



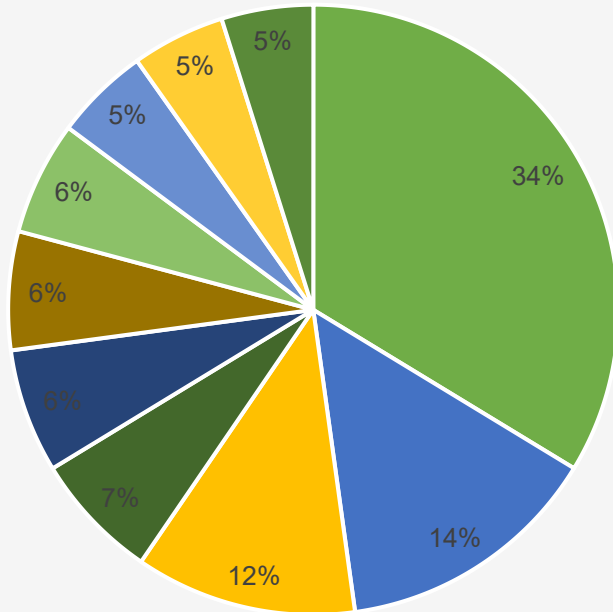
Аналитика магазина «БОБРОШОП»

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2025г.

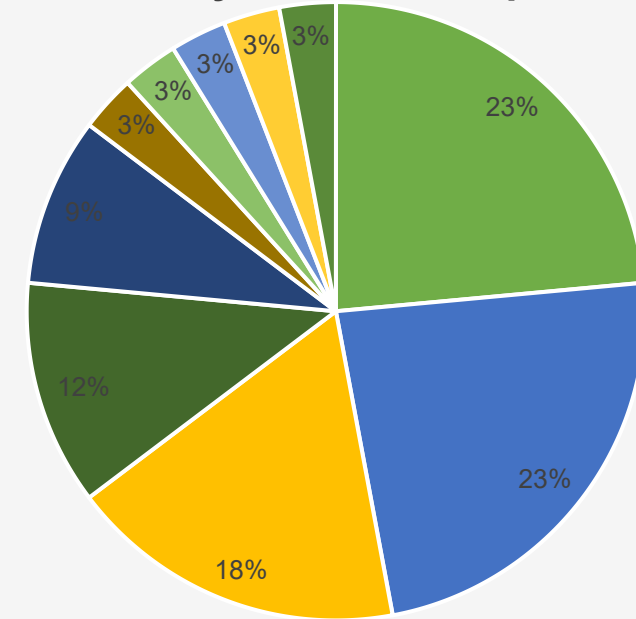
Анализ структуры данных(1/2)

самые востребованные товары



- Кофе КРОК
- Лотерейный билет "Надо собраться"
- Подписка Яндекс плюс
- Welcome-набор с кружкой и футболкой
- Худи КРОК Hard
- Кофе коллеге
- Внешний аккумулятор Xiaomi
- Лотерея на Кофемашину
- Welcome-набор с чехлом и футболкой
- Черный лотерейный билет КРОК

