

# STORY DASHBOARD

Student No: 210458262

Module: ST2187 Business analytics, applied modeling and prediction

Market Analysis- APAC makes highest profits and Canada makes the lowest.

Country Analysis- USA contributing the highest profits.

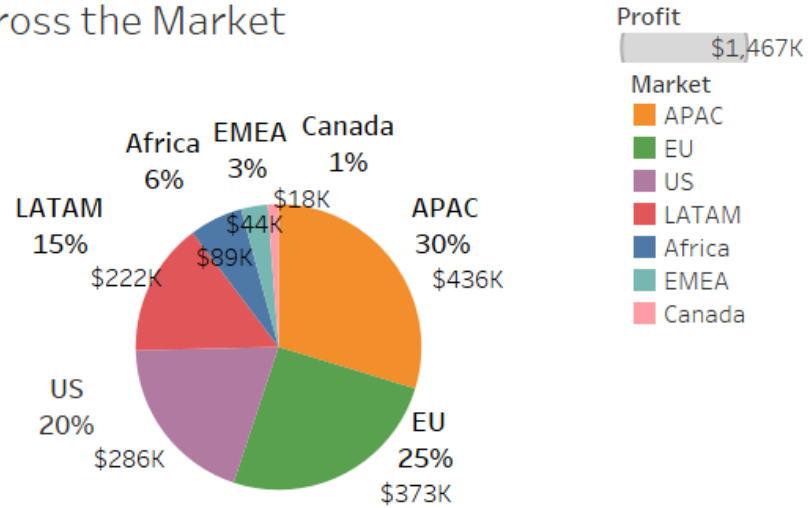
Customer Analysis- Tamara Chand is the highest profit contributing customer.

Product Analysis- Tables make a loss and copiers make the highest profits.

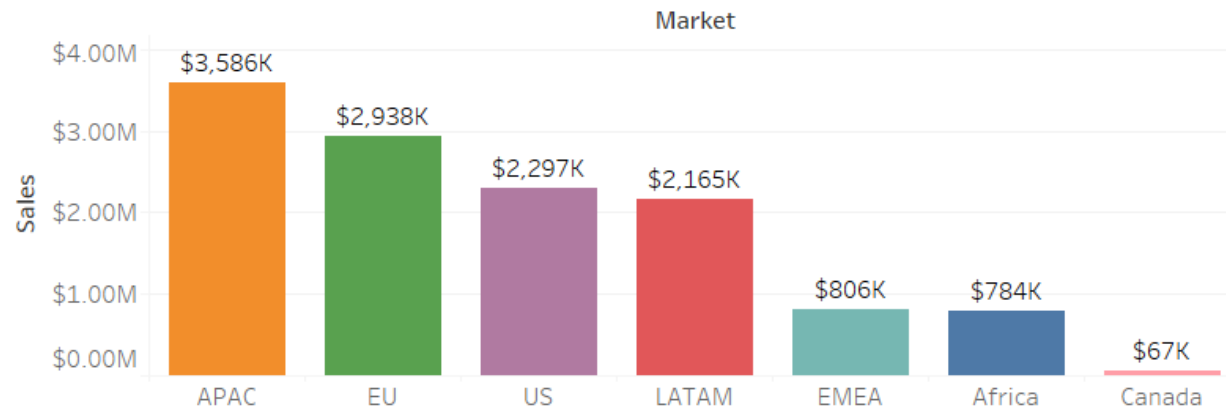
Shipping Analysis- 63% of total shipped using standard mode.

