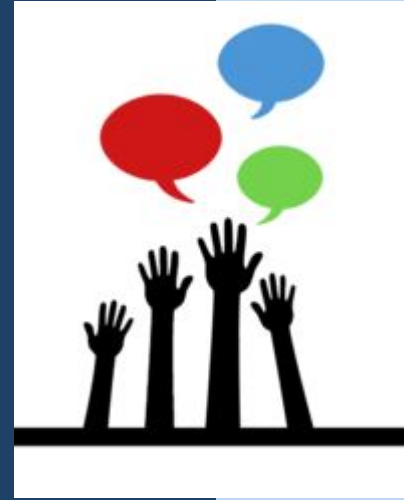


The Sparks Foundation

**Data Science and Business Analytics
Internship**

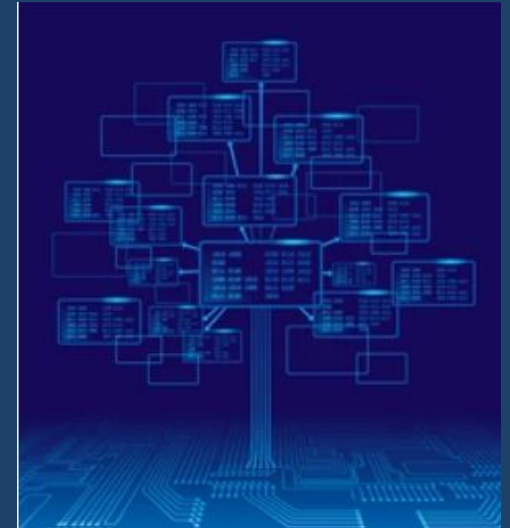


Intern: Ameni Daalouch

TASK 3

Exploratory Data Analysis on Superstore

Used tool: Power BI



General observations



Total sales: 2,297,200.86\$

Total Cost of Good Sales: 2,010,803.84\$

Total of profit: 286,397.02\$

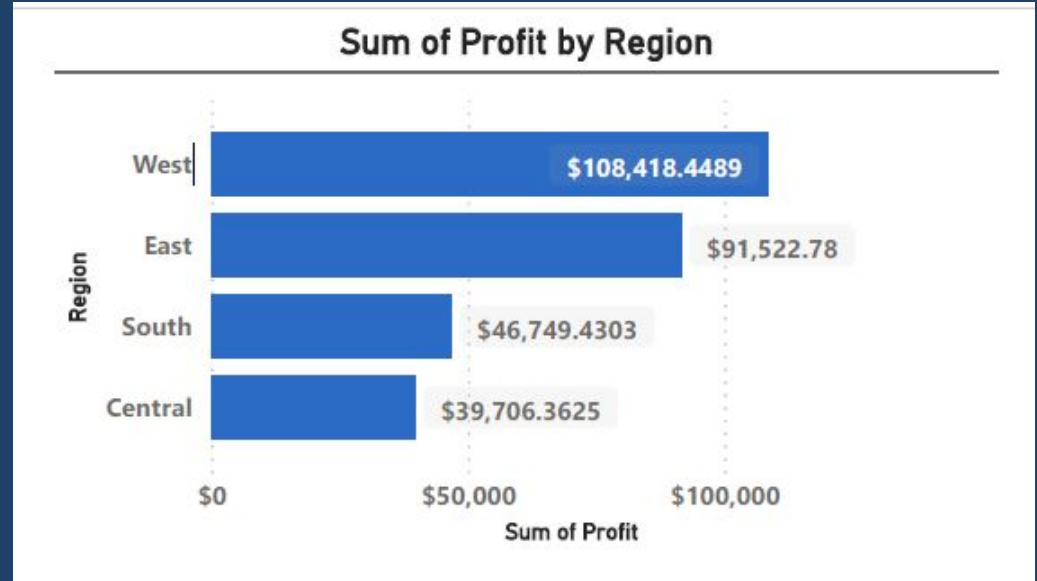
The business overall is profitable.



