Retail

Industry Research Report

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Spring 2023

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Ship Mode- Freq. Dist

Ship Mode	% of Ship Mode along Table (Down)	Quantity
Standard Class	58%	88,546
Second Class	21%	31,226
First Class	16%	23,553
Same Day	6%	8,435

% of Ship Mode along Table (Down) and Quantity broken down by Ship Mode.

Quantity:

- 58% of the quantity shipped is “Standard class”, the largest percentage of ship mode used by customers
- The second largest ship mode preferred for quantity is “Second class” at 21%.

Ship Mode- Freq. Dist.

Ship Mode	% of Ship mode along Table (Down)	Count of Orders
Standard Class	58%	22,950
Second Class	21%	8,371
First Class	16%	6,437
Same Day	6%	2,343

% of Ship mode along Table (Down) and count of Orders broken down by Ship Mode.

Orders:

- 58% of the orders shipped is “Standard class”, the largest percentage of ship mode used by customers
- The second largest ship mode preferred for orders is “Second class” at 21%.

A: Country Frequency Distribution Tables

Country- Freq. Dist.

Country	% of Country..	Quantity
United States	30%	27,669
France	11%	10,065
Australia	11%	9,730
Mexico	10%	8,769
Germany	8%	7,212
China	7%	6,633
United Kingdom	6%	5,685
India	6%	5,370
Brazil	6%	5,263
Indonesia	5%	4,538

% of Country along Country and Quantity broken down by Country. Color shows details about Country. The view is filtered on Country, which keeps 10 of 147 members.

Quantity:

- The top 10 countries represent 56% of the total quantity supplied and the rest 147 countries are “others”.
- United States represents 18% of total quantiy supplied out of 147 countries and 30% of the top 10 countries.

Country- Freq. Dist.

Country	% of Country..	Count of Orders
United States	30%	6,656
France	11%	2,509
Australia	11%	2,433
Mexico	10%	2,167
Germany	8%	1,835
China	7%	1,682
United Kingdom	6%	1,426
India	6%	1,385
Brazil	6%	1,268
Indonesia	5%	1,124

% of Country along Table (Down) and count of Orders broken down by Country. Color shows details about Country. The view is filtered on Country, which keeps 10 of 147 members.

Orders:

- The top 10 countries represent 56% of the total quantity supplied and the rest 147 countries are “others”.
- United States represents 18% of total quantiy supplied out of 147 countries and 30% of the top 10 countries.

A: Category Frequency Distribution Tables

Category- Freq. Dist.

Category	% of Category along Table (Down)	Quantity
Office Supplies	56%	84,364
Technology	23%	34,236
Furniture	22%	33,160

% of Category along Table (Down) and Quantity broken down by Category.

Quantity:

- Largest category sold are Office Supplies representing the 56% of total quantities sold.
- The second largest category sold is technology which represents 23% of total quantities.

Category- Freq. Dist

Category	% of Category along Table (Down)	Count of Orders
Office Supplies	56%	21,308
Technology	23%	9,682
Furniture	22%	9,111

% of Category along Table (Down) and count of Orders broken down by Category.

Orders:

- Largest category sold are Office Supplies representing the 56% of total orders received.
- The second largest category sold is technology which represents 23% of total received.

A: Sub Category Frequency Distribution Tables

Sub Category- Freq. Dist.

Sub-Catego..	% of Sub-Categor..	Quantity
Storage	10%	15,598
Binders	9%	14,154
Art	9%	13,042
Chairs	8%	12,193
Phones	8%	11,567
Accessories	7%	10,415
Paper	7%	10,193
Furnishings	6%	9,641
Bookcases	5%	8,262
Supplies	5%	7,509
Copiers	5%	7,433
Envelopes	5%	6,964
Appliances	4%	5,769
Fasteners	4%	5,582
Labels	4%	5,553
Machines	3%	4,821
Tables	2%	3,064

% of Sub-Category along Table (Down) and Quantity broken down by Sub-Category.

Quantity:

- The top 10 items represent 74% of total items in sub-category sold.
- The highest sub-category sold is storage supplies which accounts 10% of total quantity.

Sub-Category- Freq. Dist.

