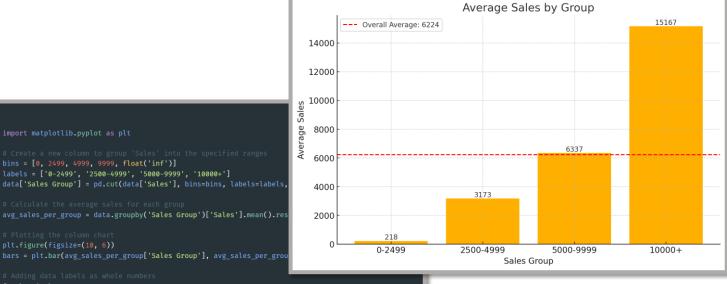
bins = [0, 2499, 4999, 9999, float('inf')]

labels = ['0-2499', '2500-4999', '5000-9999', '10000+']

	A	В	С	D	E
1	Order Date	Ship Date	Customer Name	City	State
2	11 November 2021	13 November 2021	Aaron Bergman	Oklahoma City	Oklahoma
3	05 February 2021	07 February 2021	Justin Ritter	Wollongong	New South Wales
4	17 October 2021	18 October 2021	Craig Reiter	Brisbane	Queensland
5	28 January 2021	30 January 2021	Katherine Murray	Berlin	Berlin
6	05 November 2021	06 November 2021	Rick Hansen	Dakar	Dakar
7	28 June 2021	01 July 2021	Jim Mitchum	Sydney	New South Wales
8	06 November 2019	08 November 2019	Toby Swindell	Porirua	Wellington
9	14 April 2020	18 April 2020	Mick Brown	Hamilton	Waikato
10	11 November 2021	13 November 2021	Aaron Bergman	Oklahoma City	Oklahoma
11	06 March 2019	07 March 2019	Aaron Bergman	Seattle	Washington
12	06 March 2019	07 March 2019	Aaron Bergman	Seattle	Washington
13	19 April 2020	22 April 2020	Anthony Jacobs	Kabul	Kabul
14	26 December 2019	28 December 2019	Magdelene Morse	Jizan	Jizan
15	13 November 2020	13 November 2020	Vicky Freymann	Toledo	Parana