Weak area

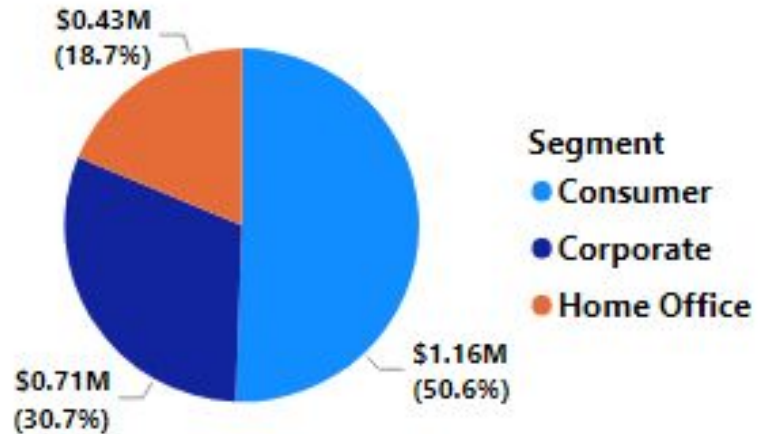
We can conclude that the sales in the west region is the highest.

The weakest area are the south and central where the profit is 46749\$ and 39706\$ respectively.

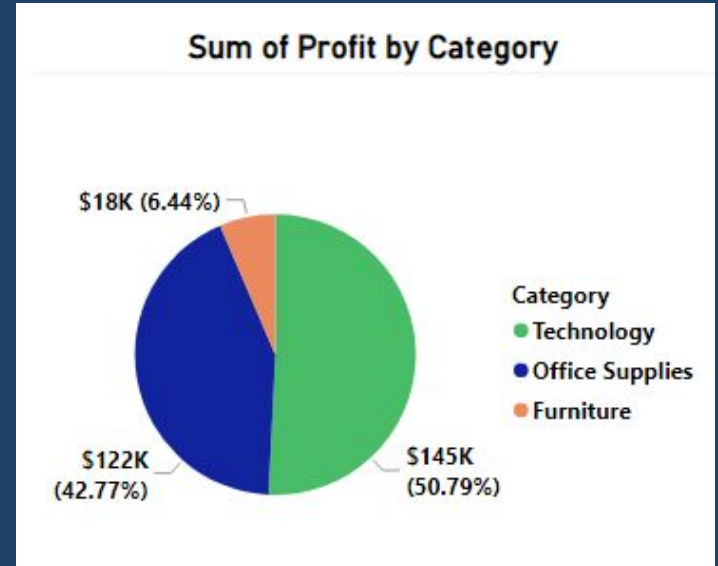


We can determine that the consumer statements are more than the half of the pie (50.6%) by having the highest sales (1,161,401\$)

Sum of Sales by Segment

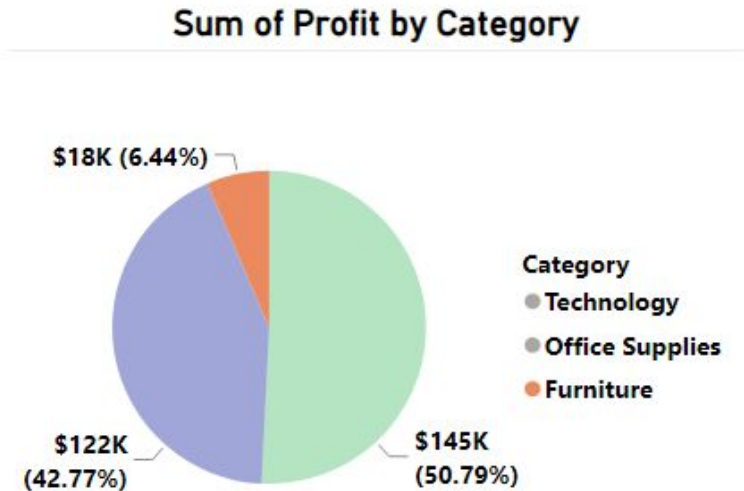
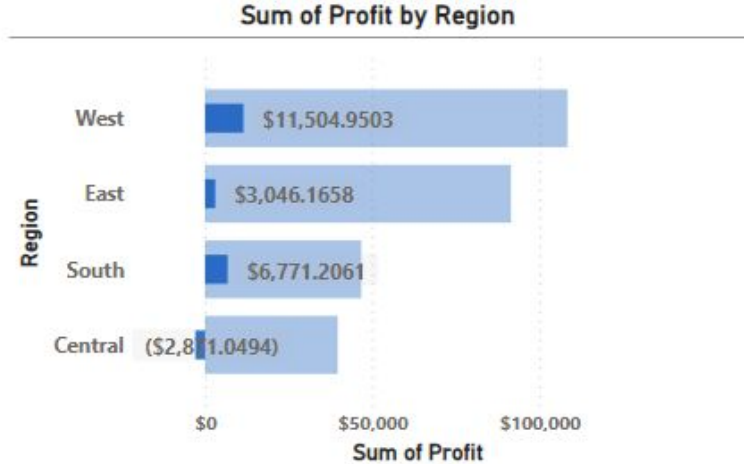


