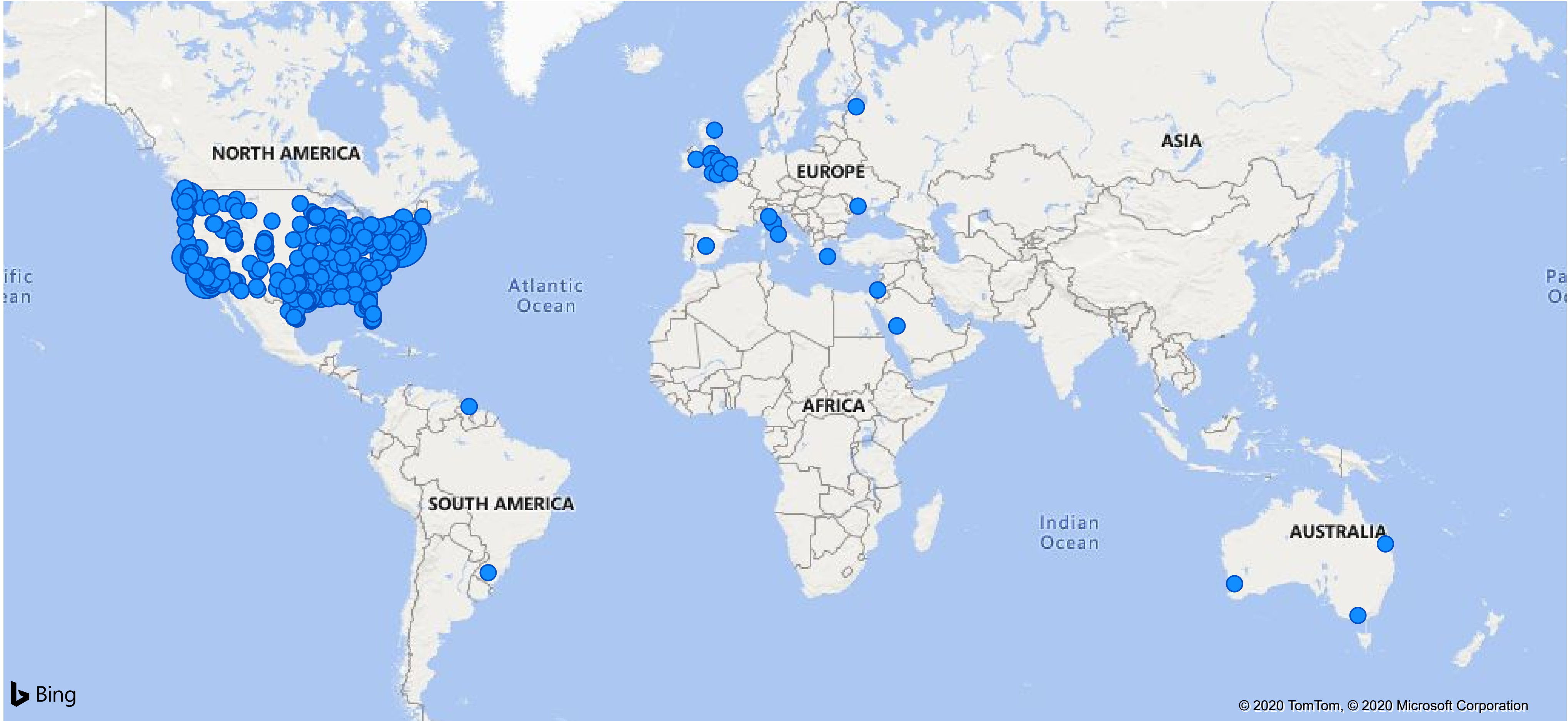


Myself, **Muskaan Pirani**

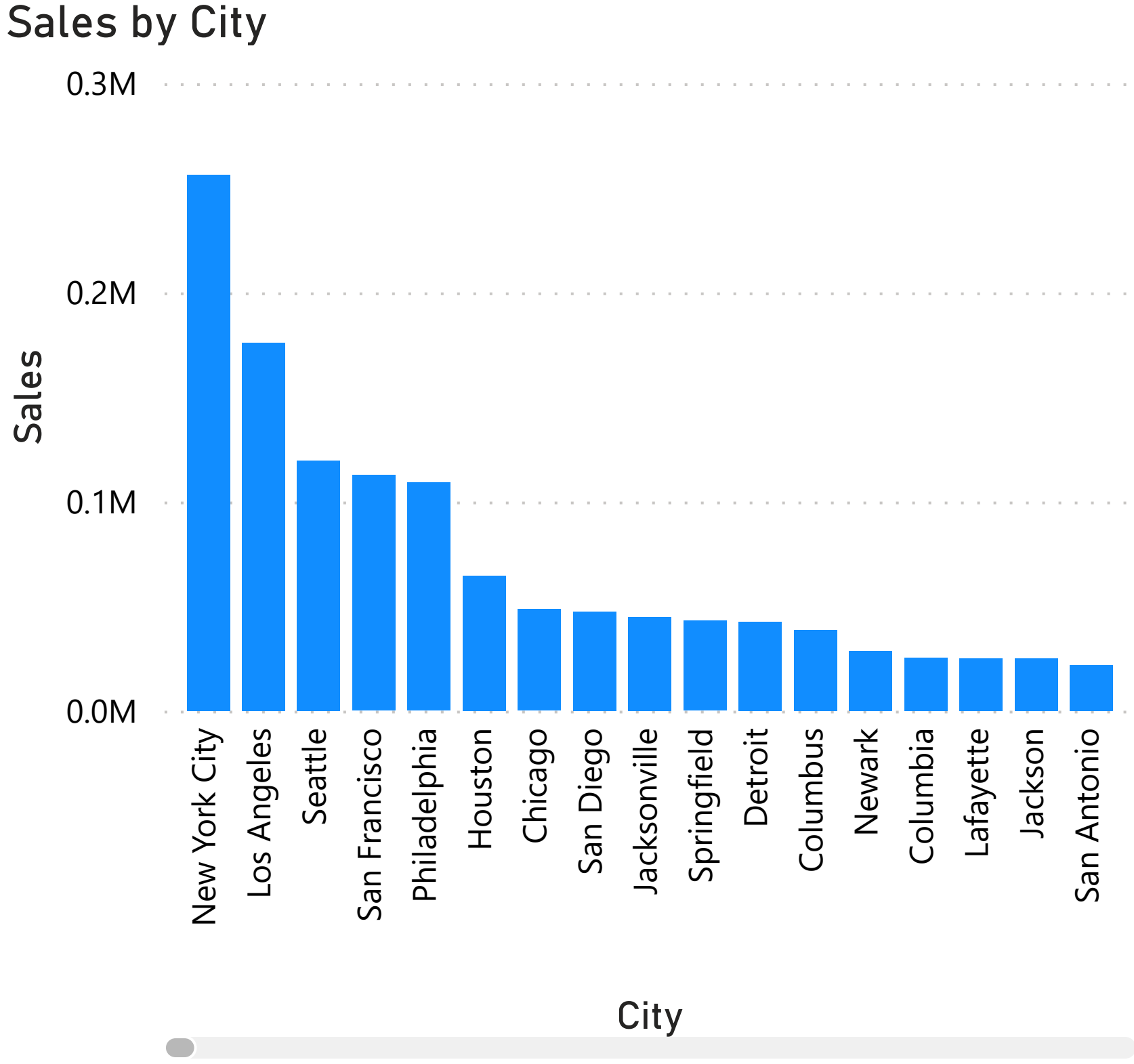
And I am a Data Analytics Intern at The Sparks
Foundation (GRIP)