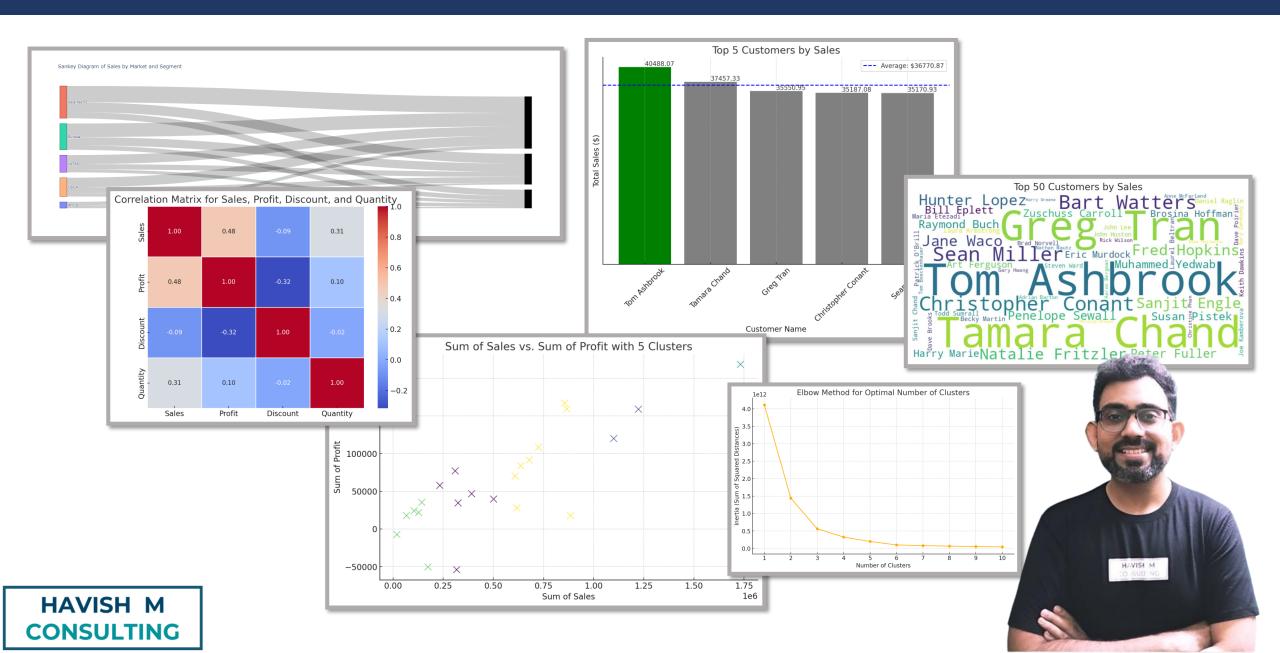


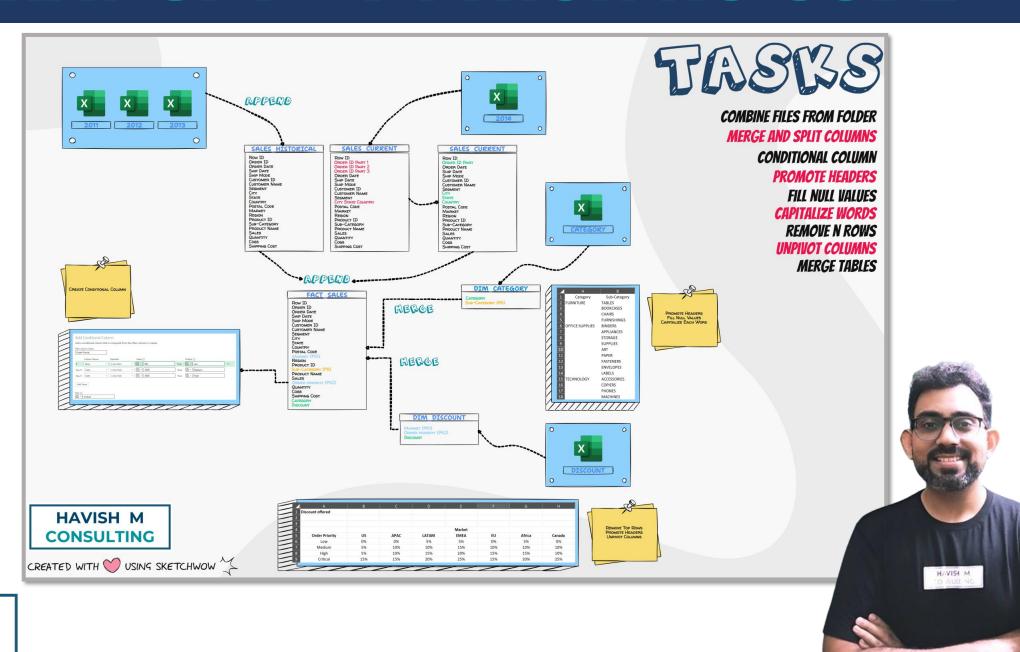
Group Sales into 0-2499, 2500-4999, 5000-9999, 10000+ Then create a column chart to show average Sales Show data labels as a whole number.

Create a horizontal reference line to show Average.

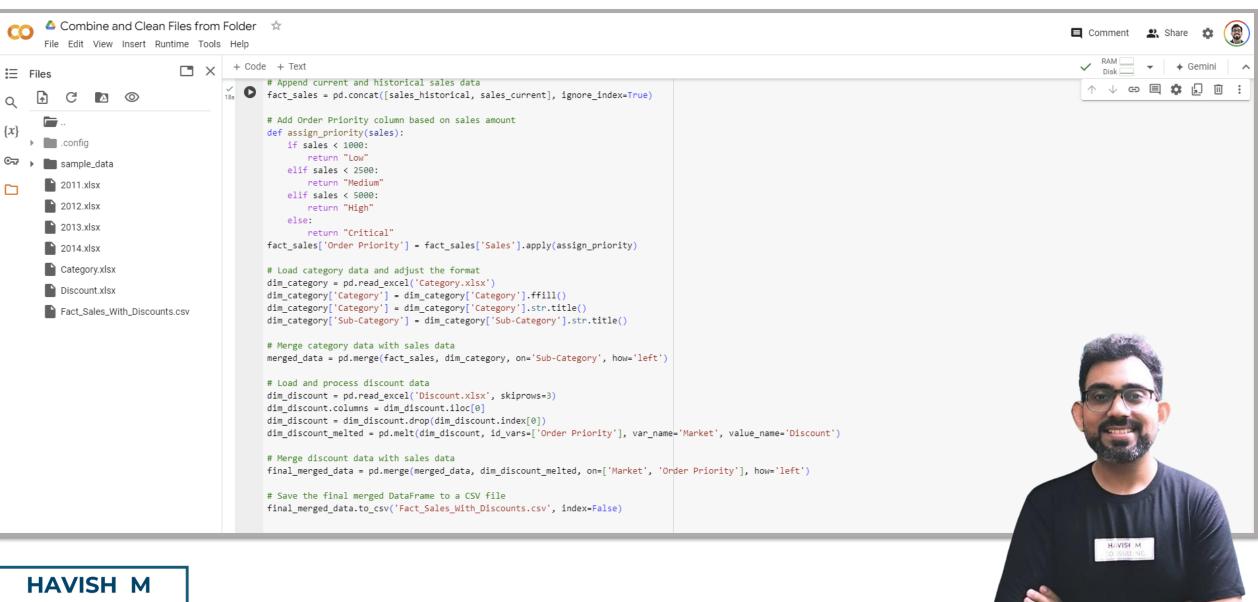
for bar in bars: t.text(bar.get_x() + bar.get_width()/2, yval, int(yval), ha='center', va='bottom') l_avg = avg_sales_per_group['Sales'].mean() :hline(y=overall_avg, color='red', linestyle='--', label=f'Overall Average: {int(overall_avg)}' abel('Sales Group') abel('Average Sales') tle('Average Sales by Group')



