

Sample Superstore

- Manoj Deshmukh

226.88K

Profit In Top 5 States

-78.36K

Loss In Bottom 5 States

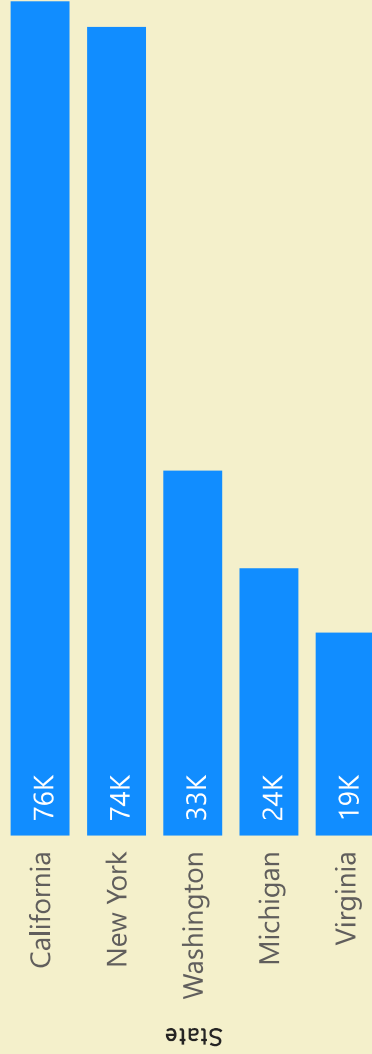
190.12K

Profit In Top 10 Cities

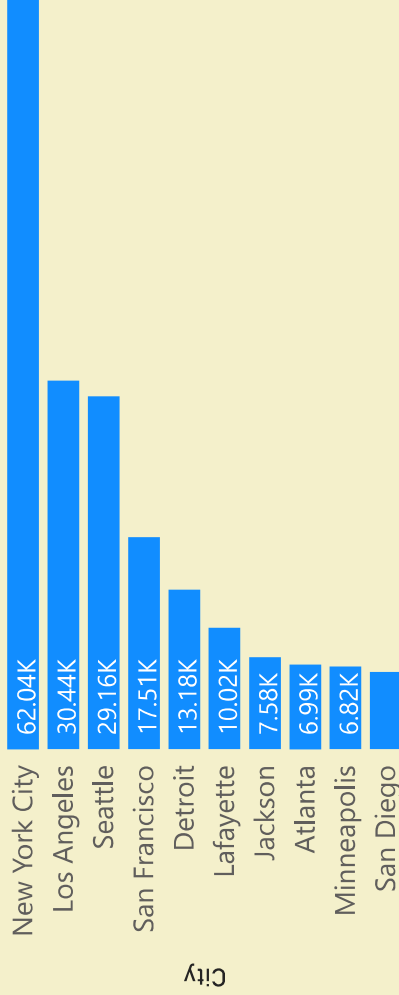
-59.46K

Loss In Bottom 10 Cities

Profit by Top States



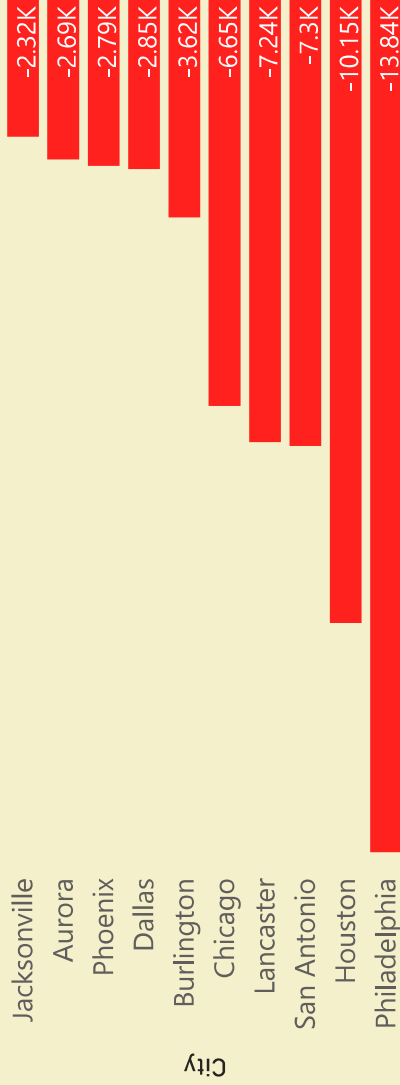