We can conclude that the technological products are the most sources of profit(50.79%), followed the office supplies(42.77%). Then we have furniture with a very low percentage of profit(6%).



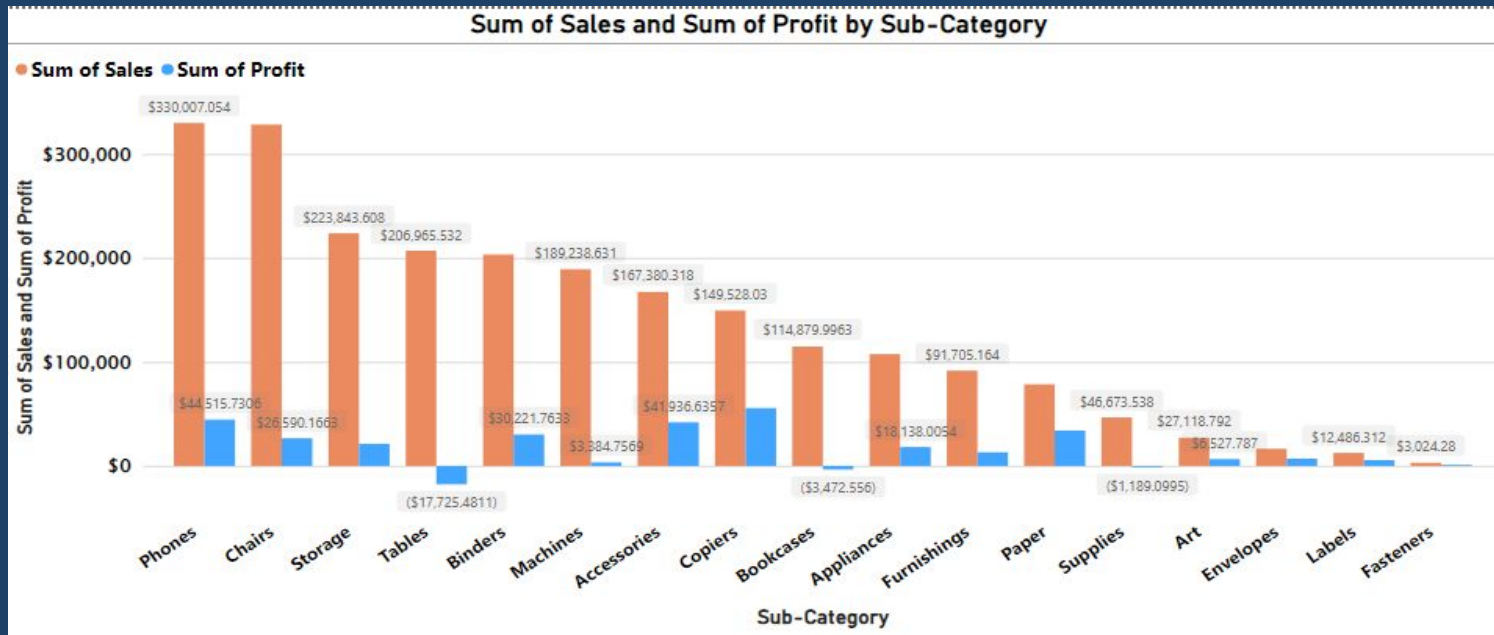
• The furniture category has a loss of 18,451.27\$.