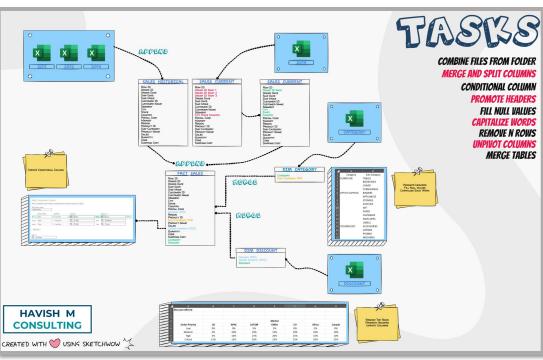




HAVISH M
CONSULTING



CONSULTING



```
import pandas as pd
df_2011 = pd.read_excel('/mnt/data/2011.xlsx')
df 2012 = pd.read excel('/mnt/data/2012.xlsx')
df_2013 = pd.read_excel('/mnt/data/2013.xlsx')
sales_current = pd.read_excel('/mnt/data/2014.xlsx')
sales_historical = pd.concat([df_2011, df_2012, df_2013], ignore_index=True)
sales_current['Order ID'] = sales_current['Order ID Part 1'].astype(str) + '-' + sales_current['Order ID Part
2'].astype(str) + '-' + sales_current['Order ID Part 3'].astype(str)
sales current.drop(['Order ID Part 1', 'Order ID Part 2', 'Order ID Part 3'], axis=1, inplace=True)
sales_current[['City', 'State', 'Country']] = sales_current['City State Country'].str.split(', ', expand=True)
sales_current.drop('City State Country', axis=1, inplace=True)
fact_sales = pd.concat([sales_historical, sales_current], ignore_index=True)
def assign_priority(sales):
       return "Low"
   elif sales < 2500:
       return "Medium"
       return "High"
 fact_sales['Order Priority'] = fact_sales['Sales'].apply(assign_priority)
dim_category = pd.read_excel('/mnt/data/Category.xlsx')
dim_category['Category'] = dim_category['Category'].ffill()
dim category['Category'] = dim category['Category'].str.title()
dim_category['Sub-Category'] = dim_category['Sub-Category'].str.title()
merged_data = pd.merge(fact_sales, dim_category, on='Sub-Category', how='left')
dim_discount_melted = pd.melt(dim_discount, id_vars=['Order Priority'], var_name='Market', value_name='Discount')
                                                                                                                                         HAVIST M
final_merged_data = pd.merge(merged_data, dim_discount_melted, on=['Market', 'Order Priority'], how='left')
 final_merged_data.to_csv('/mnt/data/Fact_Sales_With_Discounts.csv', index=False)
```



Trainer Profile

15+ years of experience across Marketing and Sales in CPG, Academics, Research, Consulting and Analytics.

1300+ Workshops across 75+ clients.

Senior Leadership Workshops at Big 4 and Fortune 500.

Member of NASSCOM, CII Young Indians and the Microsoft Partner Network.

Listed in 40u40 Analytics, Indian Achievers Award and Top 10 Trending Speakers by SpeakIn.

Faculty at IMT Ghaziabad, SRCC, Masters Union.

YouTube channel with 1300+ videos, 2+ lakh views and 6000 subscribers. 15+ Books on Analytics – used by Delhi University and IMT Ghaziabad,

Technologies: Excel (VBA, Power Query, Power Pivot), Power BI and Tableau, Python, PowerPoint.



WORKSHOP FLOW



Enhance Your Experience



Ask a question on chat window



Save Broader Questions for end of workshop



Watch Again



Download attachments



Top 5 Customers Correlation Matrix Cluster Analysis **DATA VISUALIZATION** Sankey Wordcloud **RFM Analysis Show Columns Describe Columns** Description of each Column Combine Files **Combine Columns Split Columns** ETL **Append Files Create Conditional Column** Clean Files – Fill Null Values and Change Case Merge on 1 column / Merge on 2 Columns Remove Top Rows **Unpivot Data Export Data**

Show Columns

Show Columns

Show Columns

```
import pandas as pd

# Load the Excel file to see the columns
file_path = '/mnt/data/Global Superstore Orders.xlsx'
data = pd.read_excel(file_path)
data.columns.tolist()
```

The Excel file contains the following columns:

- 1. Order Date
- 2. Ship Date
- 3. Customer Name
- 4. City
- 5. State
- 6. Country
- 7. Region
- 8. Market
- 9. Category
- 10. Segment
- 11. Sub-Category
- 12. Sales
- 13. Quantity
- 14. Discount
- 15. Profit

Describe Columns

Describe Columns

Describe Columns

 $- \sqcap \times$

Describe the columns to give a statistical summary and data types
data.describe(include='all').T

Here's a detailed description of the columns in the "Global Superstore Orders" dataset:

- Order Date and Ship Date: Represent dates ranging from January 1, 2019, to December 31, 2022, for orders, and up to January 7, 2023, for shipments.
- Customer Name: The dataset includes 796 unique customer names, with 'Muhammed Yedwab' appearing most frequently (108 times).
- City, State, and Country: Represent geographical details with 'New York City', 'California', and
 'United States' appearing most frequently among 3650 cities, 1102 states, and 165 countries.
- Region and Market: There are 23 regions and 5 markets with 'Western Europe' and 'Asia Pacific' being the most frequent respectively.
- Category and Sub-Category: Includes 3 main categories ('Office Supplies' being the most common) and 17 sub-categories ('Binders' being the most frequent).
- 6. Segment: Includes 3 segments, with 'Consumer' as the most frequent.
- Sales, Quantity, Discount, and Profit: These are numerical columns with the following characteristics:
 - Sales: Ranges from \$0.444 to \$22,638.48 with an average of \$246.49.
 - Quantity: Ranges from 1 to 14 units per order with an average of approximately 3.5 units.
 - Discount: Ranges from 0 to 85%, with many transactions having no discount.
 - Profit: Varies widely from a loss of \$6599.978 to a gain of \$8399.976 with an average profit
 of \$28.61 per transaction.

These columns provide comprehensive transactional data, useful for analysis in sales performance, customer behavior, and regional business trends. [>-]



Description of each column

Create a Table

Description of each column

Possible Analysis



Description of each column

Here's a table summarizing the description of each column in the dataset along with potential analyses that could be conducted using the data:

Column	Description	Possible Analysis
Order Date	Date when the order was placed	Trend analysis over time, seasonality in orders
Ship Date	Date when the order was shipped	Shipping time analysis, delays in shipping
Customer Name	Names of customers placing orders	Customer segmentation, frequency of orders per customer
City	City where the customer or order is located	Geographical sales distribution, city-wise performance
State	State where the customer or order is located	State-wise sales analysis, regional market trends
Country	Country where the customer or order is located	International sales analysis, country market penetration
Region	Region classification of the order location	Regional sales trends, comparison of markets within regions
Market	Market classification of the order location	Market share analysis, growth opportunities in different markets
Category	Broad classification of the ordered items	Sales performance by category, inventory management
Segment	Type of customer segment (e.g., Consumer, Corporate)	Customer segmentation effectiveness, segment- specific marketing
Sub-Category	Specific classification of ordered items	Product line performance, targeted promotions
Sales	Total sales amount of the order	Sales trend analysis, high-value orders
Quantity	Number of items per order	Order size analysis, bulk buying trends
Discount	Discount given on the order	Impact of discounts on sales, optimal discount strategies
Profit	Profit made from the order	Profitability analysis, identifying high and low profit margins

This table provides a structured overview of the columns, facilitating an in-depth analysis of various business aspects such as customer behavior, regional sales performance, and overall business health through key financial metrics.



Show Top 5 Customers by Sales

Show as a Column chart

Add data labels and remove y axis, shot Top Customer in Green Colour, others in Gray, also add an average of 5 as a horizontal line



```
# Group data by 'Customer Name' and sum the 'Sales' for each customer top_customers_by_sales = data.groupby('Customer Name')['Sales'].sum().sort_values(ascending=False).head(5)

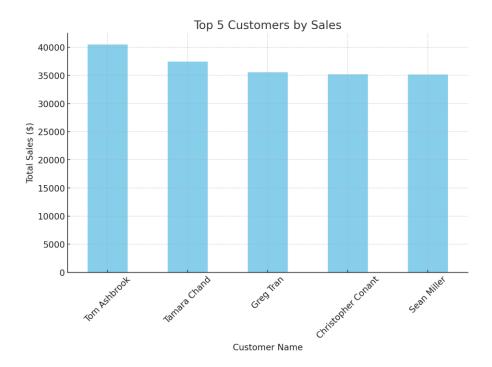
# Display the top 5 customers top_customers_by_sales
```

The top 5 customers by sales are:

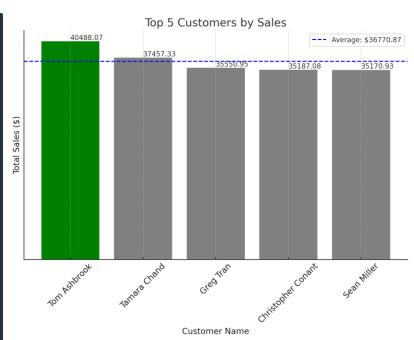
- 1. Tom Ashbrook \$40,488.07
- 2. Tamara Chand \$37,457.33
- 3. Greg Tran \$35,550.95
- 4. Christopher Conant \$35,187.08
- 5. **Sean Miller** \$35,170.93

```
import matplotlib.pyplot as plt

# Plotting the top 5 customers by sales as a column chart
plt.figure(figsize=(10, 6))
top_customers.plot(kind='bar', color='skyblue')
plt.title('Top 5 Customers by Sales')
plt.xlabel('Customer Name')
plt.ylabel('Total Sales ($)')
plt.xticks(rotation=45)
plt.grid(axis='y', linestyle='--', alpha=0.7)
plt.show()
```



```
plt.figure(figsize=(10, 6))
bars = plt.bar(top customers.index, top customers, color=['green' if i = 0 else 'gray' for i in
range(len(top_customers))])
for bar in bars:
   yval = bar.get_height()
    plt.text(bar.get_x() + bar.get_width()/2, yval, round(yval, 2), va='bottom') # va: vertical alignment
average_sales = top_customers.mean()
plt.axhline(y=average_sales, color='blue', linestyle='--', label=f'Average: ${round(average_sales, 2)}')
plt.title('Top 5 Customers by Sales')
plt.xlabel('Customer Name')
plt.ylabel('Total Sales ($)')
plt.yticks([]) # Removing y-axis labels
plt.xticks(rotation=45)
plt.legend()
plt.grid(axis='y', linestyle='--', alpha=0.7)
plt.show()
```