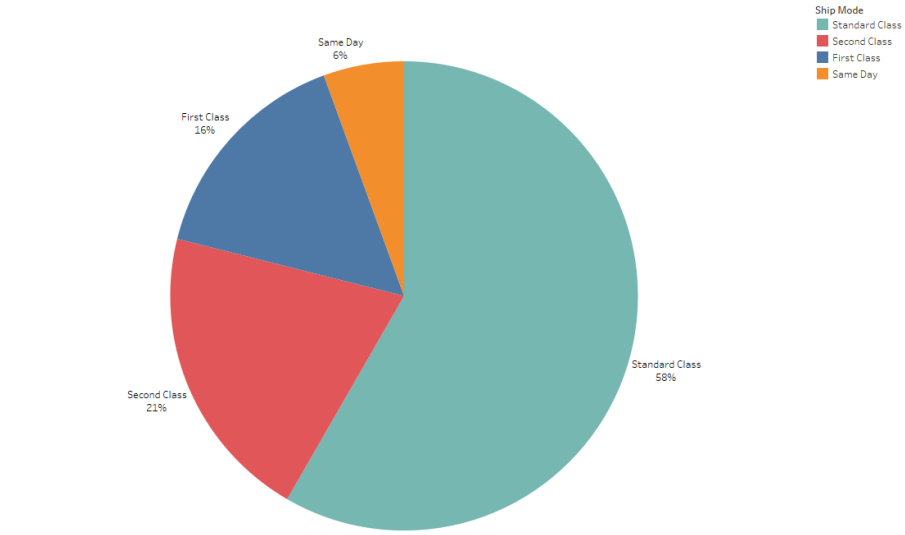
Sub-Catego..	% of Sub-Categor..	Count of Orders
Storage	10%	4,357
Art	9%	3,455
Binders	9%	3,371
Chairs	8%	3,355
Phones	8%	3,217
Accessories	7%	2,814
Furnishings	6%	2,514
Paper	7%	2,435
Bookcases	5%	2,389
Copiers	5%	2,210
Supplies	5%	1,925
Envelopes	5%	1,754
Appliances	4%	1,634
Machines	3%	1,441
Fasteners	4%	1,263
Labels	4%	1,114
Tables	2%	853

% of Sub-Category along Table (Down) and count of Orders broken down by Sub-Category.

Orders:

- The top 10 items represent 74% of total items in sub-category sold
- The highest sub-category sold is storage supplies which accounts 10% of total orders

Ship Mode-Pie Chart

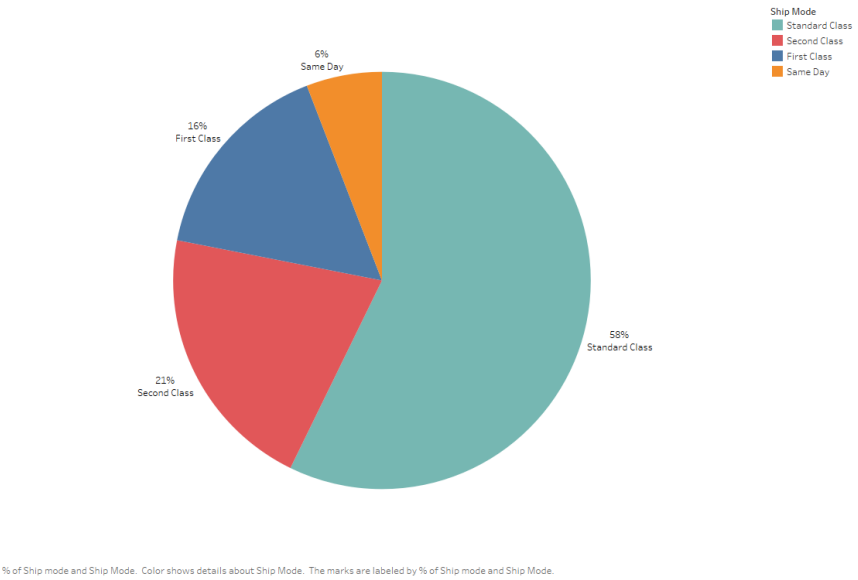


Ship Mode and % of Ship Mode. Color shows details about Ship Mode. The marks are labeled by Ship Mode and % of Ship Mode.

Quantity:

- The standard class ship mode is the largest ship mode representimng 58% of total quantity.
- The second class ship mode is the second largest ship mode representing 21% of quantity.

