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Data Science and Business Analytics Intern at
The Sparks Foundation

Exploratory Data Analysis – Retail (Level – Beginner)

- Perform 'Exploratory Data Analysis' on dataset 'SampleSuperstore'
- As a business manager, try to find out the weak areas where you can work to make more profit.
- What all business problems you can derive by exploring the data?
- You can choose any of the tool of your choice (Python/R/Tableau/PowerBI/Excel/SAP/SAS)
- **Dataset:** <https://bit.ly/3i4rbWl>
- **Beginner Level** - Create dashboards. Screen-record along with your audio explaining the charts and interpretations.
- Task submission:
 1. Create the dashboards and/or storyboard and record it
 2. Upload the recording either on YouTube or LinkedIn
 3. Create a LinkedIn post as suggested in FAQs





SUPERSTORE SALES DASHBOARD

State



All



Region



All



City



All



Sales

2.30M

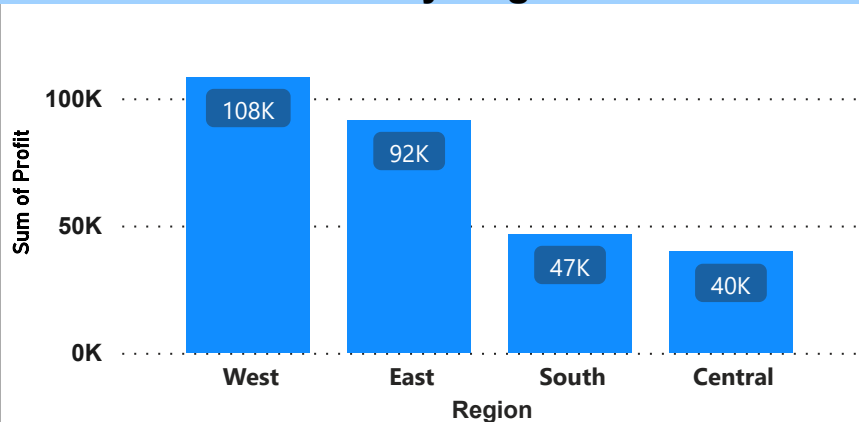
Total Profit

286K

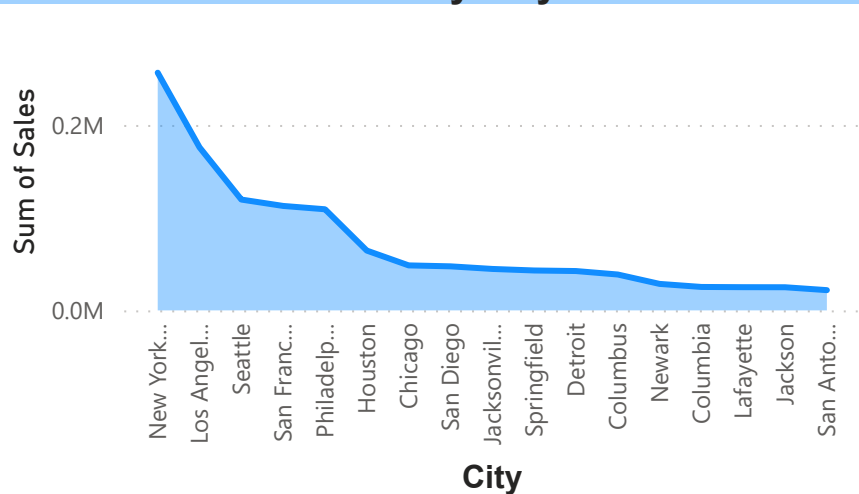
Quantity

38K

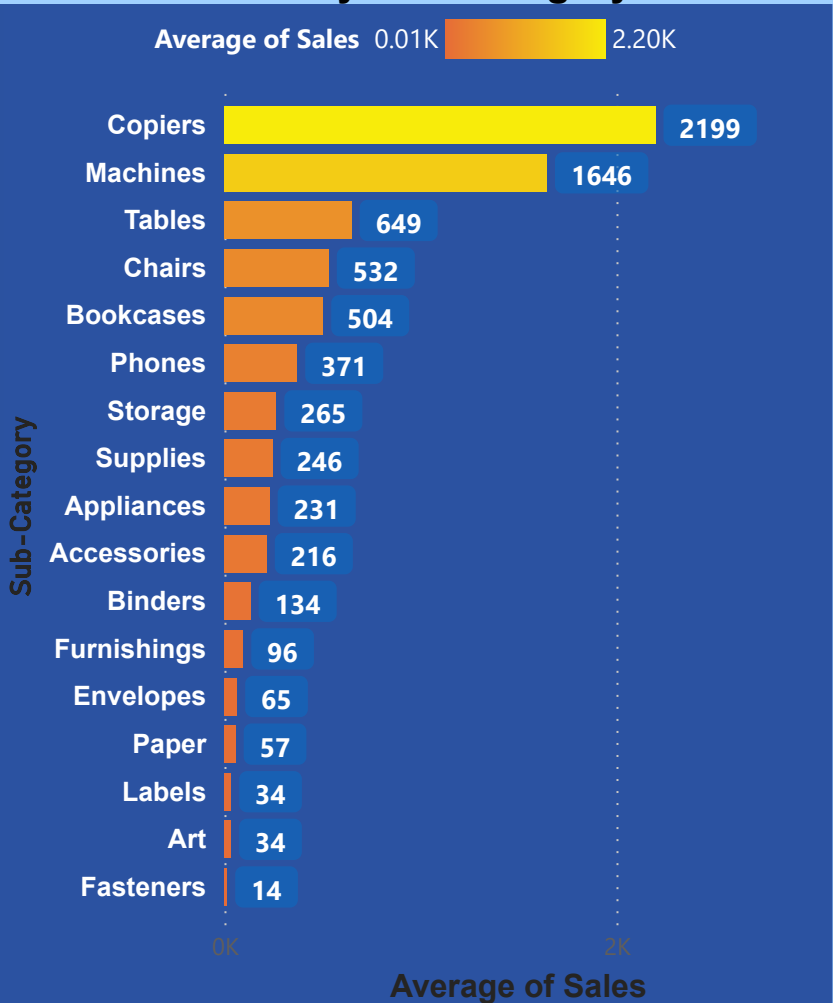
Profit by Region



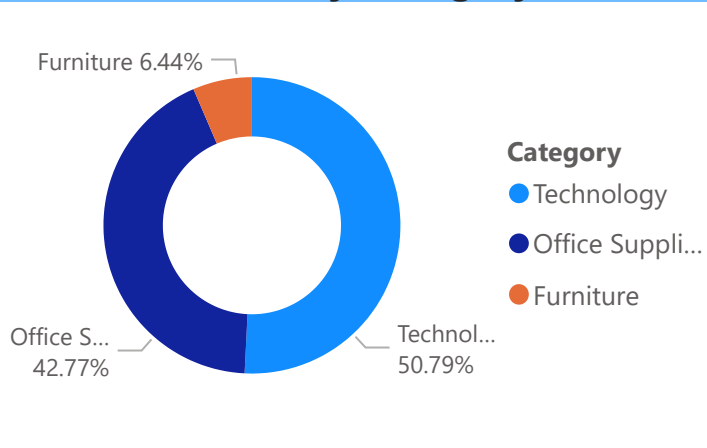
Sales by City



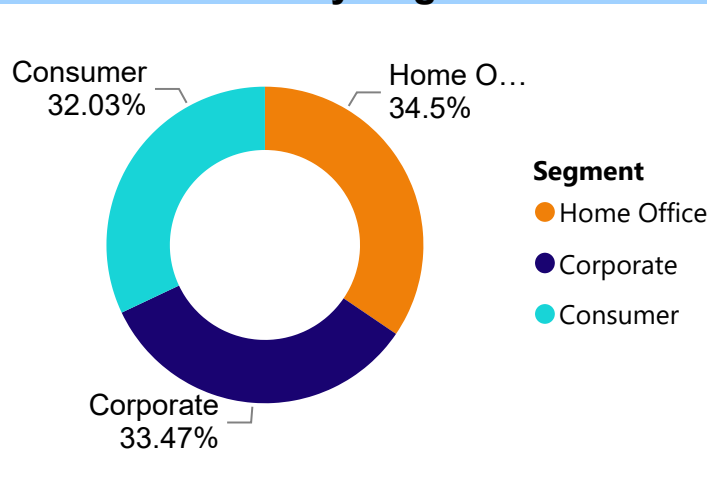
