BAT Assignment 03
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19K-1343 (Awais 8A)
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Problem Formulation:

Q1: What is Average basket size in dollars of both device and purchase channel?
Q2: What is the average basket size in units for every device?
Q3: Which year has the most percentage of basket size in dollars for each purchase channel?
Q4: How sales vary w.r.t year for every device?
Q5: Which purchase channel customers mostly use?
Q6: Which device is the most popular in terms of sales along with basket size in units?
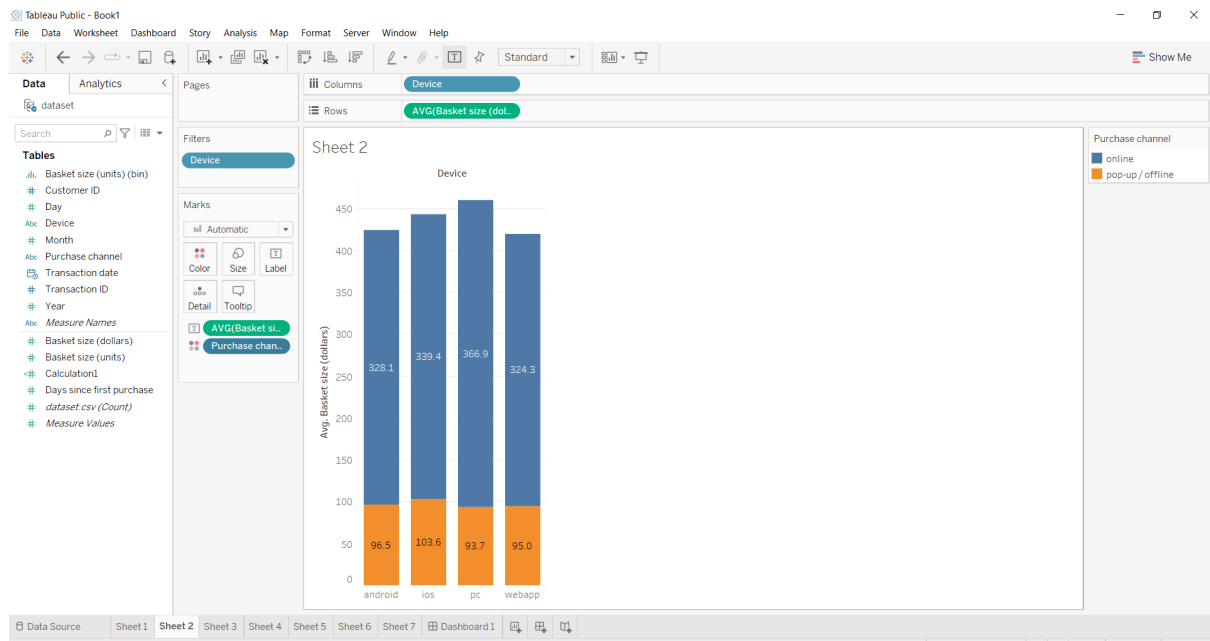
Data Processing:
Notebook link for data cleaning:
https://drive.google.com/file/d/1tA6ZjXTjDzNWH9jAXsvsyPU_smOTummn/view?usp=sharing

