

TASK 5

To Explore Business Analytics

Aim: To perform 'Exploratory Data Analysis' on the provided dataset 'SampleSuperstore'

Description: You are the business owner of the retail firm and want to see how your company is performing. You are interested in finding out the weak areas where you can work to make more profit. What all business problems you can derive by looking into the data?

BY RAGHAV SWAMINATHAN

2.30M

286.40K

38K

0.16

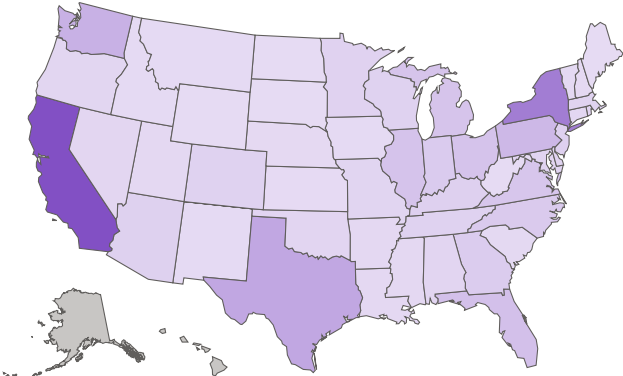
Total Sales

Total Profit

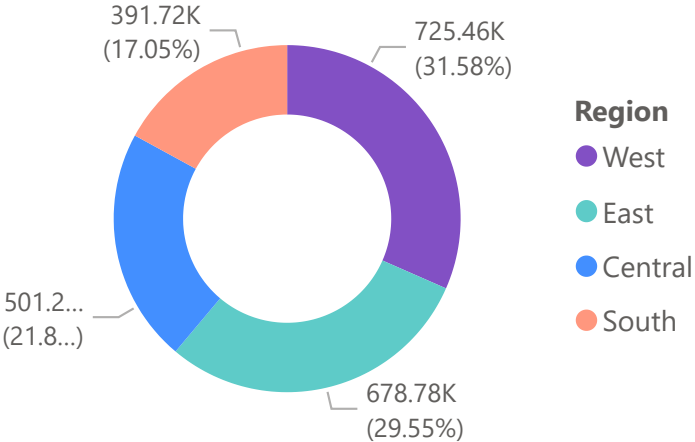
Product Sold