Ship Mode- Pie Chart



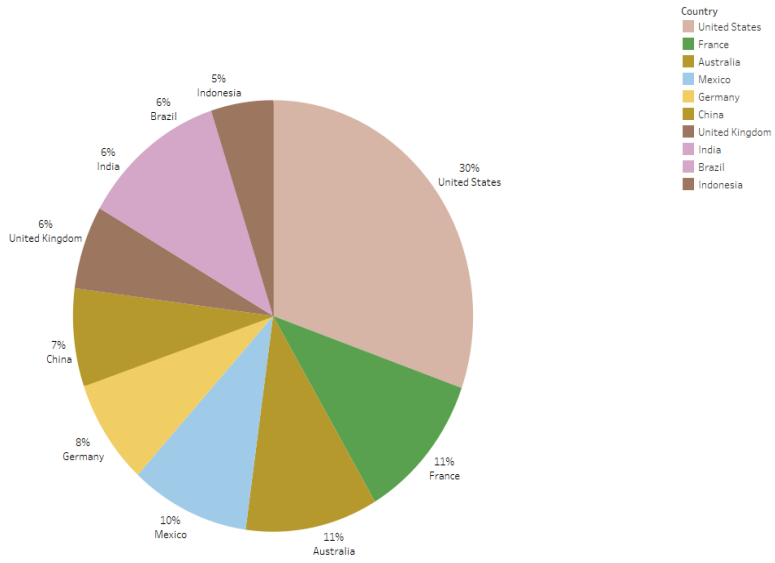
% of Ship mode and Ship Mode. Color shows details about Ship Mode. The marks are labeled by % of Ship mode and Ship Mode.

Orders:

- The standard class ship mode is the largest ship mode representimng 58% of total orders.
- The second class ship mode is the second largest ship mode representing 21% of total orders..

B: Country Data Visualization: **Tableau** Charts & Graphs

Country- Pie Chart

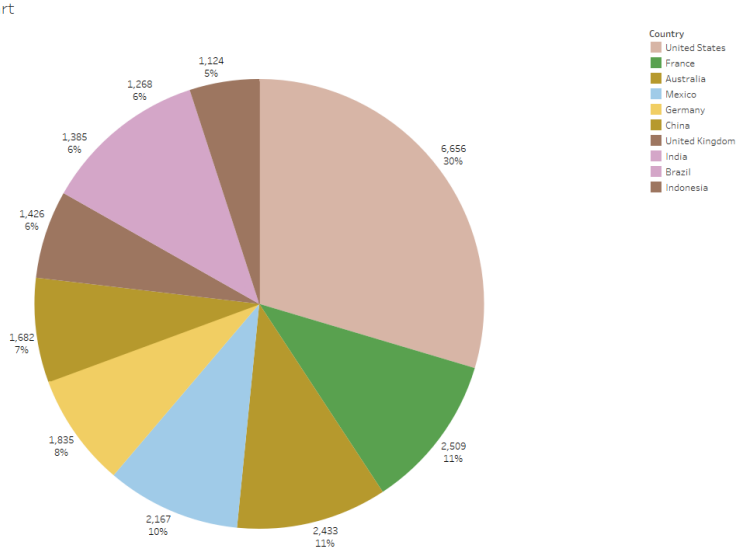


% of Country and Country. Color shows details about Country. The marks are labeled by % of Country and Country. The view is filtered on Country, which keeps 10 of 147 members.

Quantity:

- The top 10 countries represent 56% of the total quantity supplied and the rest 147 countries are “others”.
- United States represents 18% of total quantiy supplied out of 147 countries and 30% of the top 10 countries.