Profit by Top Cities



Loss by Bottom States



Loss By Bottom Cities



Category

> ☐ Furniture

> ☐ Office Supplies

> ☐ Technology

286.40K

Profit

2.30M

Sales

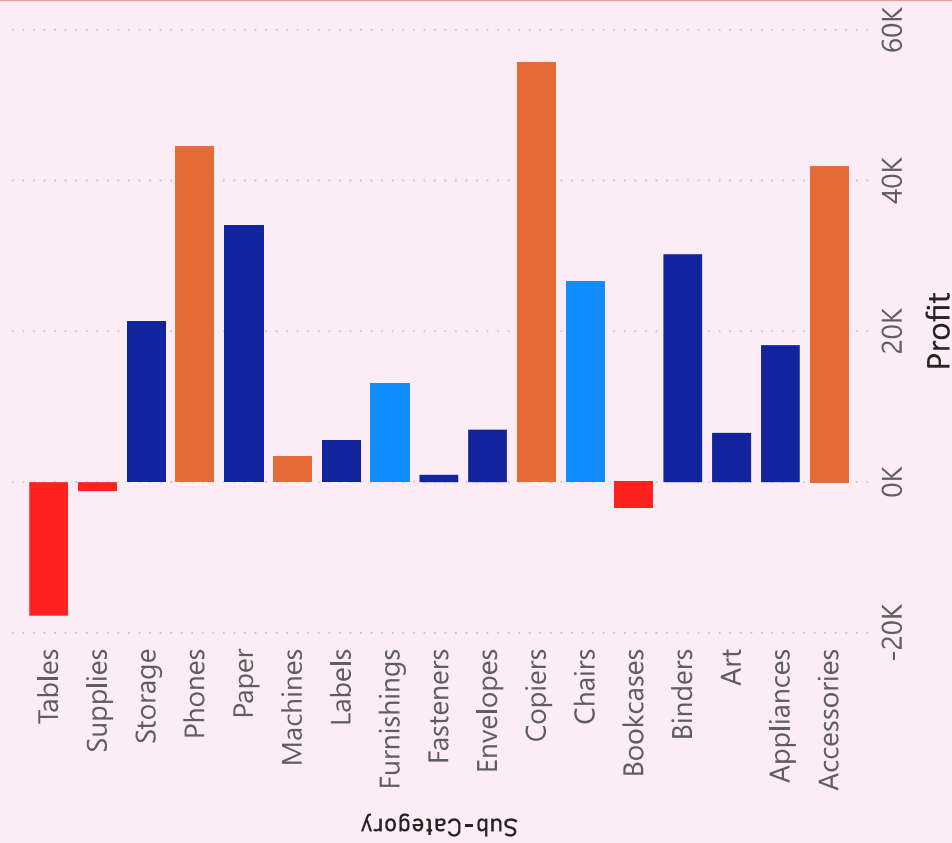
0.16

Average of Discount

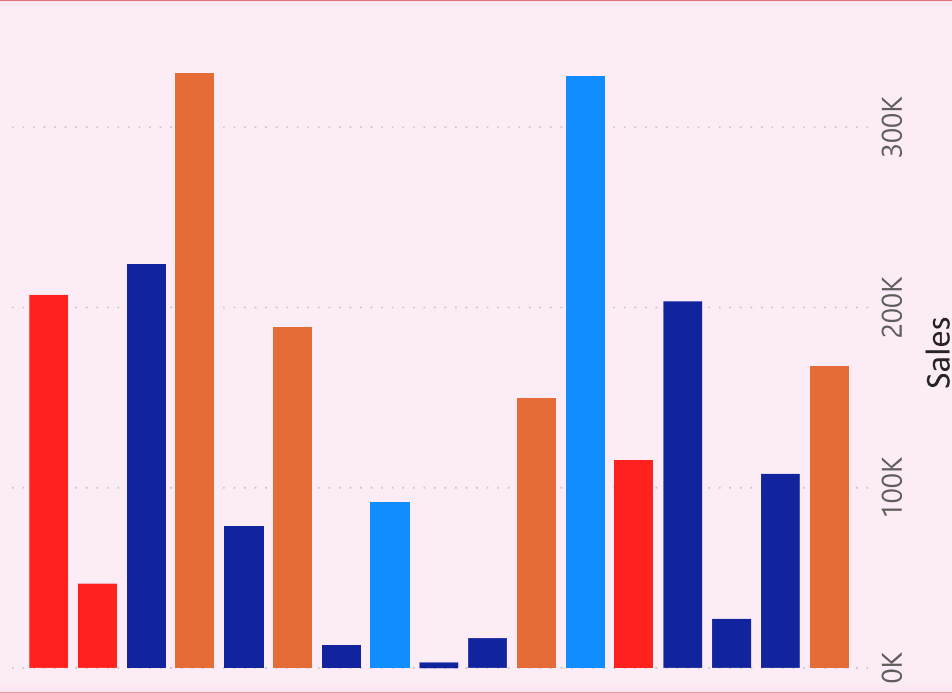