Average of Discount

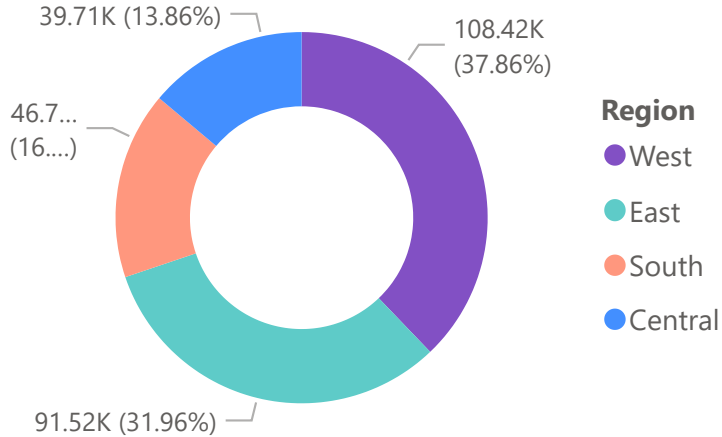
Sales by State



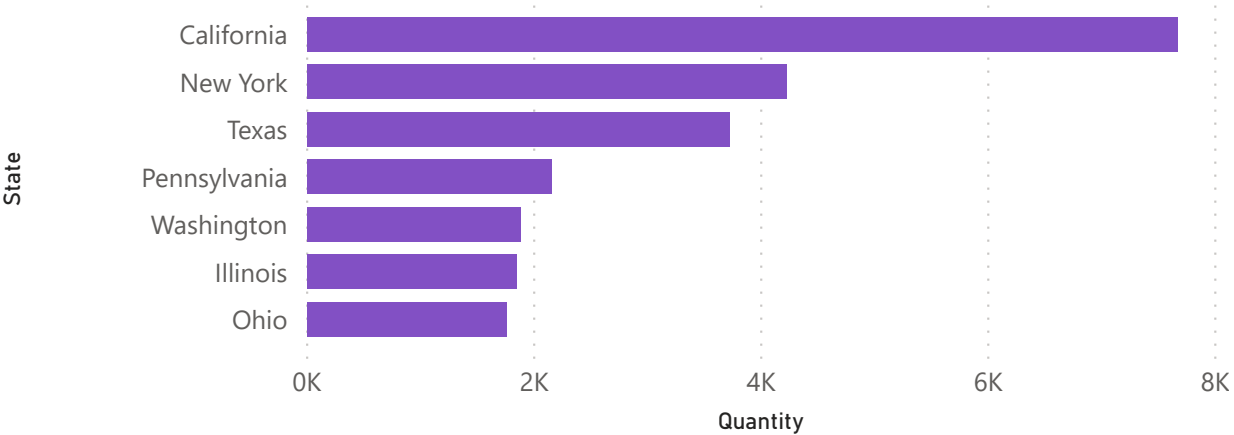
Sales by Region



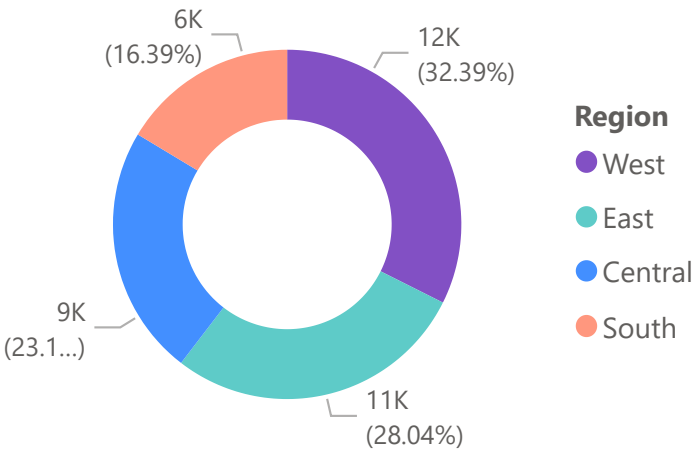
Profit by Region



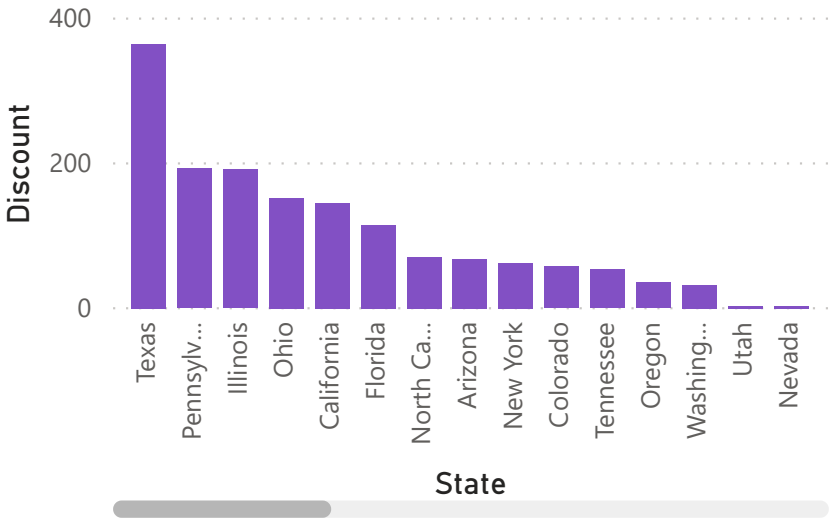
Quantity by State



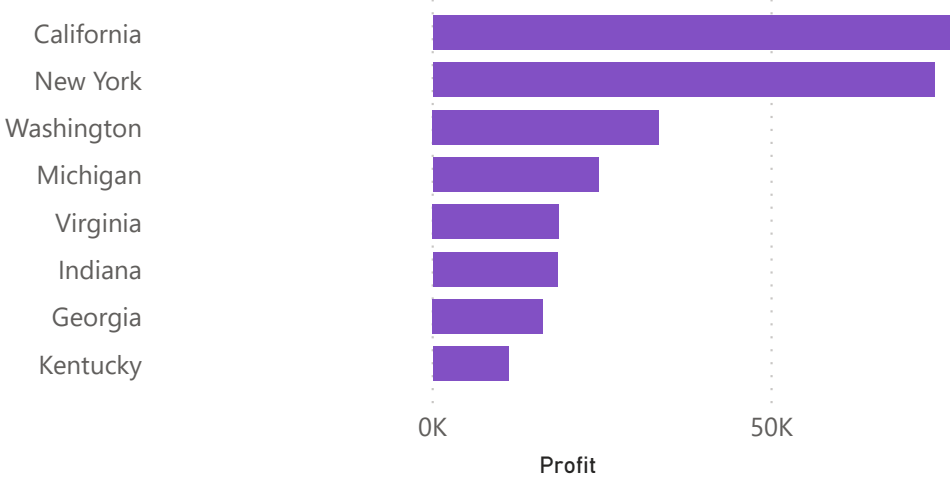
Quantity by Region



Discount by State

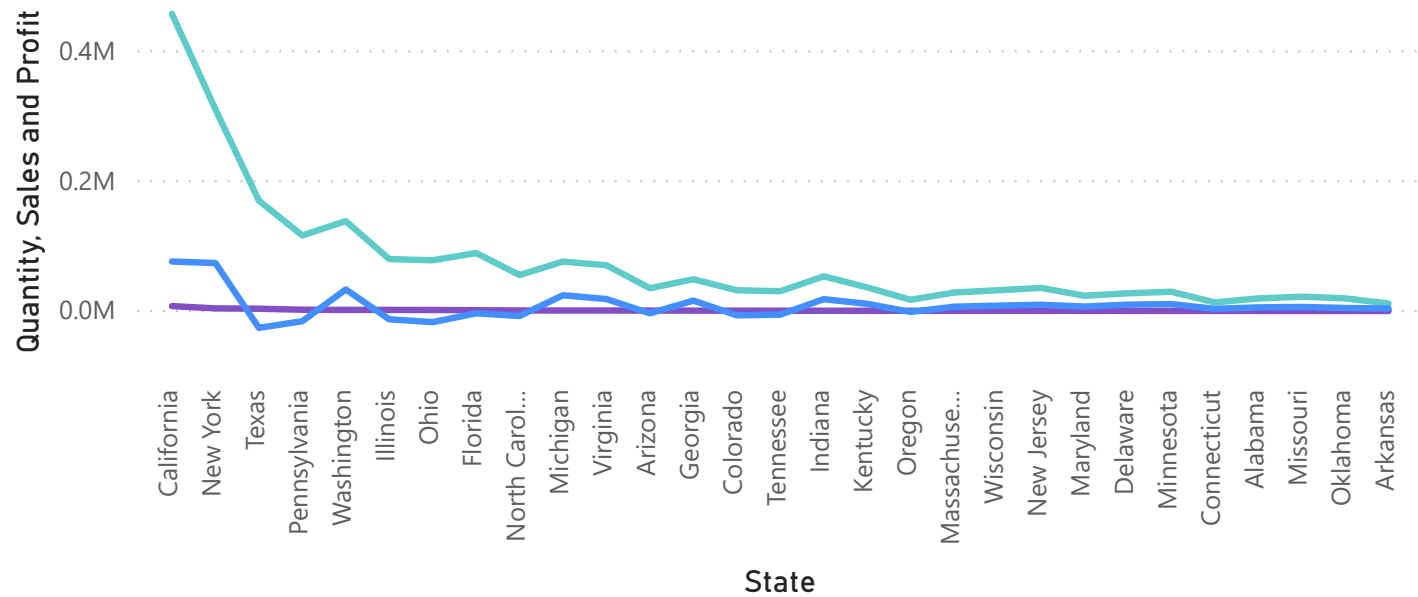


Profit by State



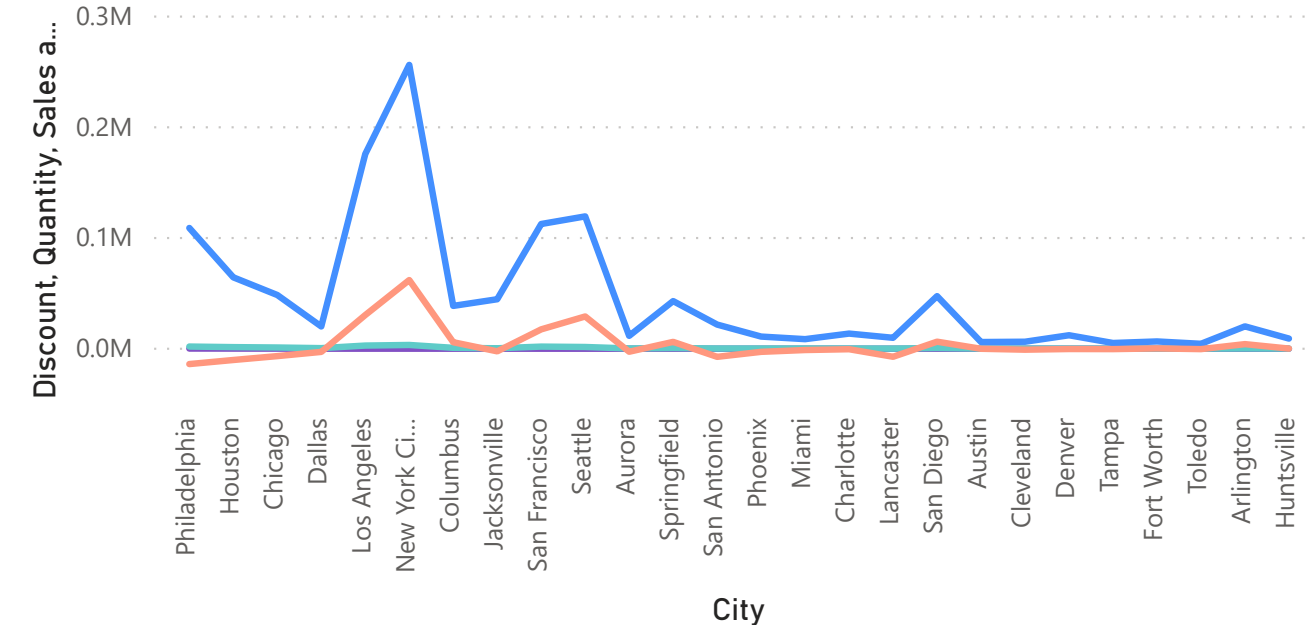
Quantity, Sales and Profit by State

Quantity Sales Profit

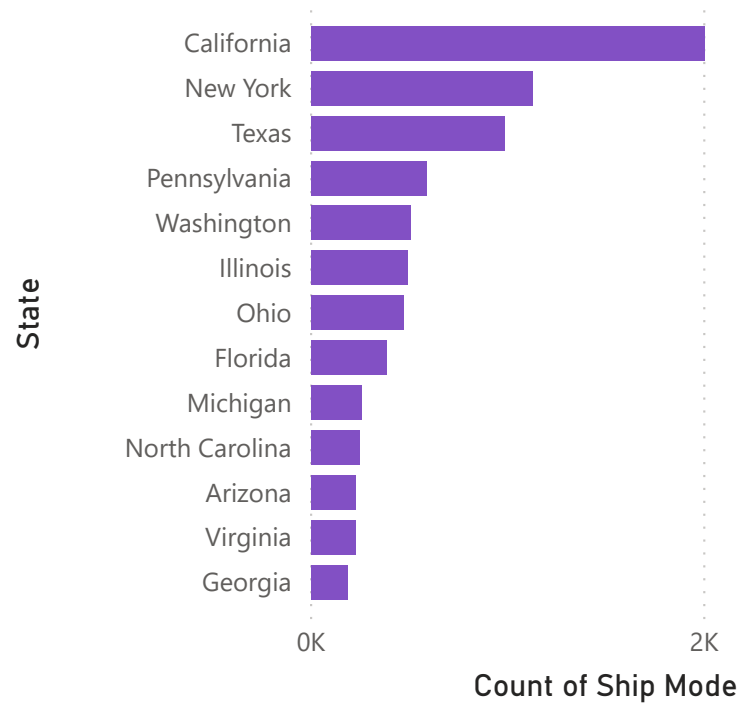