Country- Pie Chart



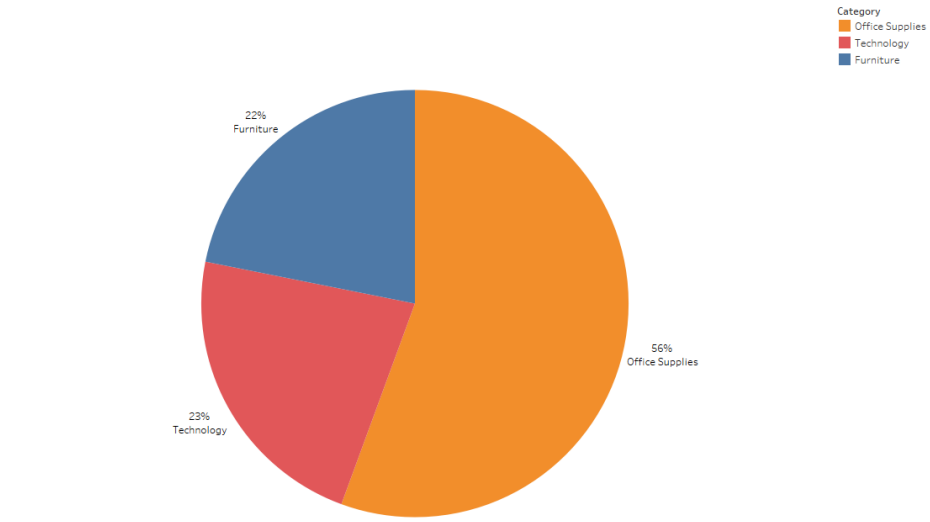
Count of Orders and % of Country. Color shows details about Country. The marks are labeled by count of Orders and % of Country. The view is filtered on Country, which keeps 10 of 147 members.

Orders:

- The top 10 countries represent 56% of the total orders supplied and the rest 147 countries are “others”.
- United States represents largest share of 18% of total orders shipped out of 147 countries and 30% of the top 10 countries.

B: Category Data Visualization: **Tableau** Charts & Graphs

Category- Pie Chart

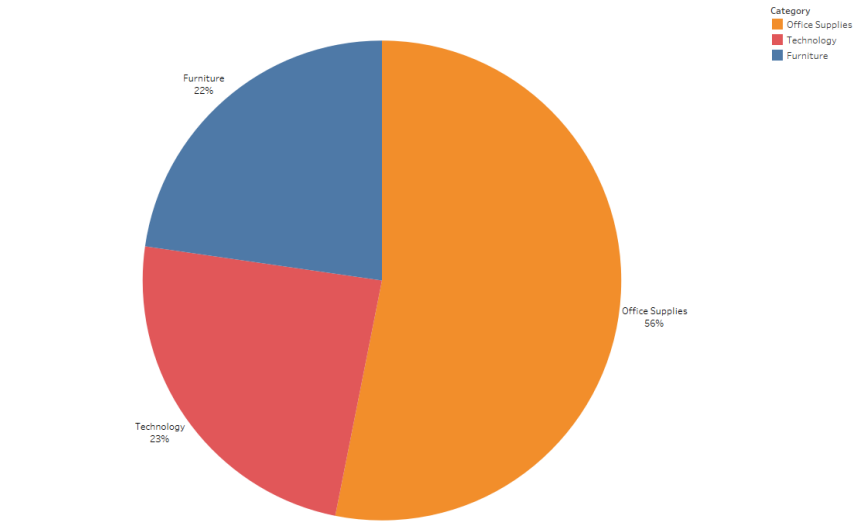


% of Category and Category. Color shows details about Category. The marks are labeled by % of Category and Category.

Quantity:

- Largest category sold are Office Supplies representing the 56% of total quantities sold.
- The second largest category sold is technology which represents 23% of total quantities.

Category - Pie Chart



Category and % of Category. Color shows details about Category. The marks are labeled by Category and % of Category.

Orders:

- Largest category sold are Office Supplies representing the 56% of total orders sold.
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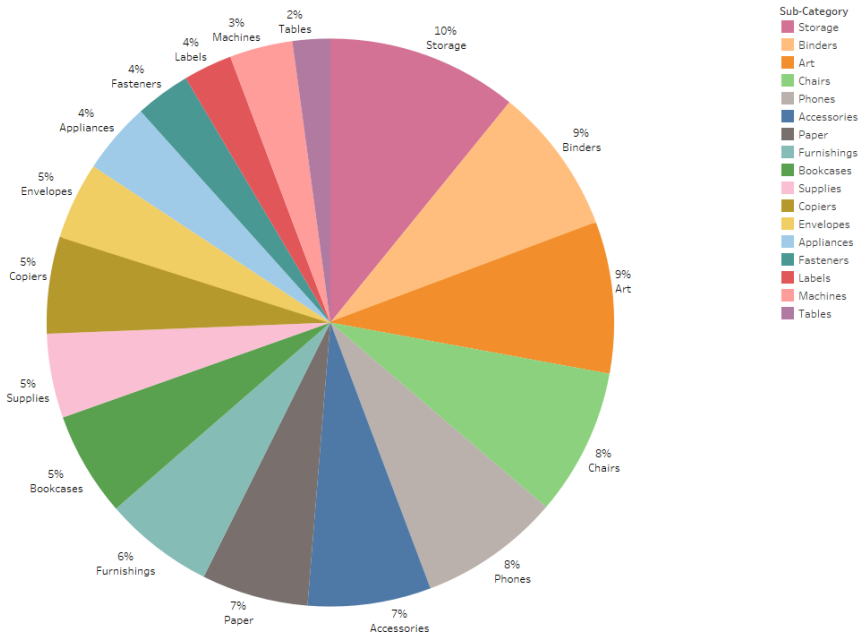
B: Sub- Category Data Visualization: **Tableau** Charts & Graphs

