

BUSINESS ANALYTICS INTERNSHIP

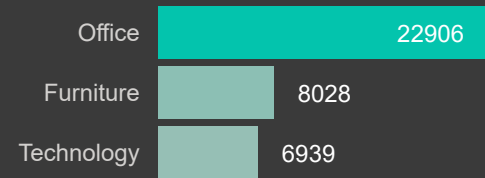
THE SPARKS FOUNDATION

DEVENDRA KANDPAL



RETAIL ANALYSIS

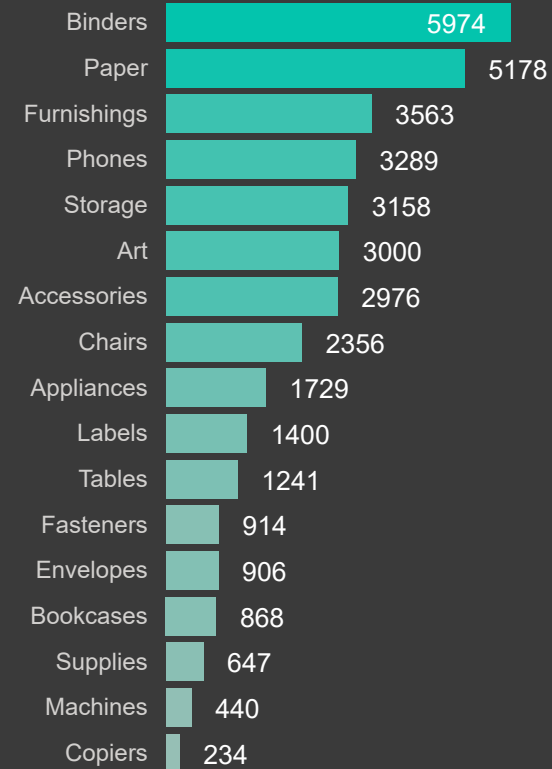
QUANTITY OF PRODUCT SOLD



711.59K

PROFIT

