Below are the steps followed for coming to inferences for data set provided.

1. When loaded the data in R column postal.codes had around 27k NA out off total 34k rows. As it is world wide and many other geographical fields as in Market, region, state, city, etc are provided so we can drop this column from analysis.
2. The objective here is to see the relation for various segments for sales/profit based on other factors.
3. Have used **Tableau**  to visualize the data (Due to server connectivity issue was to publish the story board).
4. Below screen shot shows customer count, spend ($) and transaction (order wise) total as well as market share on current period and prior period for 3 different segments. IT could be viewed based on the time period drop down to view the values as monthly, quarterly or yearly.

Along with this it also shows a moving graph depicting segments for sales/profit trend over the quarters. Through this we can see that there is a positive relation between sales and profit. Consumer segment has maximum sales and profit.



1. Below screenshot shows map chart for global area with markets as filter. Profit trend has been shown with the colour gradient. Red depicts loss where has green shows profit. Along with this dual axis pie chart for segment wise sales have been shown.



1. Last chart is a Sankey chart for sales from segment to market wise trend. It could be seen that consumer is shares the highest % of sales and APAC is the market with highest input. Broder the line more is the sales.