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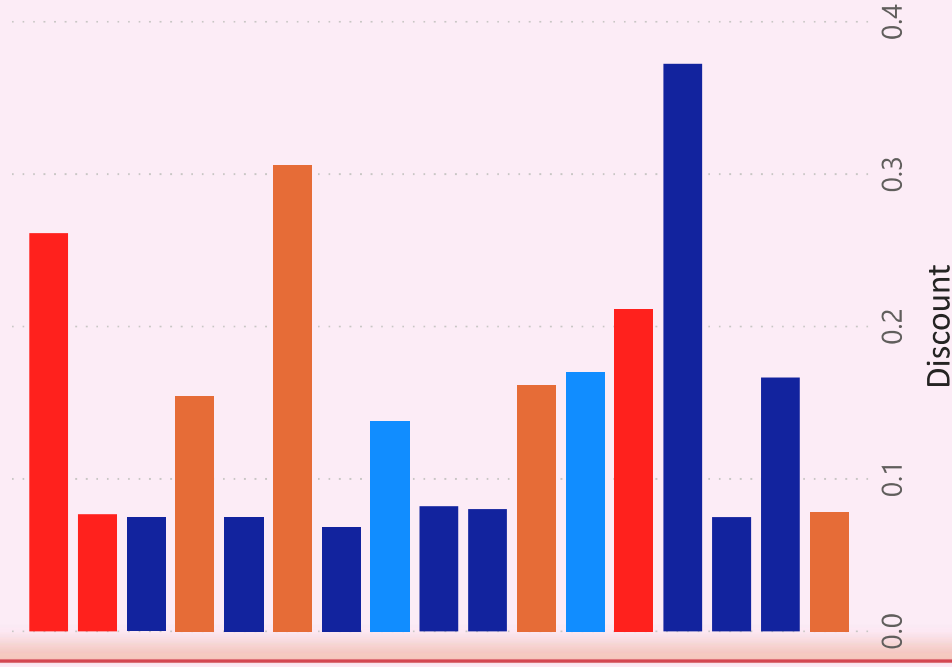
Profit by Sub-Category



Sales by Sub-Category



Discount by Sub-Category



2.30M

Sales

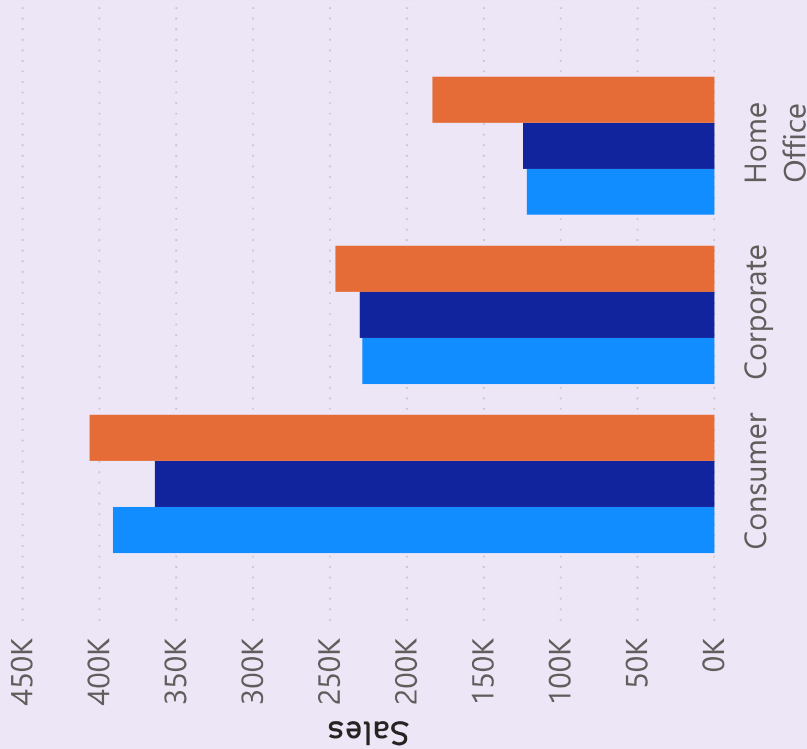
Sample Superstore
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286.40K

