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For Data Science & Machine Learning internship application at Markytics

Question 1:

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| Details | Number of outlets | Total Sales Value | Sales per Outlet | % Increase |
| Outlets purchased once | 818.00 | 810,816.79 | 991.22 | 0% |
| Outlets purchased 2times | 717.00 | 927,453.88 | 1,293.52 | 30% |
| Outlets purchased 3times | 1,210.00 | 3,478,156.77 | 2,874.51 | 122% |
| Outlets purchased 4times | 744.00 | 2,955,618.10 | 3,972.60 | 38% |
| Outlets purchased 5times | 489.00 | 2,305,511.46 | 4,714.75 | 19% |
| Outlets purchased 6times | 468.00 | 3,085,520.76 | 6,592.99 | 40% |
| Outlets purchased 7times | 344.00 | 2,464,056.55 | 7,162.96 | 9% |
| Outlets purchased 8times | 235.00 | 1,989,404.76 | 8,465.55 | 18% |
| Outlets purchased 9times | 786.00 | 8,318,668.86 | 10,583.55 | 25% |

Question 2: Is sales increasing with increase in frequency of purchase?

Yes Sales is directly increasing with the frequency of purchase.

Percentage change of Sales Value per Outlet is the largest between Outlets purchased 2 times and 3 times, amounting to 120% increase. Smallest Percent Increase is between 7 times and 8 times. So after seeing the above table and the graph plotted in the code, we can safely assume that sales are increasing with the frequency of purchase.