## Market Analysis

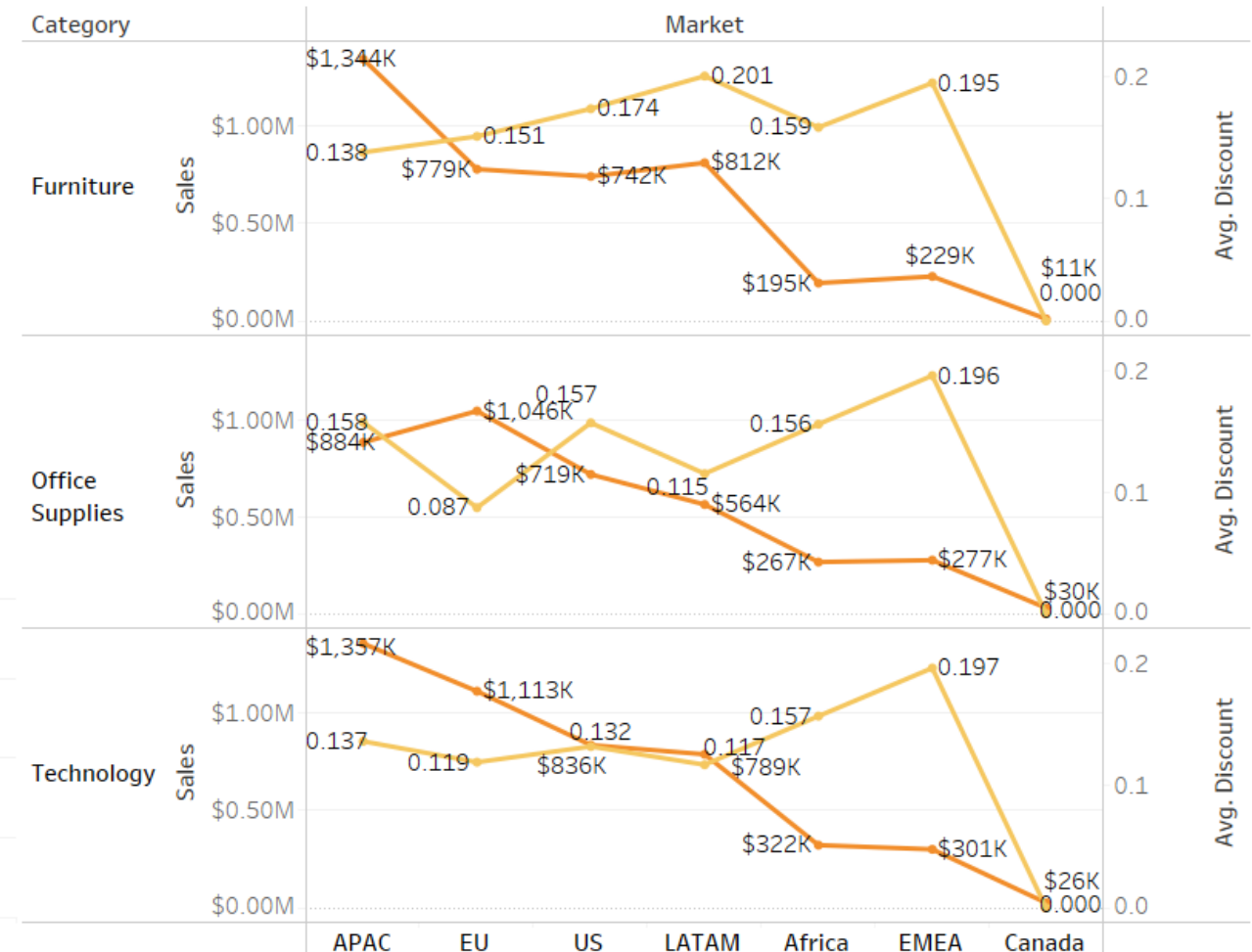
### Overall Profits across the Market



### Overall Sales in the Market



### Total Sales and Discount Vs Category



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