Sub-Category- Pie Chart

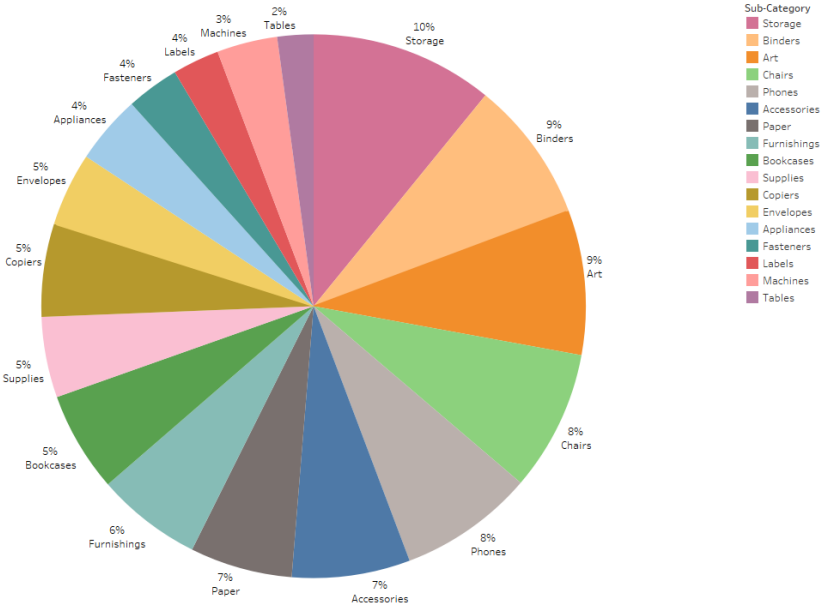


% of Sub-Category and Sub-Category. Color shows details about Sub-Category. The marks are labeled by % of Sub-Category and Sub-Category.

Quantity:

- The top 10 items represent 74% of total items in sub-category sold.
- The highest sub-category sold is storage supplies which accounts 10% of total quantity.

Sub-Category- Pie Chart



% of Sub-Category and Sub-Category. Color shows details about Sub-Category. The marks are labeled by % of Sub-Category and Sub-Category.

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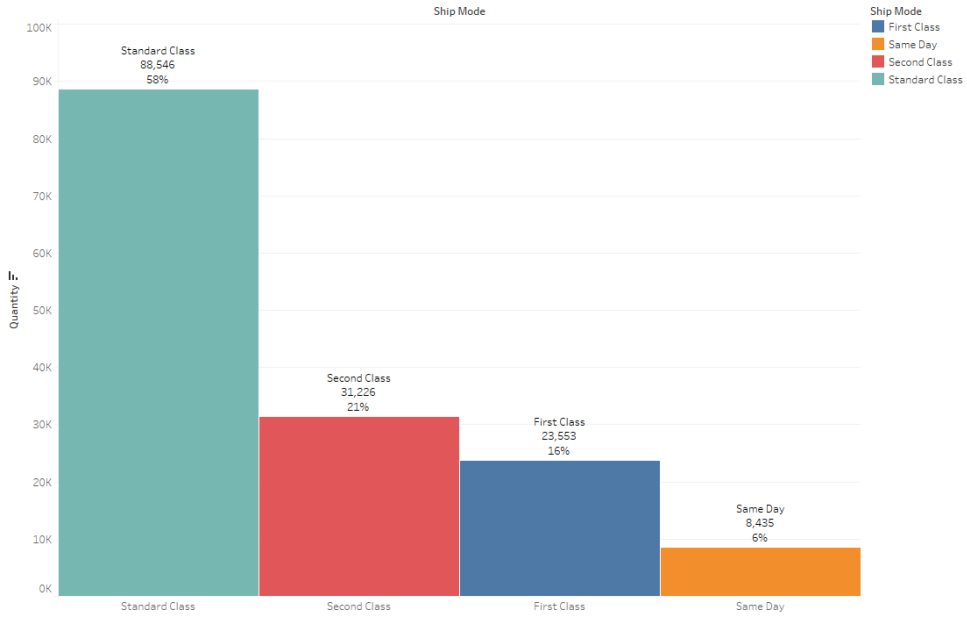
Ship Mode-Hist