Discount, Quantity, Sales and Profit by City

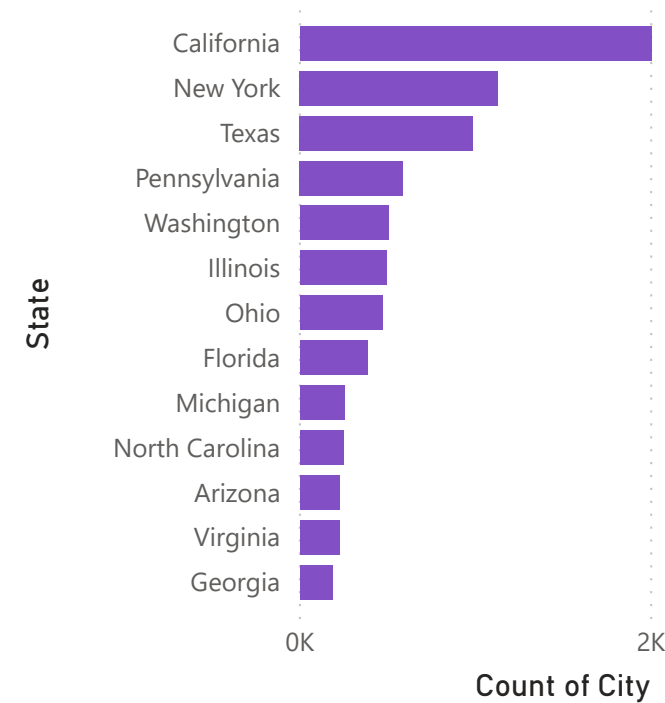
Discount Quantity Sales Profit



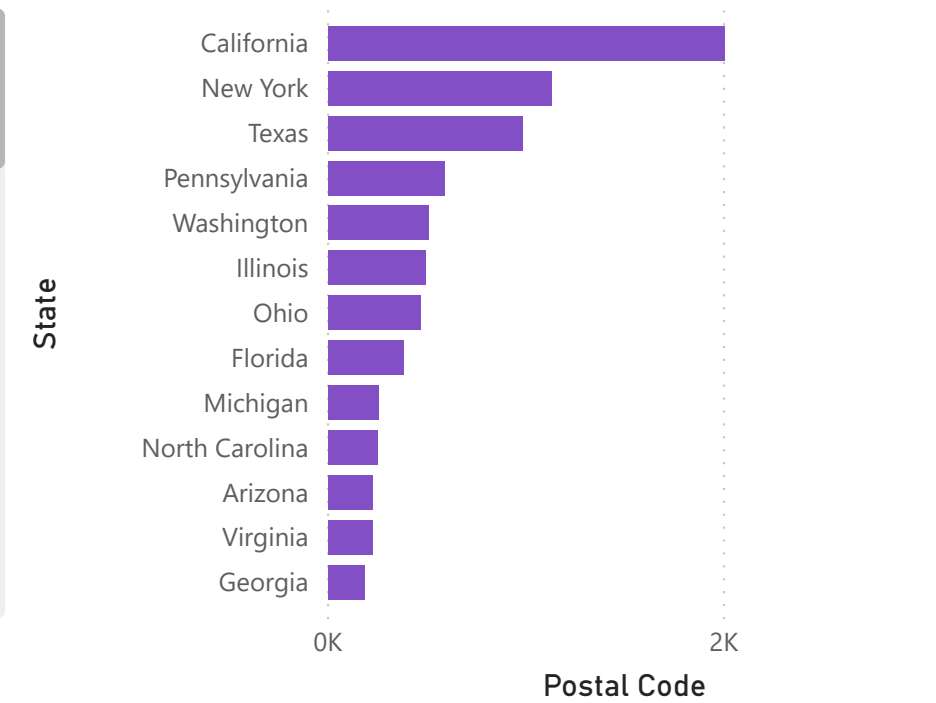
Count of Ship Mode by State



Count of City by State

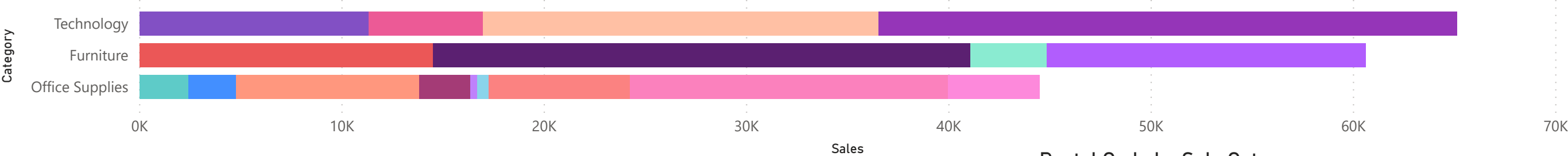


Postal Code by State

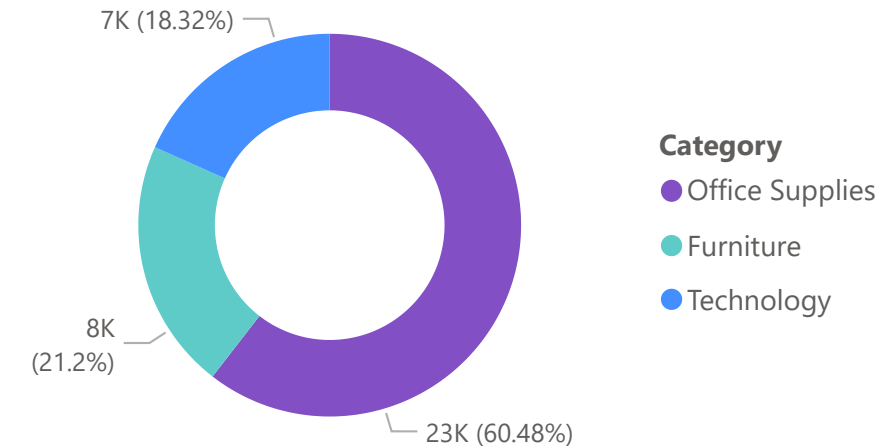


Sales, Profit and Quantity by Category and Sub-Category

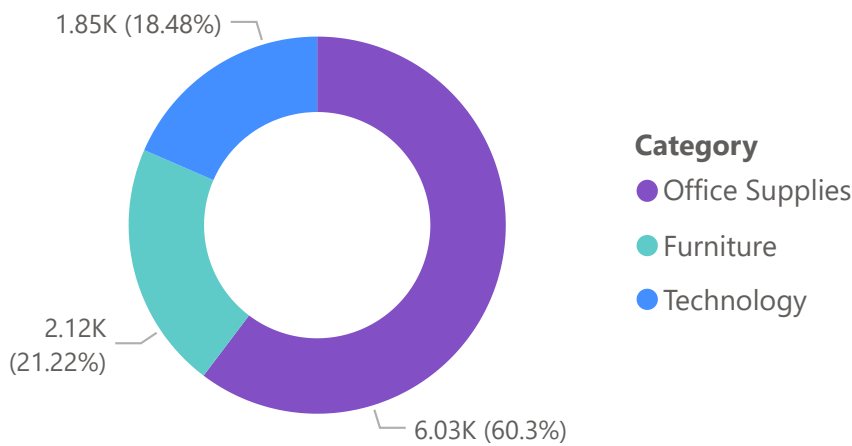
Sub-Category Accessories Appliances Art Binders Bookcases Chairs Copiers Envelopes Fasteners Furnishings Labels Machines Paper Phones Storage Supplies Tables