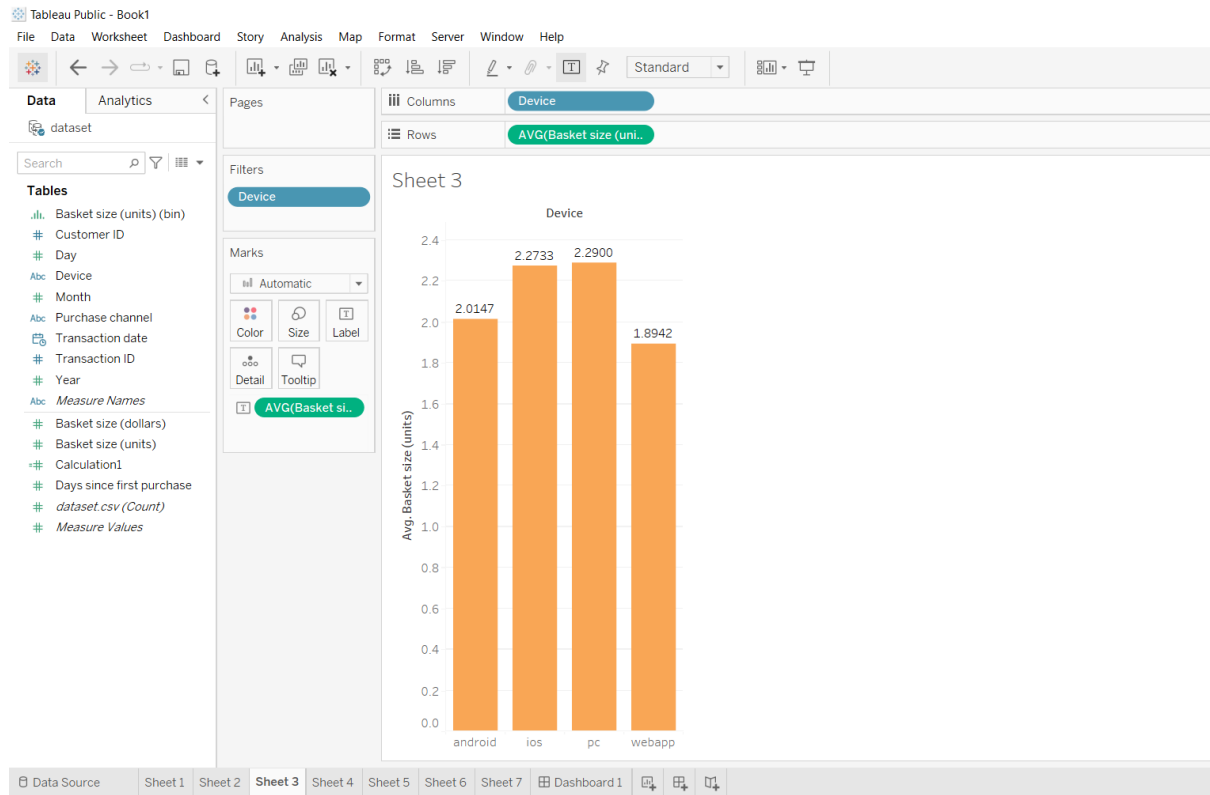**Data to information/knowledge transformation:**

Q1: What is Average basket size in dollars for both the device and purchase channel?