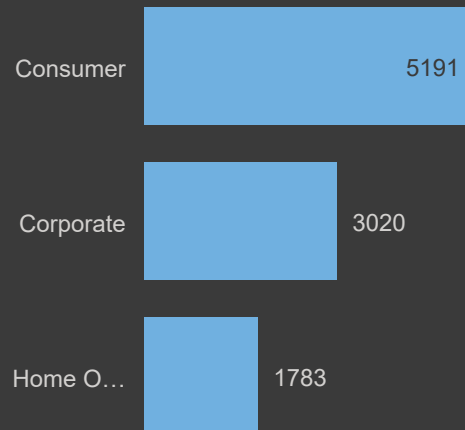
SUB PRODUCT SOLD



13.23%

AVERAGE DISCOUNT

DISTRIBUTION OF SEGMENTS



Select all

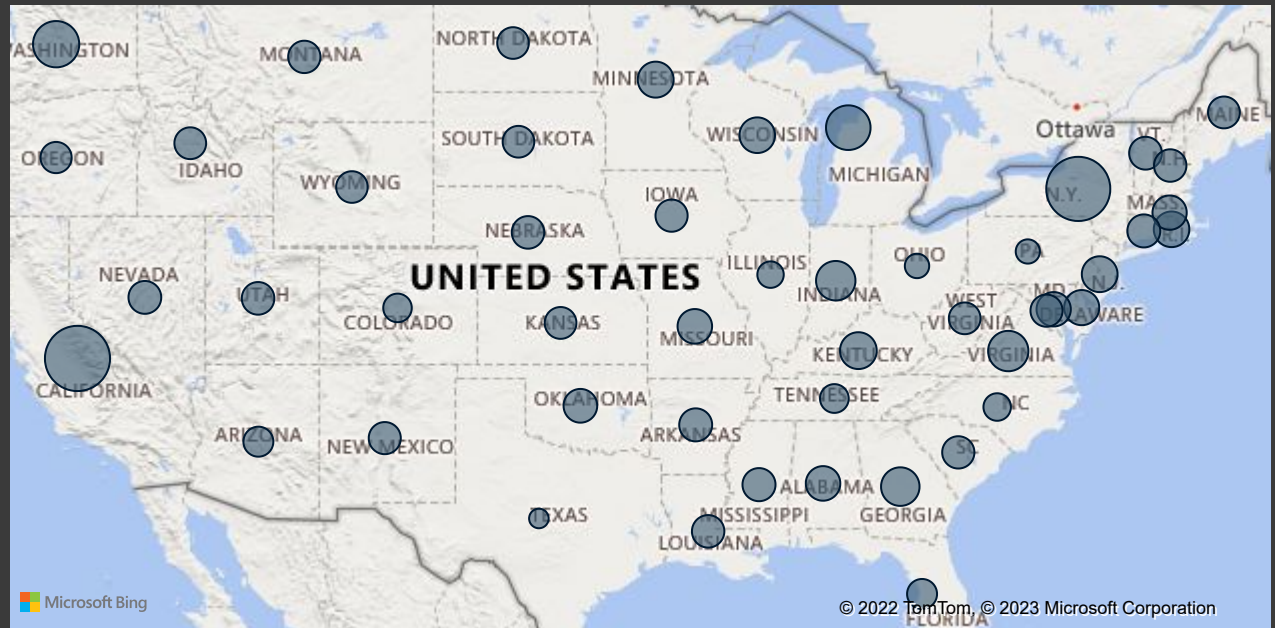
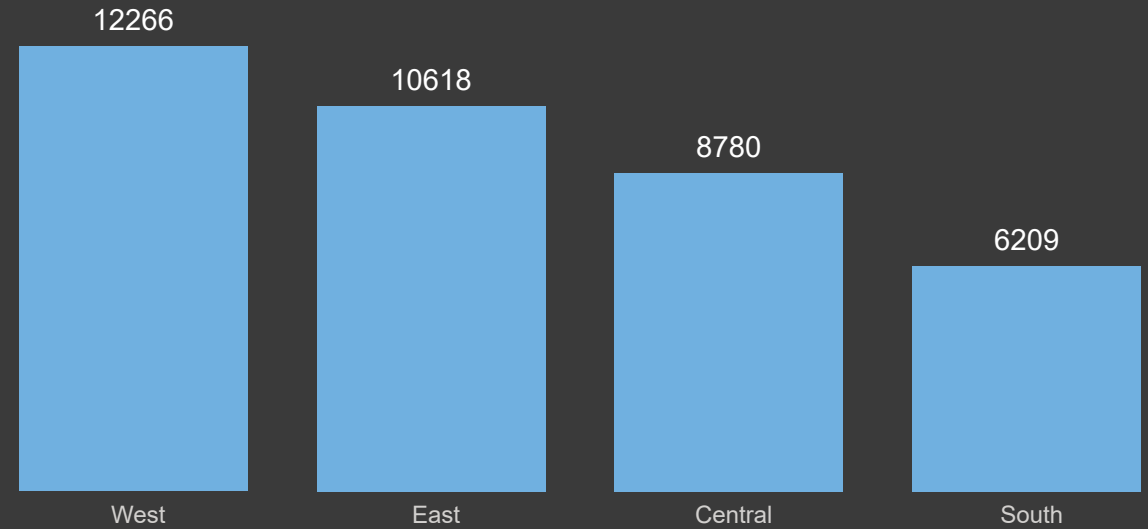
First Class