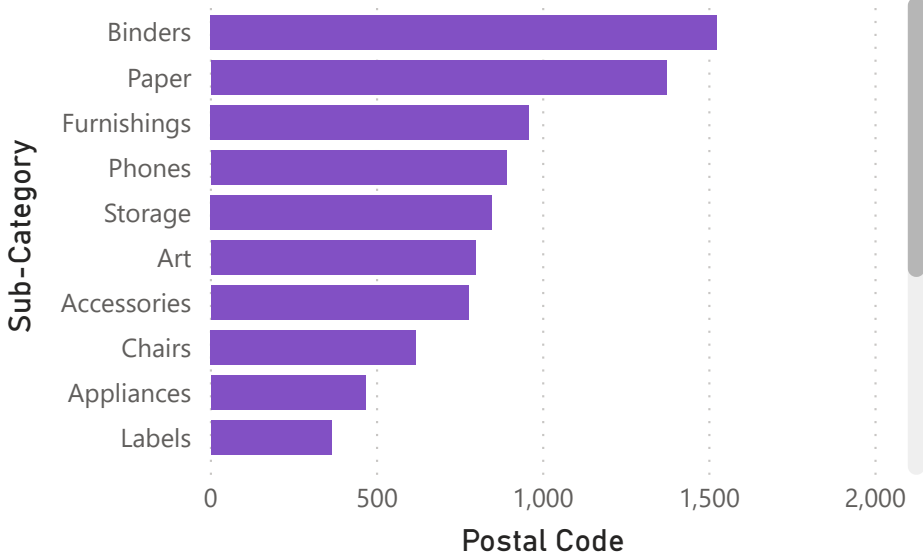
Quantity by Category



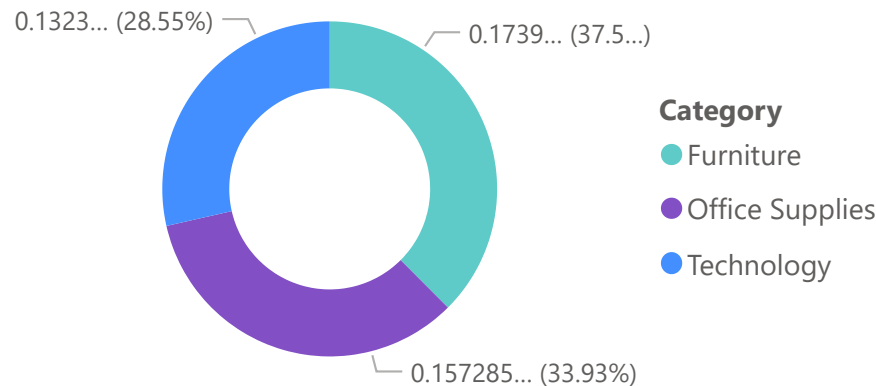
Postal Code by Category



Postal Code by Sub-Category



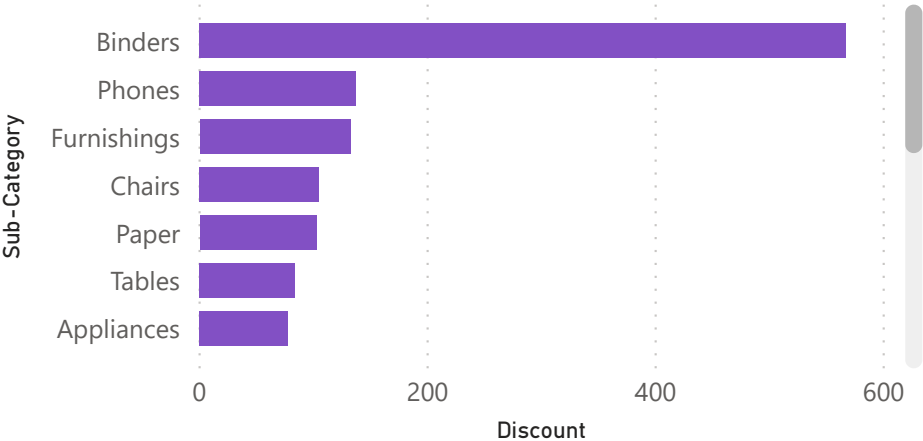
Average of Discount by Category



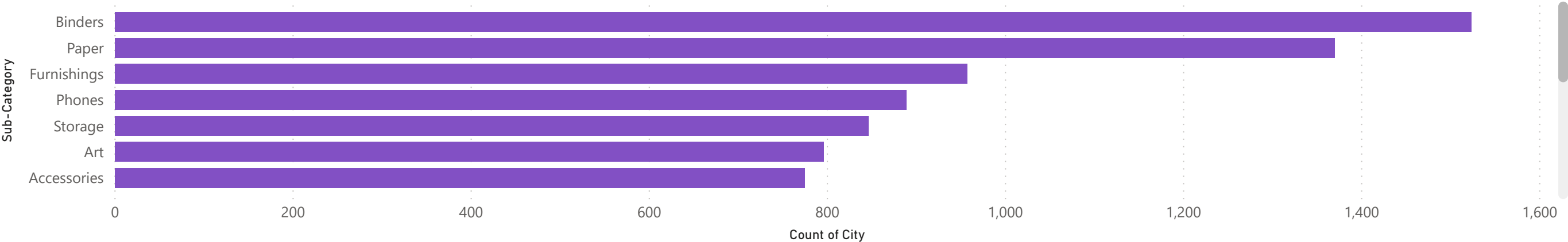
Profit by Sub-Category



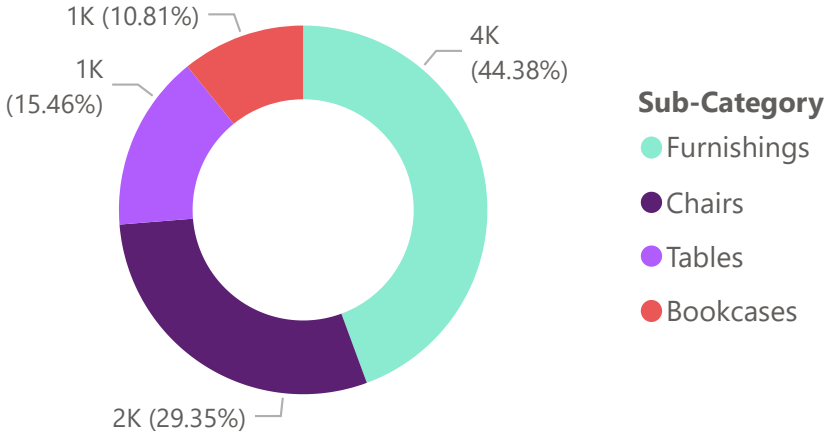
Discount by Sub-Category



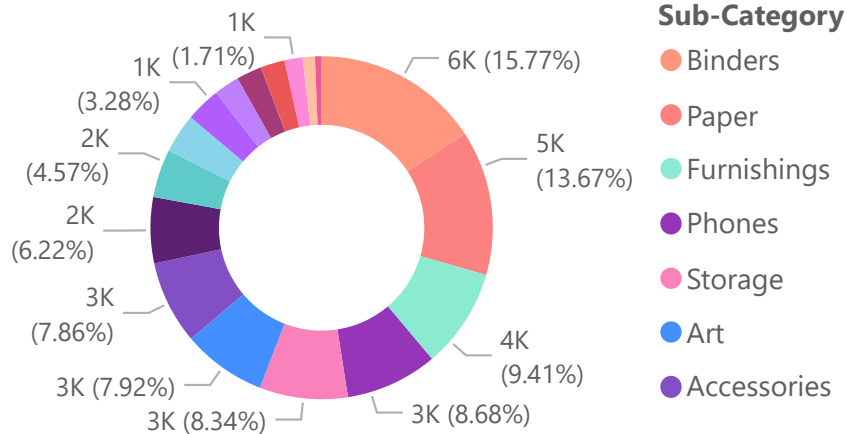
Count of City by Sub-Category