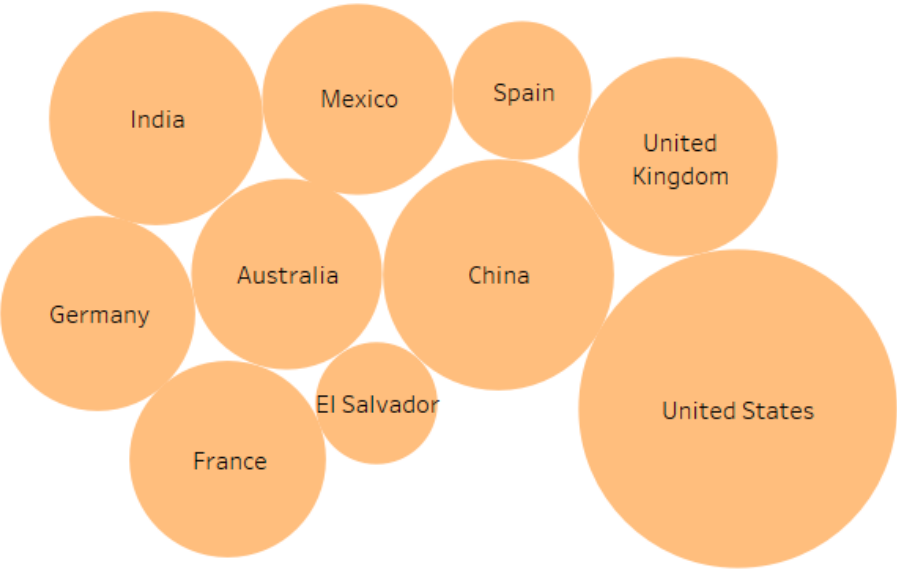
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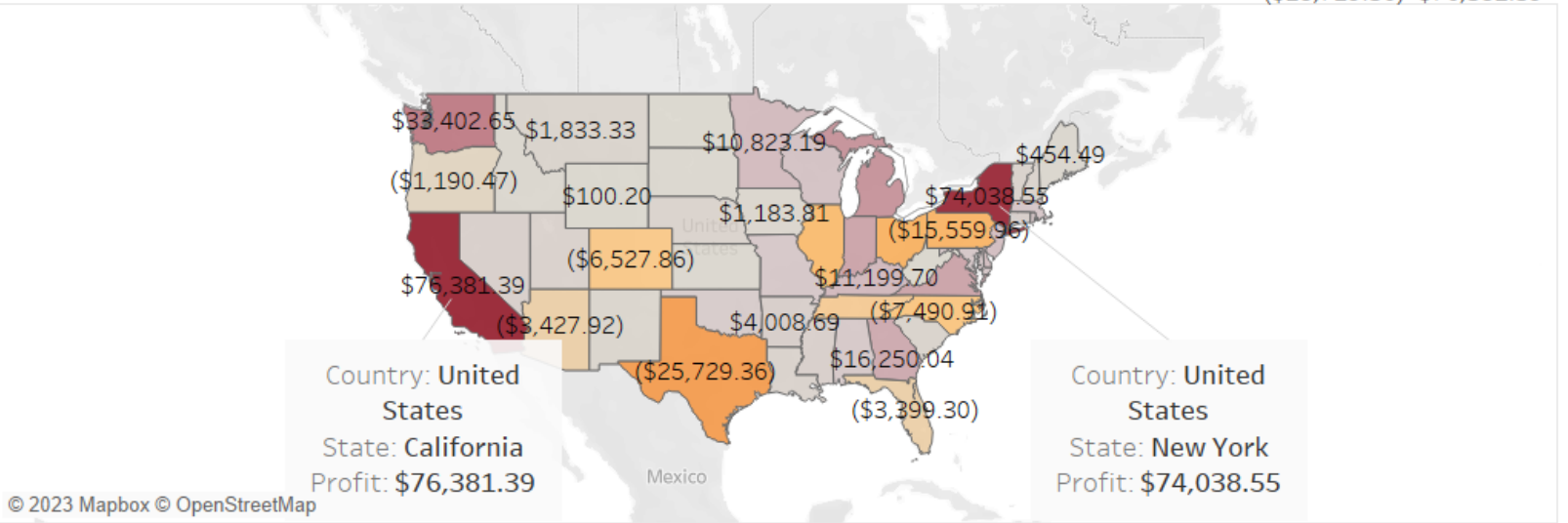
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Country Analysis

