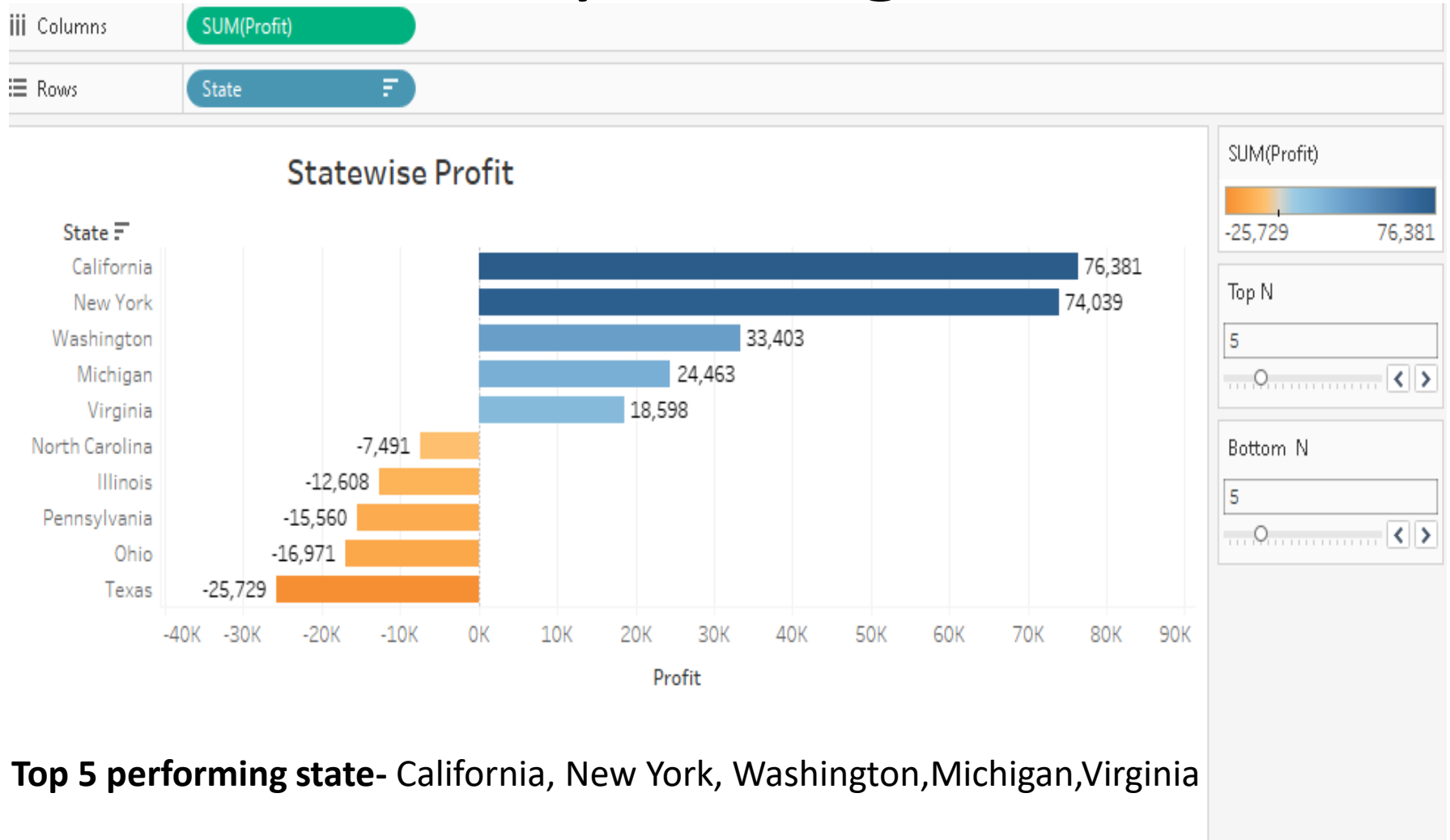


"The Sparks Foundation GRIP
Internship - To explore Business
Analytics - Task 5"

ANALYSIS REPORT

- **Problem:** Perform 'Exploratory Data Analysis' on the provided dataset "**Sample Superstore**" As a business manager, try to find out the weak areas where you can work to make more profit. What all business problems you can derive by exploring the data?
- **Method/Tools used:** In order to complete this task I used Tableau Software for the analysis. The company **Spark Foundation** provided me a dataset namely "**Sample Superstore**" in the csv format to get the desired output as mentioned. In order to complete the task First I uploaded the Dataset in the Tableau public tool then plotted the various graphs for Analysis .Following are the graphs which I obtained.