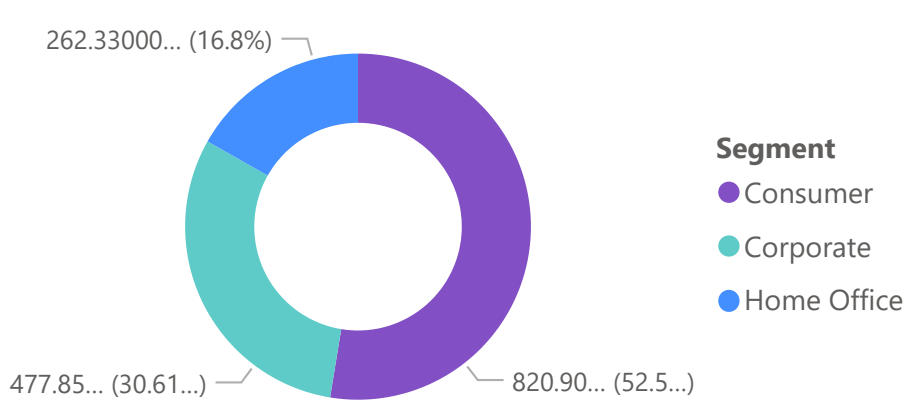
Quantity by Sub-Category



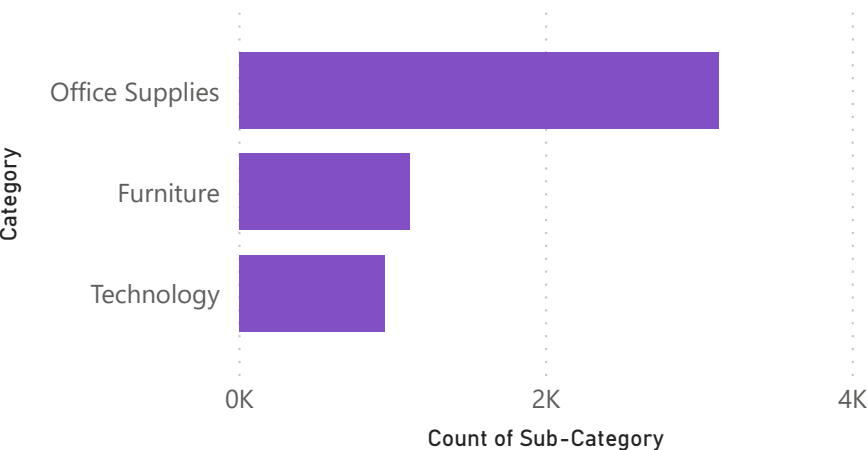
Quantity by Sub-Category



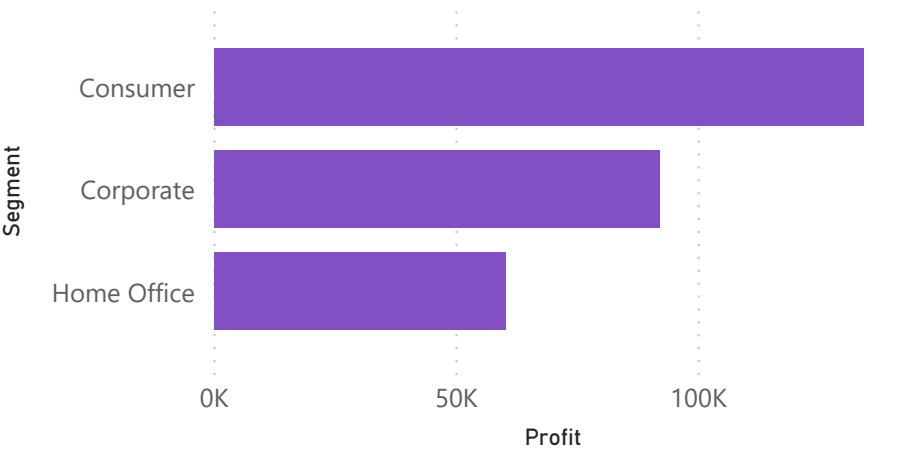
Discount by Segment



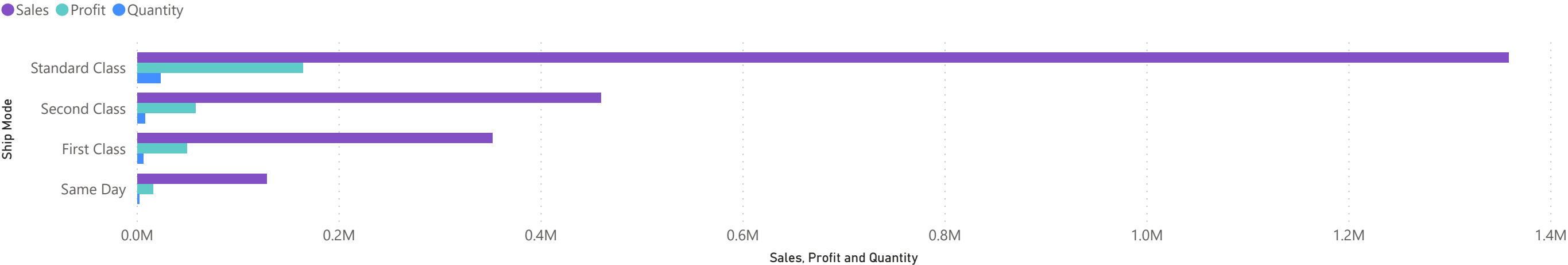
Count of Sub-Category by Category



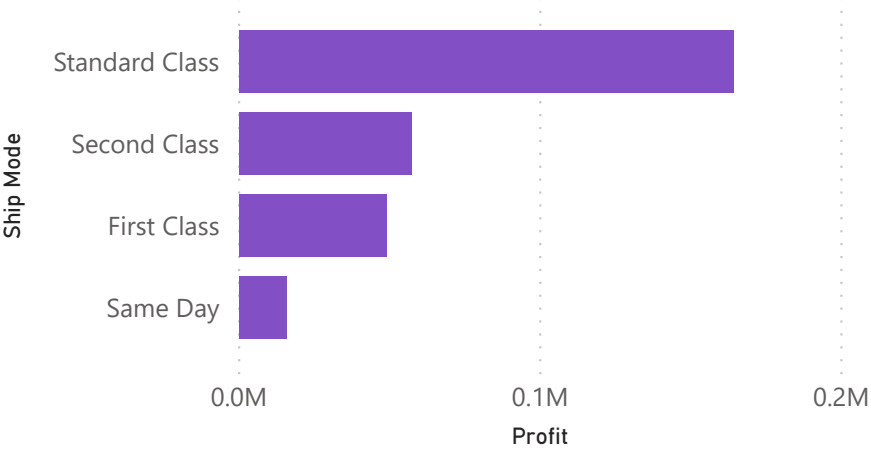
Profit by Segment



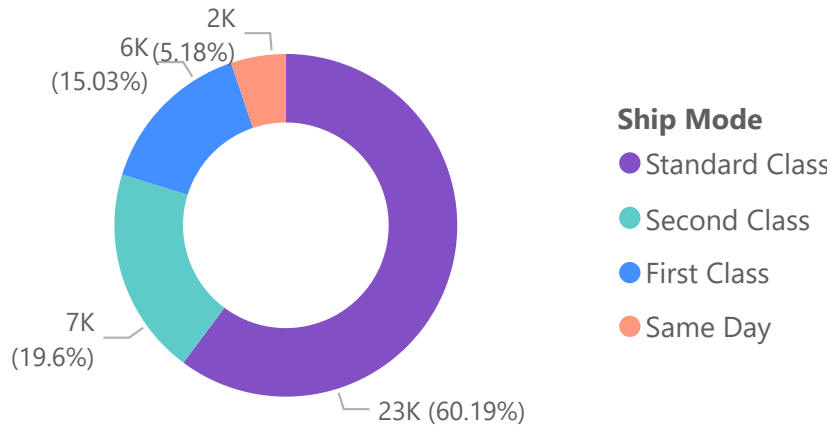
Sales, Profit and Quantity by Ship Mode



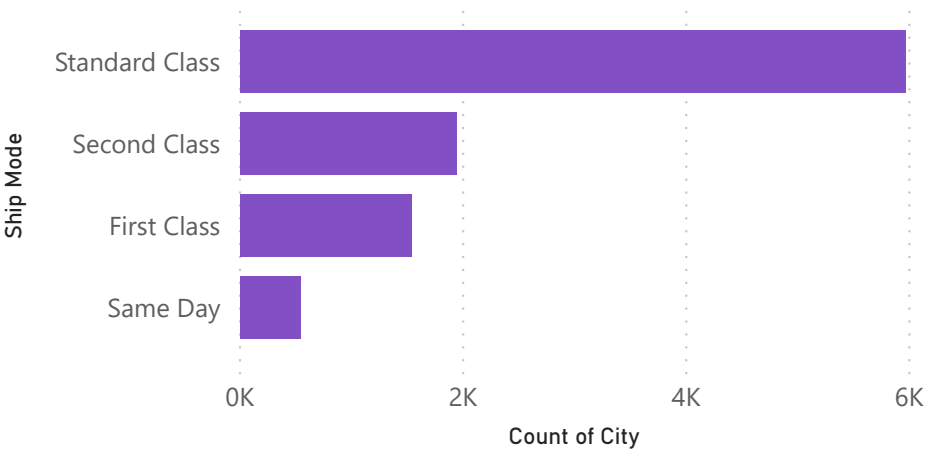