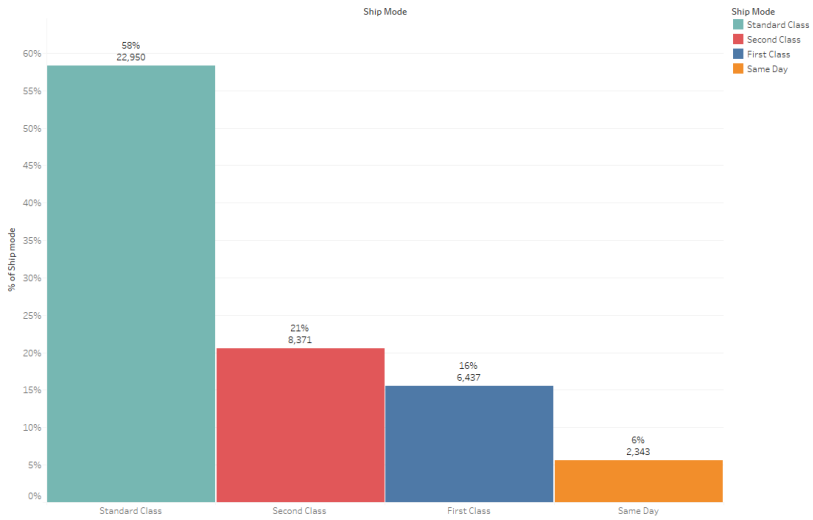


Sum of Quantity for each Ship Mode. Color shows details about Ship Mode. The marks are labeled by Ship Mode, sum of Quantity and % of Ship Mode.

Quantity:

- 58% of the quantity shipped is “Standard class”, the largest percentage of ship mode used by customers
- The second largest ship mode preferred for quantity is “Second class” at 21%.

Ship Mode- Hist.



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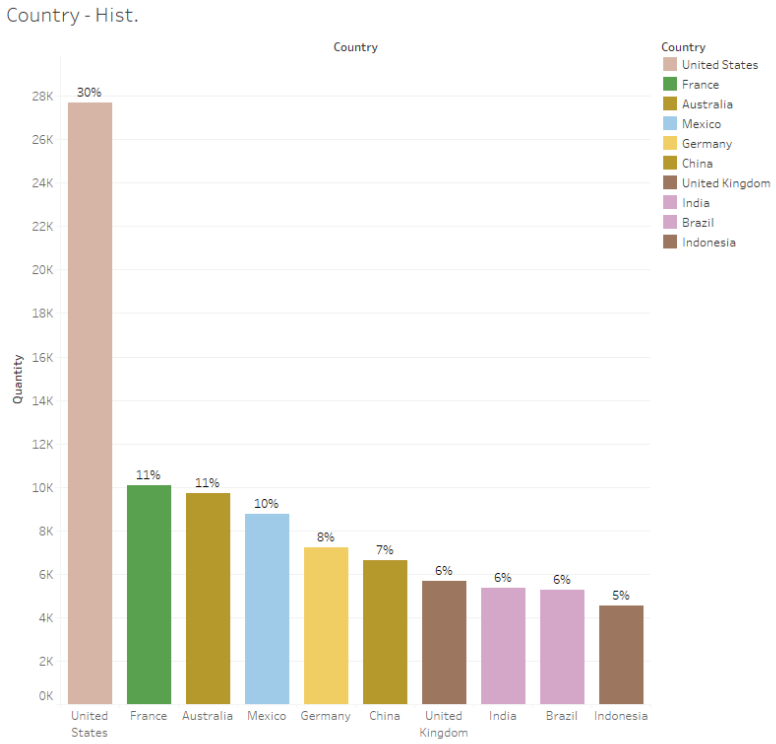