I will be demonstrating my **#TASK4** which is
Exploratory Data Analysis for Retail Store. And I will
be using **Power BI** as an analytics tool.

Sales by City

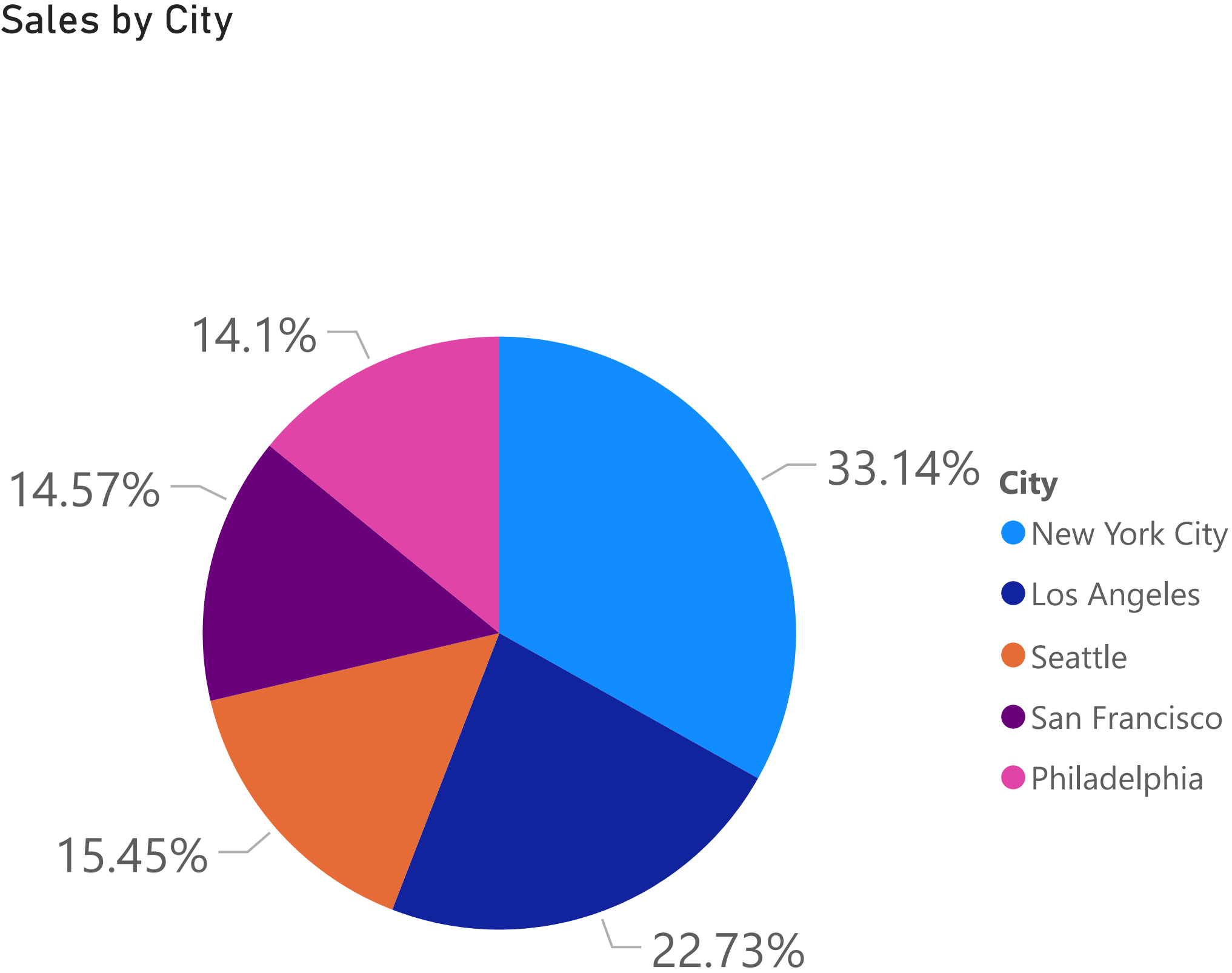


We can infer that North America has the highest sales.



We plotted bargraph to check which city has highest sales as in number.

We then select 5 cities having high sales. They are: New York, Los Angeles, Seattle, San Francisco and Philadelphia.



If we consider these 5 cities who contribute to the major sales, then New York city contributes the highest i.e 33.14% followed by other countries.
(Note: For rest of the analysis, we will work with these 5 countries only)



This visual does not support exporting.

As we can see, New York tops in making sales as well as in profits.