Profit by Ship Mode



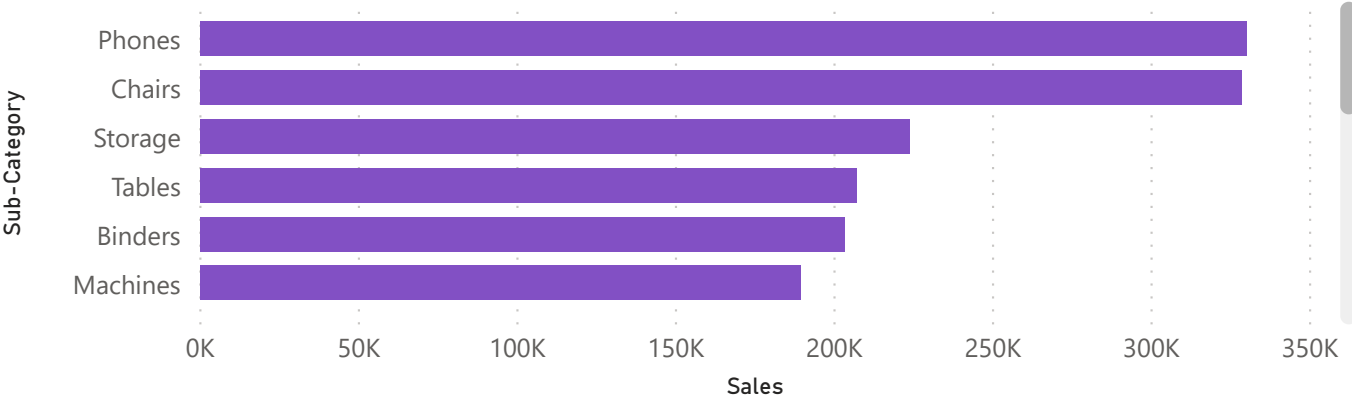
Quantity by Ship Mode



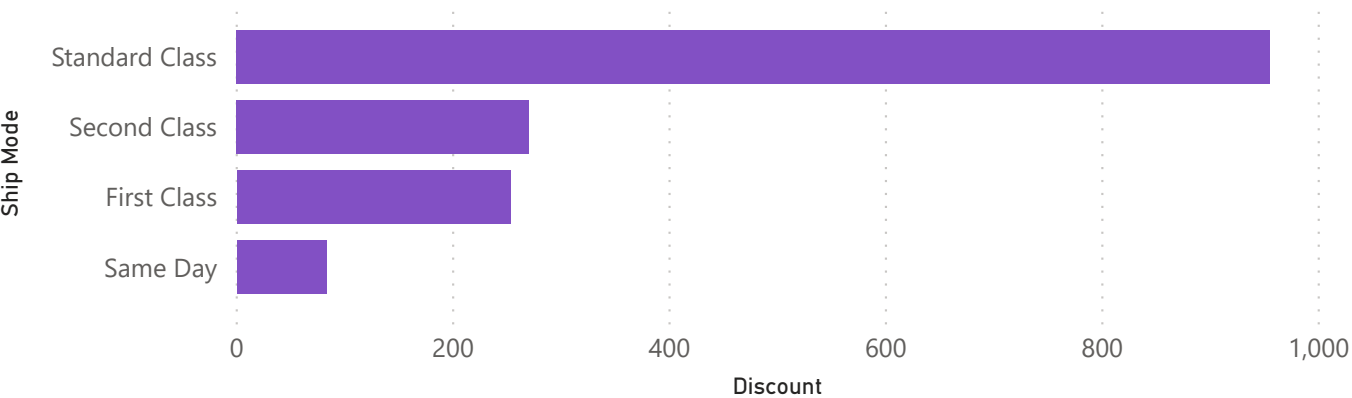
Count of City by Ship Mode



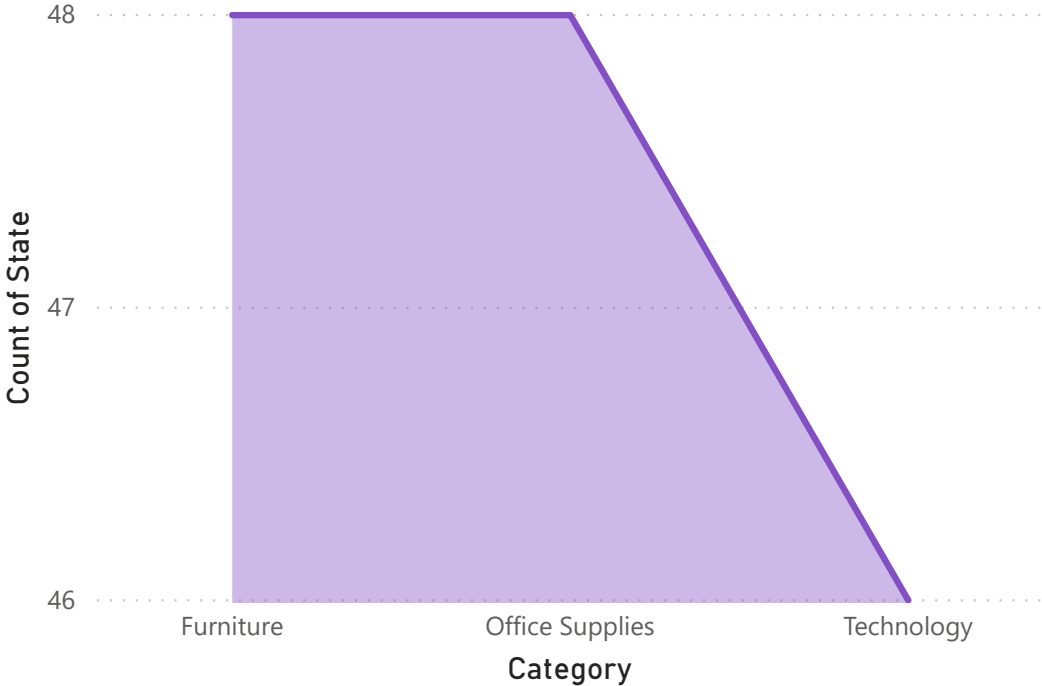
Sales by Sub-Category



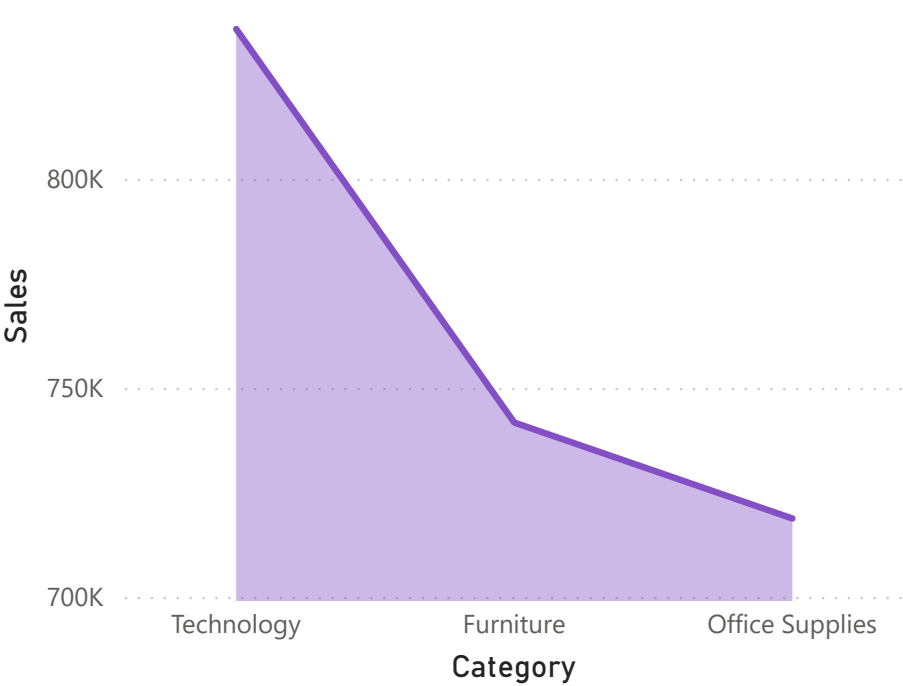
Discount by Ship Mode



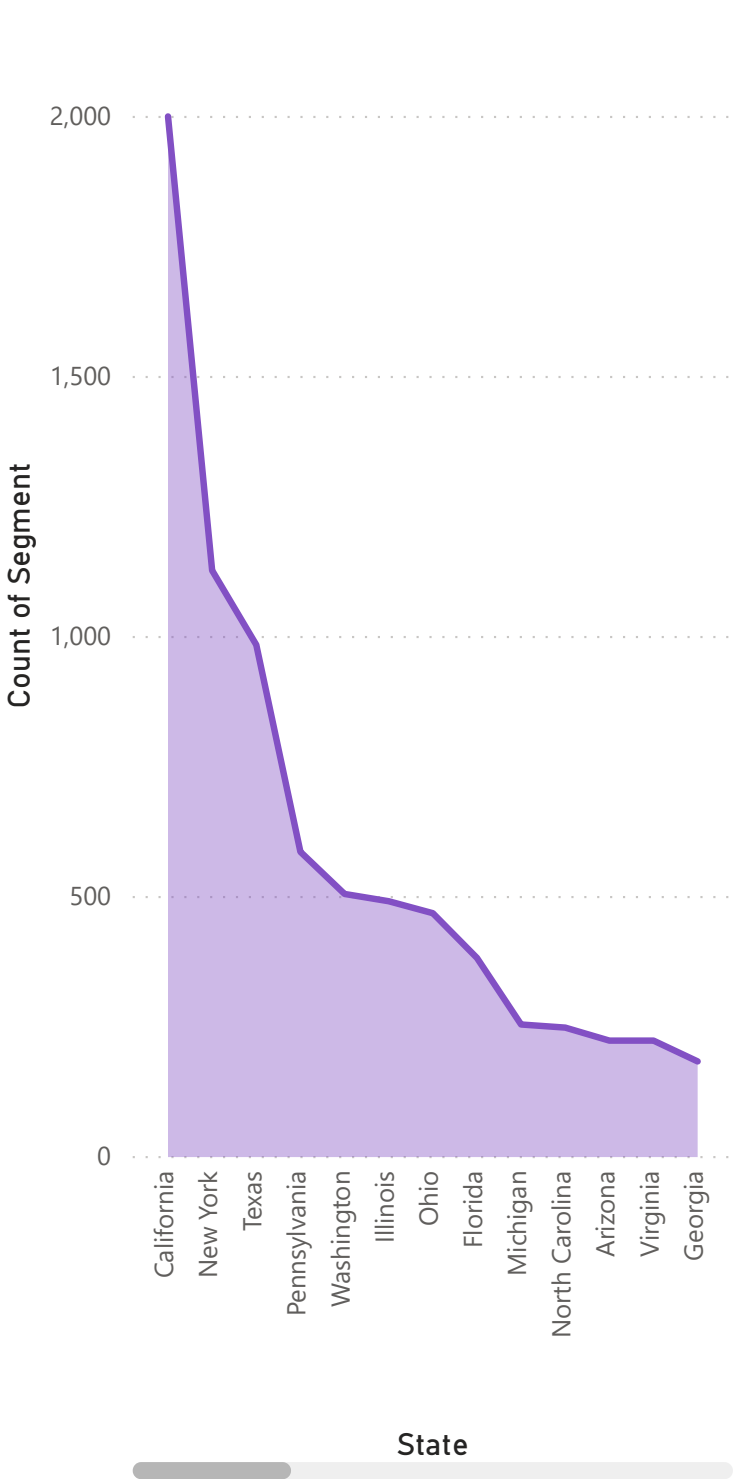
Count of State by Category



Sales by Category

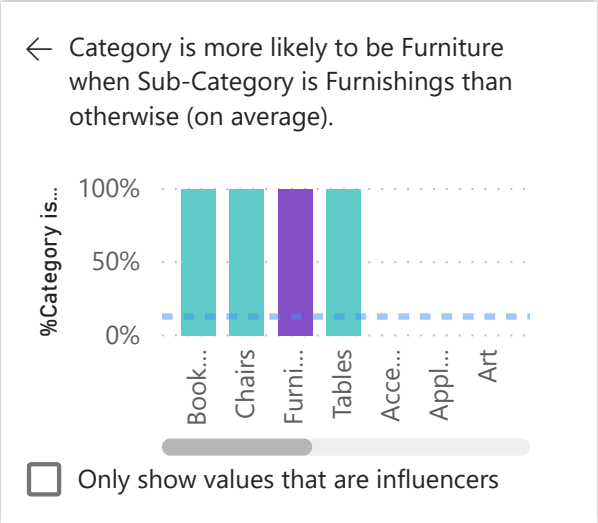
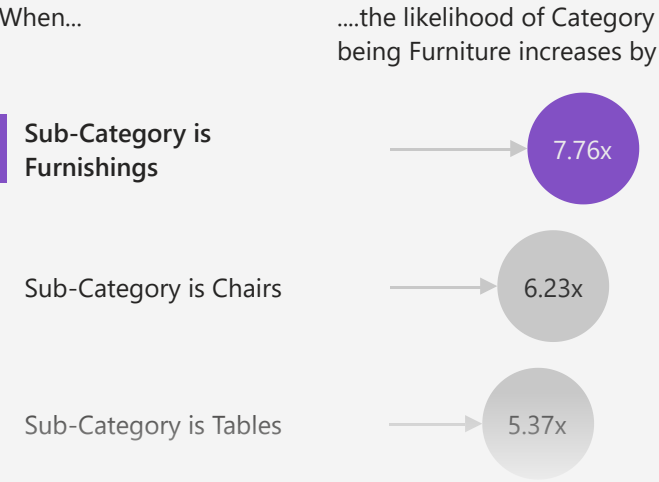