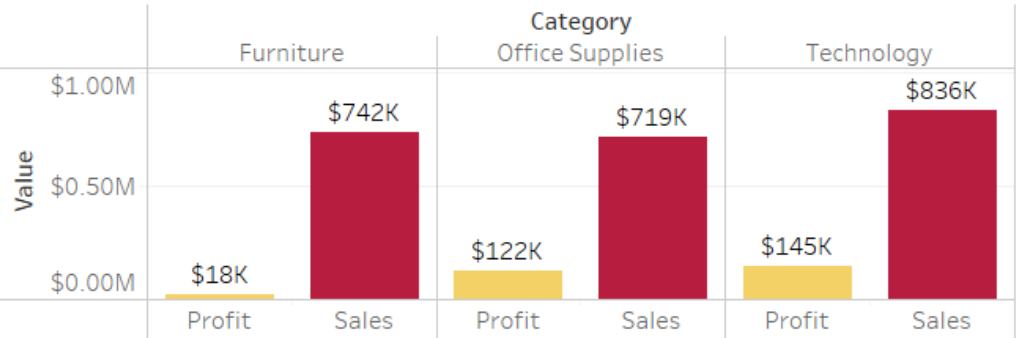
Top 10 Profit Vs Country



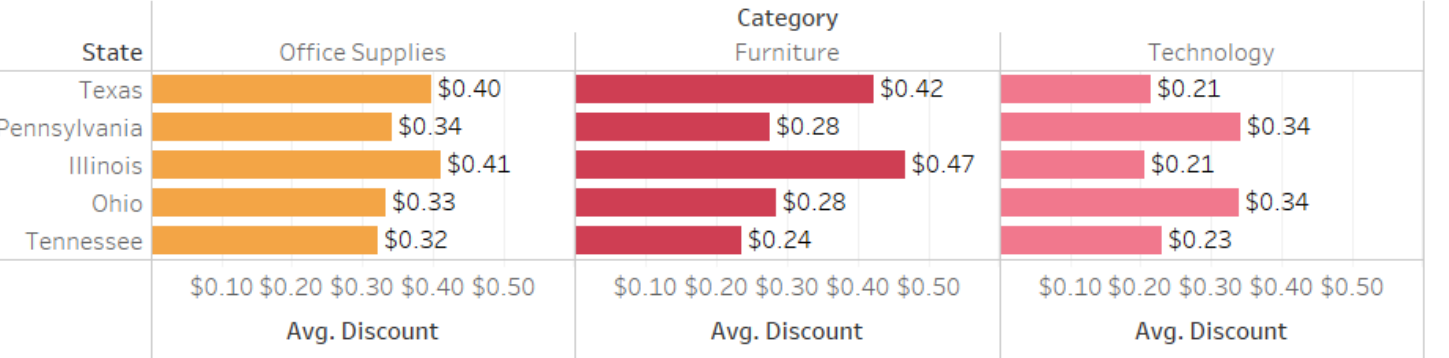
The Highest Profit State in the USA



Sales and Profit Forecast In The USA



Discount vs Top 5 States in the USA



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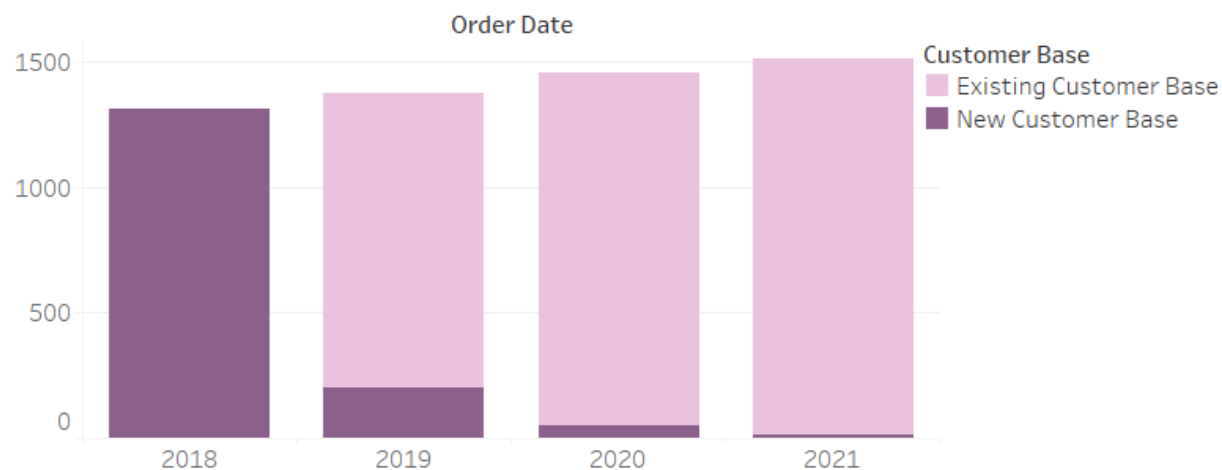
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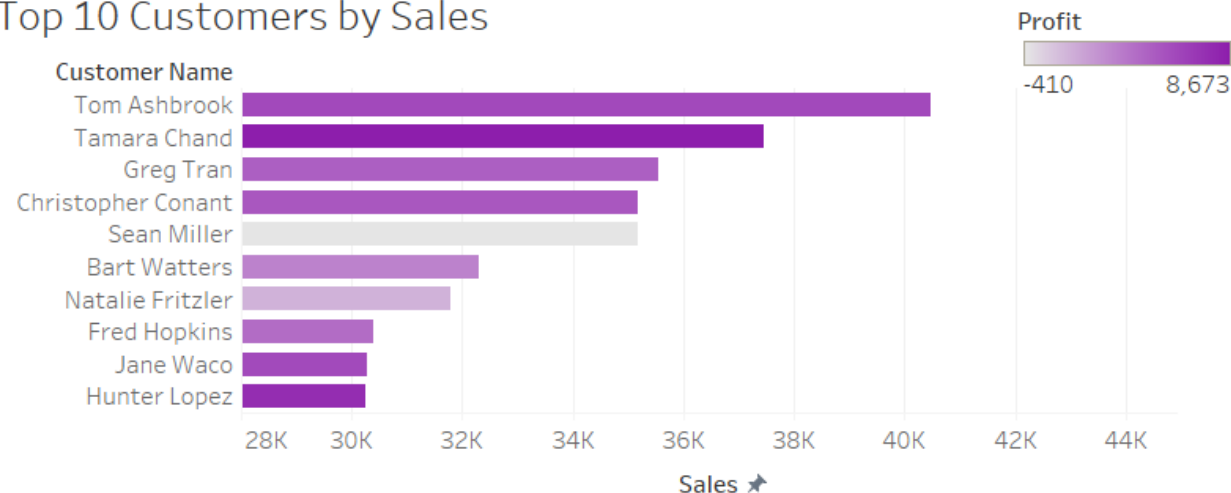
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## Customer Analysis

