**PERFORMANCE AND KEY INSIGHTS FOR STORE SALES IN US MARKET**

**Basic statistics for store sales which is happening in the US market**

The inference from this is basics statistics include mean, median, variance, Std deviation.

Mean for store sales: 229.86

Median of store sales: 54.49

Variance of store sales: 3,88,395.59

Standard Deviation of store sales: 623.21

**Graphical representation of Region wise sales split**

The inference from this is west part of region has highest sales which contributes about 32.05% of total sale.

**Comparison of graphs for sales, profit vs discounts**

The inference from this is average of sales is high is the year 2014 in spite of giving less profit and discount and average of sales is little less when compared to year 2014 in spite of giving more profit and discount.

**Graphs for maximum sales city, state, segment**

The inference from this when compared with maximum sales of city Jacksonville has the maximum sales when compared with the other cities.

The inference from this when compared with maximum sales of state Florida has the maximum sales when compared with the other states.

The inference from this when compared with maximum sales of segment home office has the maximum sales when compared with the other segments.