Count of Segment by State



Key influencers Top segments

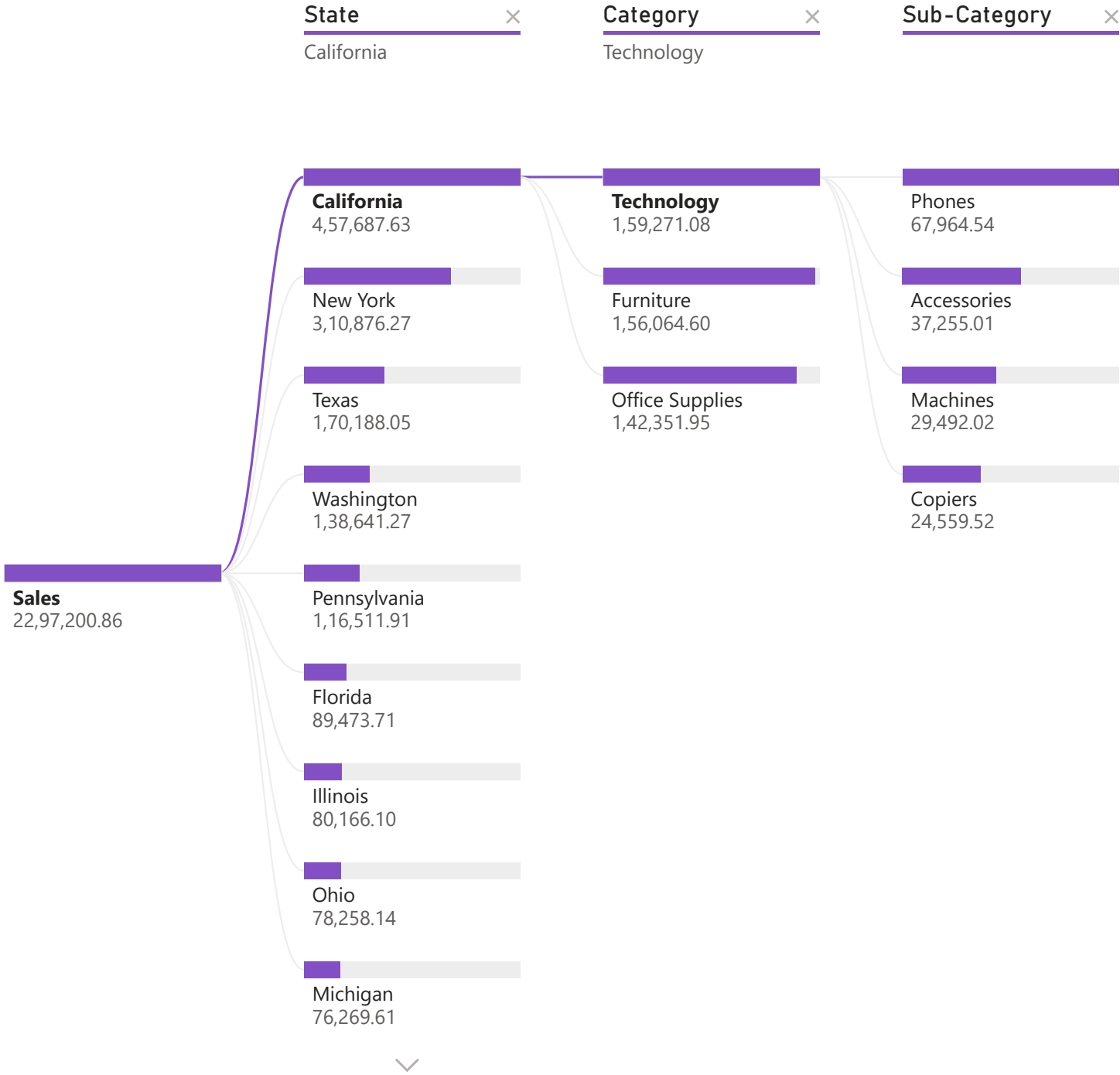
What influences Category to be Furniture ?