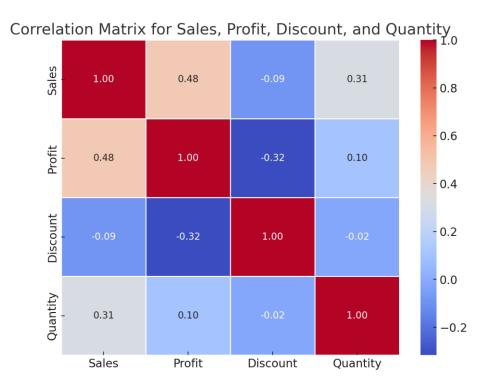
Correlation Matrix

Create a correlation matrix for Sales, Profit, Discount, Quantity.

Correlation Matrix

```
import matplotlib.pyplot as plt
import seaborn as sns

# Plot the correlation matrix using a heatmap
plt.figure(figsize=(8, 6))
sns.heatmap(correlation_matrix, annot=True, cmap='coolwarm', fmt=".2f", linewidths=0.5)
plt.title('Correlation Matrix for Sales, Profit, Discount, and Quantity')
plt.show()
```





Show Sum of Sales on x-axis Show Sum of Profit on y-axis Create a cluster for Regions

Create 5 clusters
Can you do elbow method



```
# Aggregate the data to get the sum of Sales and Profit for each Region region_summary = orders_data.groupby('Region').agg({'Sales': 'sum', 'Profit': 'sum'}).reset_index()

# Encode the 'Region' column for clustering region_summary_encoded = region_summary.copy() label_encoders['Region'] = LabelEncoder() region_summary_encoded['Region_encoded'] = label_encoders['Region'].fit_transform(region_summary['Region'])

# Plot the sum of Sales (x-axis) vs. sum of Profit (y-axis), coloring by clusters (regions) plt.figure(figsize=(10, 6)) sns.scatterplot(data=region_summary_encoded, x='Sales', y='Profit', hue='Region', palette='tab10', s=100) plt.title('Sum of Sales vs. Sum of Profit for Different Regions') plt.ylabel('Sum of Profit') plt.legend(title='Region') plt.show()
```



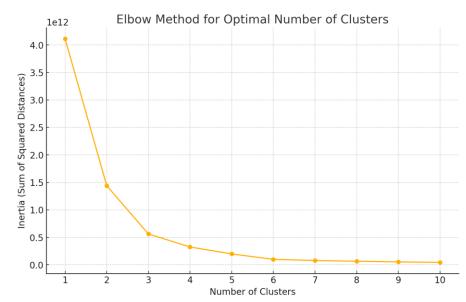
```
from sklearn.cluster import KMeans
X = region_summary[['Sales', 'Profit']]
kmeans = KMeans(n clusters=5, random state=42)
region_summary['Cluster'] = kmeans.fit_predict(X)
plt.figure(figsize=(10, 6))
sns.scatterplot(data=region_summary, x='Sales', y='Profit', hue='Cluster', palette='viridis', s=100)
plt.title('Sum of Sales vs. Sum of Profit with 5 Clusters')
plt.xlabel('Sum of Sales')
plt.ylabel('Sum of Profit')
plt.legend(title='Cluster')
plt.show()
```



```
# Calculate the sum of squared distances (inertia) for a range of cluster numbers (1 to 10) using the elbow method inertia_values = [] cluster_range = range(1, 11)

for k in cluster_range:
    kmeans = KMeans(n_clusters=k, random_state=42)
    kmeans.fit(X)
    inertia_values.append(kmeans.inertia_)

# Plot the inertia values to identify the "elbow"
plt.figure(figsize=(10, 6))
plt.plot(cluster_range, inertia_values, marker='o')
plt.title('Elbow Method for Optimal Number of Clusters')
plt.ylabel('Number of Clusters')
plt.ylabel('Inertia (Sum of Squared Distances)')
plt.xticks(cluster_range)
plt.show()
```