Sales by Sub-Category



Profit by Category



Sales by Segment





SUPERSTORE SALES DASHBOARD

State



All



Region



All



City



All



Sales

2.30M

Total Profit

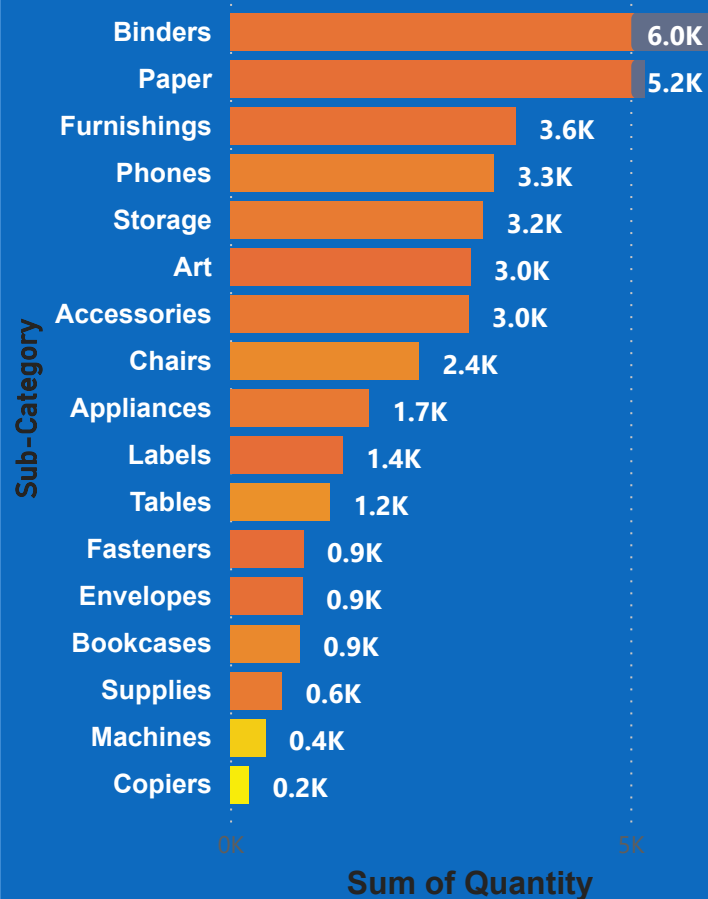
286K

Quantity

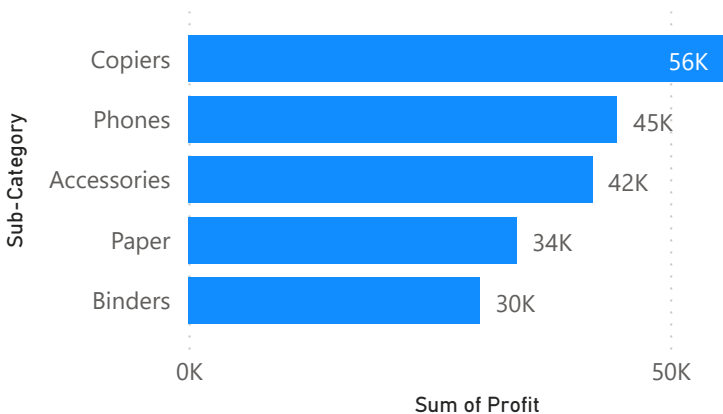
38K

Sum of Quantity by Sub-Category

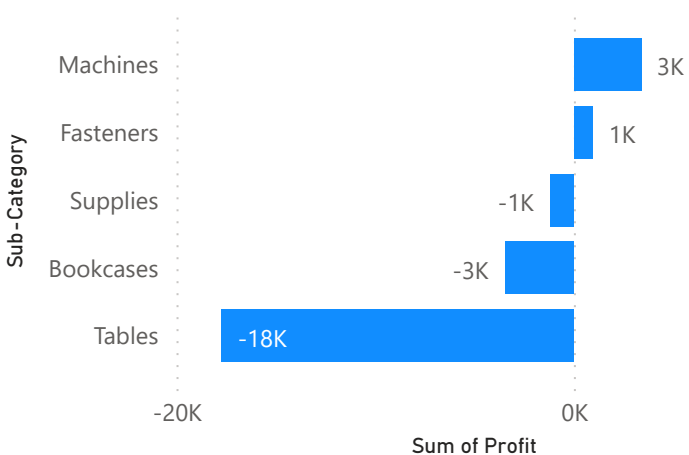
Average of Sales 0.01K 2.20K



Top 5 Sub-Category Profit



5 Least Profit by Sub-Category



Sum of Sales by State and Region

Region ● Central ● East ● South ● West





SUPERSTORE SALES DASHBOARD

State ▼

Region ▼

City ▼

All ▼

All ▼

All ▼

Sales

