

# Exploratory Data Analysis - Retail (TASK 3)

File created on: 7/19/2022 7:39:45 PM

.....

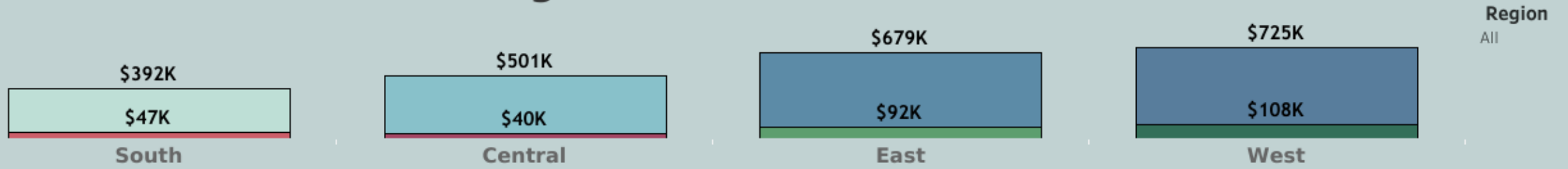
EXPLORATORY DATA ANALYSIS - RETAIL

Sales\_and Profit Analysis

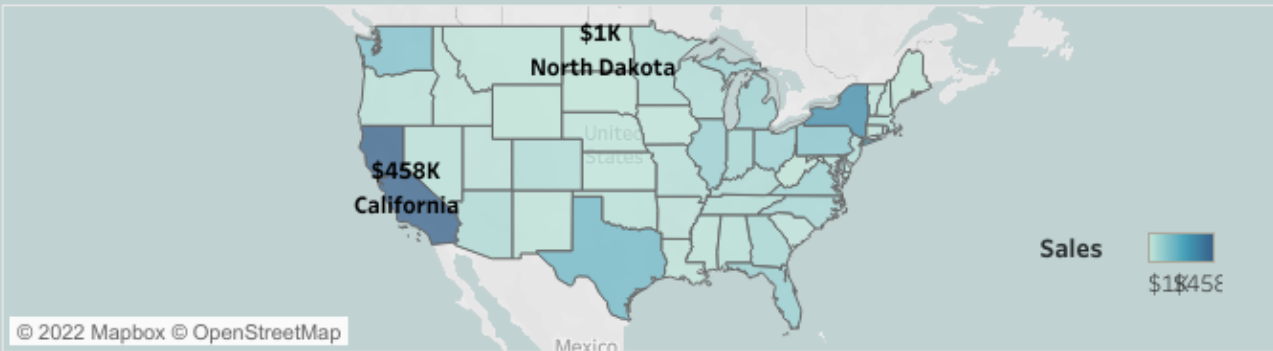
**GRIP - The Sparks Foundation**

**By  
Anshima Singh Pal**

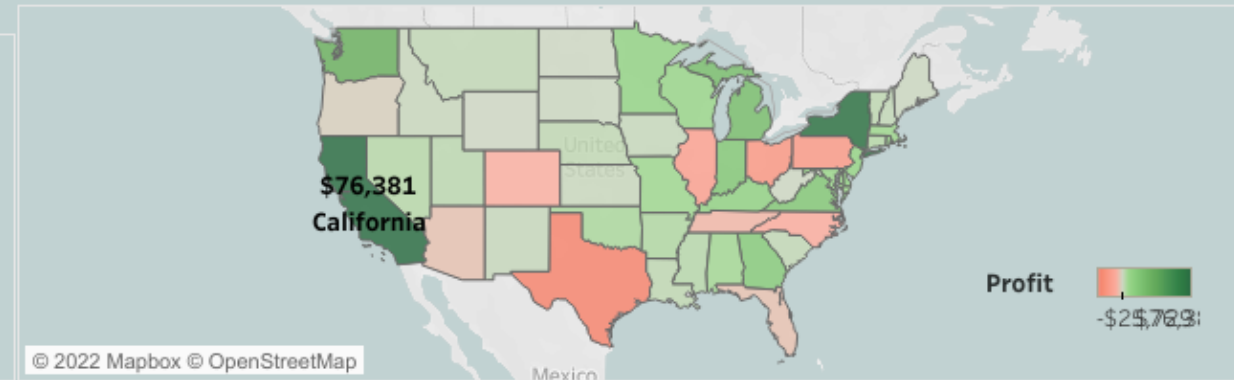
## Region wise Sales & Profit/Loss



### Region wise Maximum and Minimum Sales



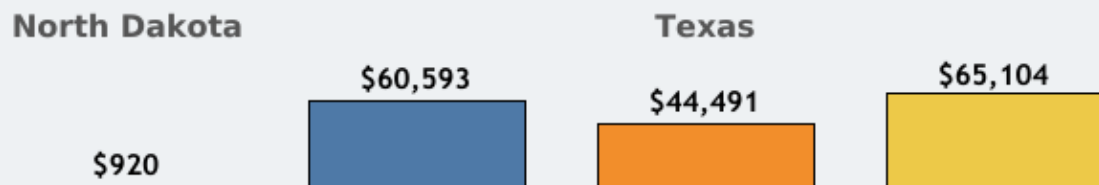
### Region wise Maximum and Minimum Profit/Loss



