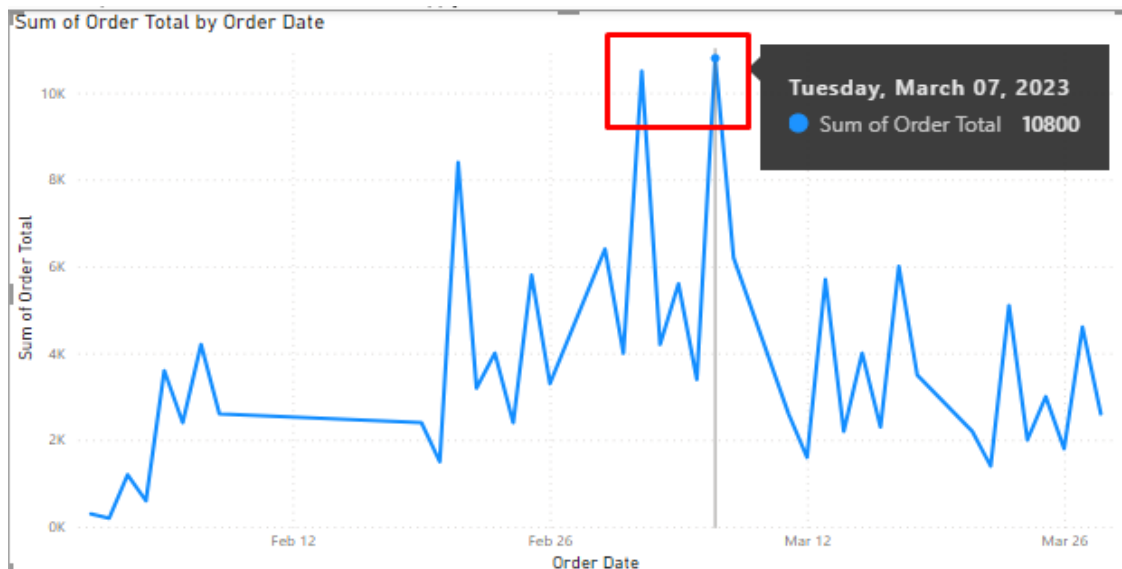


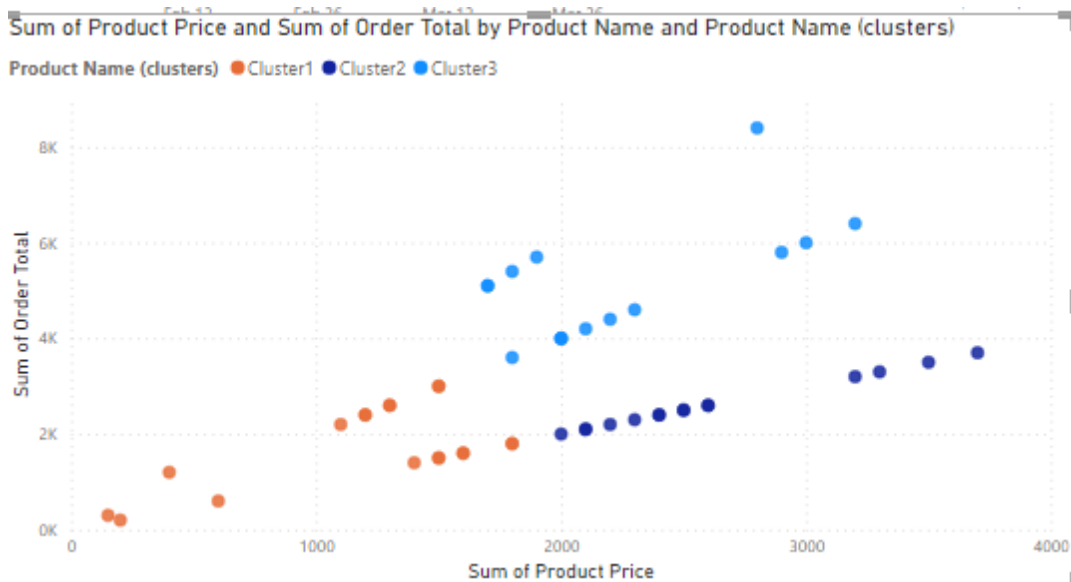
Study Case: Explaining The increase:

Today's tasks are to explain unexpected increases in sales totals, identify the contributing factors behind them and provide insights on the reasons for these increases.

- Identify the two big sales spikes:



- Create a new group using clustering techniques on the dataset to know to which cluster our target belongs.



- The day with the most sales: was 7th of Mars. Using the Explain the increase tool of the analyze feature I found out that some specific fields influence the most on the sales spike for that day. **Product Size, Product Category, Product Cluster, Payment Method, and Location** had the highest sales spike for that day.
- For 3rd of March the positive elements that also appear on this day. **Product Size, Product Category, and Product Cluster** seem to contribute to the spike in sales on this day.
- The three most important factors for the increase and provide positive feedback on them. These would be **Product Category, Product Size, and Product Name** (clusters).
- Conclusion:

