CSE 4062 Term Project

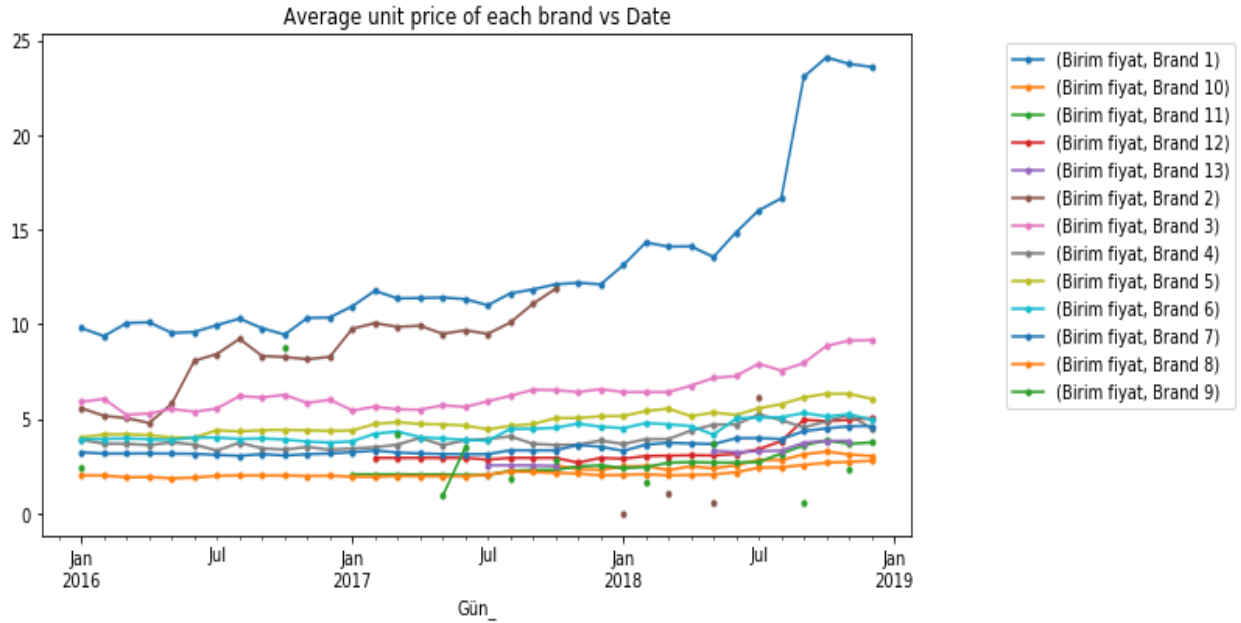## Delivery #4 – Exploring Data (Part II)

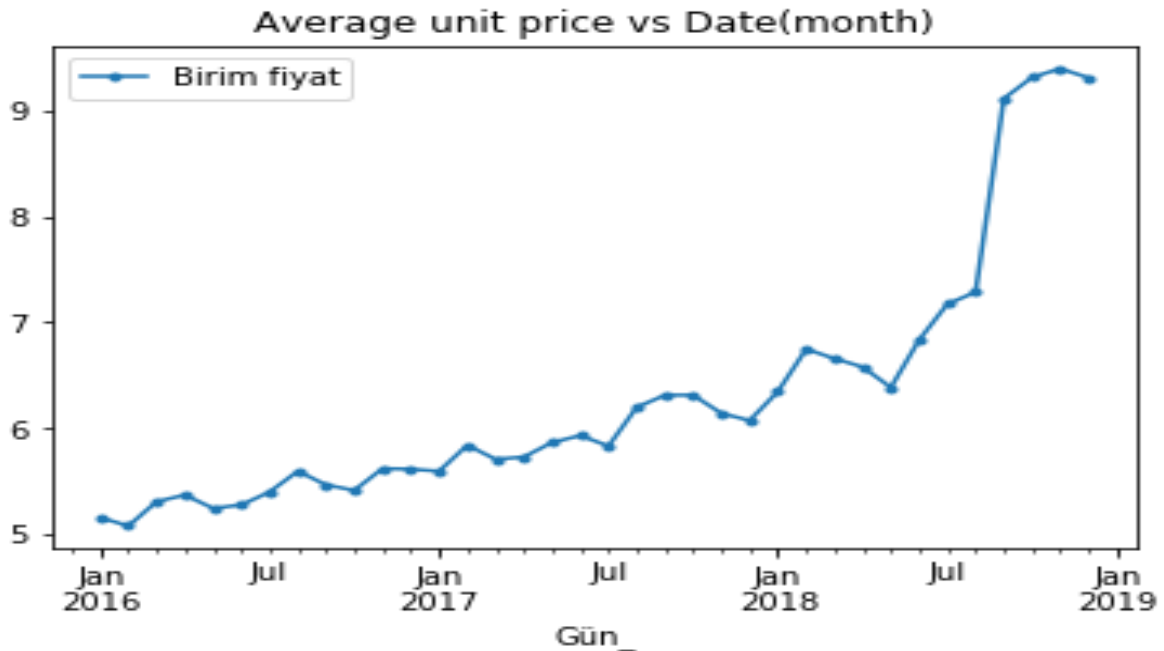*Figure 1: Average unit price of each brand, date based*

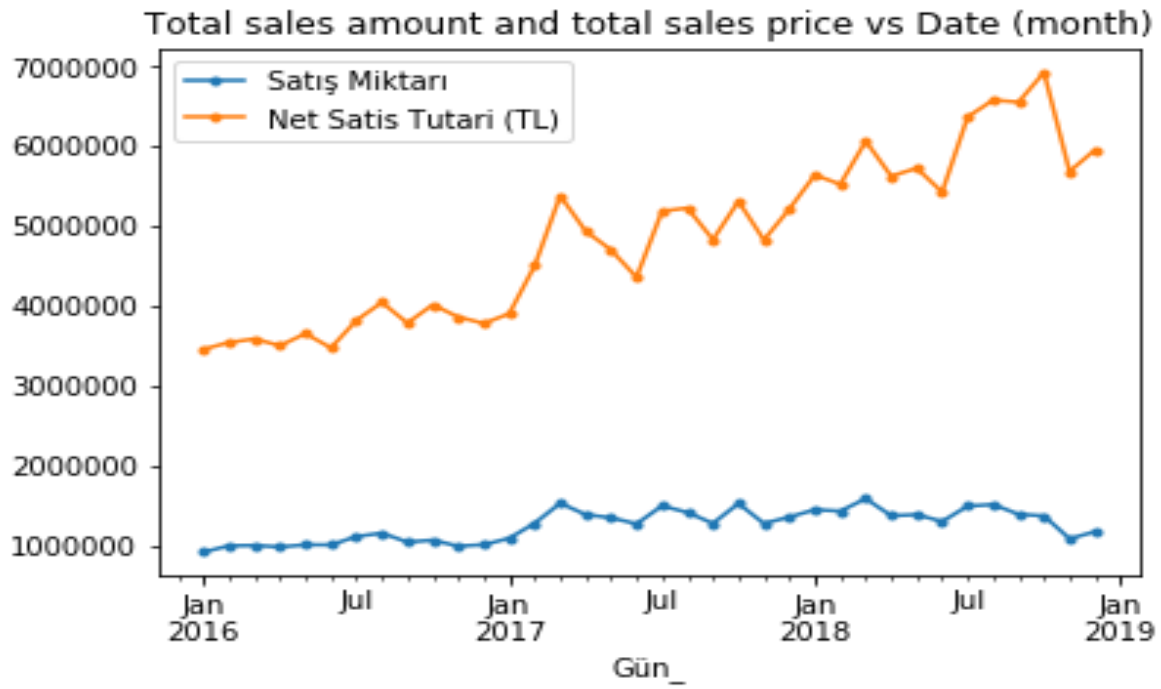*Figure 2 : Average unit price, month based*

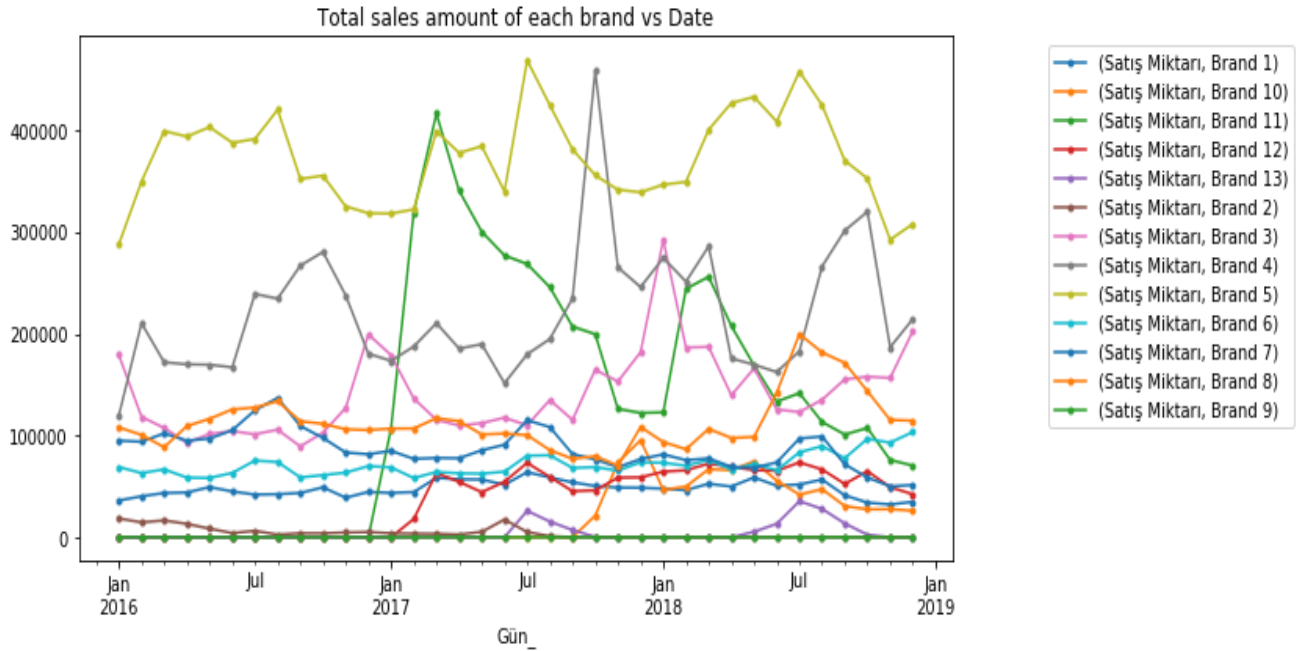*Figure 3 : Total sales amount – Total sales price , month based*