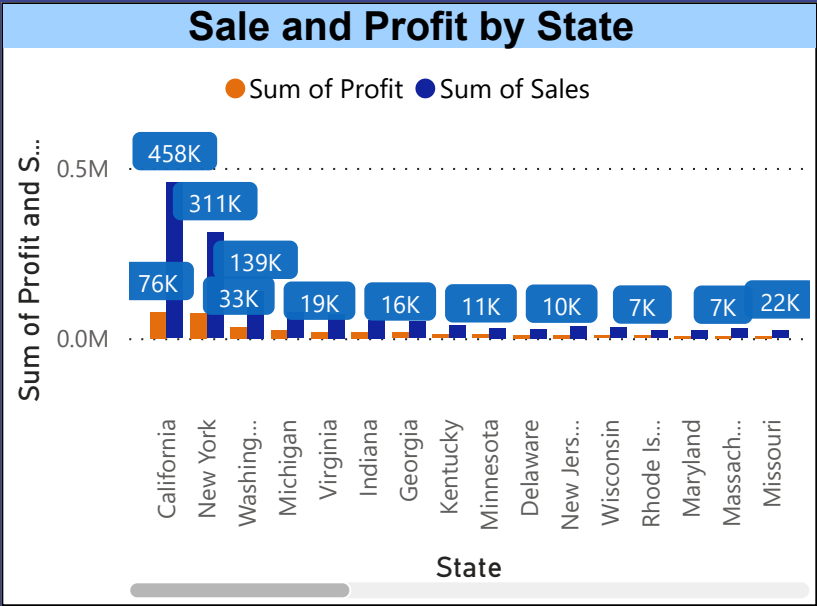
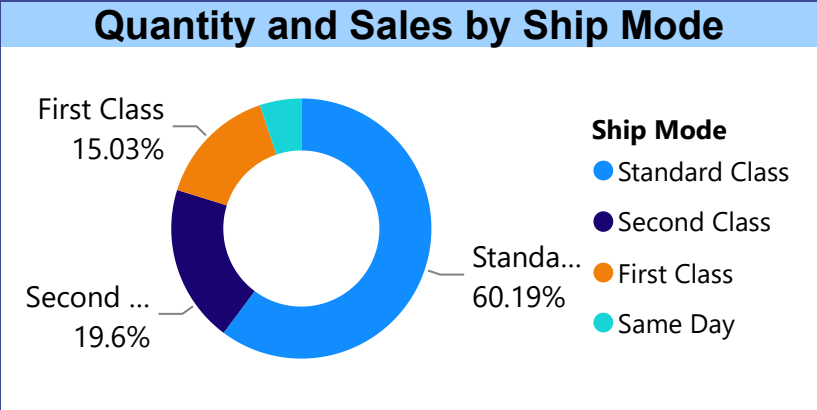
2.30M

Total Profit

286K

Quantity

38K



Sub-Category	Sum of Sales	Sum of Profit
Copiers	1,49,528.03	55618
Phones	3,30,007.05	44516
Accessories	1,67,380.32	41937
Paper	78,479.21	34054
Binders	2,03,412.73	30222
Chairs	3,28,449.10	26590
Storage	2,23,843.61	21279
Appliances	1,07,532.16	18138
Furnishings	91,705.16	13059
Envelopes	16,476.40	6964
Art	27,118.79	6528
Labels	12,486.31	5546
Machines	1,89,238.63	3385
Fasteners	3,024.28	950
Supplies	46,673.54	-1189
Bookcases	1,14,880.00	-3473
Tables	2,06,965.53	-17725
Total	22,97,200.86	286397