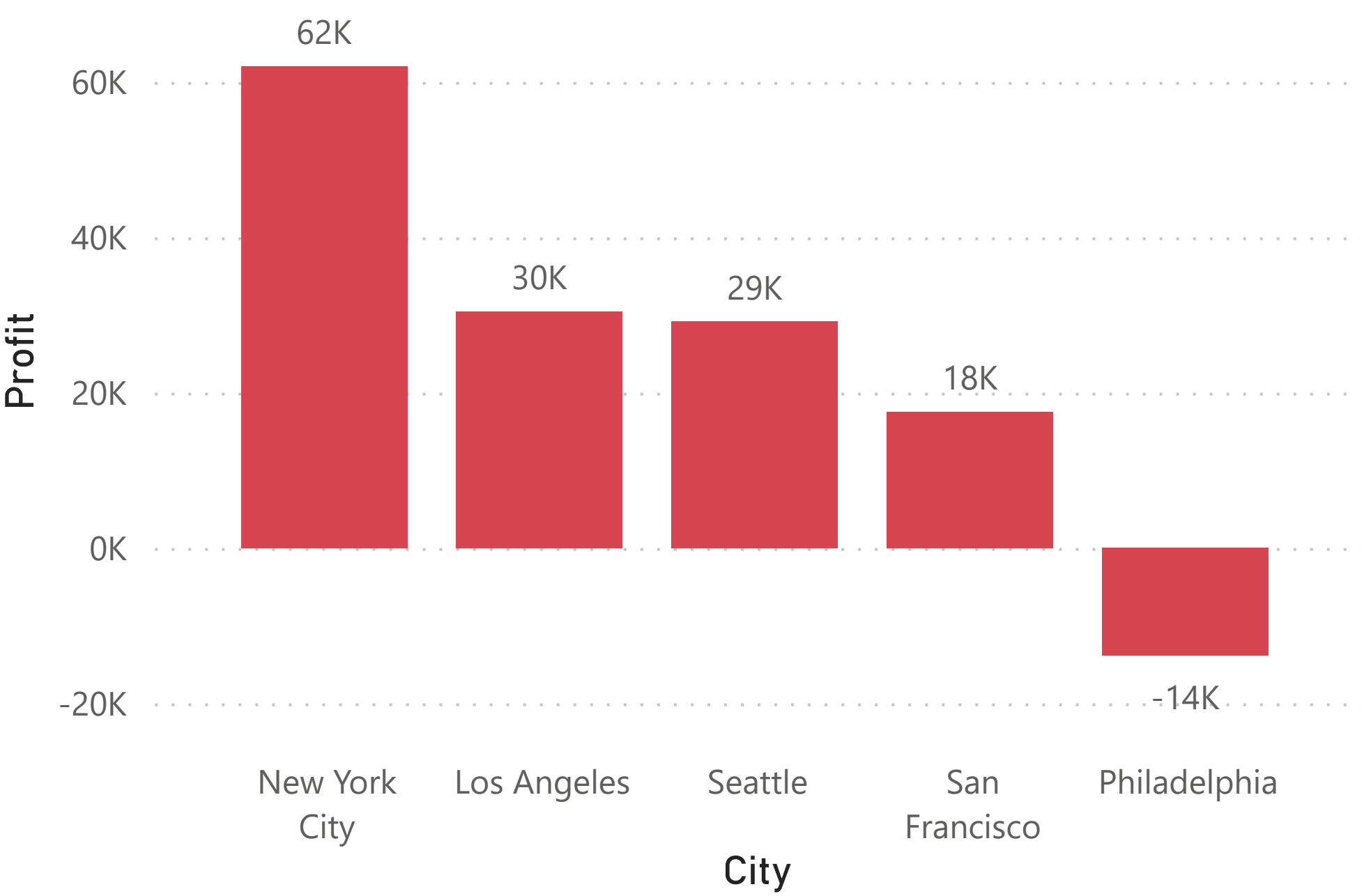
But Philadelphia makes sales better than other countries however it shows a negative profit when compared to Top 5 cities in making sales.