We can conclude from these two charts that the losses come from the central Region.



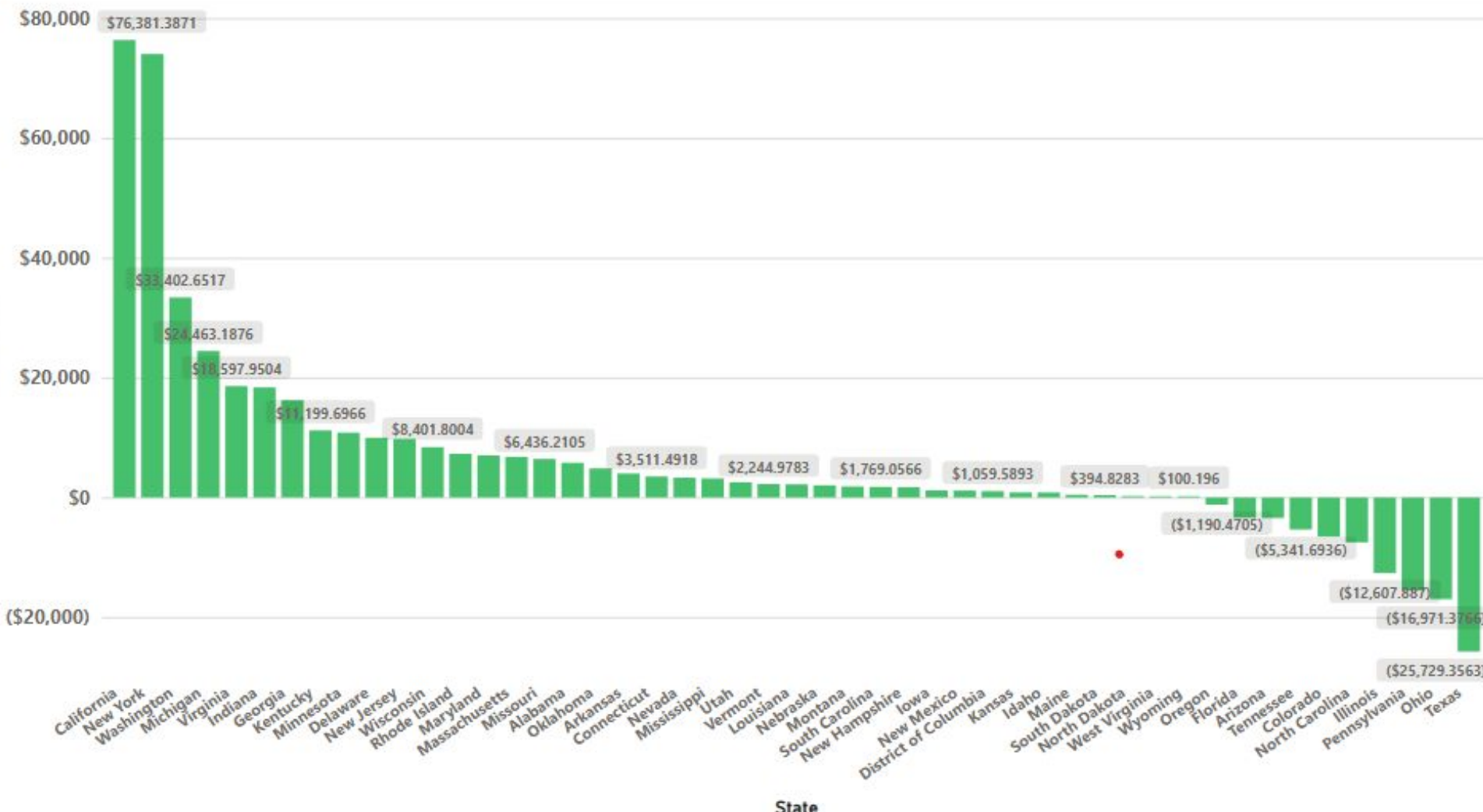
We can observe here that the most profitable products are respectively phones and Chairs.

