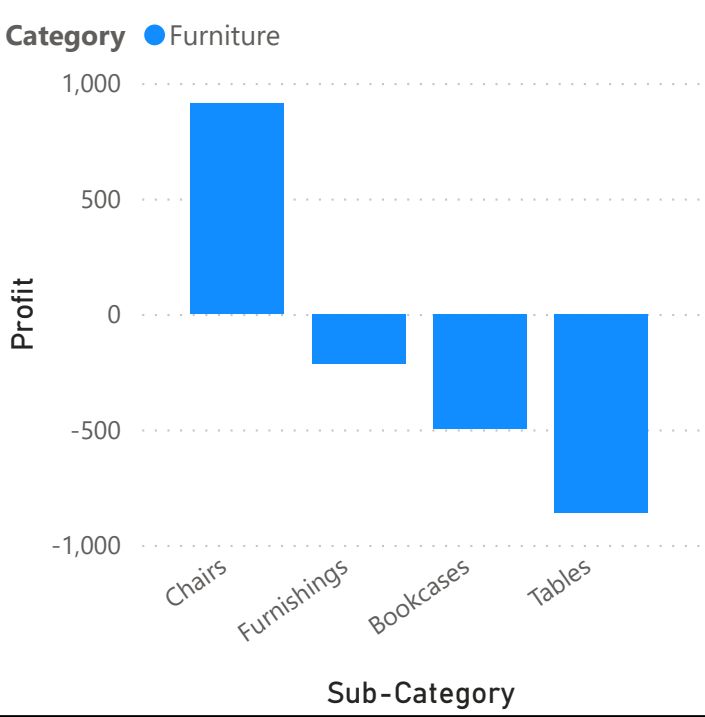


Sales by Sub-Category

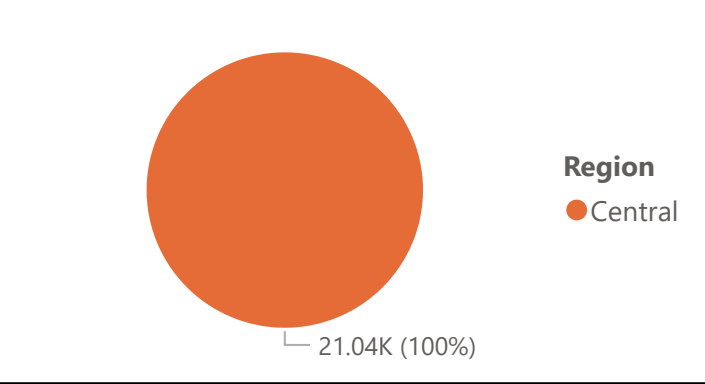


Category	Sales
Furniture	21,037.83
Total	21,037.83

Profit by Sub-Category and Category



Sales by Region



Region

Select all

Central

East

South

West

Category

Select all

Furniture

Office Supplies

Technology

Ship Mode

Select all

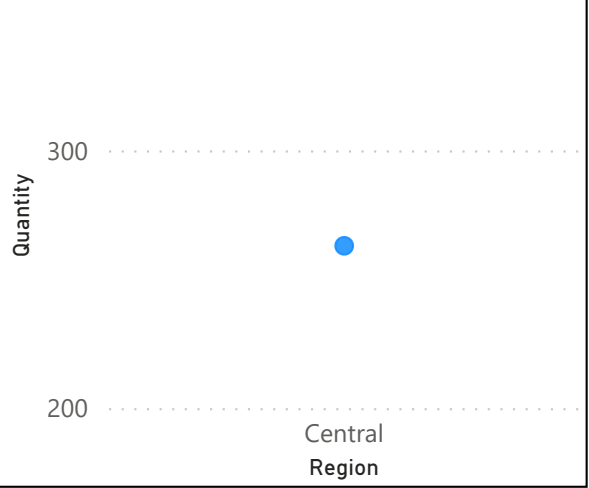
First Class

Same Day

Second Class

Standard Class

Quantity and First Ship Mode by Region



Conclusion

- ❖ We hereby conclude that Technology category is making highest profit in the Category wise segment.
- ❖ In the United States, west region is making highest profits and California state is making highest profit in that region
- ❖ Technology products has given least discounts but still it is profitable
- ❖ Standard ship mode has highest profit,sales and quantity sold among all other ship modes