Ans: For devices, PC has the most average size in dollars and for purchase channel, online channel has the most average size
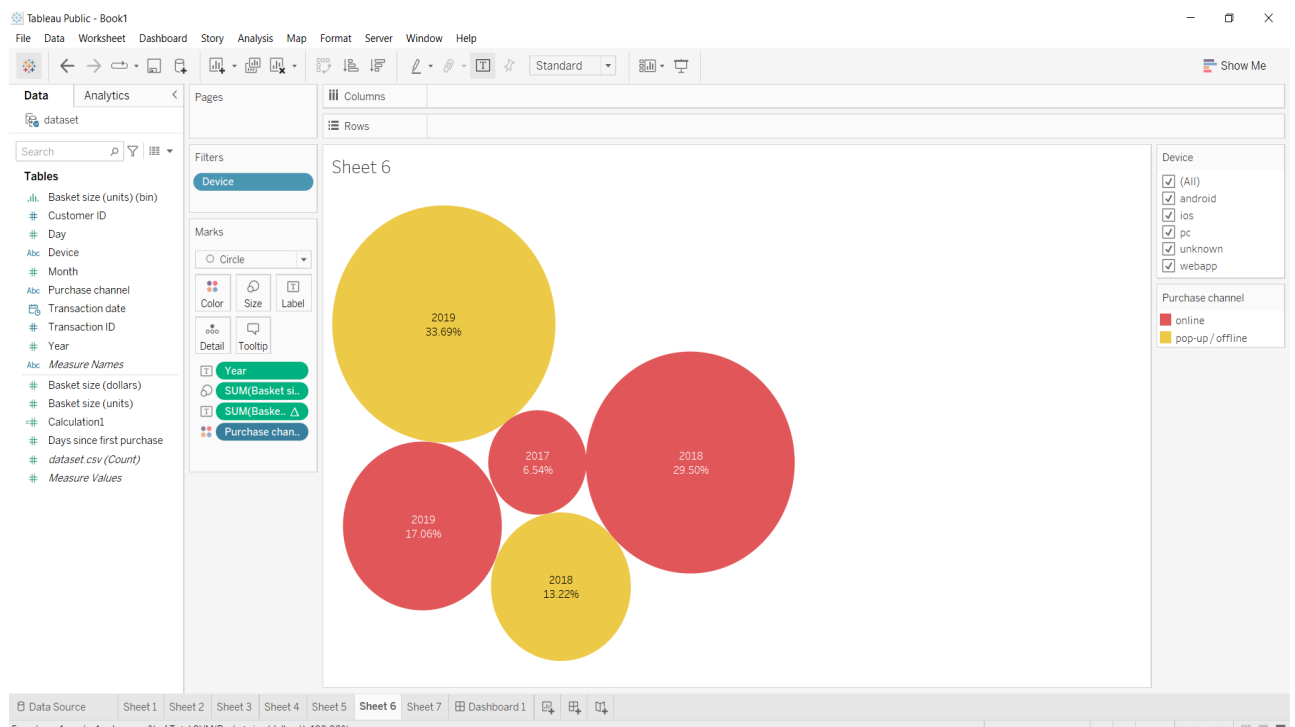
Q2: What is the average basket size in units for every device?

Ans: We can see average basket size in units for every device in the below barchart, we see PC has the most average basket size in units.
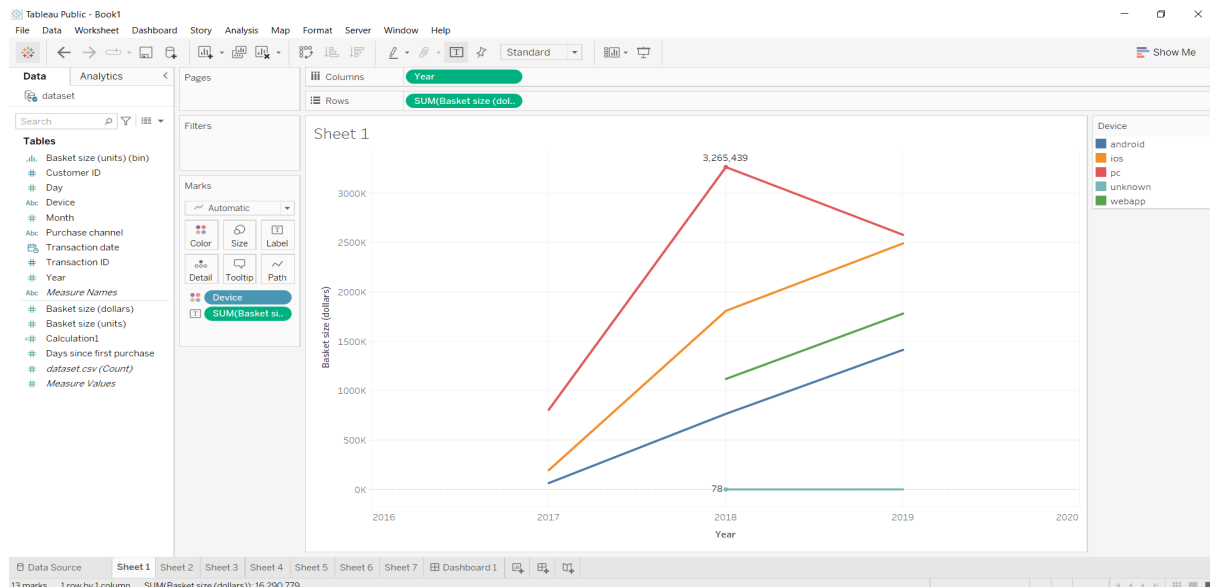
Q3: Which year has the most percentage of basket size in dollars for each purchase channel?