### New Customer Base and Existing Customer Base



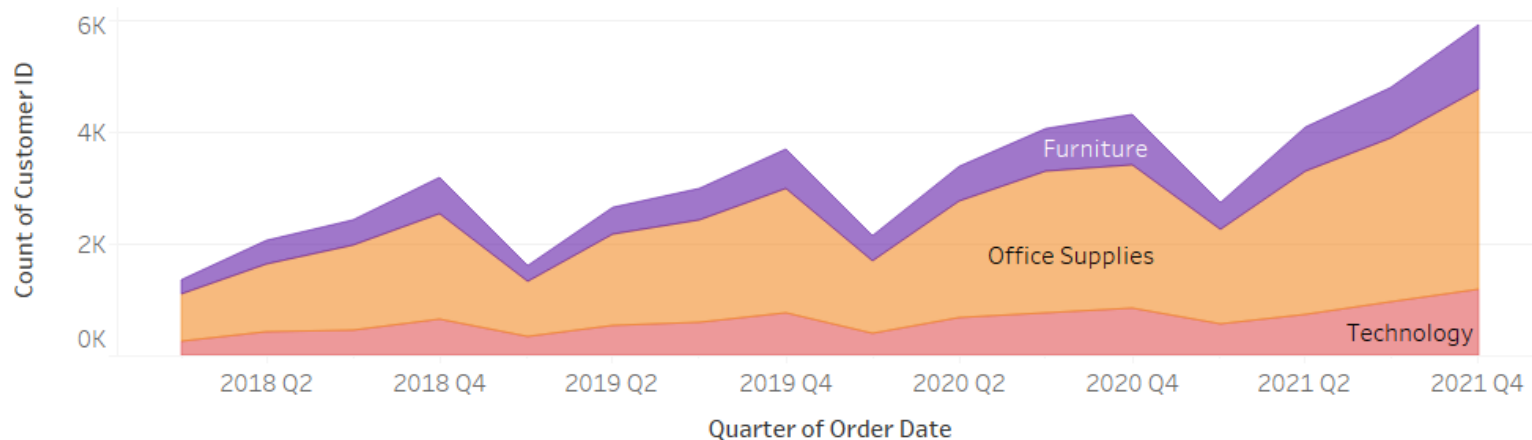
### Top 10 Customers by Sales



### Top 10 Profitable Customers

Customer Name		
Tamara Chand		\$8,673
Raymond Buch		\$8,453
Sanjit Chand		\$8,205
Hunter Lopez		\$7,817
Bill Eplett		\$7,410
Harry Marie		\$6,958
Susan Pistek		\$6,484
Mike Gockenbach		\$6,459
Adrian Barton		\$6,417
Tom Ashbrook		\$6,312

