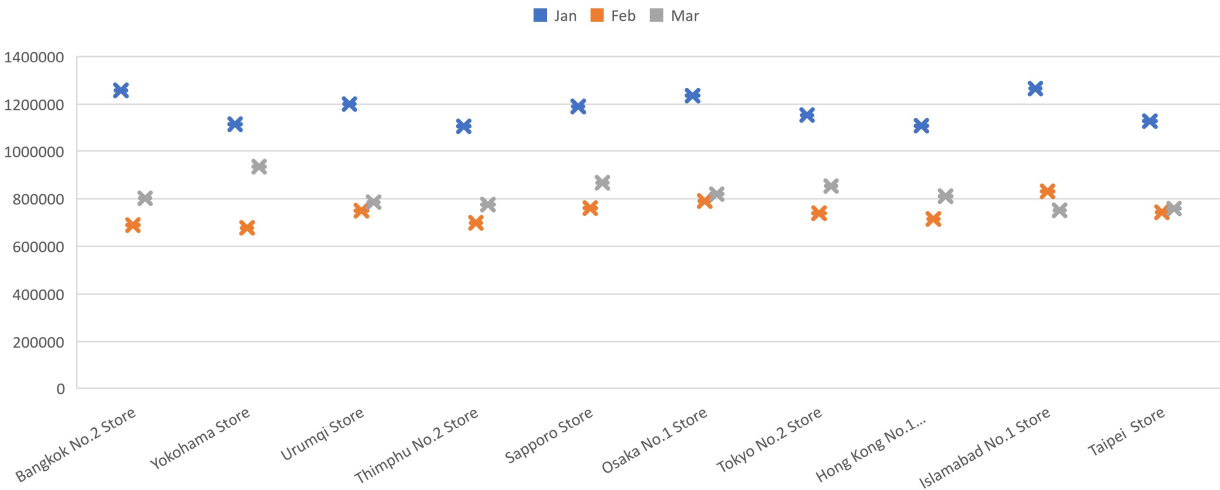


I received sales data for Contoso during January, February, and March. In this report, I will try to explain some outputs of this data via some graphs and create an overview of the data. In the table below, we can observe EDA (Exploratory Data Analysis).I checked the company's data and the following results were obtained.

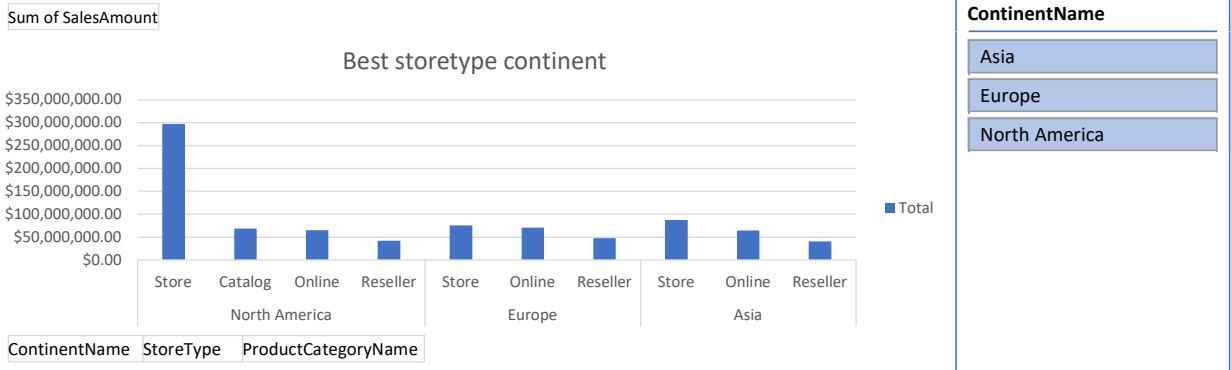
Row Labels	Percent of Stores Number in RegionCountryName	Count of StoreName	Sum of EmployeeCount	Sum of SalesAmount
Asia	20.92%	52,429	2,053,854	191,985,748
Europe	19.41%	48,626	1,057,374	193,917,198
North America	59.67%	149,512	11,228,409	472,471,055
Grand Total	100.00%	250,567	14,339,637	858,374,002

There are some Contoso stores in the data set whose sales are getting worse and worse every month.  
*Contoso Islamabad No.1 Store* lost the most percentage of sales in February compared to January, and the sales worsened during March.  
Moreover, the dollar amount of sales has declined the greatest in this store.

Decreasing sale Q1



On all continents, in-store shopping is the greatest type, but there is a big difference in North America. In Europe, Asia, and North America, the level is the same for other retail kinds like catalogs, the internet, and resellers.



ContinentName
Asia
Europe
North America

The percentage of each continent's sales is displayed in this pie chart.  
North America accounts for more over 55% of global revenue, with Asia and Europe following closely behind.  
This graphic can be filtered by product category, and the results in each category follow the results of the worldwide results.

Sum of SalesAmount

Best sell continent &Product Category

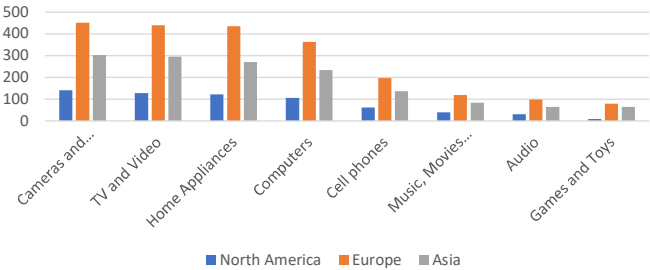


ProductCategory...

- Audio
- Cameras and camcorders
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies and Audi...
- TV and Video

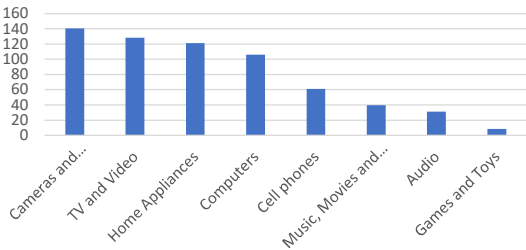
I create a report detailing the amount of sales earned per employee at stores based on the product category in order to manage resources, particularly human resources.  
The category of cameras and camcorders generates the highest revenue for the company per employee, while games and toys generate the least.  
Thus, I believe that the business should reassess its sales strategy, particularly in North America, and employ cutting-edge sales

Sell per Employee on Product Category



Average of sell per employee

Sell per Employee on Product Category



ProductCategoryNameContinentName ProductSubcategoryName