So, we can conclude that phones and chairs are the top products purchased by consumers.



Sum of Profit by State

Sum of Profit






We can interpret from the previous chart that the top states with the highest profit are California and new york with a profit respectively of 76,381.38\$ and 74,038.55\$. These two states are respectively in the top 2 profitable regions : West and East.


We can clearly observe that the top states are bringing the most profitable products.



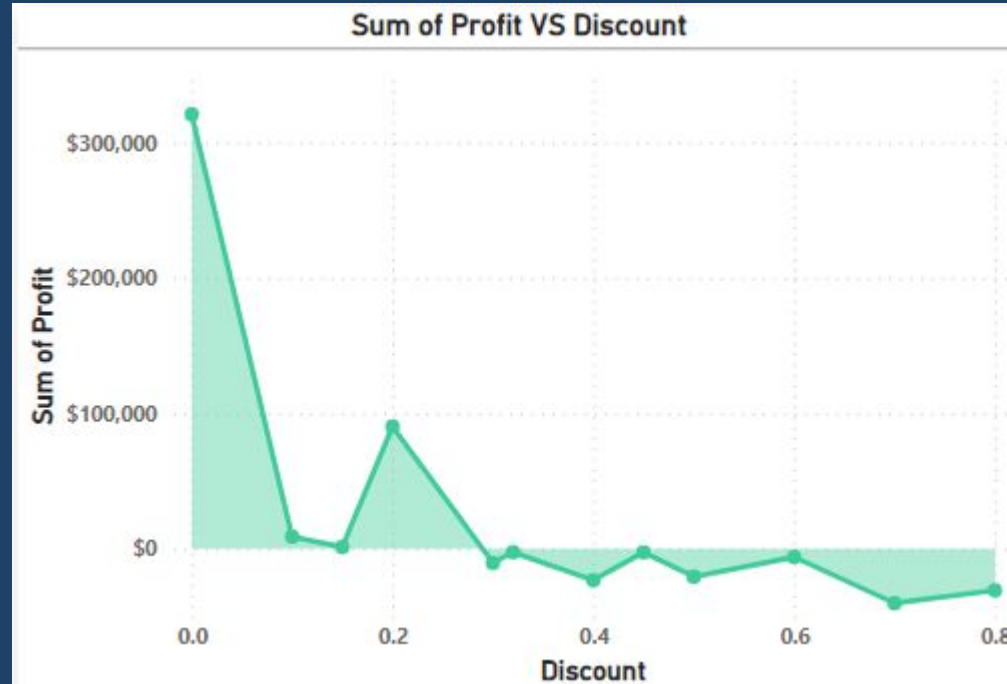


Then we have Texas which has a negative profit by $-(25,729.36\$)$ and located in the Central Region.

Ohio, Pennsylvania, Illinois, North Carolina, Colorado, Tennessee, Arizona, Florida, and Oregon are also the least states with negative profits.



We can observe here that when the profit is high the discount is low and vice versa.




Suggestions

An abstract graphic on the left side of the slide, featuring several thin white lines and dots on a light blue background. The lines are of varying lengths and orientations, some connecting dots, creating a sense of movement or a network.

Increase Brand awareness.

Make promo offers and introducing new products.

Do Market Research about the quality and the type of products needed in every region to increase the efficiency and the profitability of the business.

An abstract graphic on the bottom right side of the slide, featuring several thin white lines and dots on a dark blue background. The lines are of varying lengths and orientations, some connecting dots, creating a sense of movement or a network.

Suggestions

An abstract graphic in the bottom left corner of the light blue section, consisting of several thin black lines and small dots arranged in a geometric, somewhat circuit-like pattern.Three small white dots arranged in a diagonal line in the top right corner of the dark blue section.

Combine a highly profitable product with a low profitable one in order to increase the sales of the business.

For example the business can combine the chairs(high profit) and tables together(low profit).

An abstract graphic in the bottom right corner of the dark blue section, featuring thin white lines, dots, and a small circle, resembling a circuit or network diagram.

Thanks!