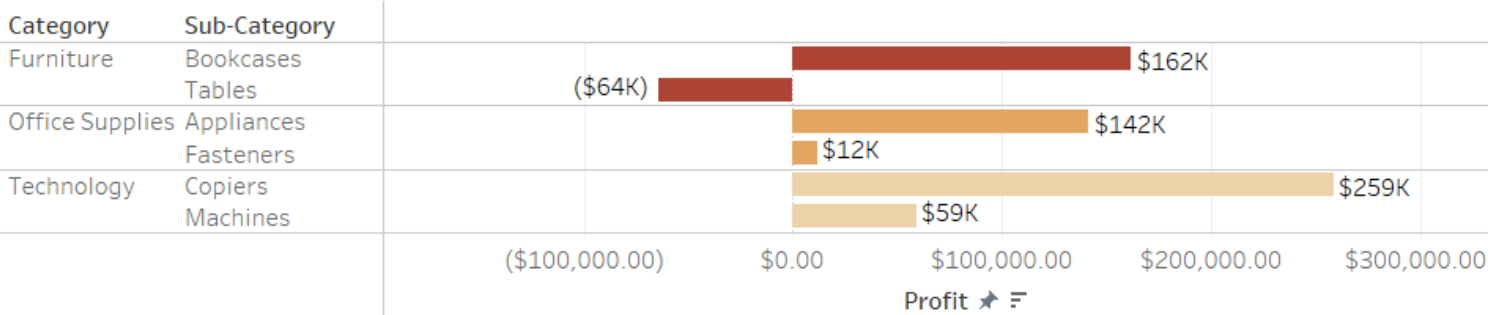
### Customer Diverse based on the Year/Quarter



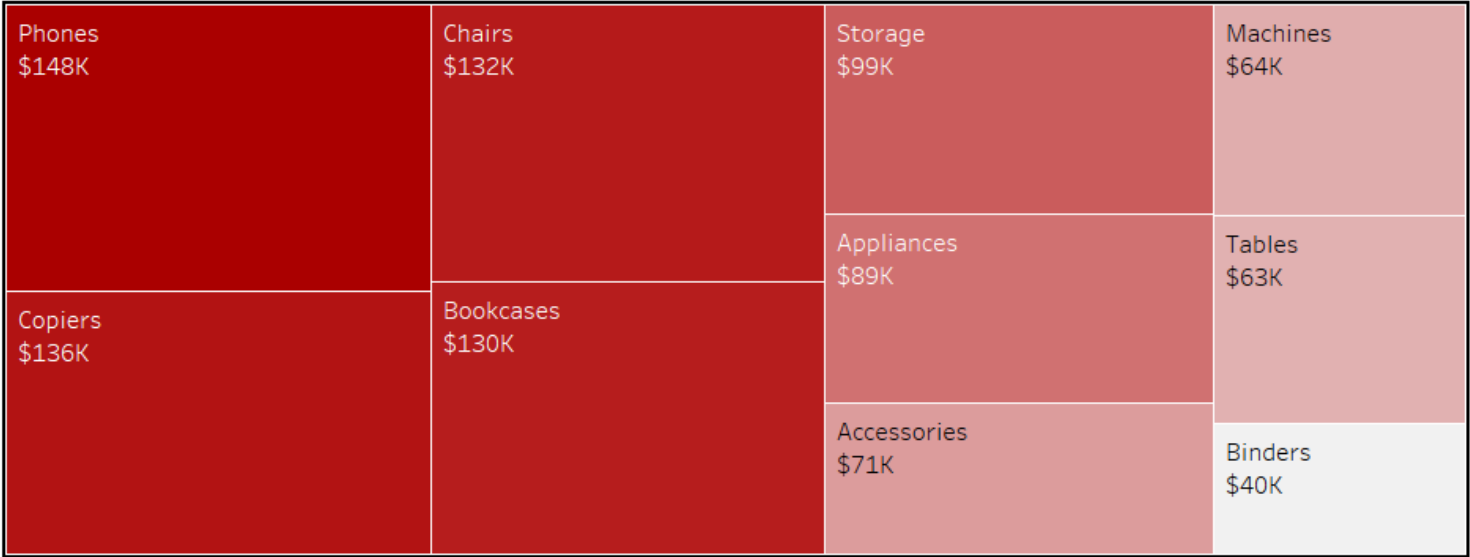
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## Product Analysis