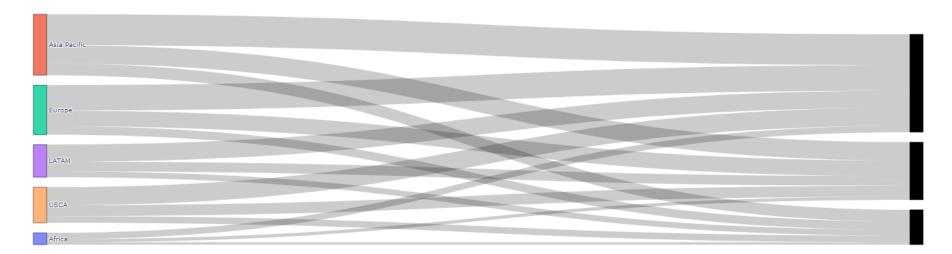


Create a Sankey to show sum of sales on Market and Segment

Create a Sankey to show sum of sales on Market and Segment

```
import plotly.graph_objects as go
market_segment_summary = df.groupby(['Market', 'Segment']).agg({'Sales': 'sum'}).reset_index()
markets = market_segment_summary['Market'].unique().tolist()
segments = market_segment_summary['Segment'].unique().tolist()
source_indices = [labels.index(market) for market in market_segment_summary['Market']]
target_indices = [labels.index(segment) + len(markets) for segment in market_segment_summary['Segment']]
sales_values = market_segment_summary['Sales'].tolist()
fig = go.Figure(go.Sankey(
    node=dict(
       line=dict(color="black", width=0.5),
   link=dict(
fig.update_layout(title_text="Sankey Diagram of Sales by Market and Segment", font_size=10)
fig.show()
```

Sankey Diagram of Sales by Market and Segment





Wordcloud

Create a wordcloud for Top 15 customers

Wordcloud

```
from wordcloud import WordCloud import matplotlib.pyplot as plt

# Aggregate sales by customer names and sort to get the top 50 customers top_customers = orders_data.groupby('Customer Name')['Sales'].sum().sort_values(ascending=False).head(50)

# Generate a word cloud using the customer names and their sales as weights wordcloud = WordCloud(width=800, height=400, background_color='white').generate_from_frequencies(top_customers)

# Plot the word cloud plt.figure(figsize=(10, 6)) plt.imshow(wordcloud, interpolation='bilinear') plt.axis('off') plt.title('Top 50 Customers by Sales') plt.show()
```



RFM Analysis

Perform an RFM analysis 50% weight to M, 30% to F and 20% to R Find Top 5 customers

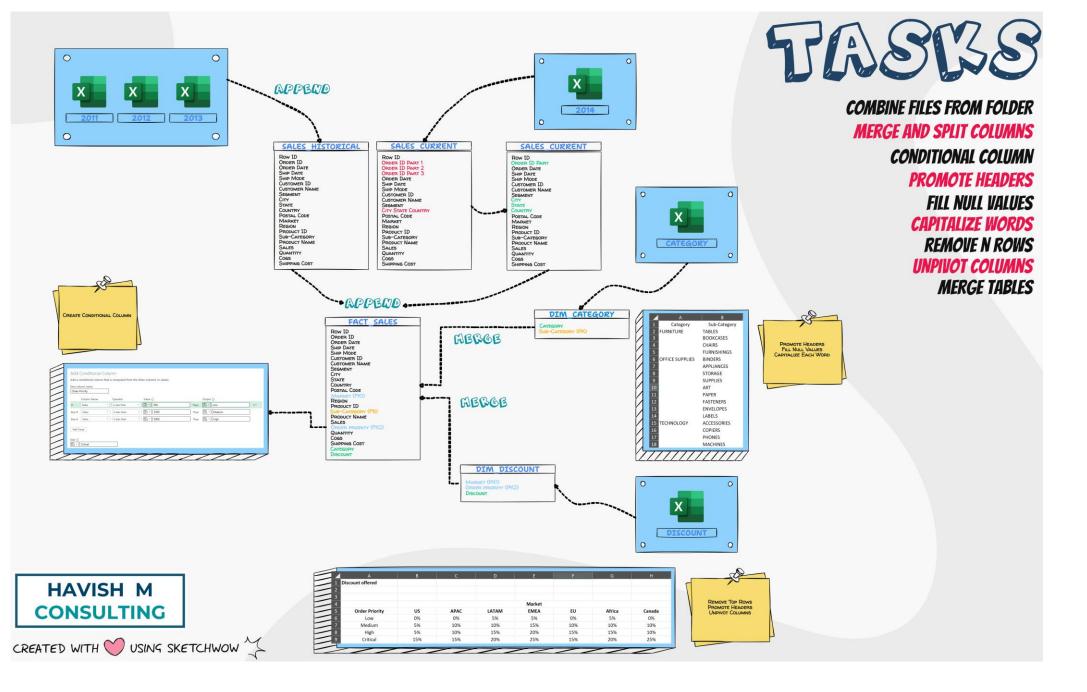


RFM Analysis

```
from datetime import datetime
current_date = Fact_Sales['Order Date'].max() + pd.Timedelta(days=1)
rfm = Fact_Sales.groupby('Customer ID').agg({
    'Order Date': lambda x: (current date - x.max()).days, # Recency: Days since last purchase
    'Order ID': 'count',
    'Sales': 'sum'
}).rename(columns={'Order Date': 'Recency', 'Order ID': 'Frequency', 'Sales': 'Monetary'})
rfm scaled = rfm.copy()
for column in rfm.columns:
   rfm scaled[column] = (rfm[column] - rfm[column].min()) / (rfm[column].max() - rfm[column].min())
rfm scaled['RFM Score'] = (
   rfm_scaled['Monetary'] * 0.50 +
   rfm_scaled['Frequency'] * 0.30 +
   (1 - rfm_scaled['Recency']) * 0.20 # Recency is inverse; more recent should have higher score
top_5_customers = rfm_scaled.sort_values('RFM_Score', ascending=False).head(5)
top_5_customers[['RFM_Score']] # Return only the RFM Score for clarity
```