The size denotes the no. of quantity sold

Quantity by City

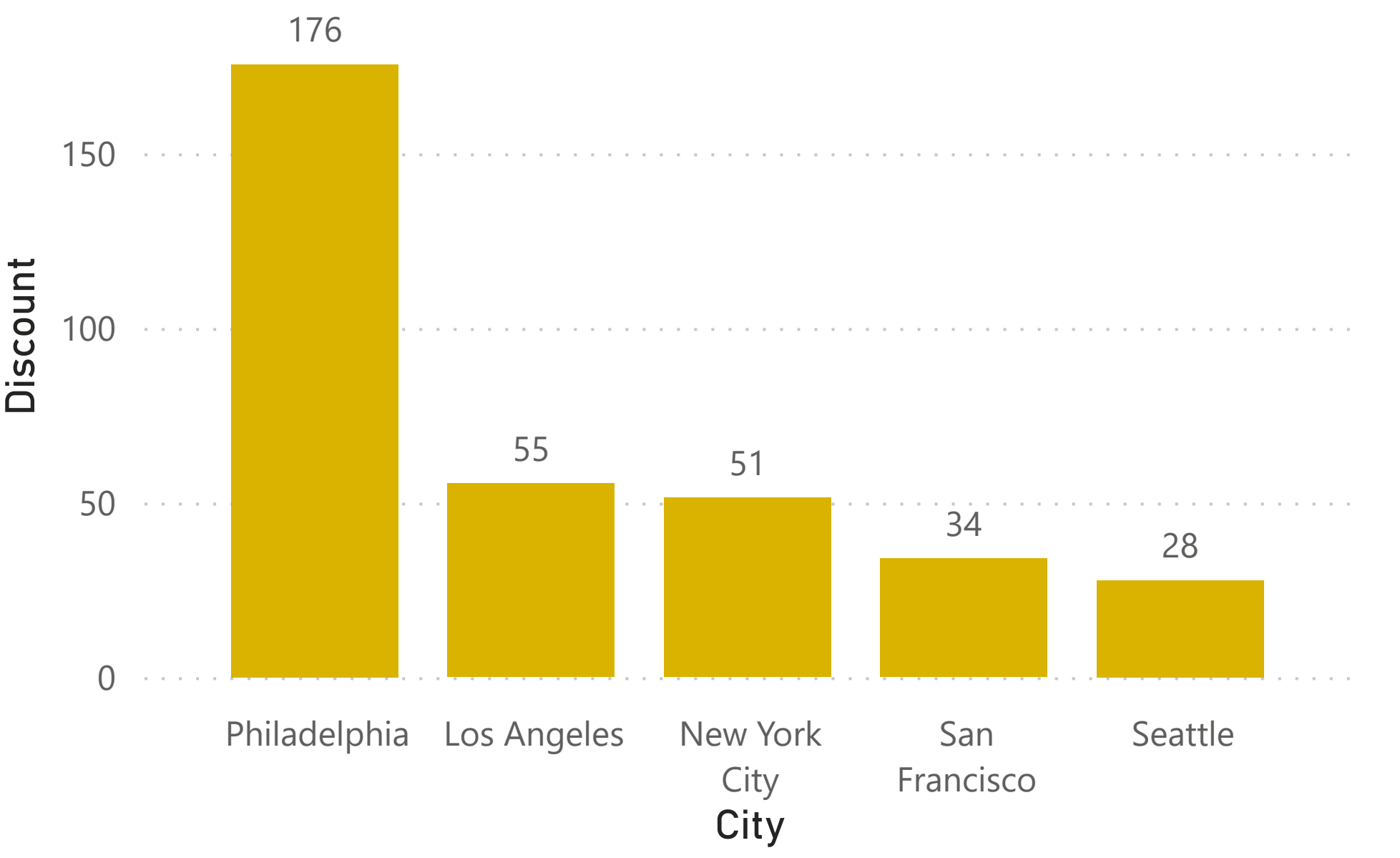


Profit by City



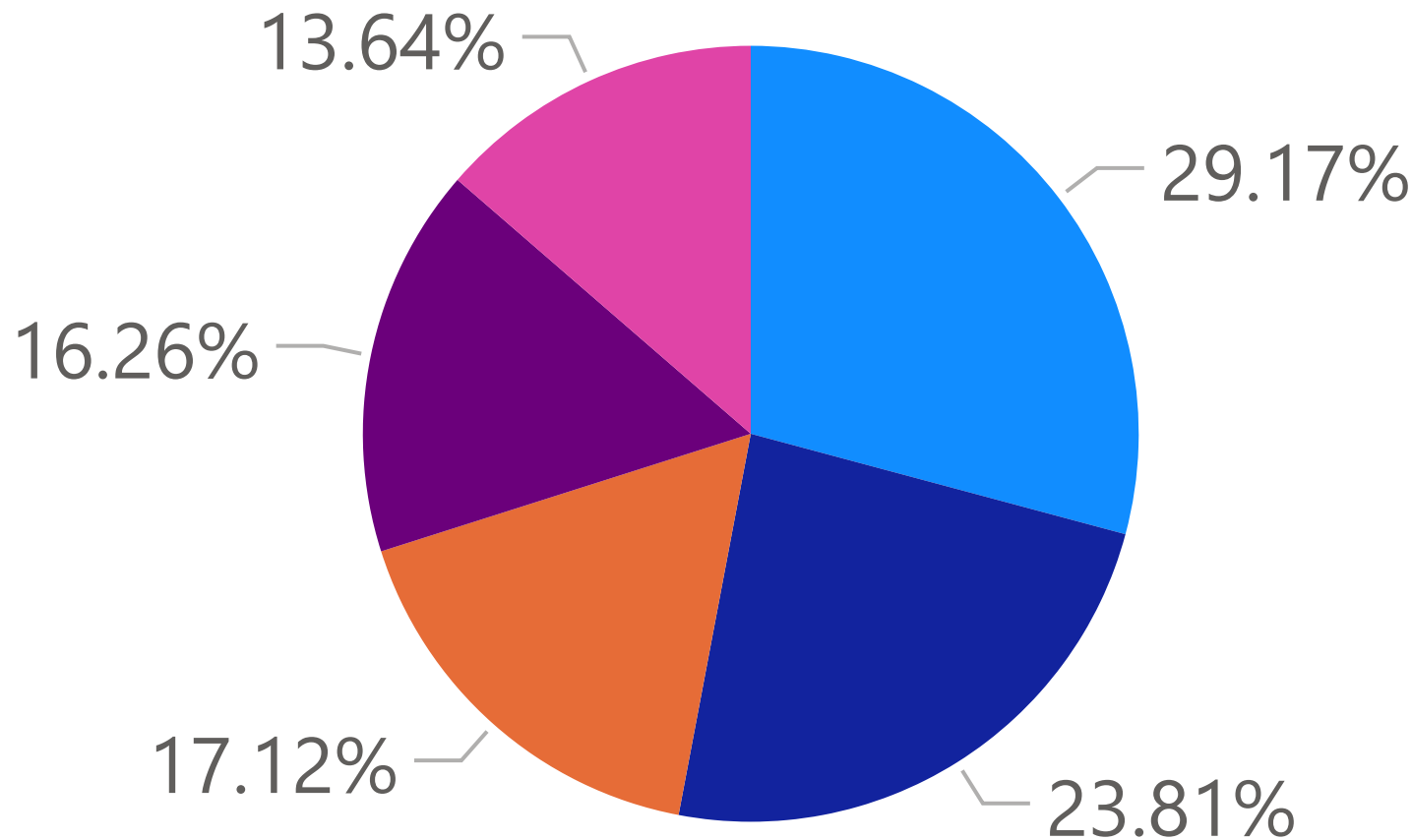
A general overview of Quantity, Profit and Discount by cities.