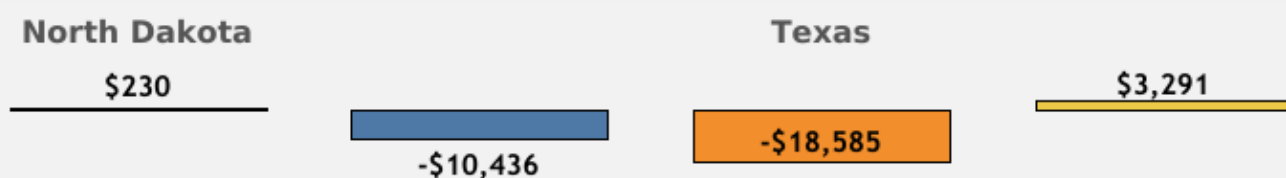
## State wise Category Performance



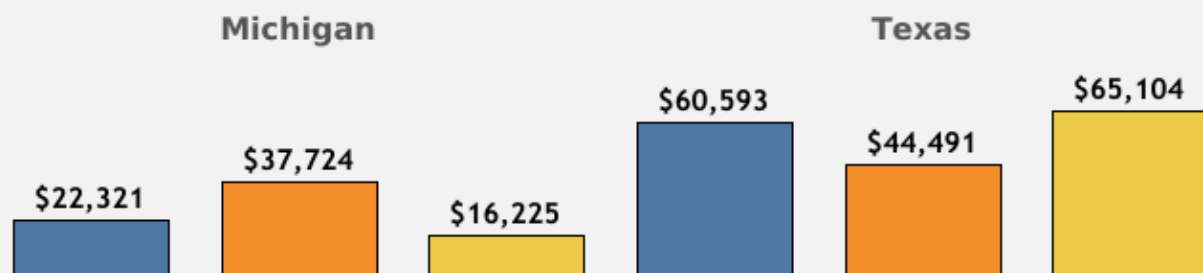
### State with Maximum and Minimum Sales



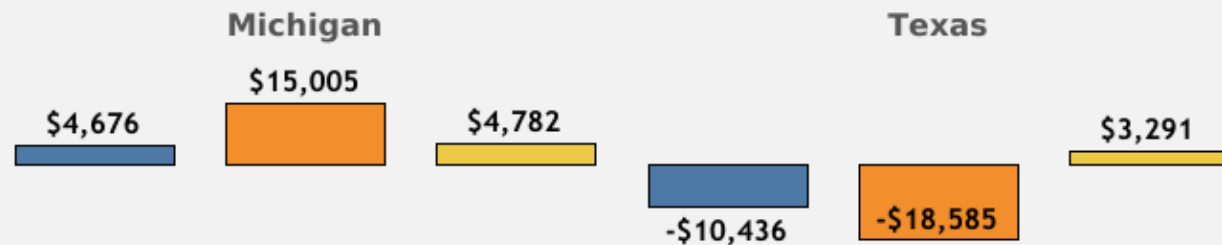
### Profit/Loss of State with Maximum and Minimum Sales



### Sales of State with Maximum and Minimum Profit



### State with Maximum and Minimum Profit/Loss



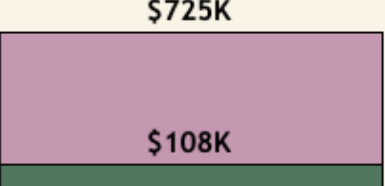
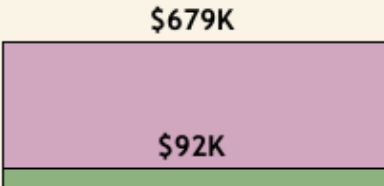
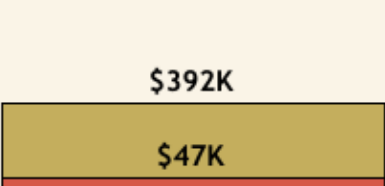
# Region based Sub-Category wise Sales & Profit

