# ****SAMPLE SUPERSTORE RETAIL EDA INSIGHT****

1.Technology category has performance is highest sales with profit margin is 21.1% .and subcategory has highest sales of 219k.

Recommendation: The sample store can focus on expanding its technology category by introducing new and innovation products, which can further increased sales and profit.

2.The technology category of copiers has highest profit margin 52.1%.

Recommendation: The sample store can focus on expanding its technology copiers category by, which is more increased profit.

3.The eastern region of the United States has higher sales at 1.26 M.

Recommendation: The sample store can focus on expanding its promoting its products in the Eastern region of United states to increased sales.

4.Standerd class has most preferable shipping mode with 2.5M.

Recommendation: The Sample Store can consider offering additional shipping options to customer to increase sales and customer satisfaction.

**Based on performance of the data analysis, there are different problems that can be derived, including.**

1**.The lower performing sub-category**: - The analysis shows that some sub-categories such as Tables, bookcases, suppliers has negative ROC which is good sales. Which indicates that these sub-categories may need the further investigation to improved their performance.

2.**The products category:** The products category of furniture section profit growth 2.9% may need the further investigation to improved their performance.

3.**Shipping mode performance**: The shipping method of same day, Frist class low performing may need the further investigation to improved their performance.

4.**The state wise performance:** The analysis shows that some State such as Taxes, Ohio, lllinois,north-carolina,Colorado,Tennessee,Arizona,Florida has negative ROC which is good sales. . Which indicates that these States may need the further investigation to improved their performance.

CONCLUSION