

**GRIP SEP 2022**

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Exploratory data analysis on sample super store data set

question

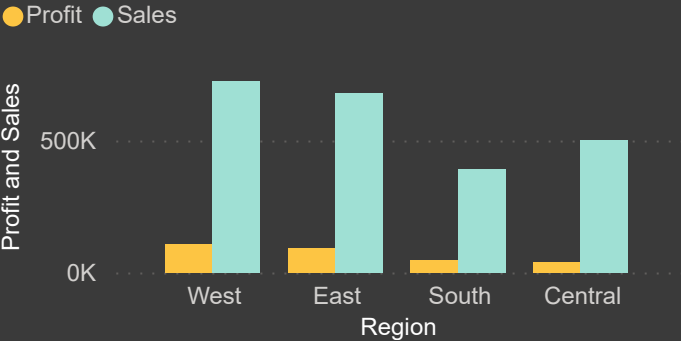
- .find out weak areas where you can work to make profit
- .derive business problems by exploring the data

State

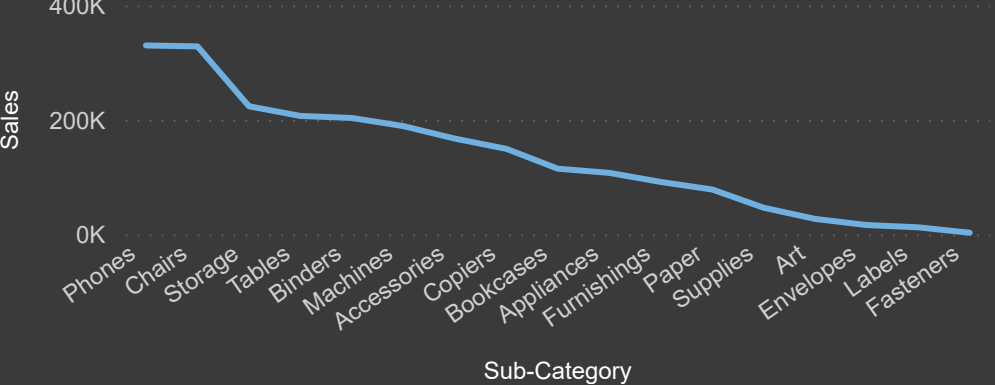
All

Count of City	Count of State	Sales	Profit
531	49	2.30M	286.40K

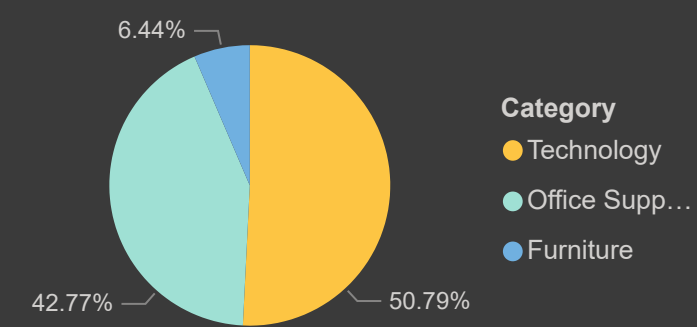
Profit and Sales by Region



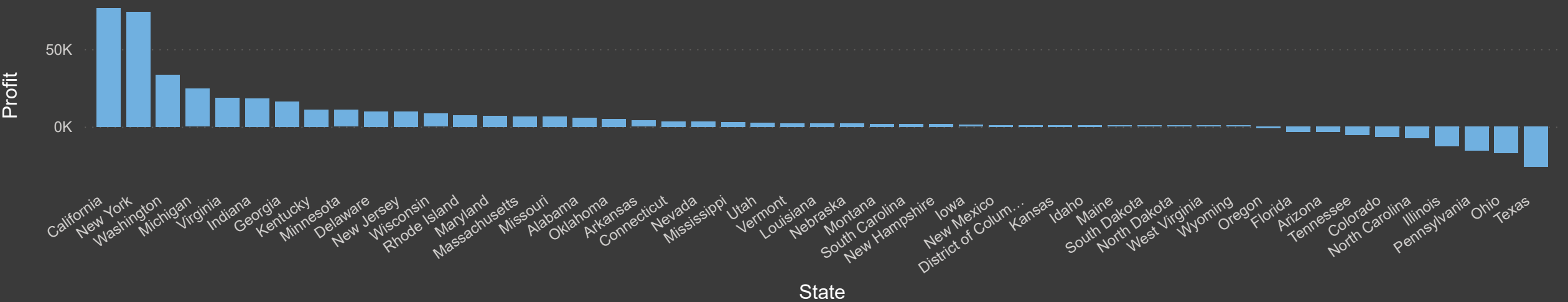
Sales by Sub-Category



Profit by Category



Profit by State



## CONCLUSION

The region with the lowest profit margin is the **central region**, which has minimal sales in the **furniture** category. In addition, sales of furniture in the south region were lower than in the west and east regions.

Overall, in order to increase profits, business managers should try to improve furniture sales and monitor ongoing sales in each category on a regular basis.