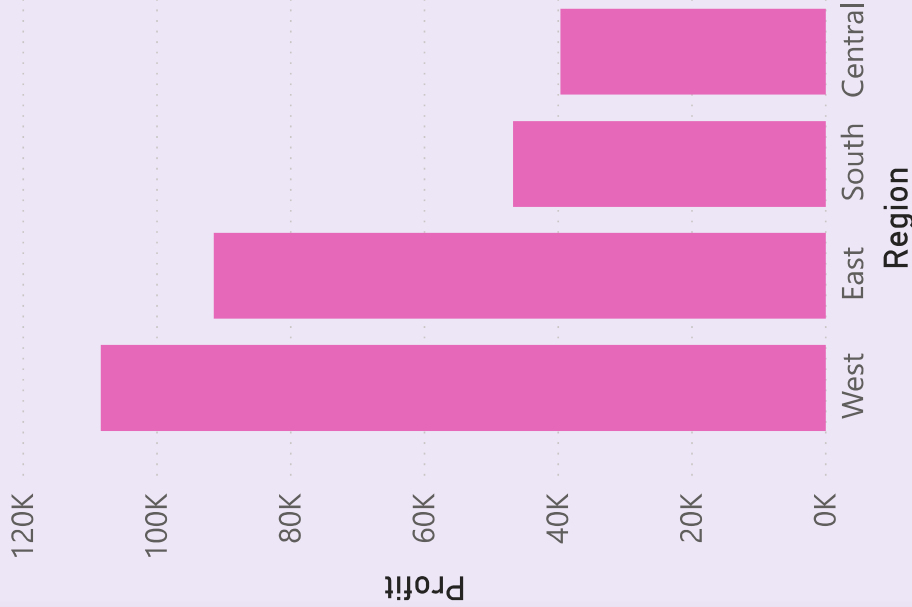
Profit

Sales by Segment

● Furniture ● Office Supplies ● Technology

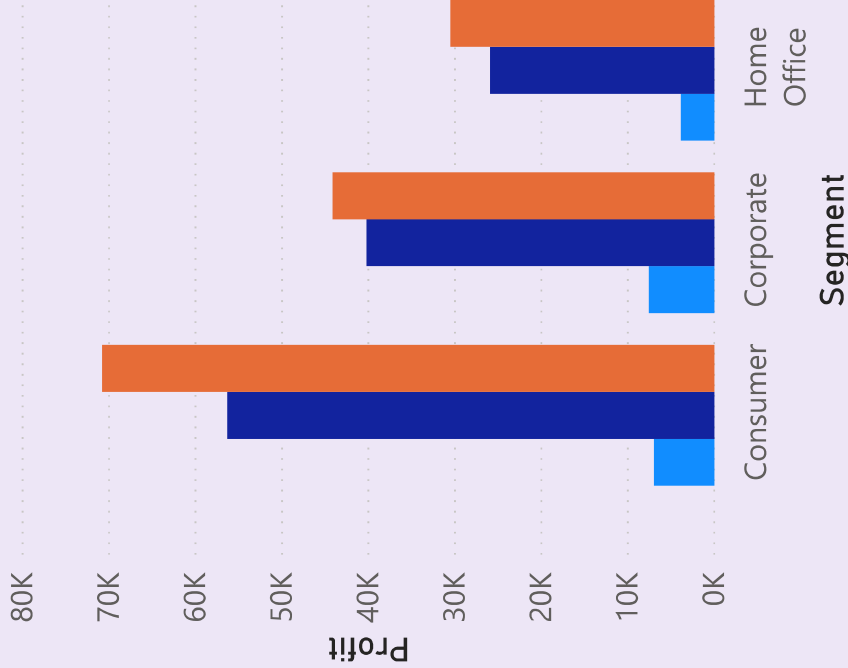


Profit and Sales by Region



Profit by Segment

● Furniture ● Office Supplies ● Technology



Task 5- To explore Business Analytics

- Manoj Deshmukh

INSIGHTS FROM THE DATA SET:

Key Points-

1. Profit earned by top 5 states is almost 80% of the total profit.
2. There are ten states making most of the losses.
3. Half of the total profit is earned by top 5 cities.
4. 20% of the profit is earned by alone New York City.
5. The most of the losses are in furniture category.
6. The Sub-category Tables has around 18K of loss.
7. Technology is the only category without any loss with copiers making most of the profits.
8. Around half profit of the total profit is gained by category technology.
9. Central region has more losses compared to other regions.

Suggestions-

1. Discount to the tables should be reduced as they are making more loss and have more discounts on them compared to other category.
2. Discount on the bookcases also needs to reduce to gain profit from them.
3. Copiers are making most of the profit, but sales of the copiers are low compared to other. So, more copiers need to be promoted more.