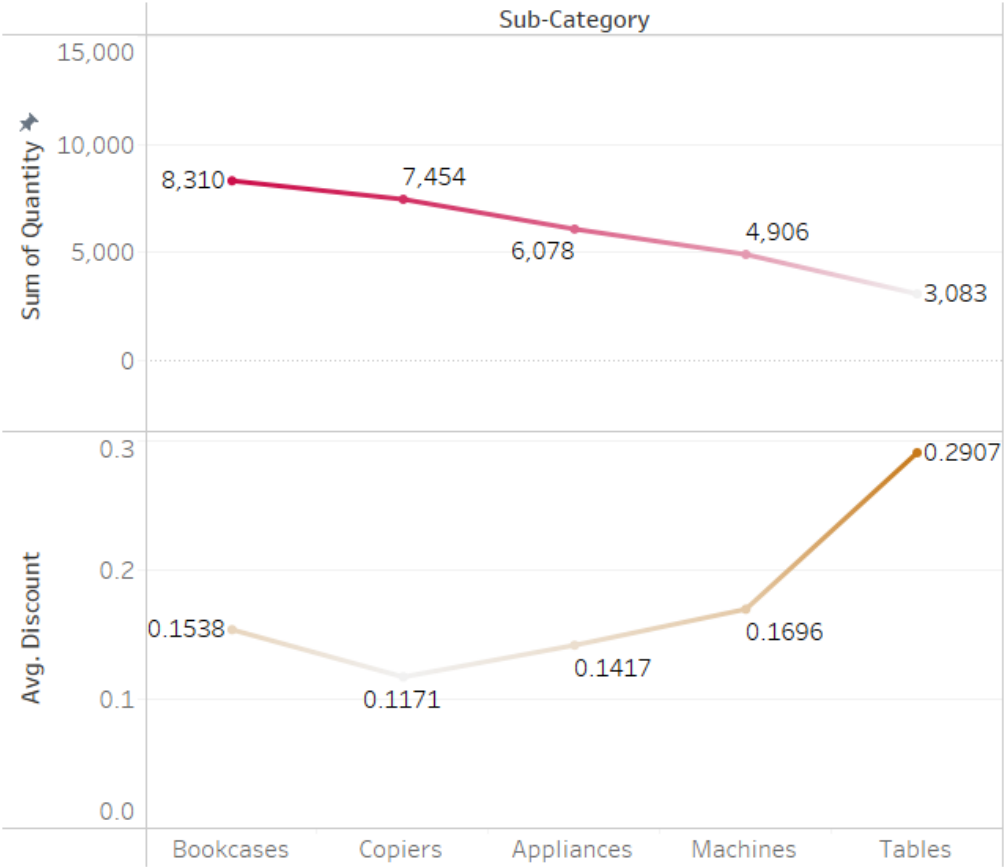
Profits based on the Products from each category highest and lowest