The top 5 customers based on the weighted RFM scores are:

- Customer ID GT-14710 with an RFM score of 0.910
- Customer ID TA-21385 with an RFM score of 0.897
- 3. Customer ID BW-11110 with an RFM score of 0.870
- Customer ID BE-11335 with an RFM score of 0.866
- Customer ID ZC-21910 with an RFM score of 0.858



Combine Files

Can you append these 3 files

Call the df Sales_Historical

Combine files

```
import pandas as pd

# Load the Excel files
file_2011 = pd.read_excel("/mnt/data/2011.xlsx")
file_2012 = pd.read_excel("/mnt/data/2012.xlsx")
file_2013 = pd.read_excel("/mnt/data/2013.xlsx")

# Combine all files into one DataFrame
Sales_Historical = pd.concat([file_2011, file_2012, file_2013], ignore_index=True)

# Save the combined file
Sales_Historical.to_excel("/mnt/data/Sales_Historical.xlsx", index=False)
Sales_Historical.head()
```



Check 2014

Load this

Call it Sales_Current

Then tell me whether Sales_Historical and Sales_Current have matching columns



Check 2014

```
Sales Current = pd.read excel("/mnt/data/2014.xlsx")
historical_columns = set(Sales_Historical.columns)
current_columns = set(Sales_Current.columns)
columns in historical not in current = historical columns - current columns
columns_in_current_not_in_historical = current_columns - historical_columns
columns in historical not in current, columns in current not in historical
```

Combine Columns

In Sales_Current, please combine Order ID Part1, 2, 3 into a single Column

Combine Columns

Split Columns

Split City State Country into 3 columns using comma and space as the delimiter

Split Columns

```
# Split the 'City State Country' column into three separate columns using comma and space as the delimiter Sales_Current[['City', 'State', 'Country']] = Sales_Current['City State Country'].str.split(', ', expand=True)

# Remove the original 'City State Country' column

Sales_Current.drop('City State Country', axis=1, inplace=True)

Sales_Current.head()
```

Combine Historical and Current

Append Sales_Historical and Sales_Current into a new df called Fact_Sales

Combine Historical and Current

```
# Append Sales_Current to Sales_Historical into a new DataFrame called Fact_Sales

Fact_Sales = pd.concat([Sales_Historical, Sales_Current], ignore_index=True)

Fact_Sales.head()
```

Create Order Priority

In the Fact_Sales please add a column for Order Priority

Sales < 1000 Low

Sales < 2500 Medium

Sales < 5000 High

else Critical



Create Order Priority

```
def determine_order_priority(sales):
    if sales < 1000:
       return "Low"
    elif sales < 2500:
       return "Medium"
    elif sales < 5000:
       return "High"
    else:
        return "Critical"
Fact_Sales['Order Priority'] = Fact_Sales['Sales'].apply(determine_order_priority)
Fact_Sales.head()
```



Clean Category File

Read the file

Call it Dim_Category

Fill missing category values

Change to proper case



Clean Category File

```
Dim_Category = pd.read_excel("/mnt/data/Category.xlsx")
Dim Category.head()
Dim_Category['Category'].fillna(method='ffill', inplace=True)
Dim Category.head()
Dim_Category['Category'] = Dim_Category['Category'].str.title()
Dim_Category['Sub-Category'] = Dim_Category['Sub-Category'].str.title()
Dim_Category.head()
```

Merge Category Data

Merge Fact_Sales with Dim_Category on the Sub-category column

Merge Category Data

```
# Merge Fact_Sales DataFrame with Dim_Category on the Sub-Category column
merged_sales = pd.merge(Fact_Sales, Dim_Category, on='Sub-Category', how='left')
merged_sales.head()
```



Clean Discount File

Call the file Dim_Discount

Reformat headers properly

Unpivot my data



Clean Discount File

```
Dim Discount = pd.read_excel("/mnt/data/Discount.xlsx")
Dim_Discount.head()
Dim_Discount.columns = Dim_Discount.iloc[3]
Dim_Discount = Dim_Discount.drop(Dim_Discount.index[0:4])
Dim Discount.reset index(drop=True, inplace=True)
Dim_Discount.head()
Dim_Discount = pd.melt(Dim_Discount, id_vars='Order Priority', var_name='Market', value_name='Discount Rate')
Dim_Discount.head()
```

Merge Discount File

Merge Market and Order Priority in Dim_Discount with Fact_Sales

Merge Discount File

```
# Merge the unpivoted_discount with Fact_Sales on both 'Market' and 'Order Priority'
merged_sales_discount = pd.merge(Fact_Sales, unpivoted_discount, on=['Market', 'Order Priority'], how='left')
merged_sales_discount.head()
```



