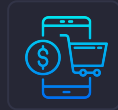




The Sparks Foundation



GRIP Exploratory Data Analysis - Task #3

➤ To perform exploratory data analysis on the dataset and, to try finding out weak business areas where we can work to make more profit and to derive business problems.

➤ Exploratory Data Analysis (EDA) benefits eCommerce businesses in the following ways -

1. It allows business stakeholders to ask the right questions by exploring and visualizing data and allowing them to validate their business assumptions through constant investigation
2. It allows business stakeholders to spot any potential data anomalies that emerge by feeding wrong data to a machine learning model
3. Businesses can interpret the model output and test its assumptions

Viknesh S





Retail Data Analysis

cal

Superstore

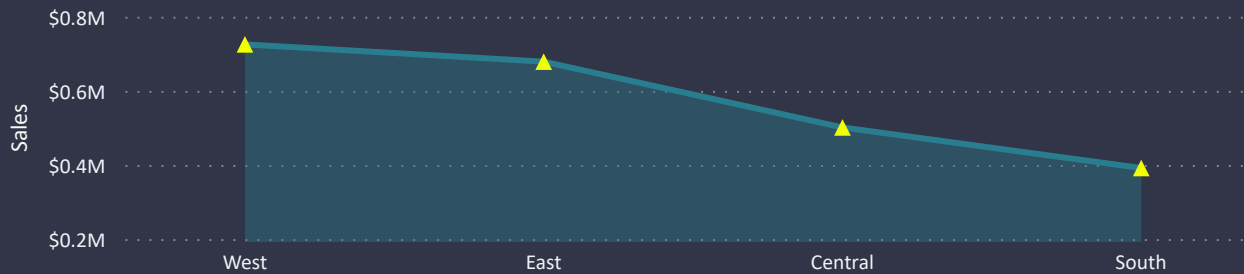
Sales
\$2.30M

Sales

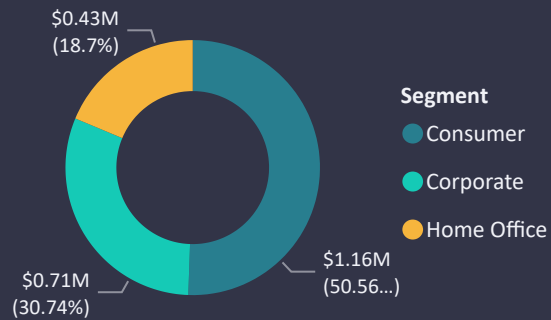
Profit

Quantity

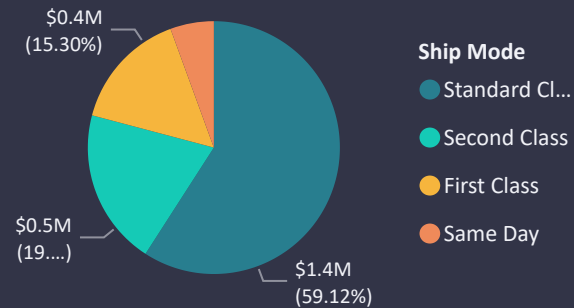
Sales by Region



Sales by Segment



Sales by Ship Mode



Sales by Sub-Category