Figure 4 : Sales amount of each brand, date based
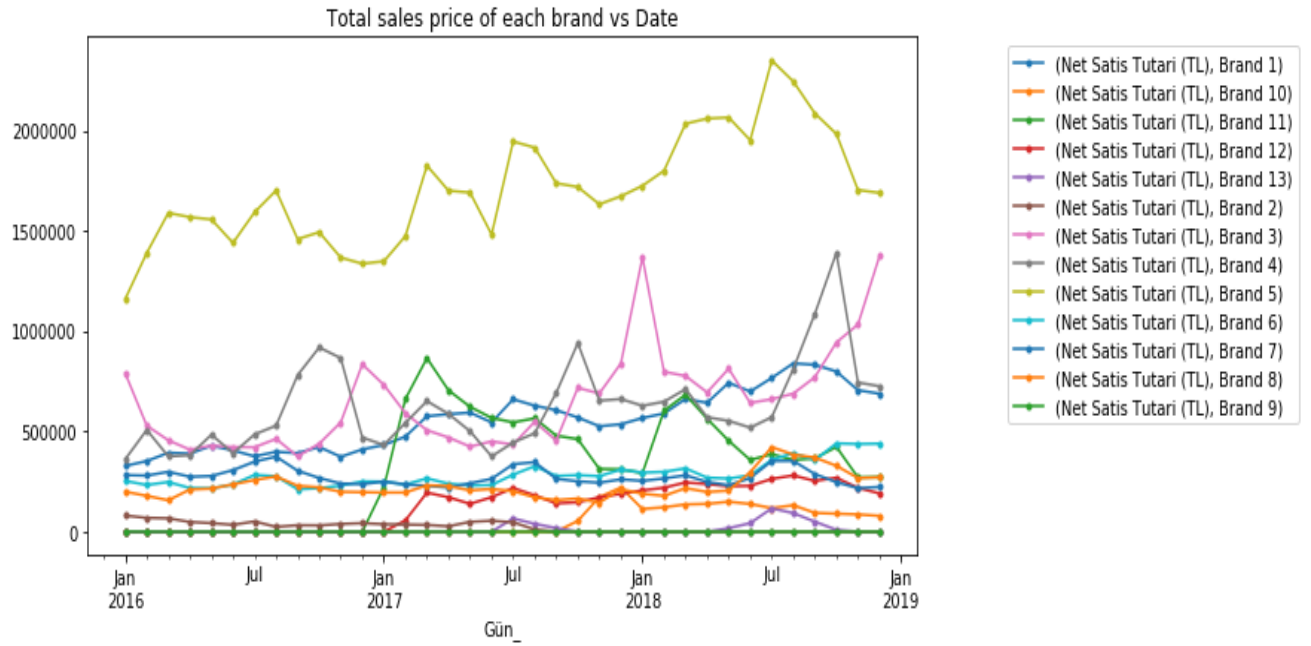
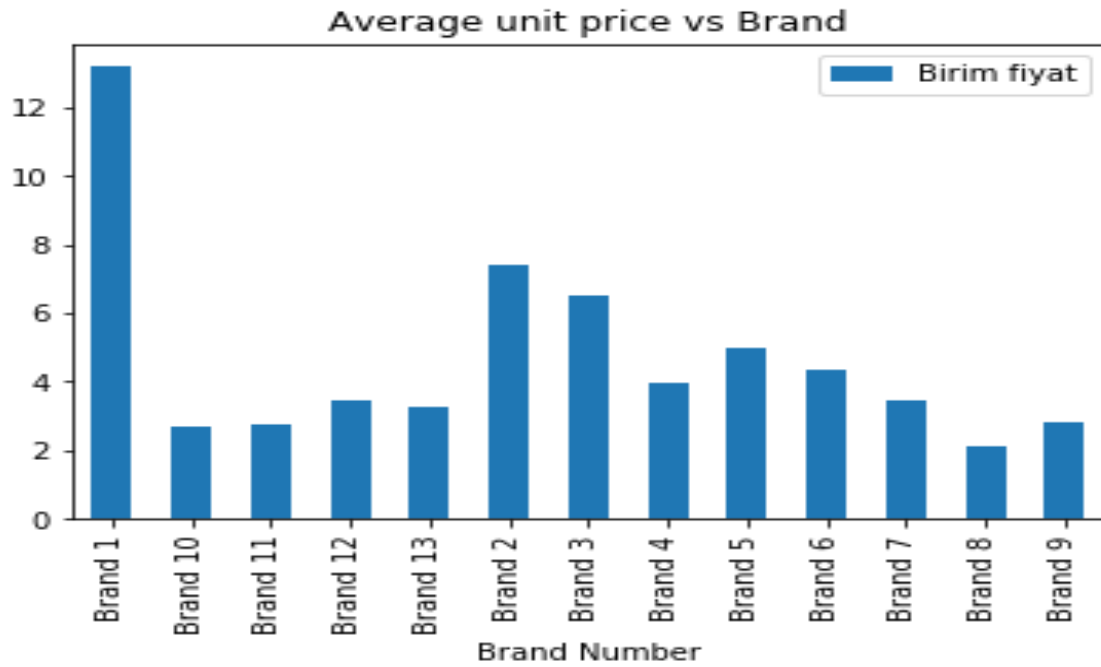*Figure 5 : Total sales price of each brand, date based*