Ans: Below chart shows the sales in percent. We have used a filter for devices which can show us percentages for selected devices. We can see in 2019 most sales occurred offline. And for 2018 most of the sales occurred online.
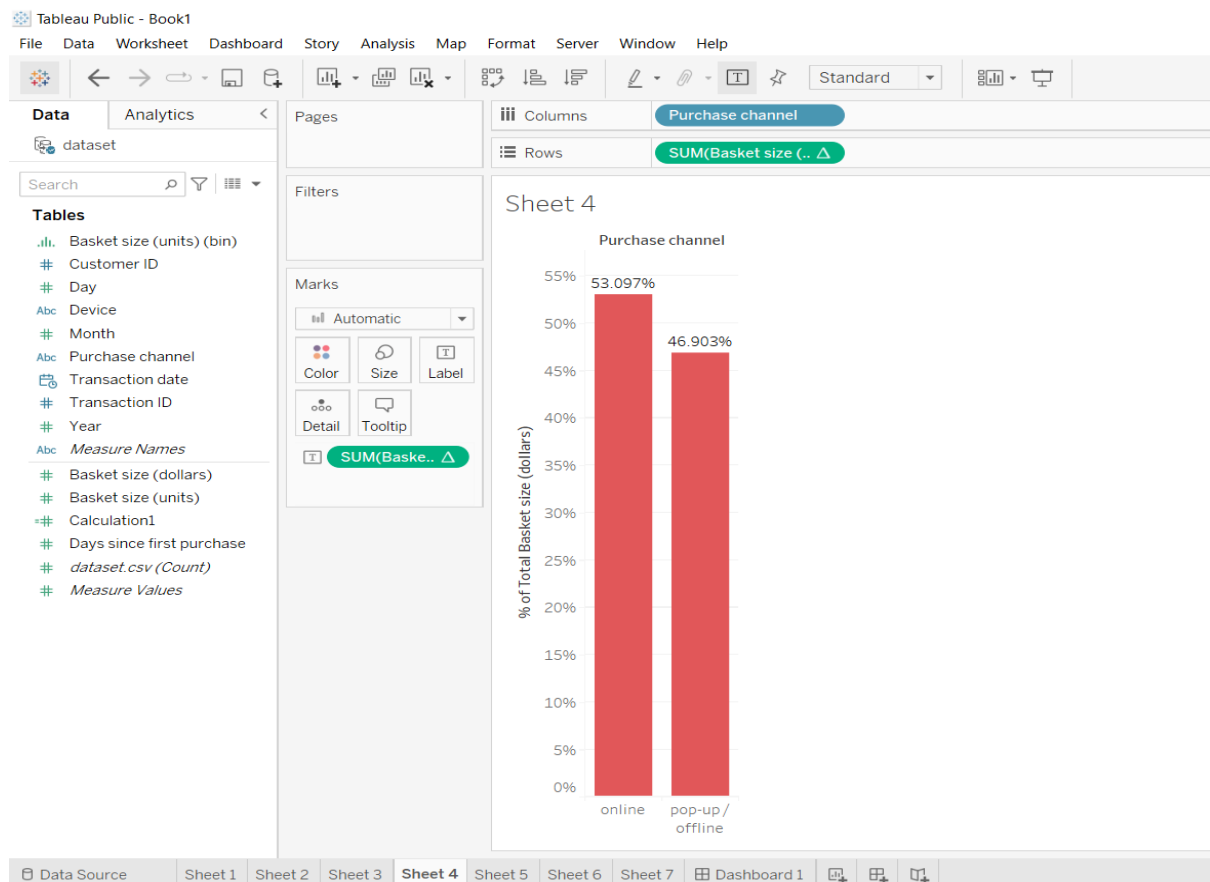

Q4: How sales vary w.r.t year for every device?