Analysis Insights

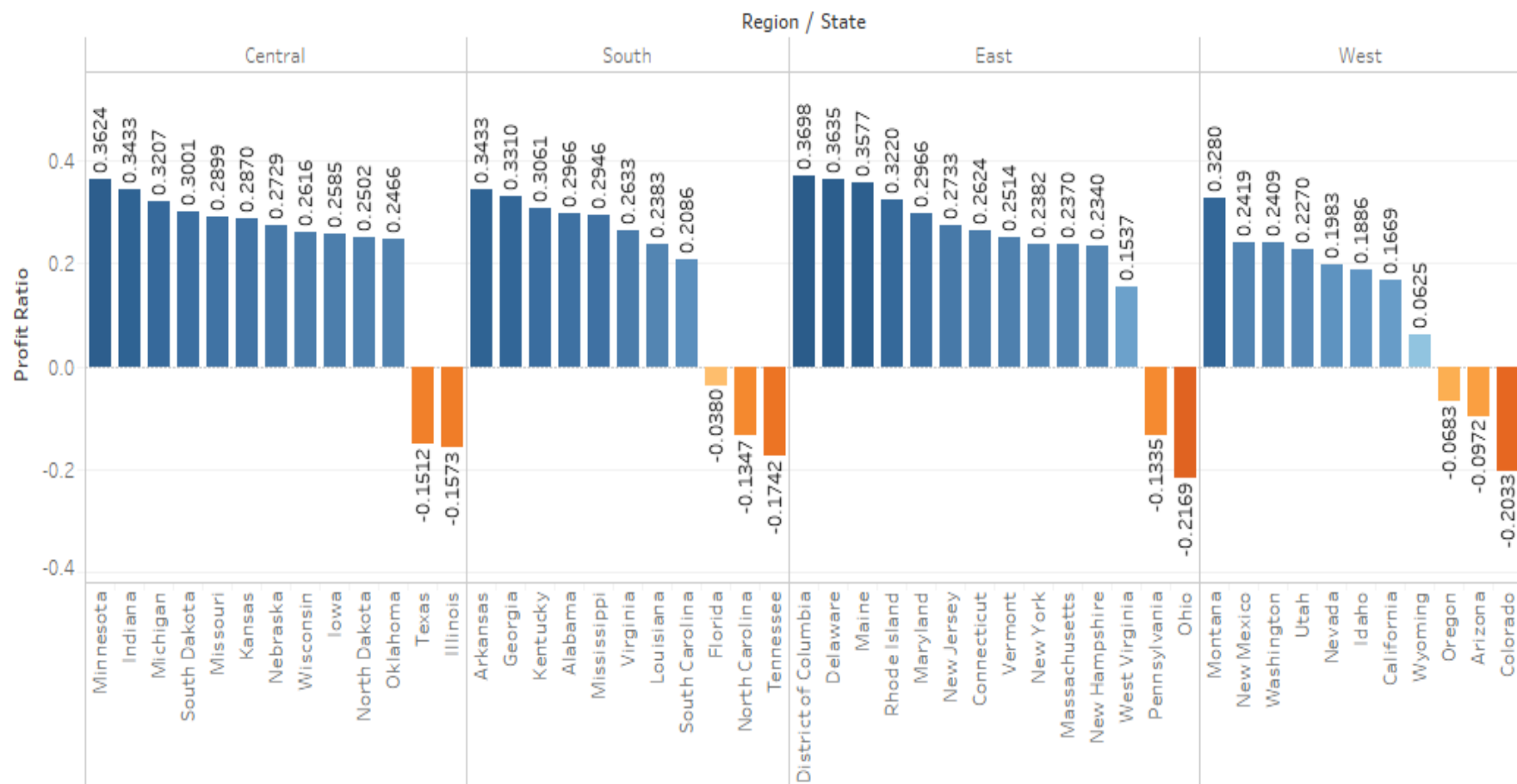


Top 5 performing state- California, New York, Washington, Michigan, Virginia

Top 5 Worst performing state- North Carolina, Illinois, Pennsylvania, Ohio, Texas
California at the top with the Profit of \$76381 and Texas at the bottom with \$-25729

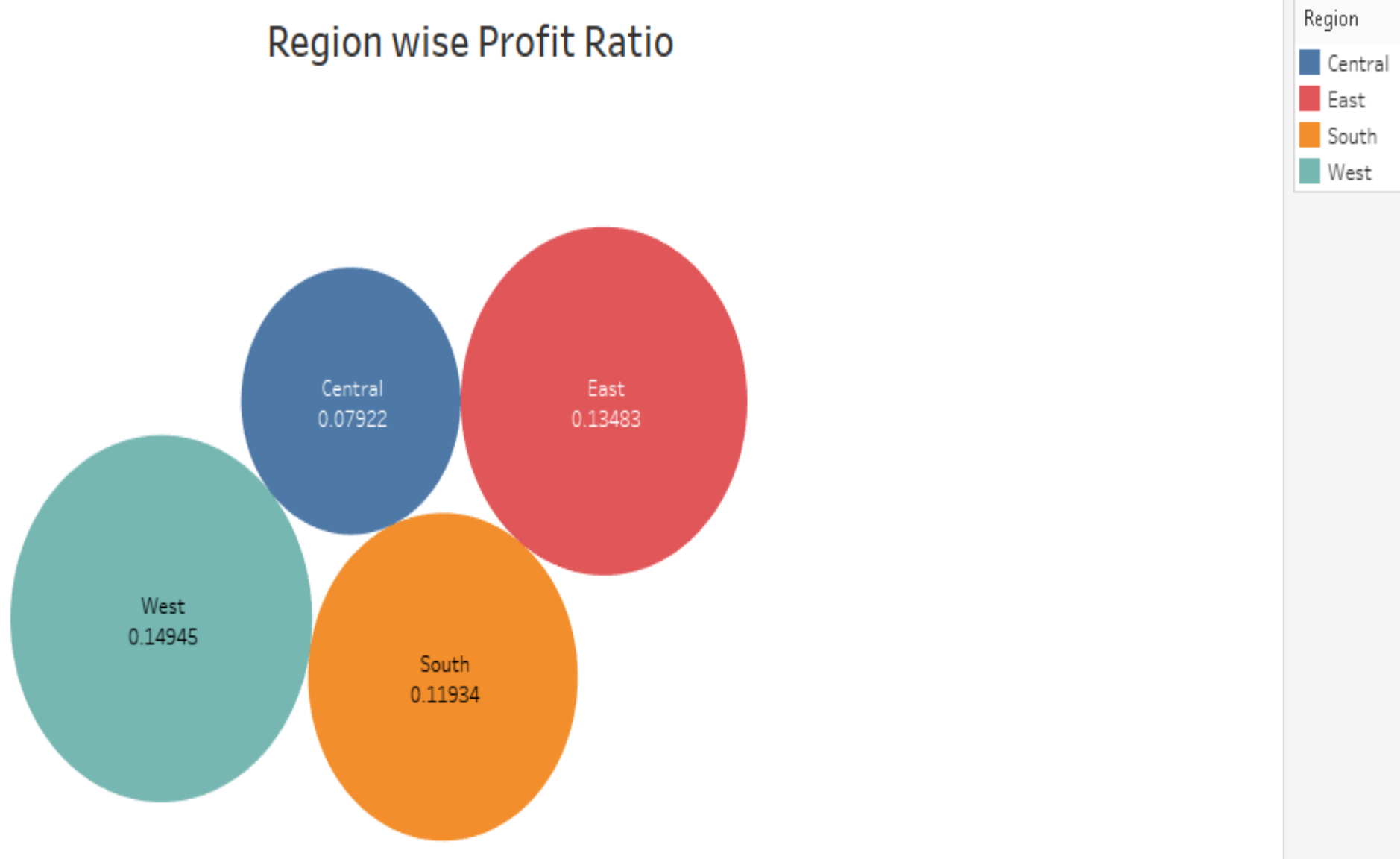
AGG(Profit Ratio)	-0.2169	<div><div></div></div>	0.3698
Columns	Region State		
Rows	AGG(Profit Ratio)		