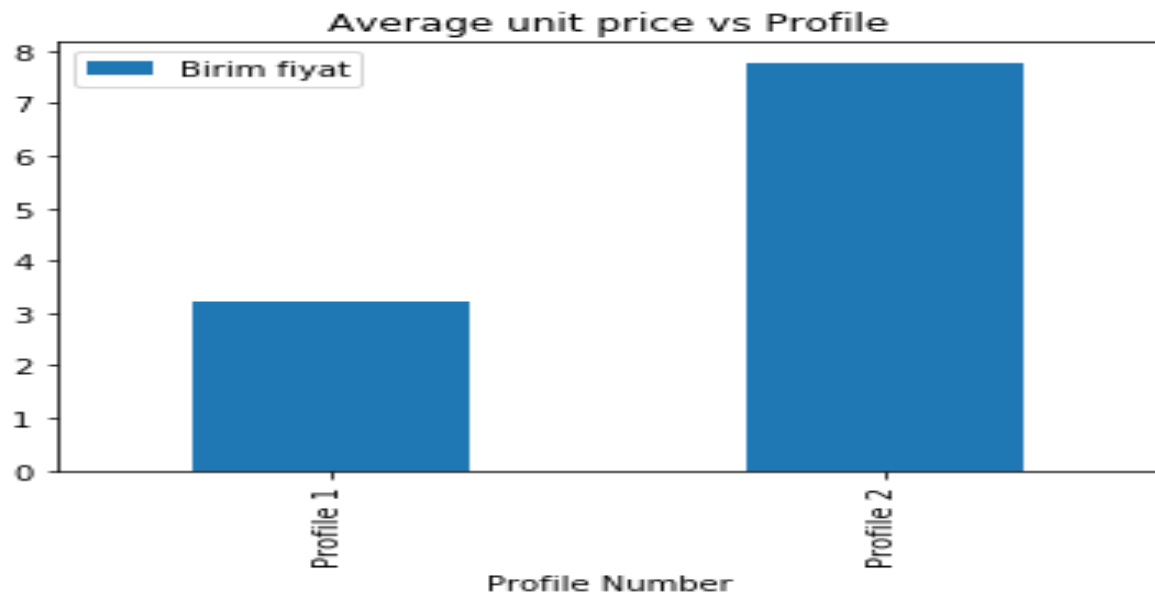*Figure 7 : Average unit price of each brand*