Same Day

Second Class

Standard Class

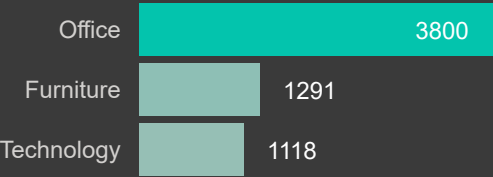
QUANTITY VS REGION





REGION DETAILS

QUANTITY OF PRODUCT SOLD



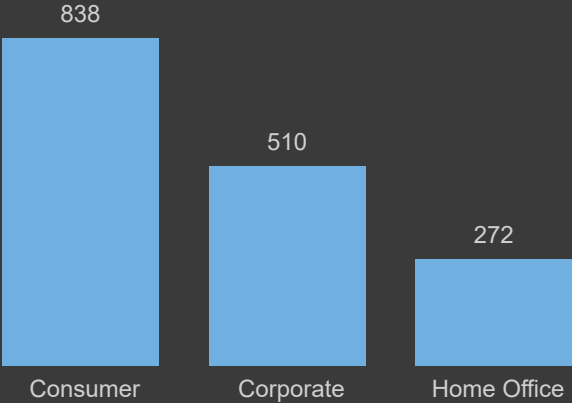
South

Region

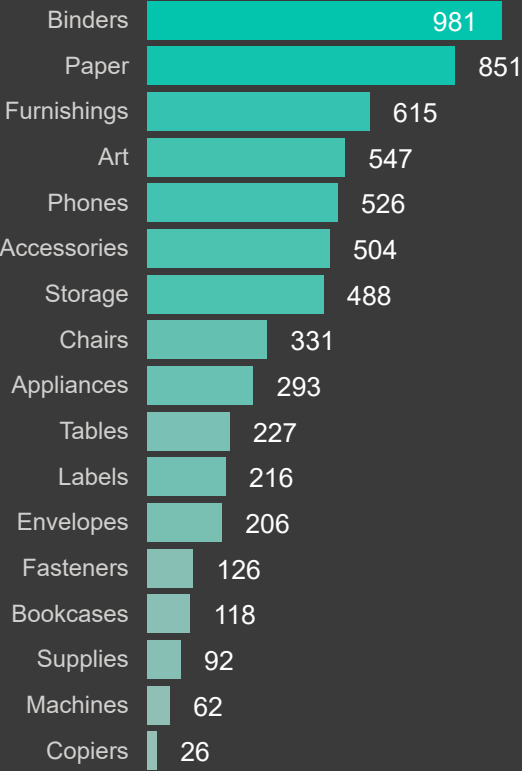
10.78%

AVERAGE DISCOUNT

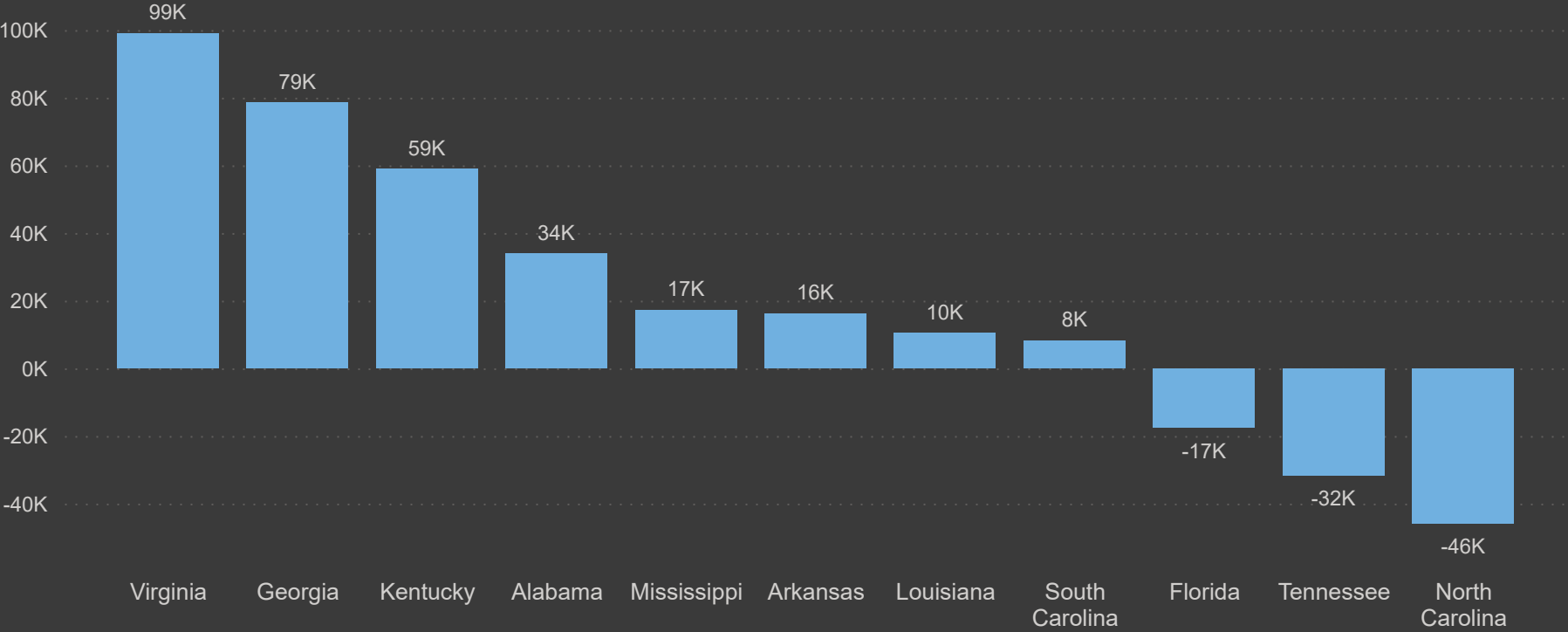
DISTRIBUTION OF SEGMENTS



SUB PRODUCT SOLD



PROFIT VS STATE



FINDINGS FROM THE DATA

- **West** has bought the most amount of goods and least amount of goods sold to **South** region.
- For **OFFICE** use maximum amount of goods were bought by the people, and the most product that were bought by the people for office use is **BINDERS**, followed by **PAPERS**.
- Although **OFFICE** bought most amount of products but, the maximum profit is generated by selling products for **TECHNOLOGY**.
- If we look carefully maximum profit is generated through the **STANDARD** mode of shipment and least profit through **SAME DAY** shipment.

Region Wise Details:

- **West**
 - There is 2 country through which we are giving high discount and taking taking heavy loses and the countries are **Arizona** and **Colorado**.
- **East:**
 - There is 2 country through which we are giving high discount and taking taking heavy loses and the countries are **Ohio** and **pennsylvania**.
- **Central:**
 - There is 2 country through which we are giving high discount and taking taking heavy loses and the countries are **Texas** and **Illinois**.
- **South:**
 - There is 3 country through which we are giving high discount and taking taking heavy loses and the countries are **North Carolina**. **Florida** and **Tennessee**.