Measure  
Sales

Region  
All

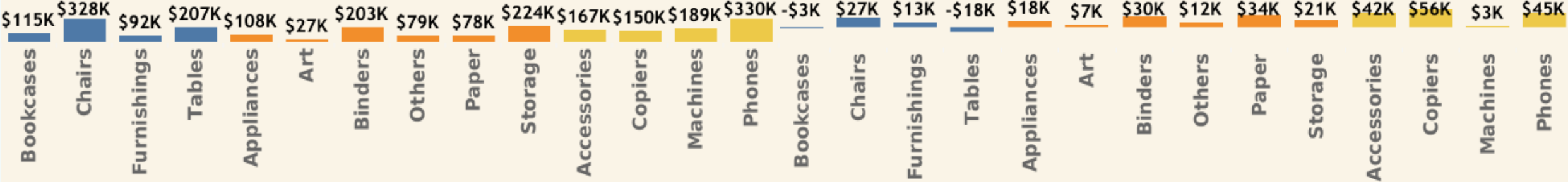
Category

- Furniture
- Office Supplies
- Technology



## Sub-Category Wise Sales

## Sub-Category Wise Profit/Loss

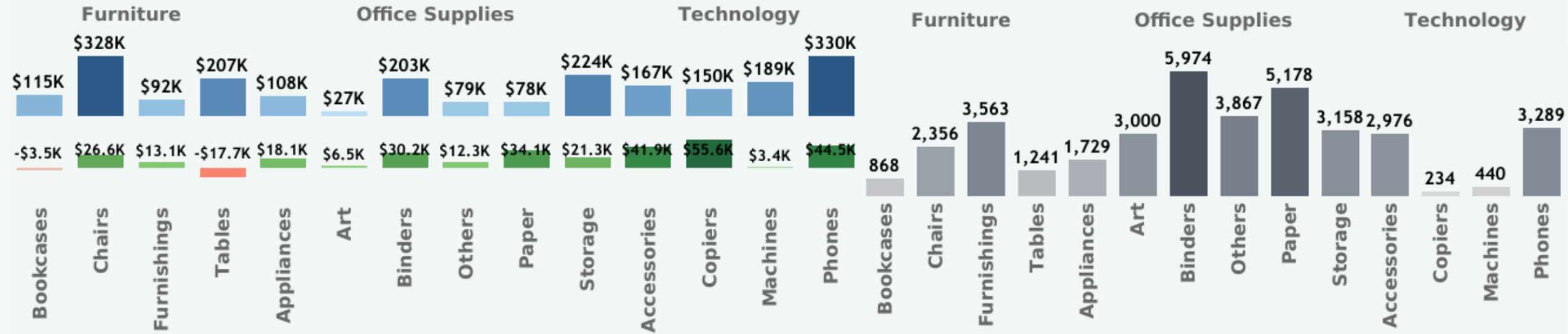


Sales Profit

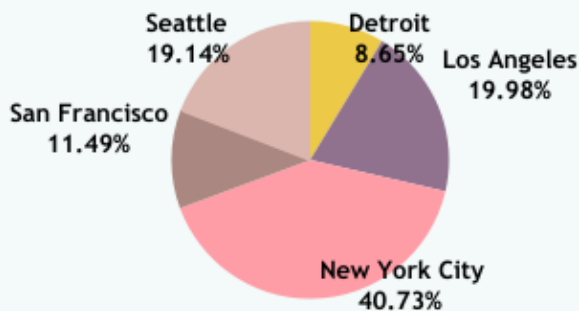
Quantity Region

Sales & Profit/Loss based on Category

Quantity based on Category

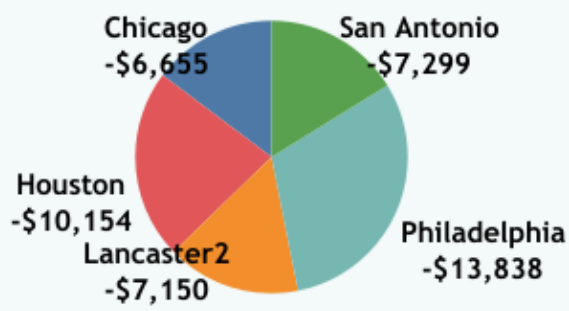


Top 5 Cities based on Profit



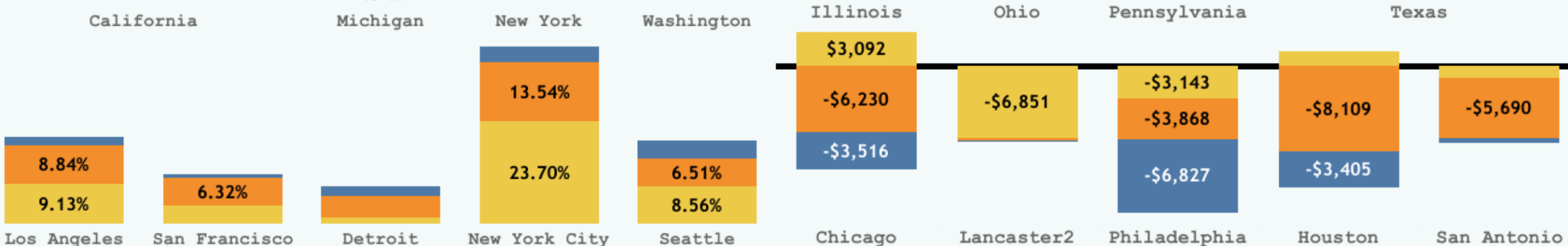
City based Analysis

Top 5 Cities based on Loss



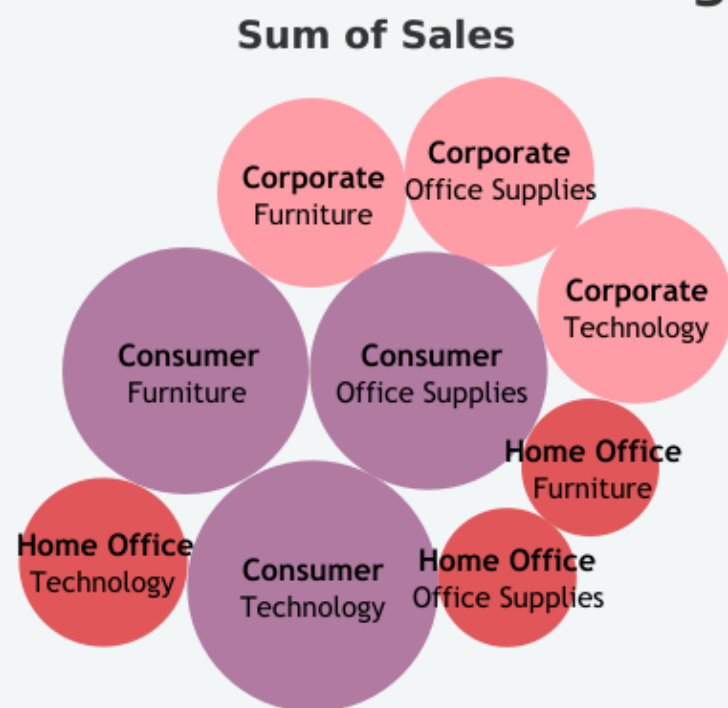
Region  
All

Category  
Furniture  
Office Supplies  
Technology



Segment

Consumer  
Corporate  
Home Office



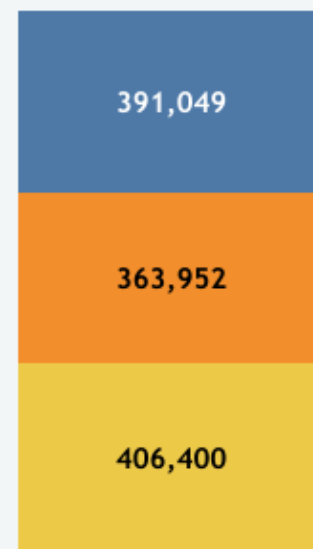
## Segment based Analysis

Aggregat..  
**Sum of Sales**

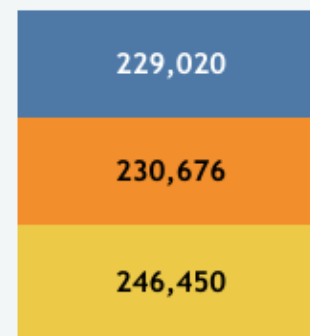
Measure  
Sum  
Average  
Sales  
Profit

Category

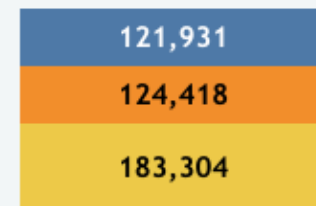
Furniture  
Office Supplies  
Technology



Consumer



Corporate



Home Office



# Insights

1. **Profit** in **South & Central** is **less** compared to the East & West Region.
2. **California** has the **highest Sales** and **Profit** where **Office Supplies** has earned the Maximum Profit of **\$37,748** against the sales value of **\$1,42,352**.
3. **Texas** has faced **huge Losses** in **Office Supplies** followed by **Furniture** category.
4. We can **increase** the **quantity** of **Copiers, Phones & Accessories** to **increase** the profit.

..



THANK YOU FOR YOUR PATIENCE