Figure 8 : Average unit price, profile based (profile1 kids, profile2 adults)
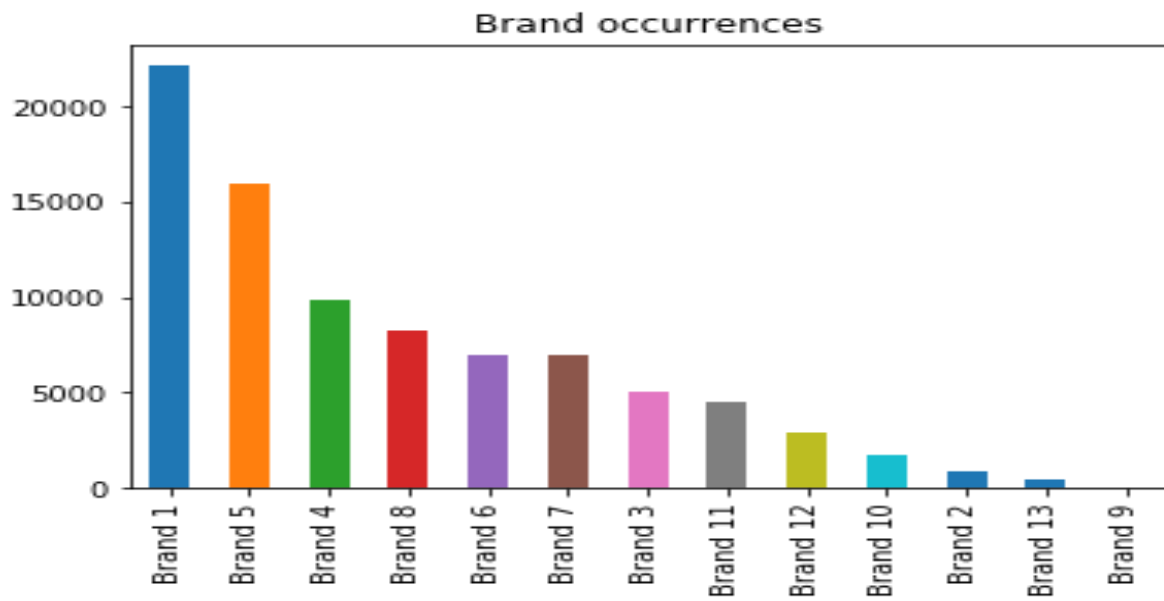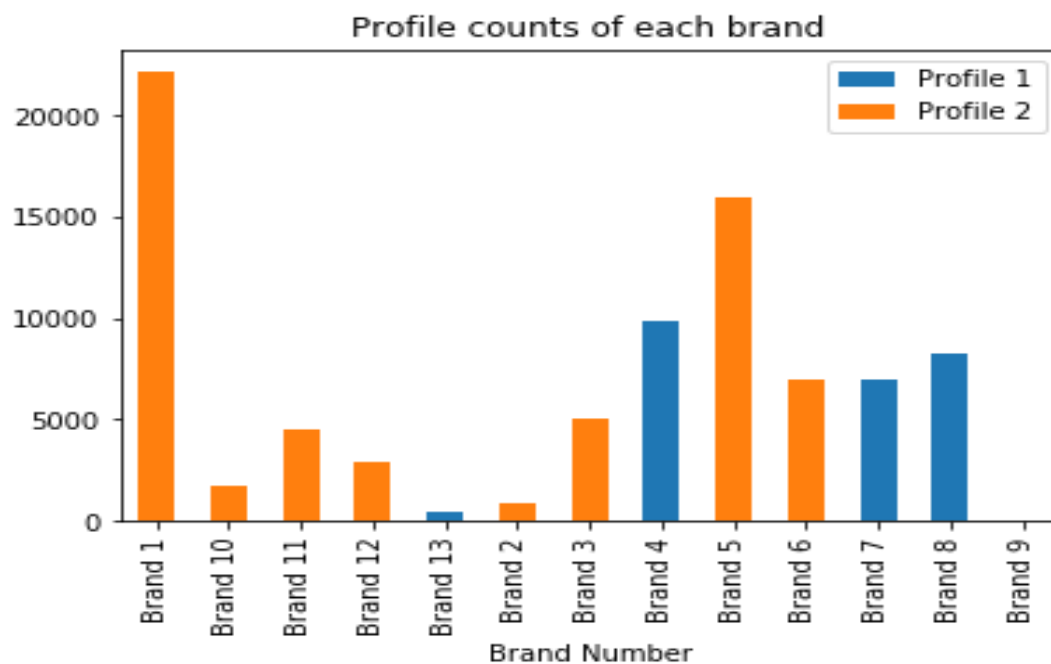