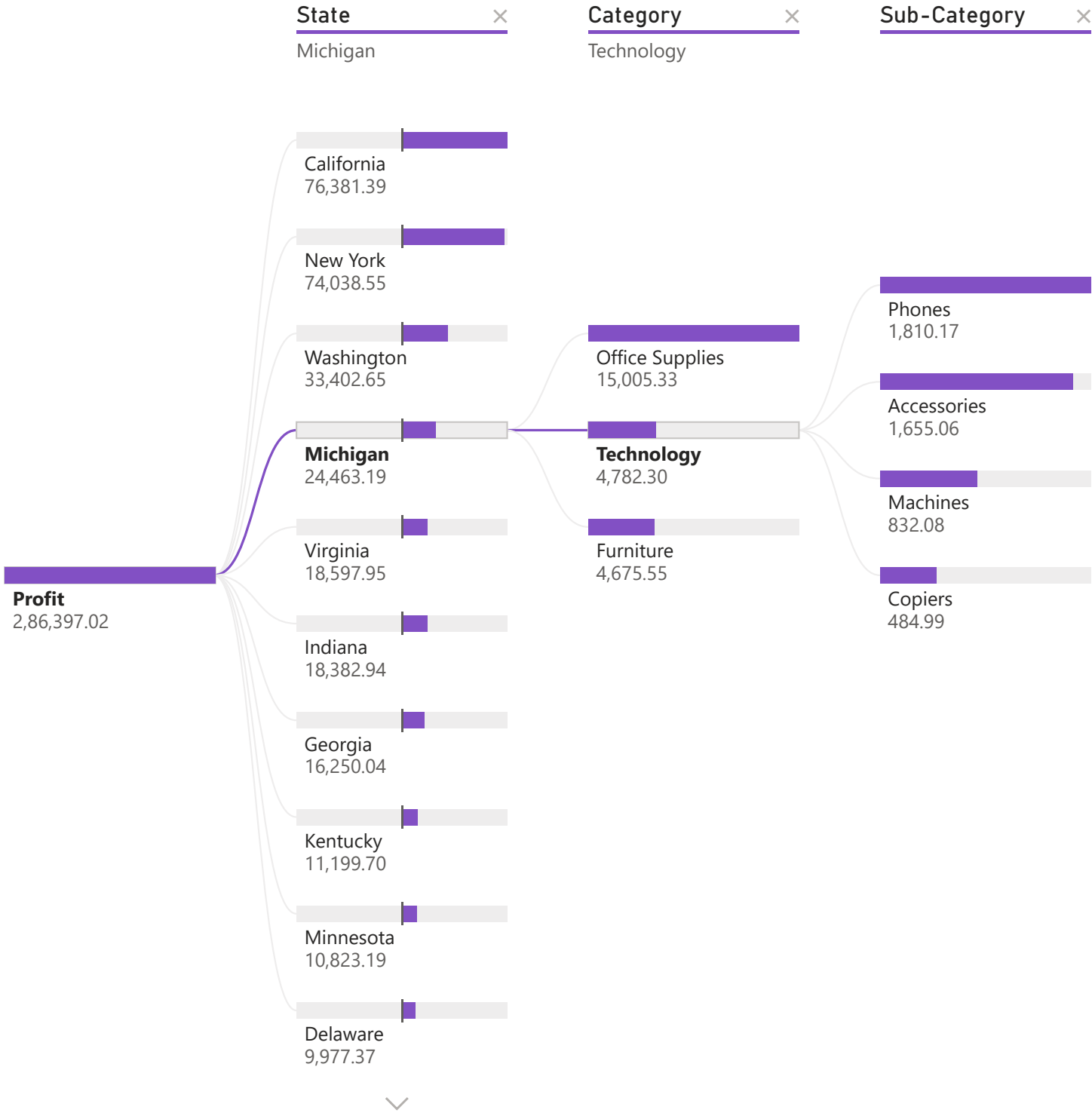


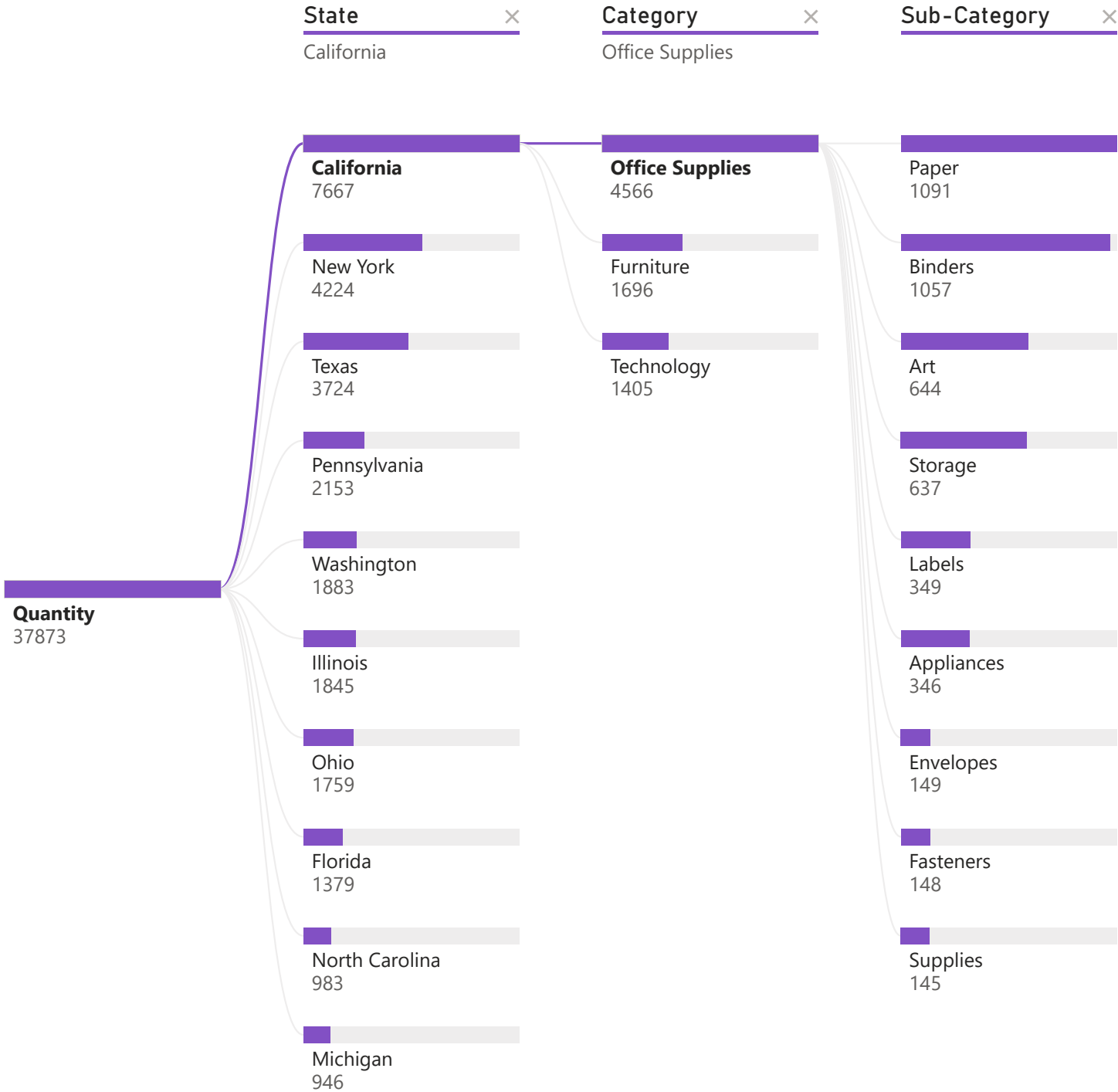
Ask a question about your data

Try one of these to get started

- count cities
- number of cities
- maximum quantity
- show the maximum profit
- show the maximum profit







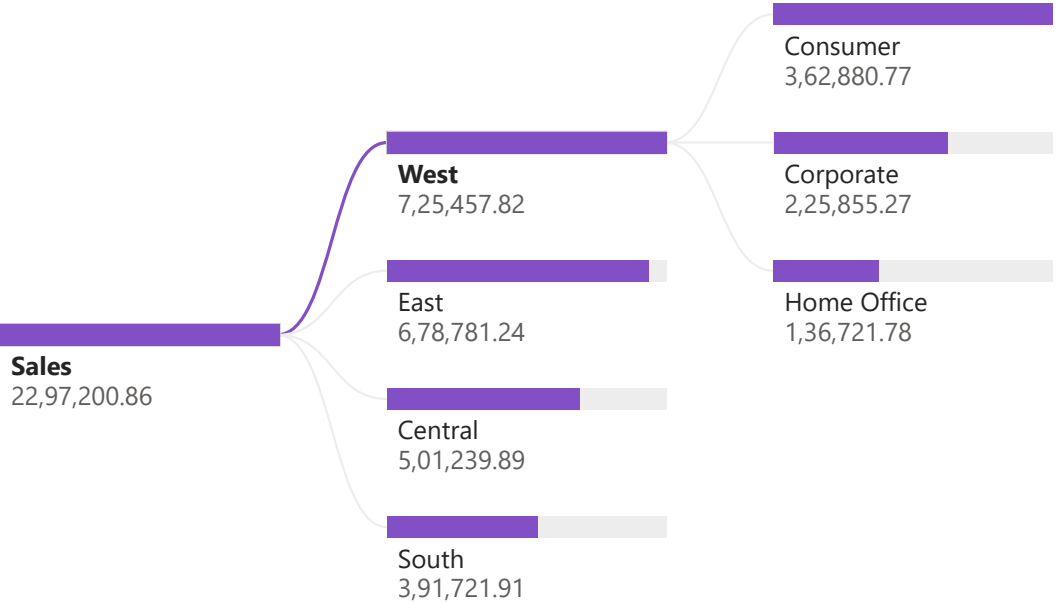
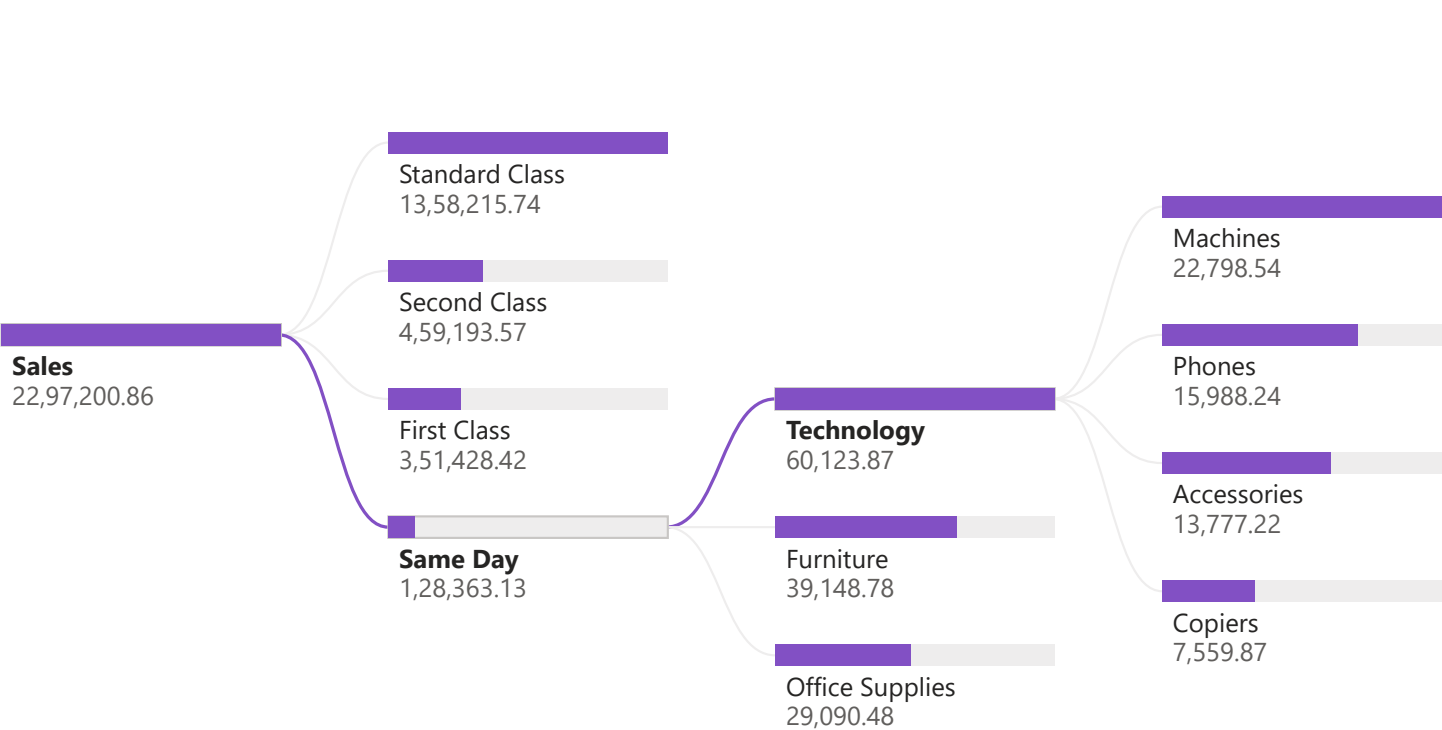
Ship Mode ✕
Same Day

Category ✕
Technology

Sub-Category ✕

Region ✕
West

Segment ✕





OBSERVATIONS

- **TEXAS FACTOR**

Justification: Increase in demand to residents and corporates of Texas has made it tough to cater the demand, eventually showing high trends in sales and discounts but reduced profits. To add on, consumers, who are key players for profits in other states are the main reason why the profits have dropped to negatives in Texas.

- **FURNITURE**

Justification: Chairs seem to have been the backbone of the category furniture, and it surely can't remain so forever. Current models of tables and bookcases don't seem to be in-trend among consumers and corporates across the United States

- **SHIP MODE**

Justification: 60% of buyers belong to the standard class, and don't seem to be happy with the benefits being provided by the other classes



OBSERVATIONS

- **PREFERENCES VARY**

Justification: As much as states like California and New York have excellent revenue streams with high generating profits, states like New Jersey and Massachusetts have considerably higher populations, hence interests and demand from these states must be analysed and met accordingly.

- **TECH TEXAS**

Justification: Texans prefer Technological products over Furniture and office supplies, hence increasing the sales of technological products can probably help recover the profits.