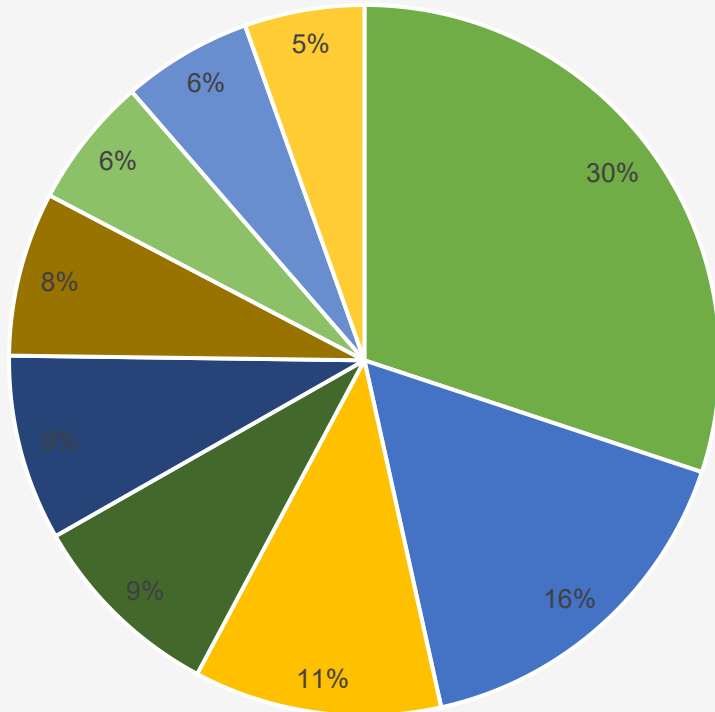
Неактуальные товары



- Рубашка в стиле creative-casual
- Олимпийка SOFT `24
- Футболка HARD `24
- Welcome-набор с чехлом и футболкой
- Рюкзак HARD `24
- Футболка SOFT `24
- Свитшот SOFT `24
- Welcome-набор с кружкой и сумкой
- Подушка под запястье
- Толстовка HARD `24

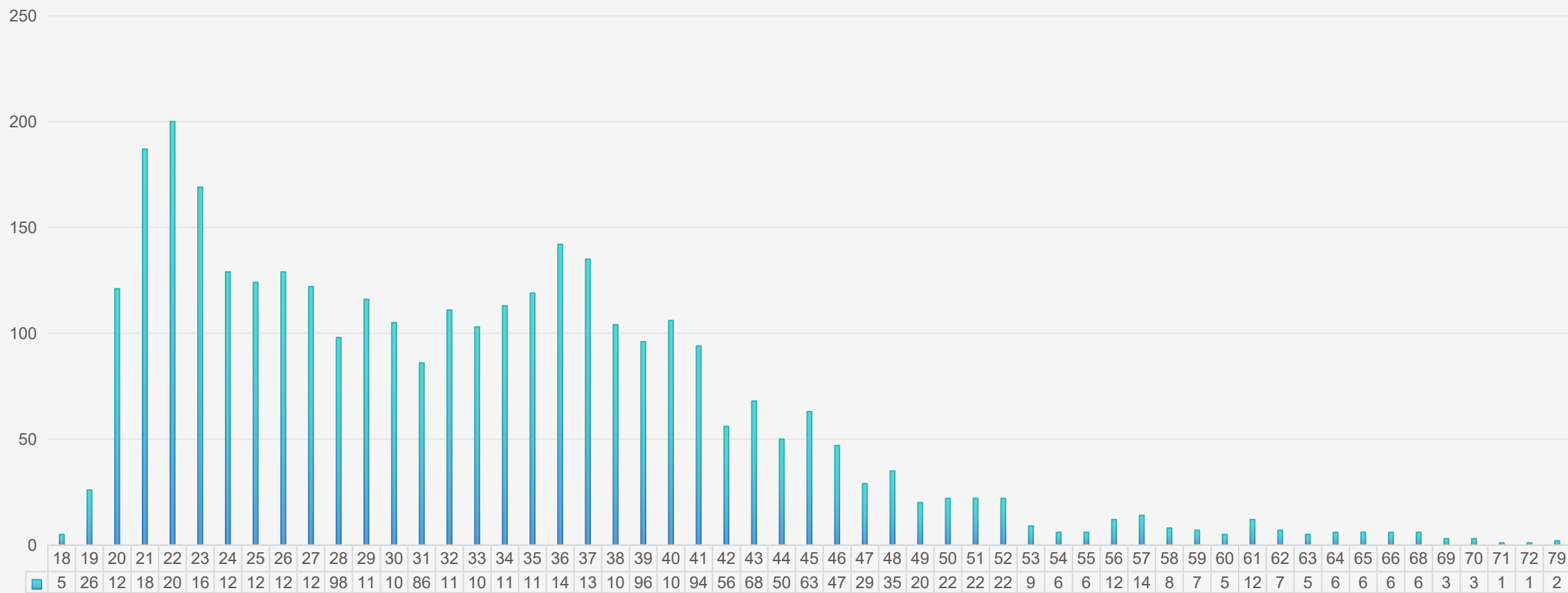
Анализ структуры данных(2/2)