Figure 9 ：Frequency of brand sales

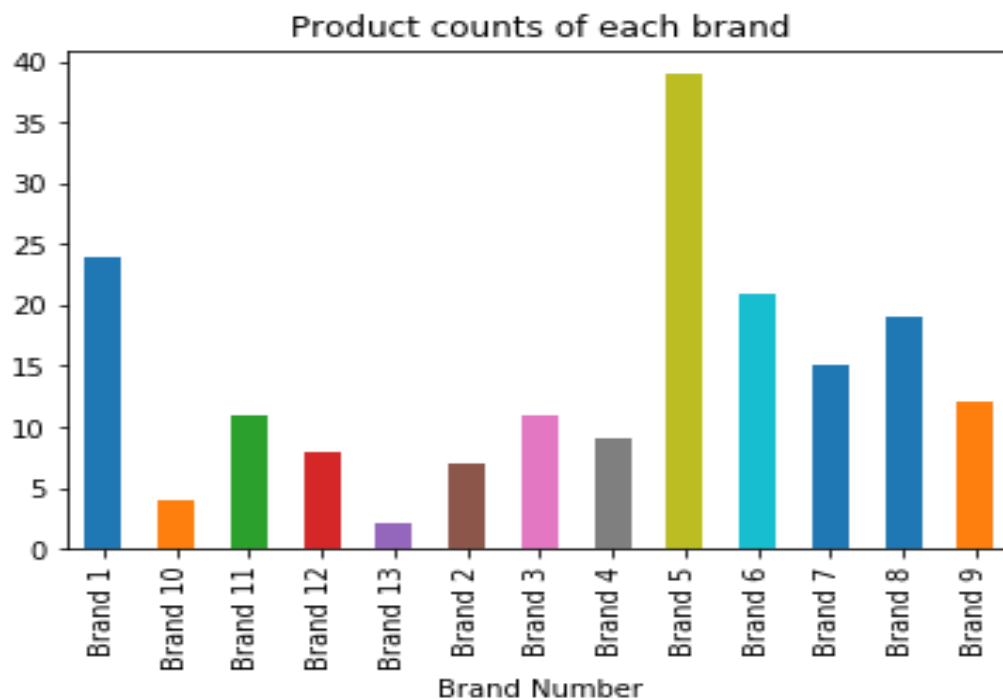Figure 10 : Customer profile distribution, brand based