Export data

Export merged data

Export Data

```
# Save the merged DataFrame to an Excel file
merged_sales_discount.to_excel("/mnt/data/Merged_Sales_Discount.xlsx", index=False)

"Merged_Sales_Discount.xlsx"
```



Combine Code

From the very first step, combine all codes into a single code

Combine Code

```
import pandas as pd
df_2011 = pd.read_excel('/mnt/data/2011.xlsx')
df_2012 = pd.read_excel('/mnt/data/2012.xlsx')
df_2013 = pd.read_excel('/mnt/data/2013.xlsx')
sales_current = pd.read_excel('/mnt/data/2014.xlsx')
sales_historical = pd.concat([df_2011, df_2012, df_2013], ignore_index=True)
sales_current['Order ID'] = sales_current['Order ID Part 1'].astype(str) + '-' + sales_current['Order ID Part
2'].astype(str) + '-' + sales_current['Order ID Part 3'].astype(str)
sales_current.drop(['Order ID Part 1', 'Order ID Part 2', 'Order ID Part 3'], axis=1, inplace=True)
sales_current[['City', 'State', 'Country']] = sales_current['City State Country'].str.split(', ', expand=True)
sales_current.drop('City State Country', axis=1, inplace=True)
fact_sales = pd.concat([sales_historical, sales_current], ignore_index=True)
def assign_priority(sales):
   if sales < 1000:
       return "Low"
   elif sales < 2500:
       return "Medium"
   elif sales < 5000:
       return "High"
       return "Critical"
fact_sales['Order Priority'] = fact_sales['Sales'].apply(assign_priority)
```

```
# Load category data and adjust the format
dim_category = pd.read_excel('/mnt/data/Category.xlsx')
dim_category['Category'] = dim_category['Category'].ffill()
dim_category['Sub-Category'] = dim_category['Sub-Category'].str.title()
dim_category['Sub-Category'] = dim_category['Sub-Category'].str.title()

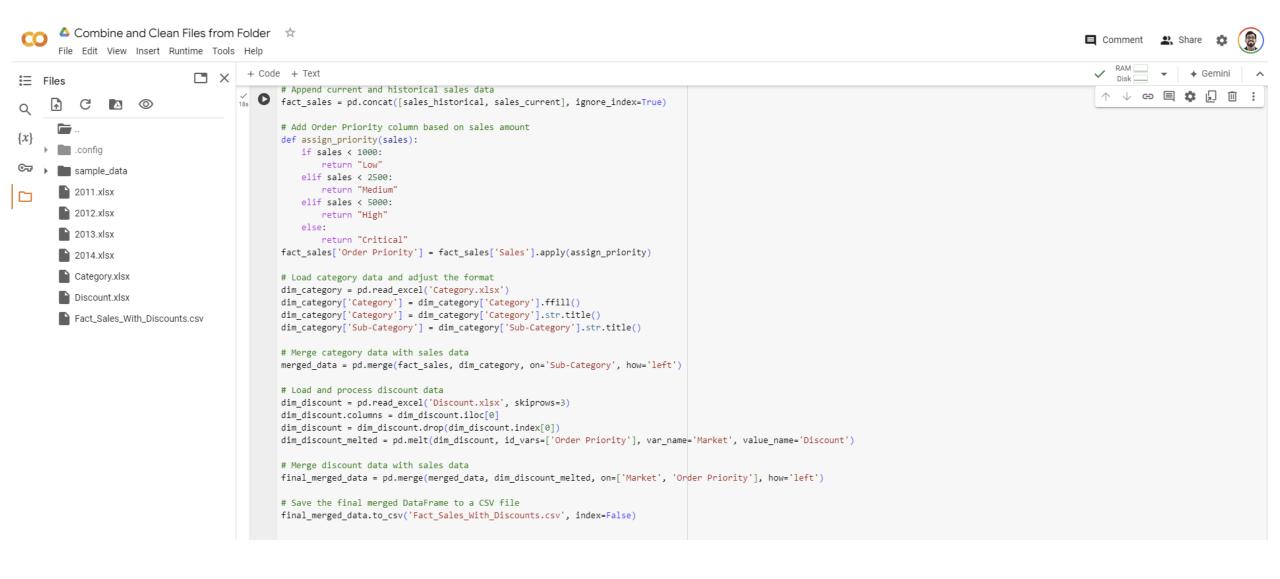
# Merge category data with sales data
merged_data = pd.merge(fact_sales, dim_category, on='Sub-Category', how='left')

# Load and process discount data
dim_discount = pd.read_excel('/mnt/data/Discount.xlsx', skiprows=3)
dim_discounts = dim_discount.drop(dim_discount.index[0])
dim_discount = dim_discount.drop(dim_discount.index[0])
dim_discount_melted = pd.melt(dim_discount, id_vars=['Order Priority'], var_name='Market', value_name='Discount')

# Merge discount data with sales data
final_merged_data = pd.merge(merged_data, dim_discount_melted, on=['Market', 'Order Priority'], how='left')

# Save the final merged DataFrame to a CSV file
final_merged_data.to_csv('/mnt/data/Fact_Sales_With_Discounts.csv', index=False)
```

Combine Code



THANK YOU!



HAVISH M
CONSULTING