Discount by City

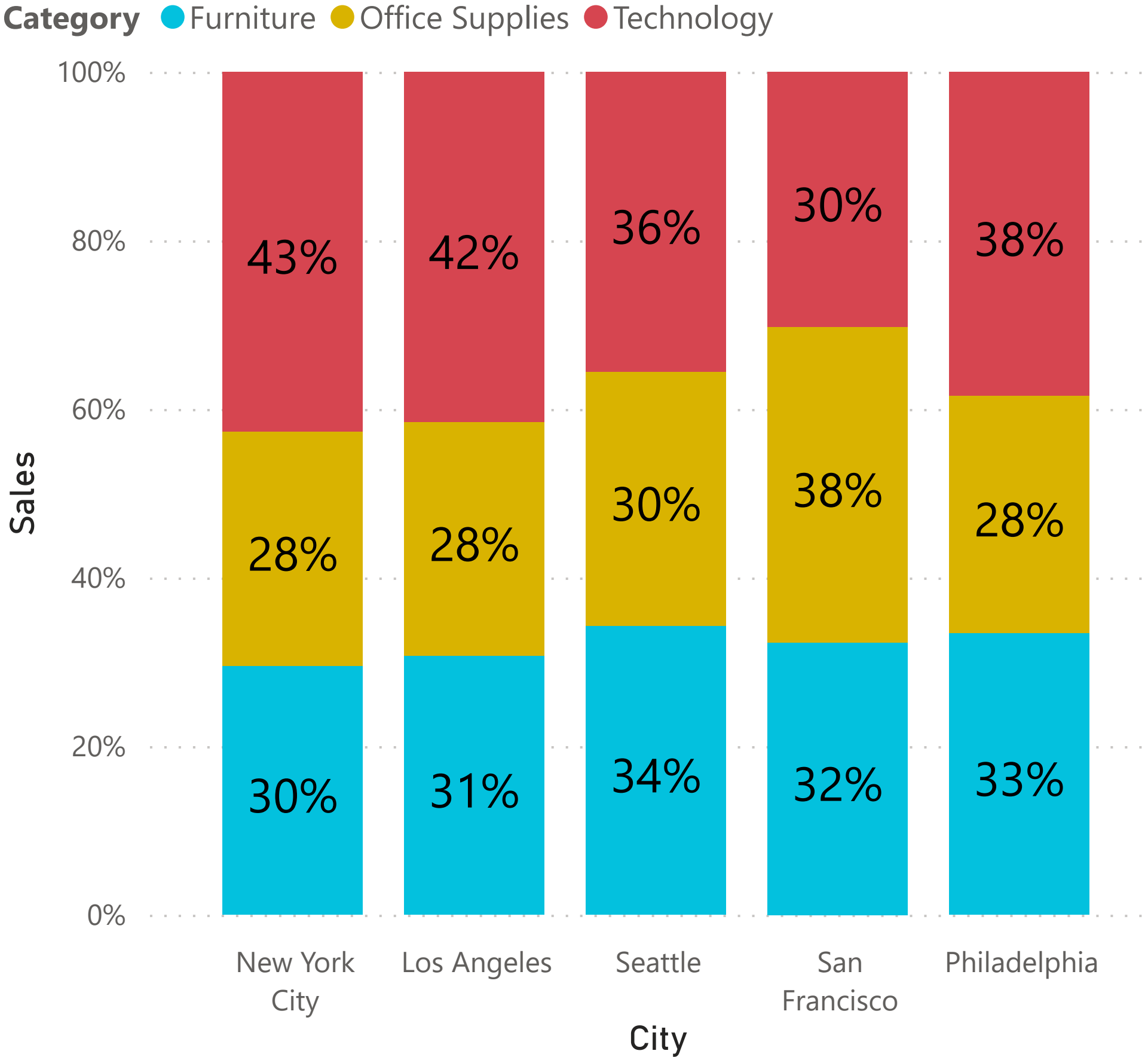


First Category	Sub-Category
Technology	Accessories
Technology	Copiers
Technology	Machines
Technology	Phones
Office Supplies	Appliances
Office Supplies	Art
Office Supplies	Binders
Office Supplies	Envelopes
Office Supplies	Fasteners
Office Supplies	Labels
Office Supplies	Paper
Office Supplies	Storage
Office Supplies	Supplies
Furniture	Bookcases
Furniture	Chairs
Furniture	Furnishings
Furniture	Tables
Furniture	