Figure 11 : Count of product sold of each brand
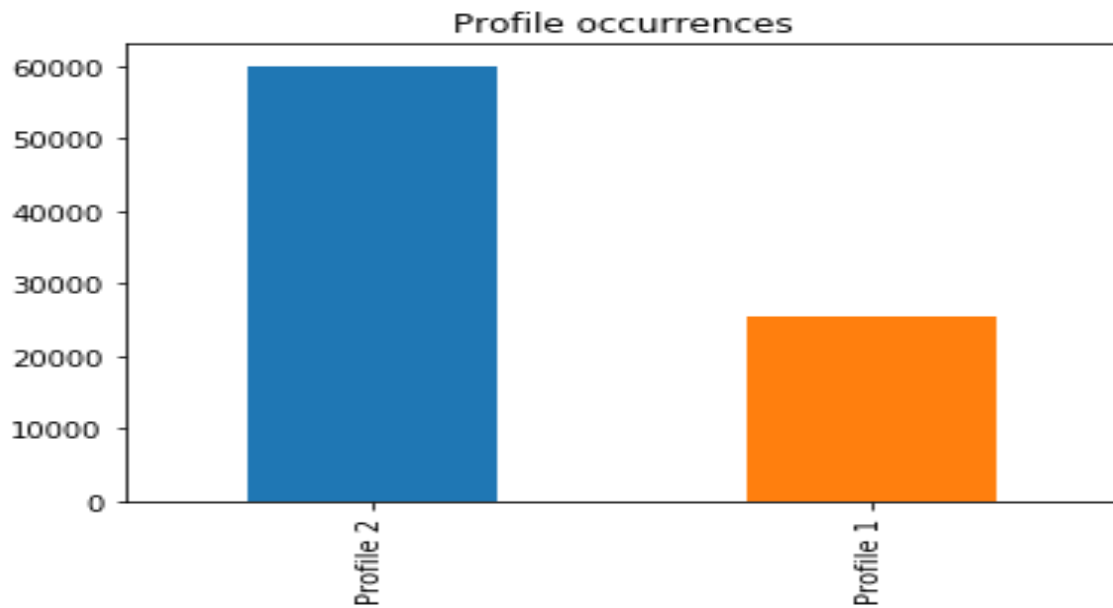
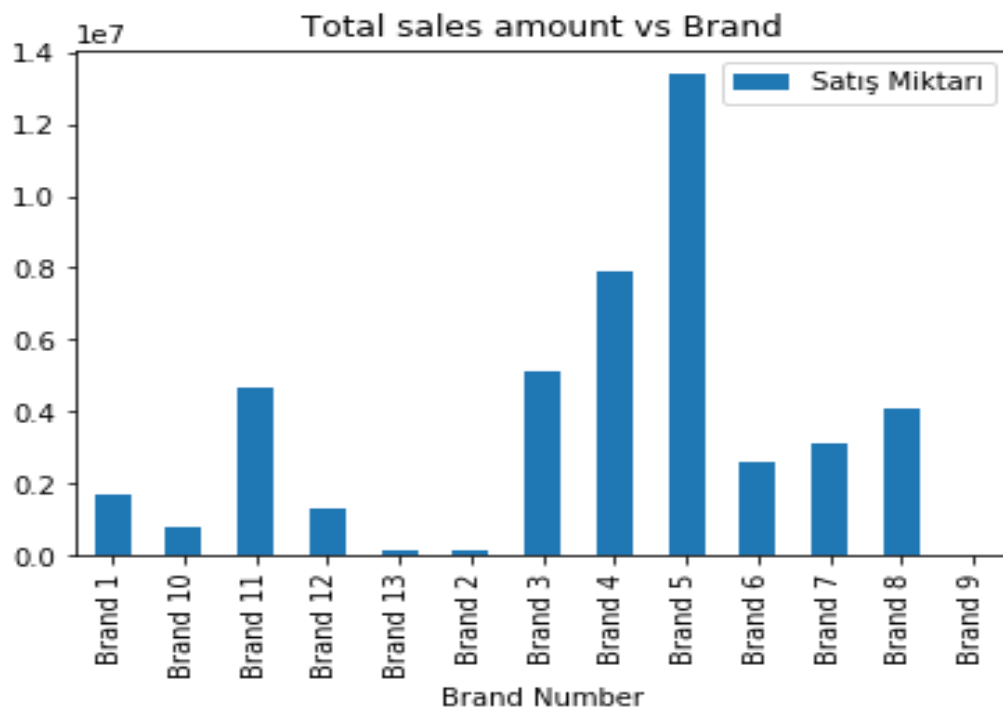*Figure 12 : Customer profile frequency (profile1 kids, profile2 adults)*
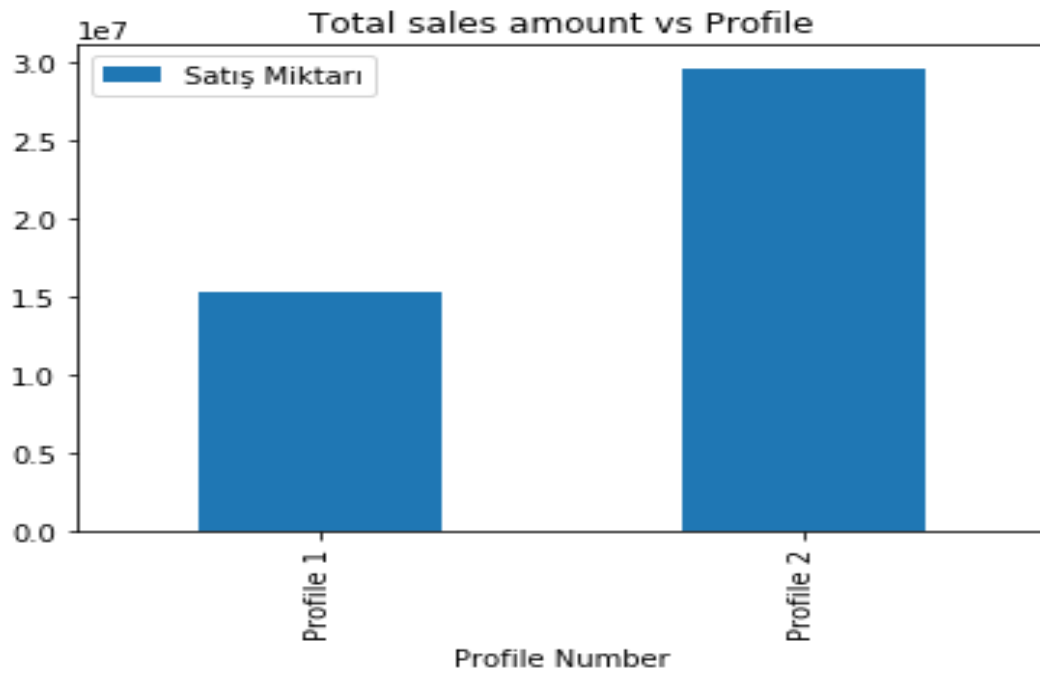

