

Intuitive Analysis Of A Retail Superstore

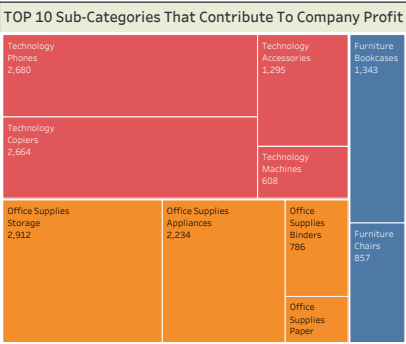
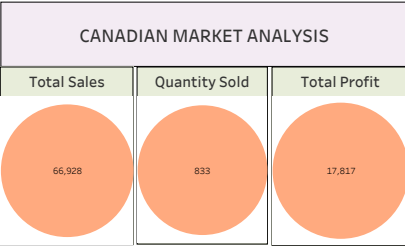
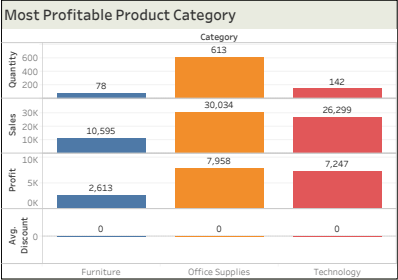
Market Overview	Canadian Market Analysis	Customer Analysis	Product Analysis	Shipment Analysis
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Sales By State				
State	Profit	Sales	Quantity	Distinct count of...
Ontario	9,080	35,450	476	95
Quebec	2,961	10,924	117	31
British Columbia	2,695	9,544	91	24
Alberta	1,964	6,551	90	23
Manitoba	662	2,018	25	10
Saskatchewan	405	1,956	24	8
Nova Scotia	41	382	8	3
Newfoundland	9	103	2	1
Grand Total	17,817	66,928	833	181

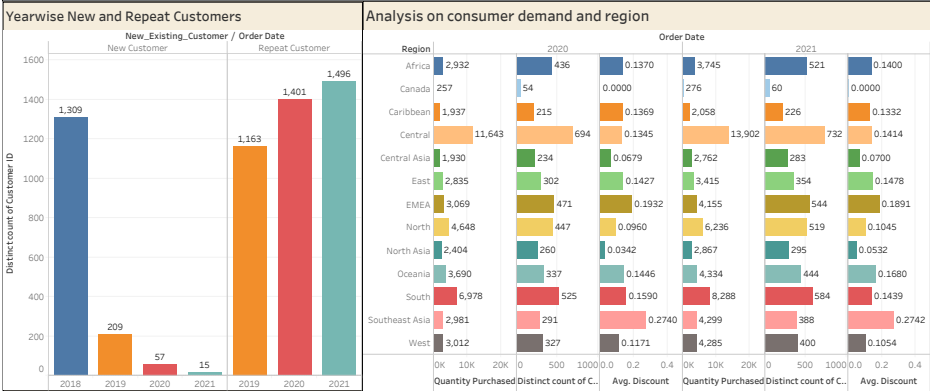


Contribution to profit		Market					
Segment	Profit						
Consumer	300K	29.74%		25.18%		17.90%	
	200K	222,818		188,688		134,119	
	100K	6.38%	47,772	1.29%	9,678	3.41%	25,533
Corporate	300K	29.40%		27.97%		20.85%	
	200K	129,737		123,394		91,979	
	100K	4.69%	20,687	1.14%	5,036	2.83%	12,499
Home Office	300K	30.12%		21.93%		21.77%	
	200K	83,445		60,748		60,299	
	100K	7.37%	20,413	1.12%	3,103	2.12%	5,866
		Africa	APAC	Canada	EMEA	EU	LATAM
						US	

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Customer Analysis

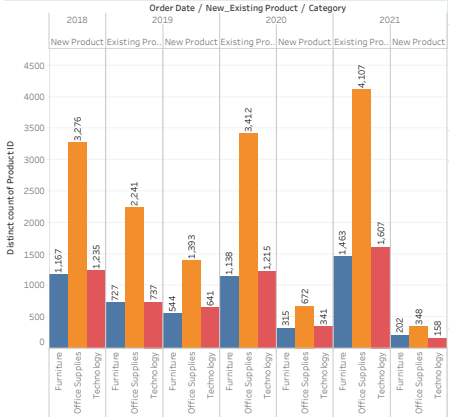


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Product Analysis

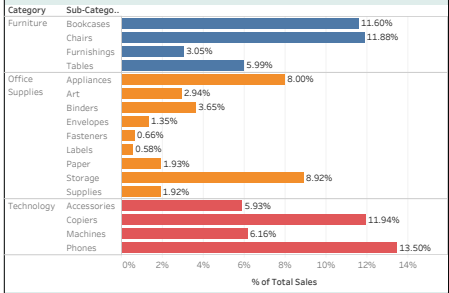
New & Existing Product Analysis



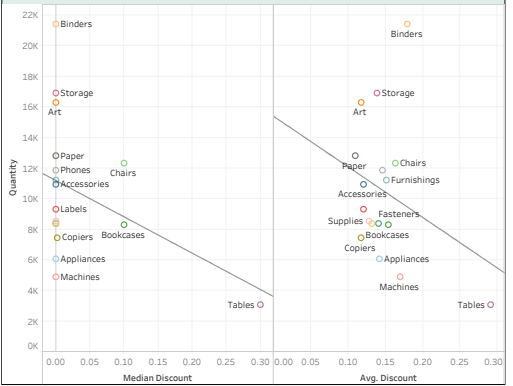
Most Profitable And Least Profitable Products (Top 10 & Worst 10

Category	Product Name	
Furniture	Sauder Classic Bookcase, Traditional	10,672
	Harbour Creations Executive Leather Armchair, Adjustable	10,427
	Lesro Training Table, Rectangular	-2,581
	Bevis Wood Table, with Bottom Storage	-2,783
	Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	-2,876
	Bevis Computer Table, Fully Assembled	-3,510
	Bevis Round Table, Adjustable Height	-3,650
Office Supplies	Hoover Stove, Red	11,808
	Rogers Lockers, Blue	-2,893
Technology	Canon imageCLASS 2200 Advanced Copier	25,200
	Cisco Smart Phone, Full Size	17,239
	Motorola Smart Phone, Full Size	17,027
	Nokia Smart Phone, Full Size	9,938
	Cisco Smart Phone, with Caller ID	9,787
	Nokia Smart Phone, with Caller ID	9,465
	Belkin Router, USB	8,955
	Cubify CubEX 3D Printer Triple Head Print	-3,840
	Motorola Smart Phone, Cordless	-4,447
	Lexmark MX611dhe Monochrome Laser Printer	-4,590
Cubify CubEX 3D Printer Double Head Print	-8,880	

Categorical Contribution To Sale



Relationship Between Quantity Sold And Discount Given



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