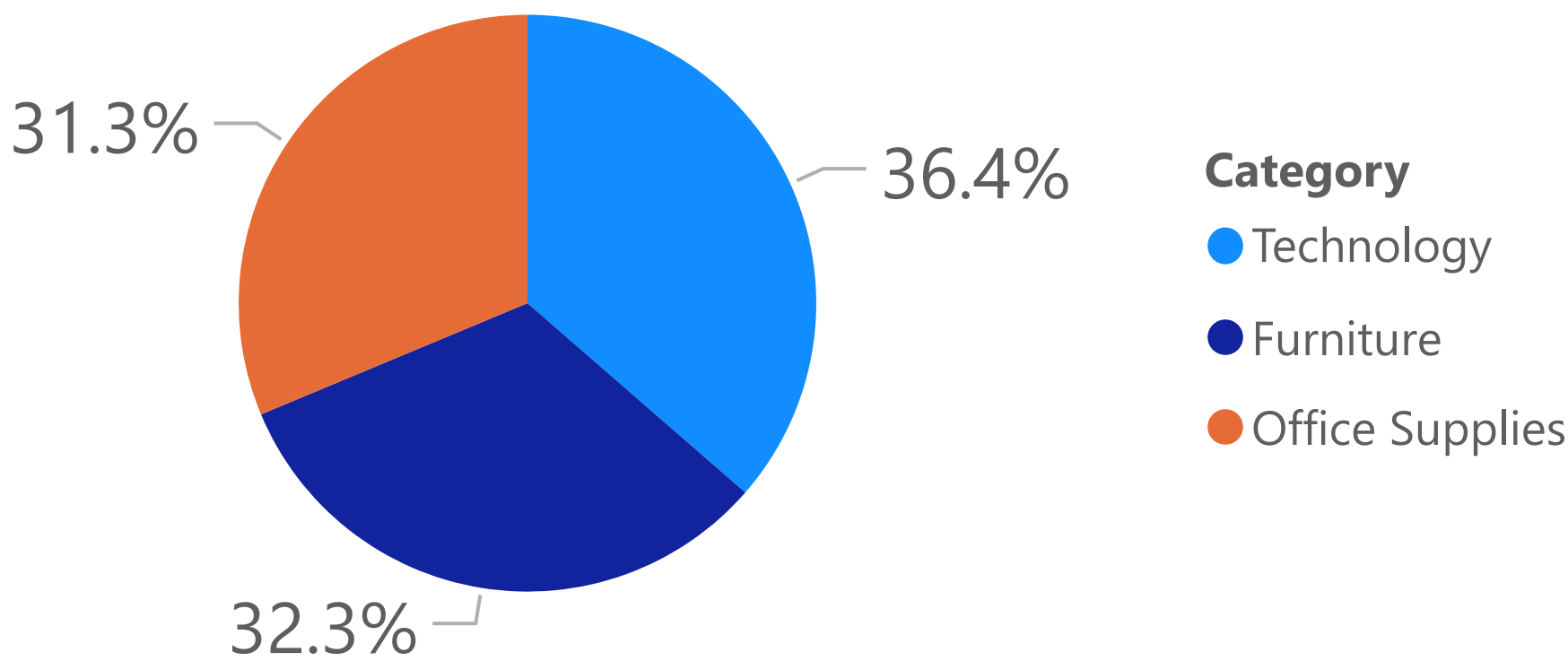
Count of Category by City



Sales by City and Category



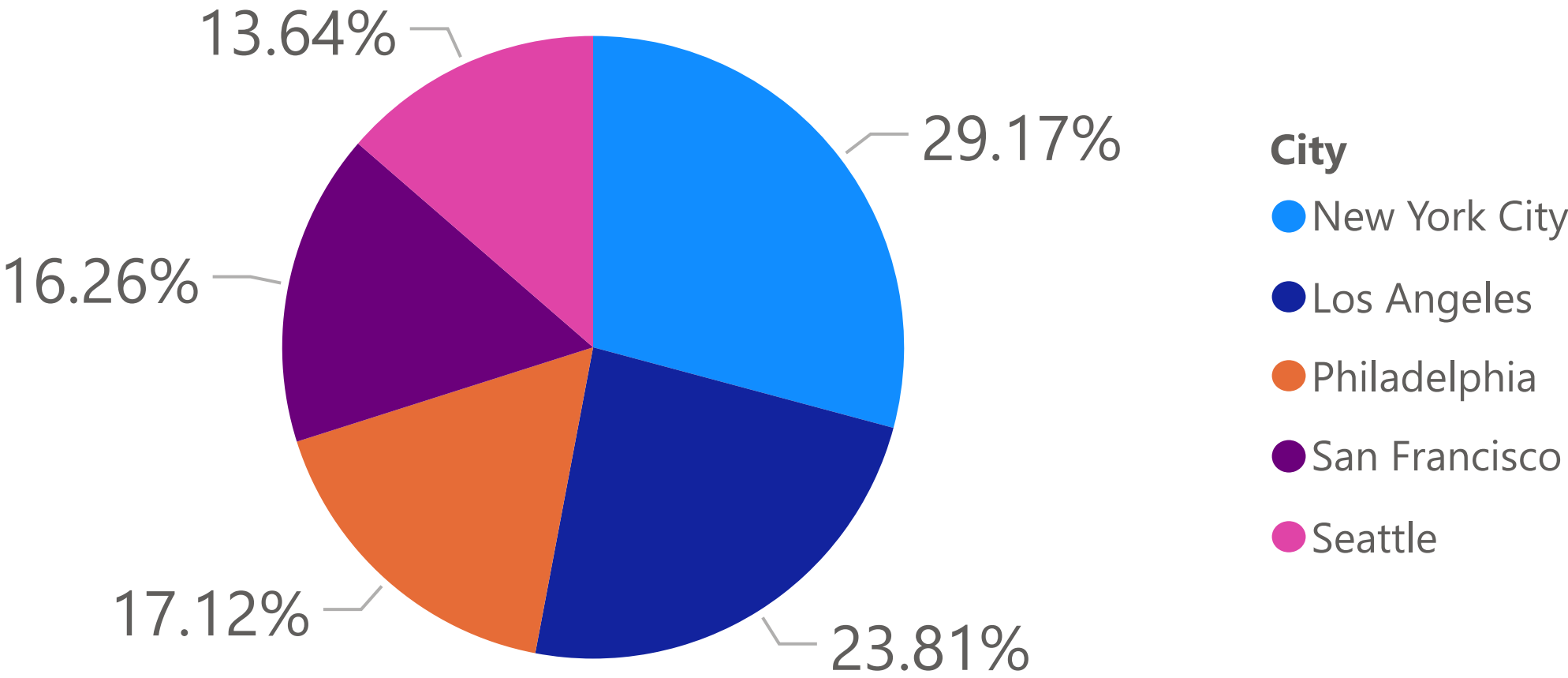
Sales by Category



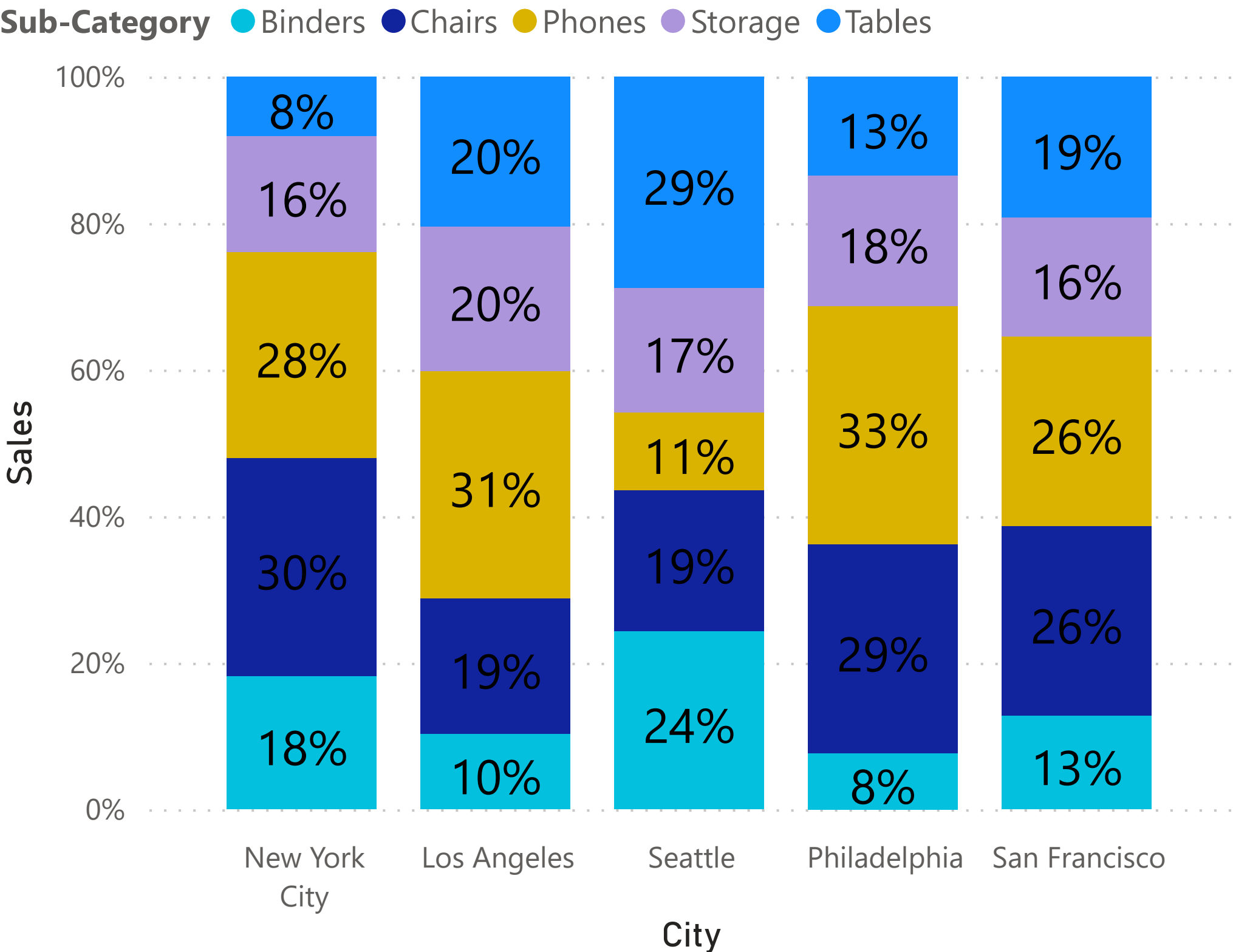
Thus, we can infer that the category namely Technology has the highest sales, contributing an average of 36.4%

In New York, which has the maximum sales, Technology stands at 43% followed by Furniture and Office supplies at 30% and 28%, respectively.