Ans: We can see sales with PC initially has the rapid increase but after 2018 it has been decreased, for ios device sales increased linearly and in 2018 it has slightly decreased but then suddenly increased, for android it has been linearly increasing.
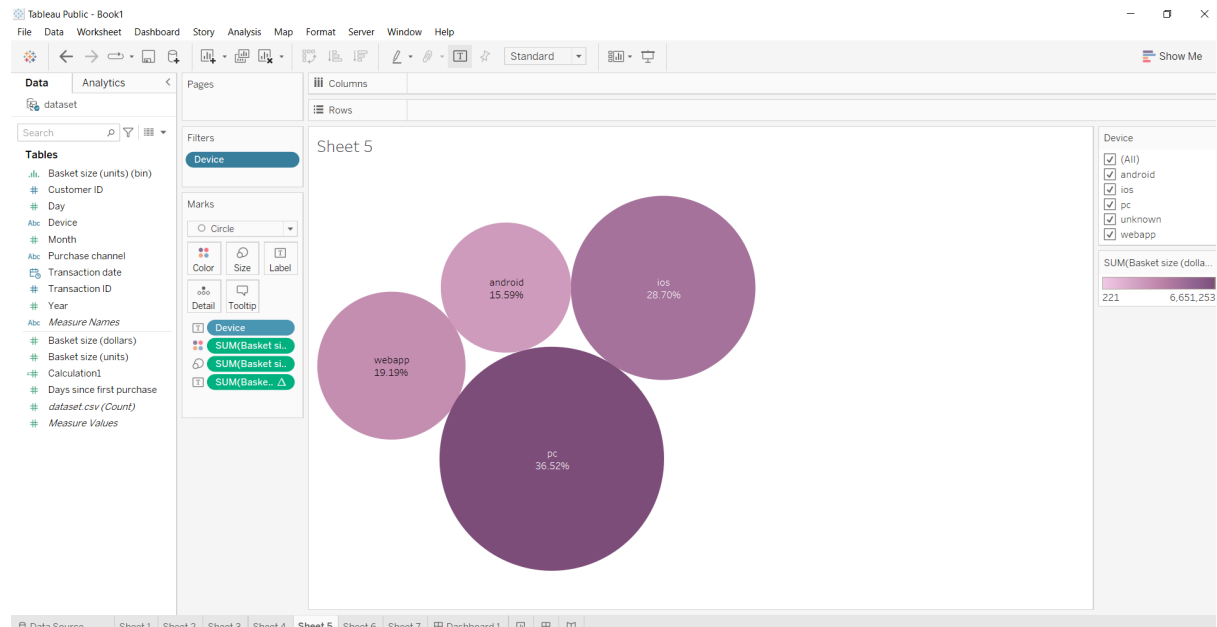
Q5: Which purchase channel customers mostly use?

Ans: Most of the time the purchase channel used by customers is the online channel which has the percentage of 53.097 and offline has the percentage of 46.903.

Q6: Which device is the most popular in terms of sales along with basket size in units?

Ans: PC is the most popular with 36.52 percent of basket size in units and with most sales. Ios is on the second number with 28.70 percent of basket size in units, then comes webapp with 19.19 percent and at last android.

Dashboard:
https://public.tableau.com/app/profile/muhammad.sameer.baloch/viz/BATASSIGN03/Dashboard1?publish=yes