State and Region wise Profit ratio

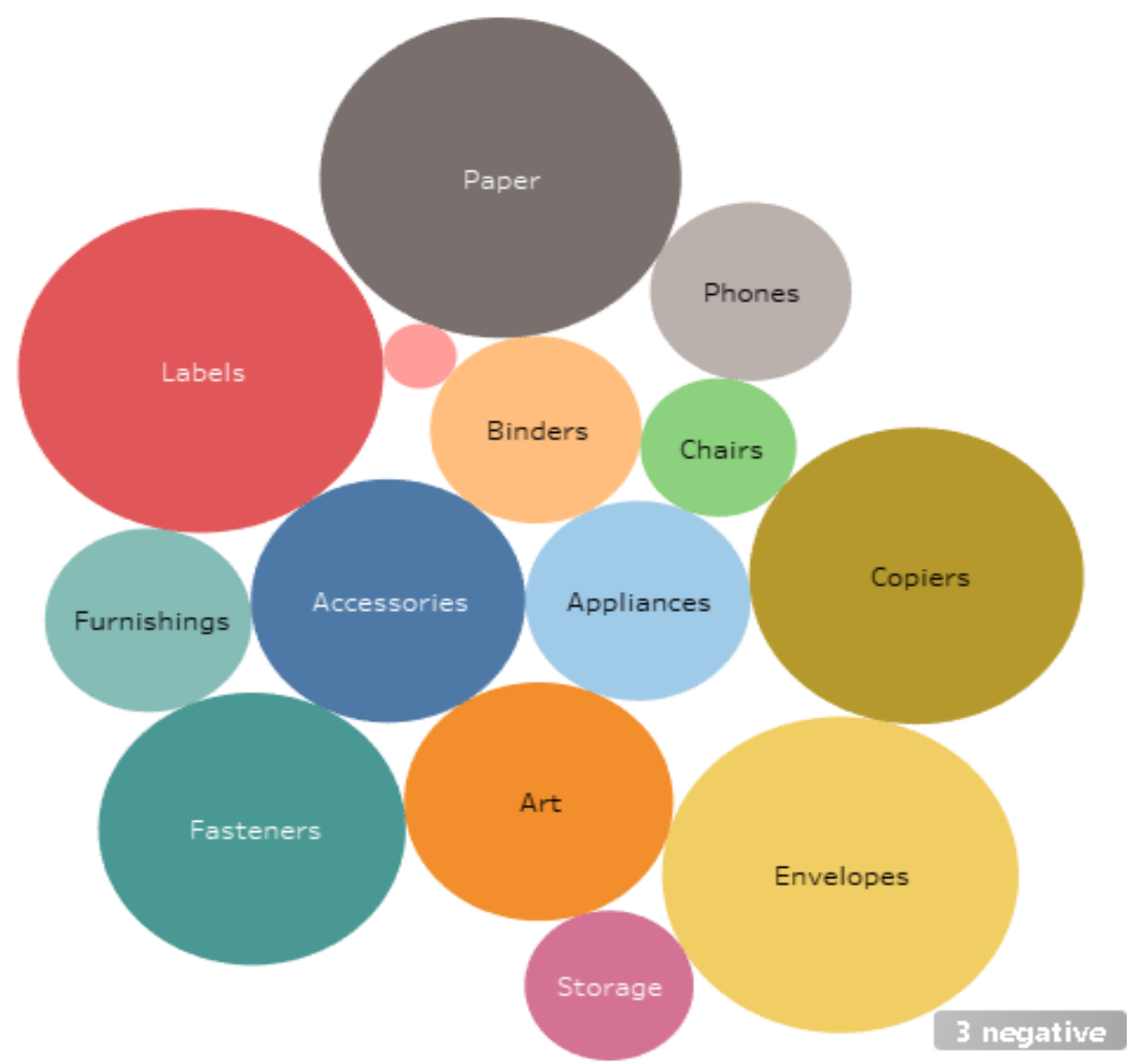


In terms of profit ratio **Ohio** has the biggest loss with **21.69%** where the **District of Columbia** shows the Greatest performance with the Profit of **36.98%**.

Region wise Profit Ratio



In terms of Region **East and West** region are performing better than that of Central and south



Bigger the bubble higher the profit.

From the following Bubble chart We can clearly say that Paper, Labels, Copiers, Envelopes and Fasteners makes more profit than the others

Conclusion

- **Accessories, Arts , Appliances and Binders** are performing well but we need to improve it more in order to maximize our profit.
- **Supplies, Bookcases and Tables** are the categories we need to improve more because its seems to be showing biggest loss.
- **Central region** has the lowest profit ratio that is because of the states like **Texas and Illinois** which are showing the biggest loss we need to focus more on these states