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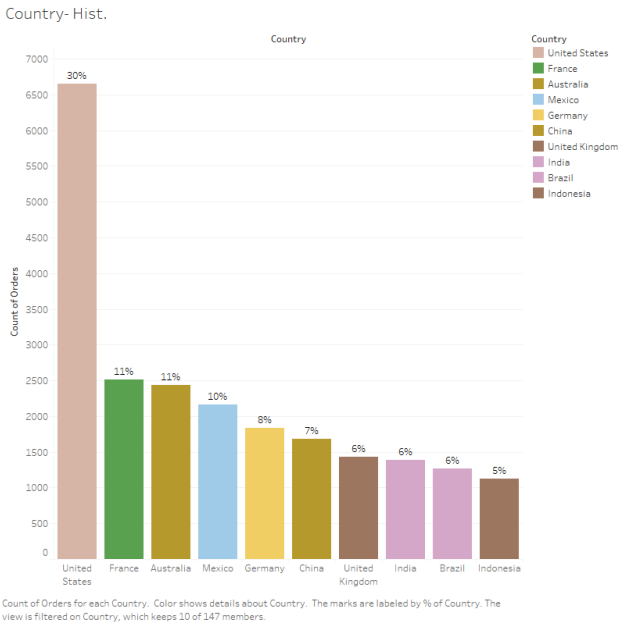

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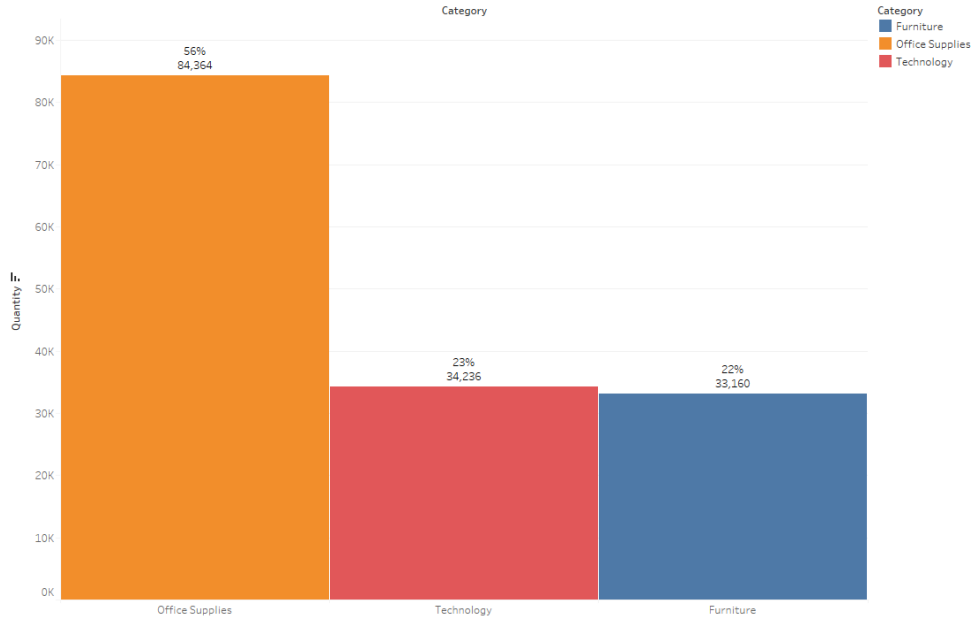
Category- Hist.



Sum of Quantity for each Category. Color shows details about Category. The marks are labeled by % of Category and sum of Quantity.

Quantity:

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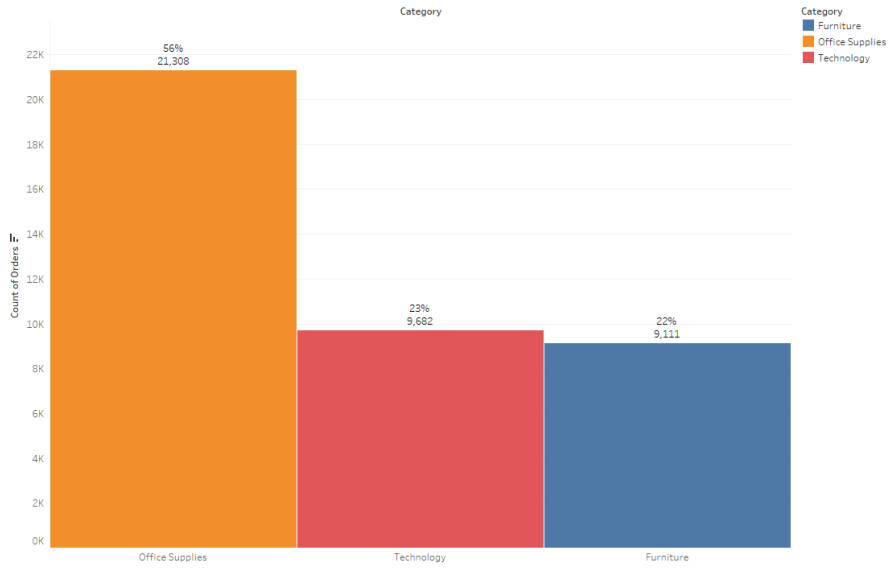
Categoty- Hist