Figure 13 : Total sales amount, brand based

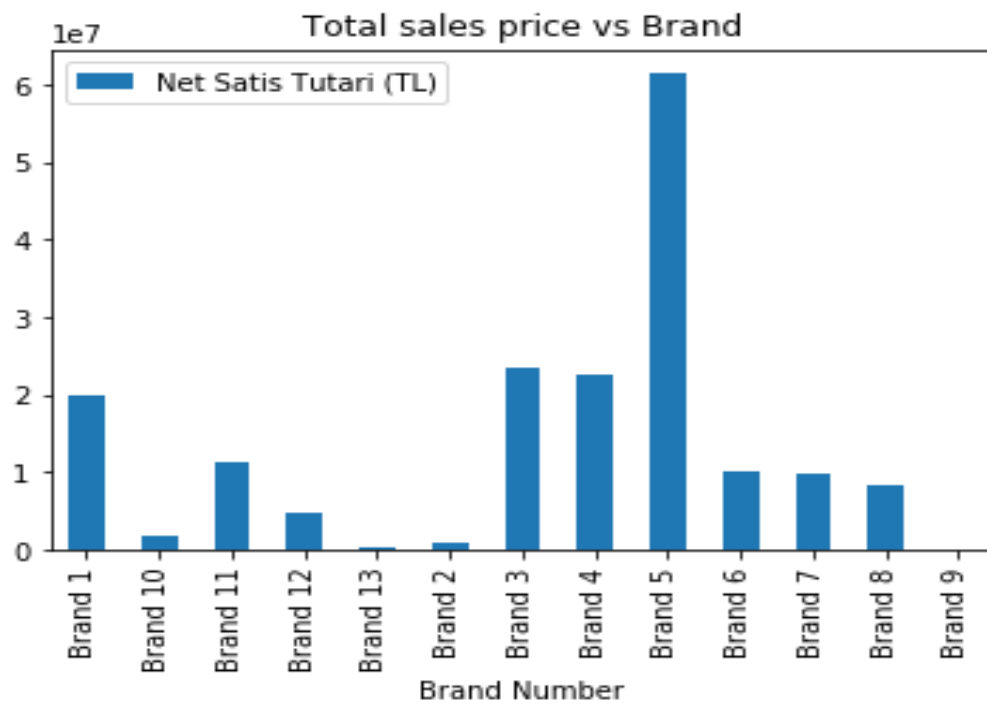*Figure 14 : Total sales amount, profile based (profile1 kids, profile2 adults)*

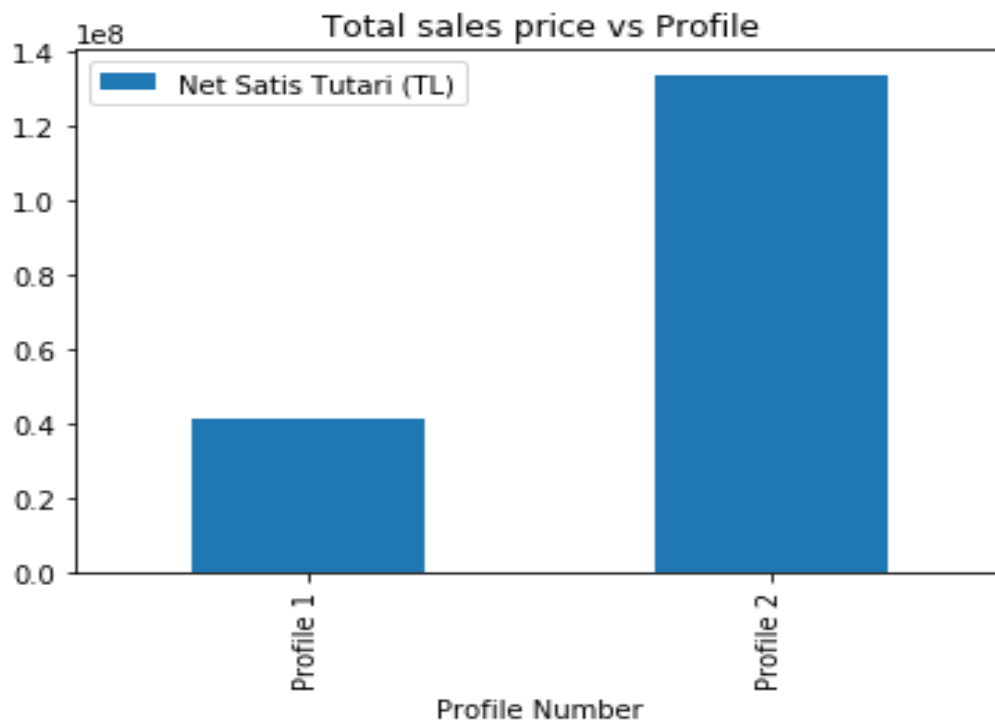*Figure 15 : Total sales price, brand based*

Figure 17 : Total sales price, profile based (profile1 kids, profile2 adults)

Results Description

Profile numbers indicate whether the products are for children or adults. Profile1 products represent children, Profile2 products represent adult products.

As can be seen from the graphs, the average unit prices of products have increased after a certain time. This increase shows that there is a crisis in Turkey. The reason for this rise was the depreciation of the Turkish lira against the US dollar.

Another event showed by the graphs is the increase in total price earned despite the fact that there is no change in sales amount. The reason for this is the rapid rise in inflation in Turkey in that time period.