Shipping Cost Vs Products Top 10



Quantity Diverse And Average Discount based on the Least 5 Products



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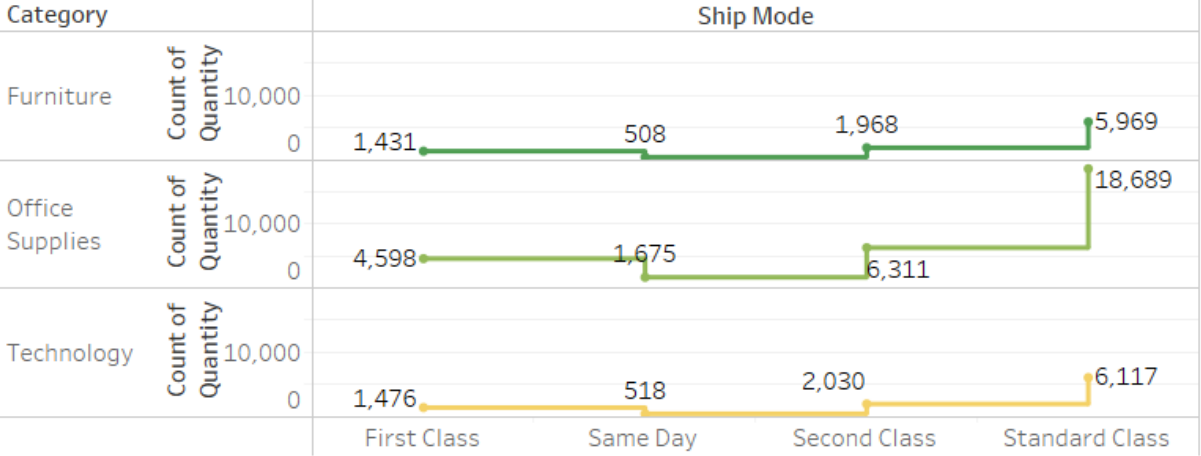
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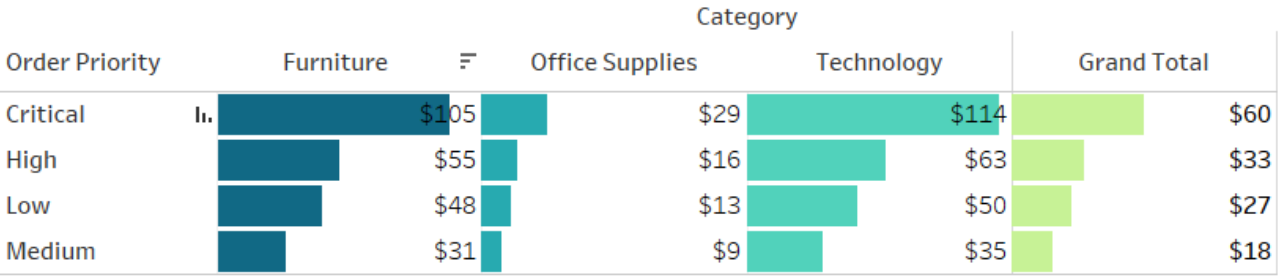
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## Shipping Analysis

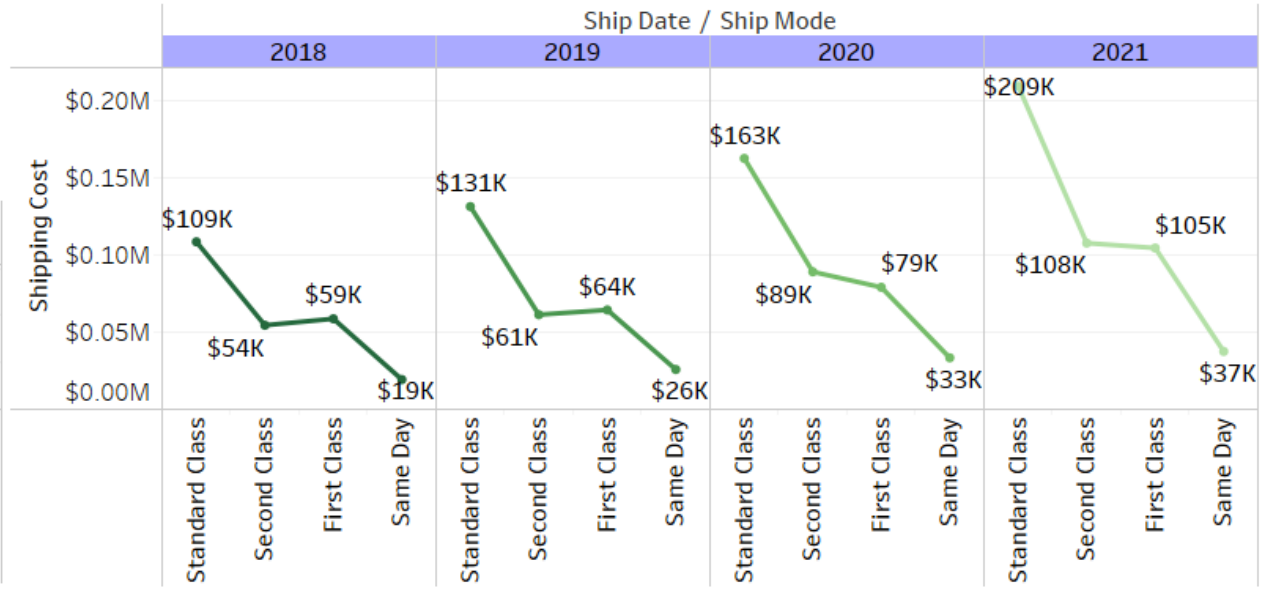
Products Count Vs Mode of Shipping



Average Shipping cost Breakdown based on the Product Category



Shipping Cost Vs Shipping Mode



Average Days of Delay In Shipping