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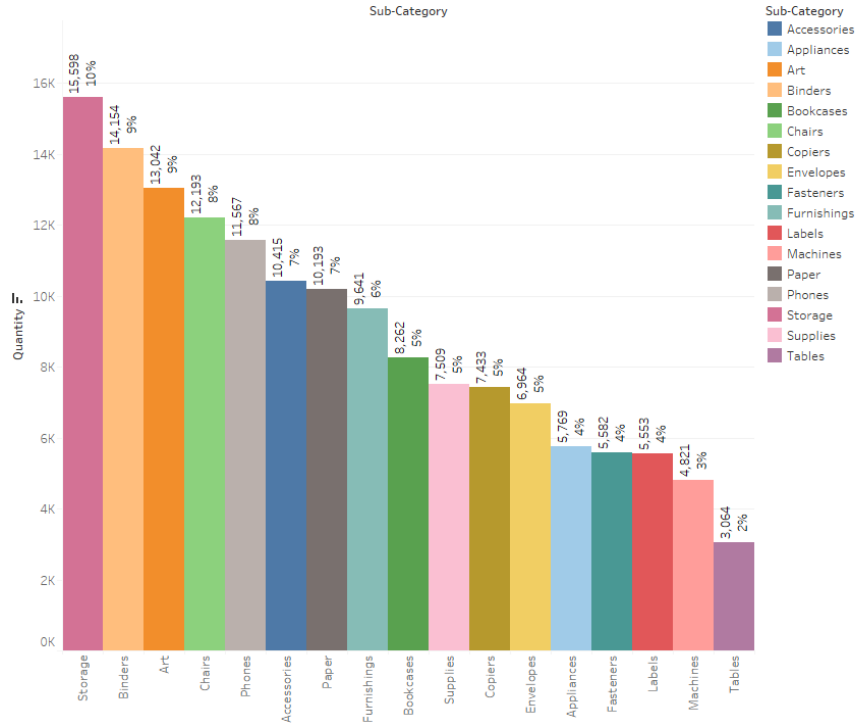
Sub Category- Hist.



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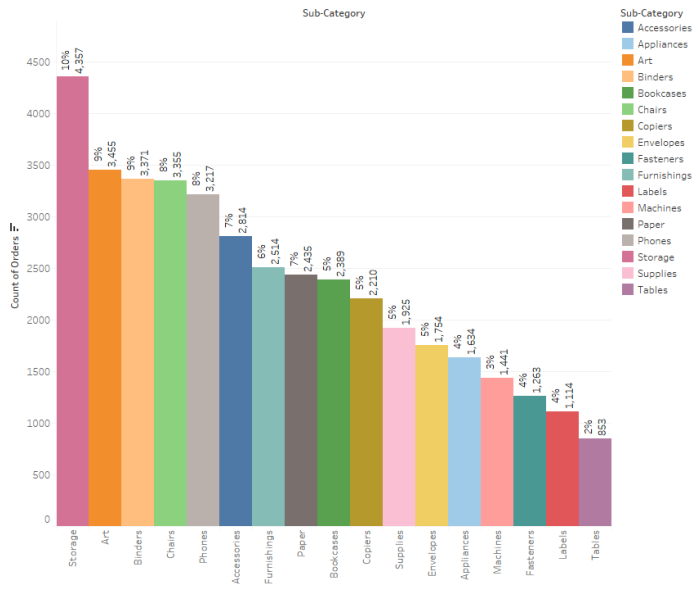
Sub-Category- Hist



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