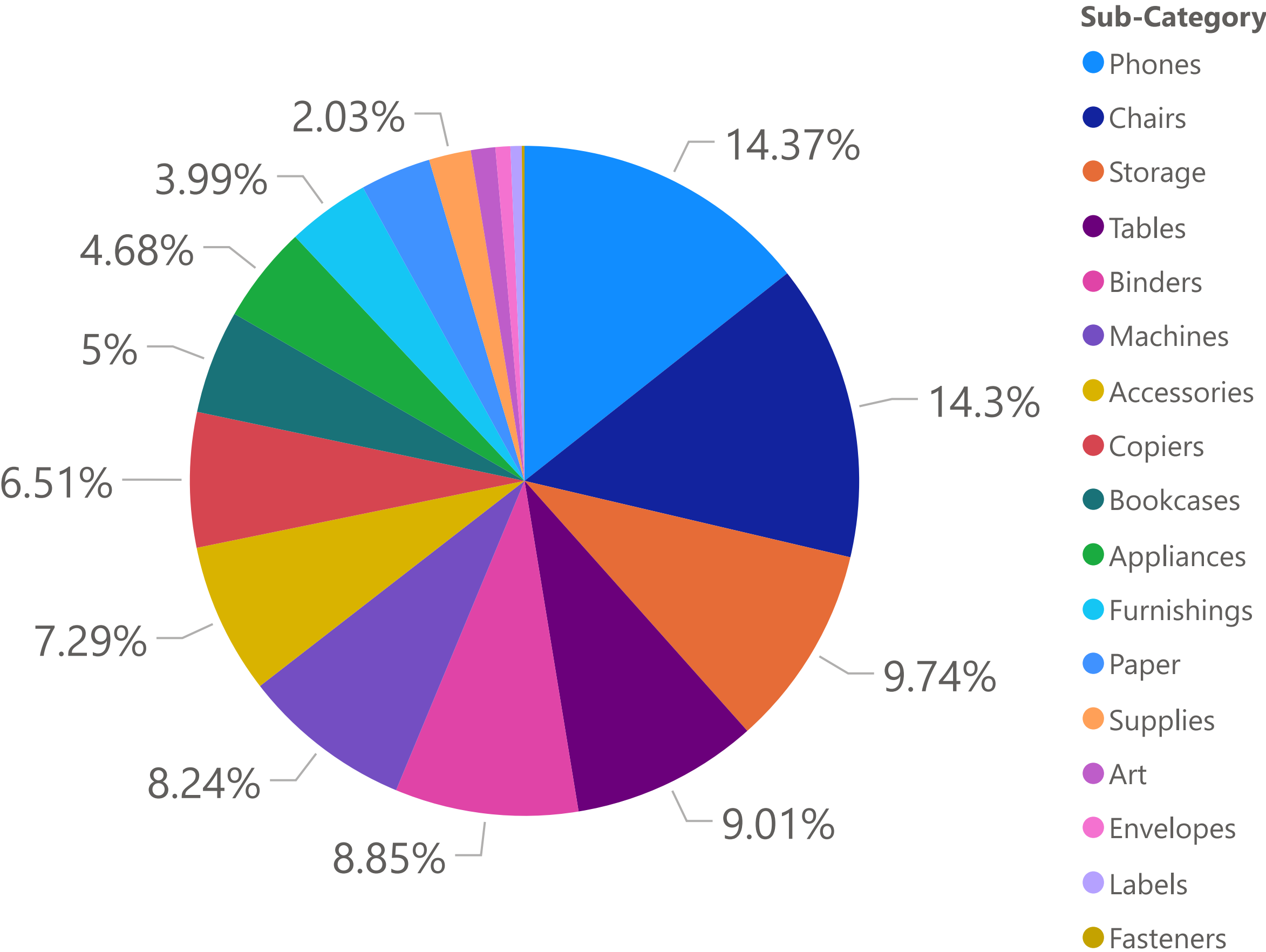
Count of Sub-Category by City



Sales by City and Sub-Category

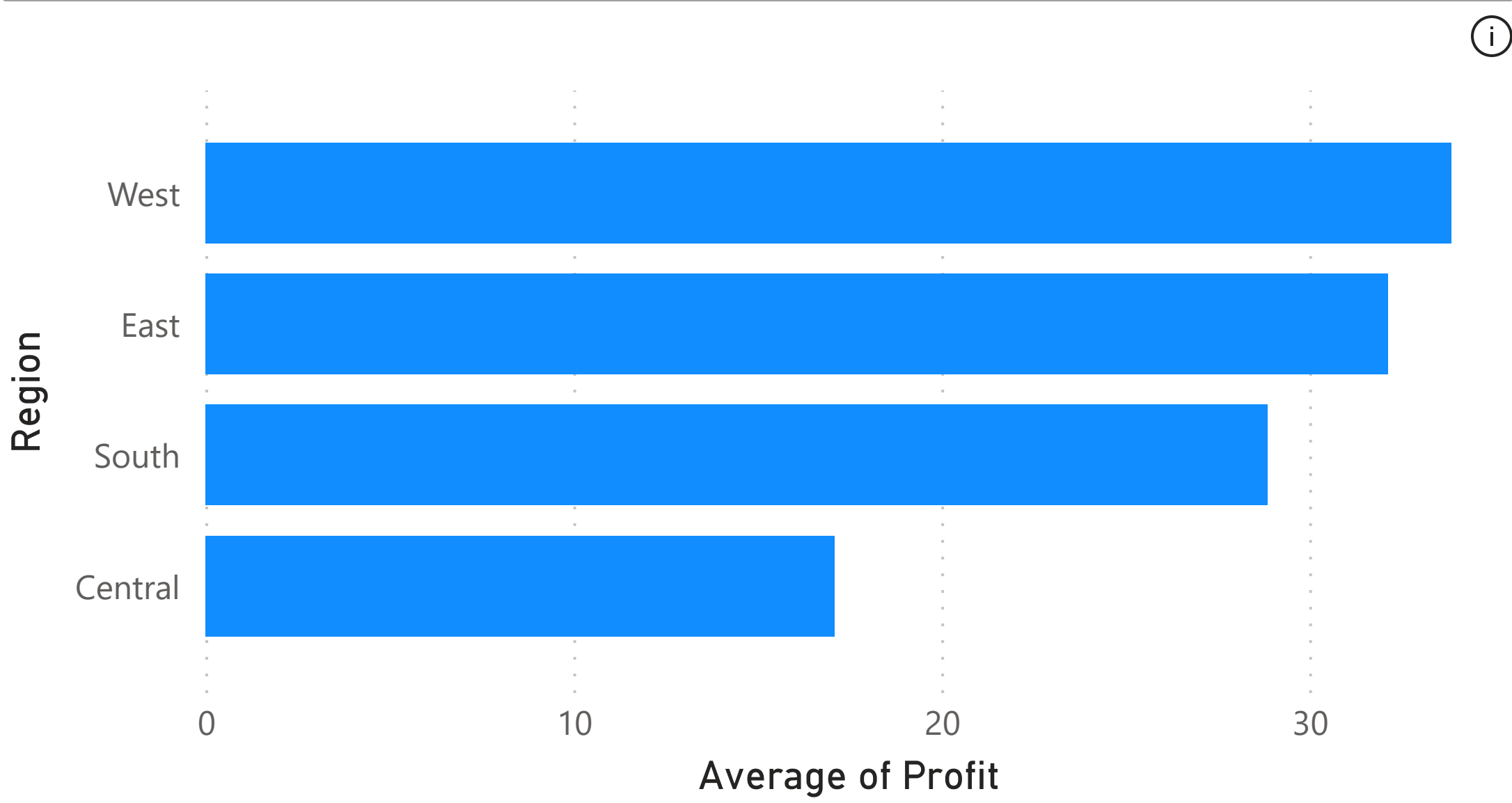


Sales by Sub-Category



(As analyzed previously for categories)

average profit for each region

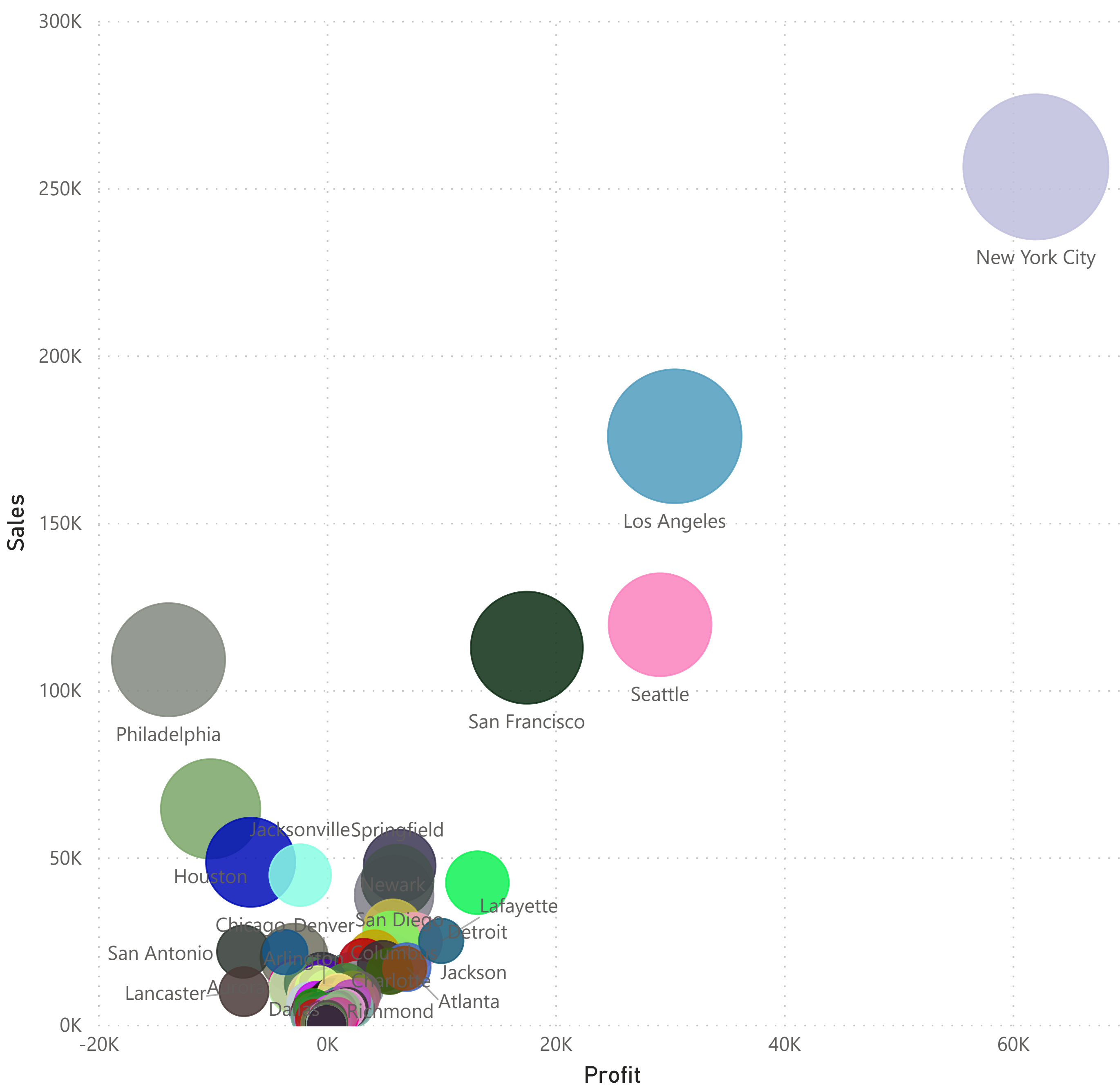


Is this useful?



Profit, Sales and Quantity by City

City Aberdeen Abilene Akron Albuquerque Alexandria Allen Allentown Altoona Amarillo



Some of the other vizuals.

Areas where we can work to make a profit:

- 1. Increasing sales in countries other than North America.*
- 2. Increasing the discounts.*
- 3. Increasing the quantity where the sales is high.*
- 4. Increasing the sales in the countries where quantity is low.*

The End