Категории товаров



- В стиле КРОК
- Сервис
- Мерч и сувениры КРОК
- Прокачай эффективность
- Лучше вместе
- Без категории
- Поймай баланс
- Смена деятельности
- Новогодние атрибуты

количество сотрудников по возрасту



```
graph TD; A([Исследовательский вопрос и гипотеза]) --> B([Влияет ли возраст сотрудников на выполнение миссий и совершение покупок?]); A --> C([Молодые сотрудники чаще участвуют в миссиях и чаще совершают покупки в боброшоппе]);
```

**Исследовательский
вопрос и гипотеза**

**Влияет ли возраст
сотрудников на
выполнение миссий
и совершение
покупок?**

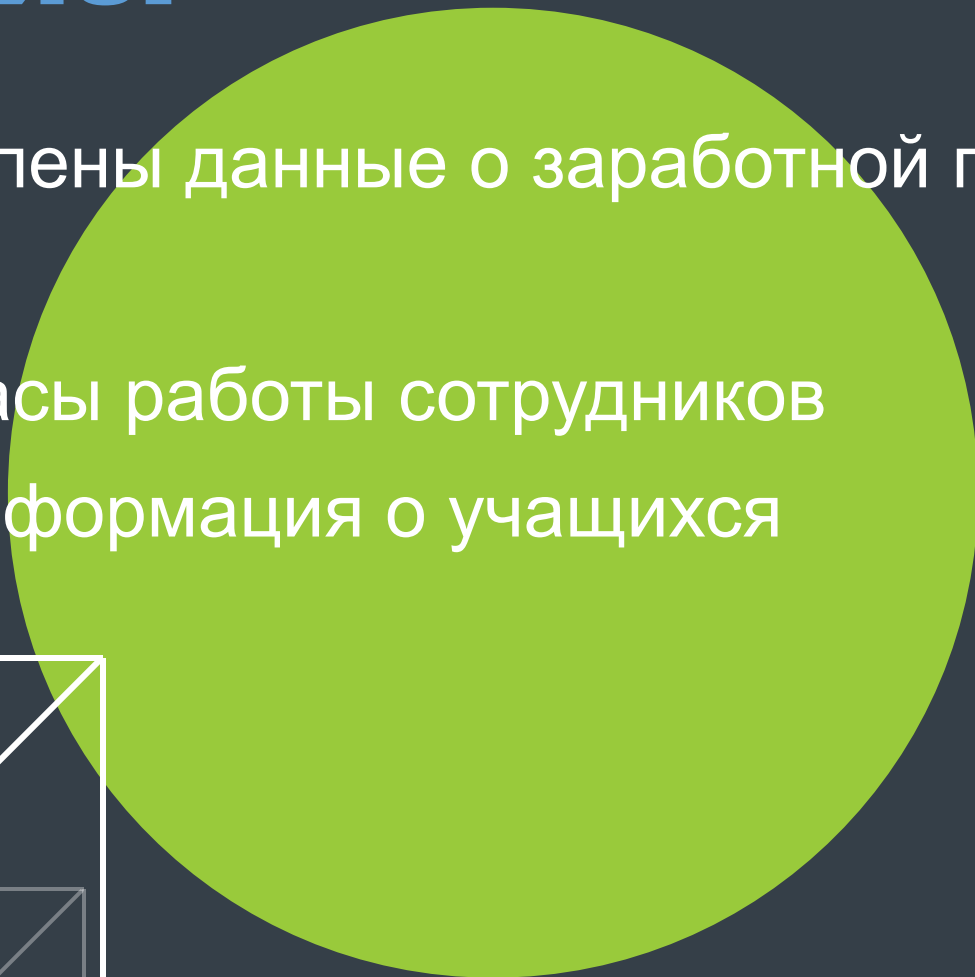
**Молодые сотрудники
чаще участвуют в
миссиях и чаще
совершают покупки в
боброшоппе**

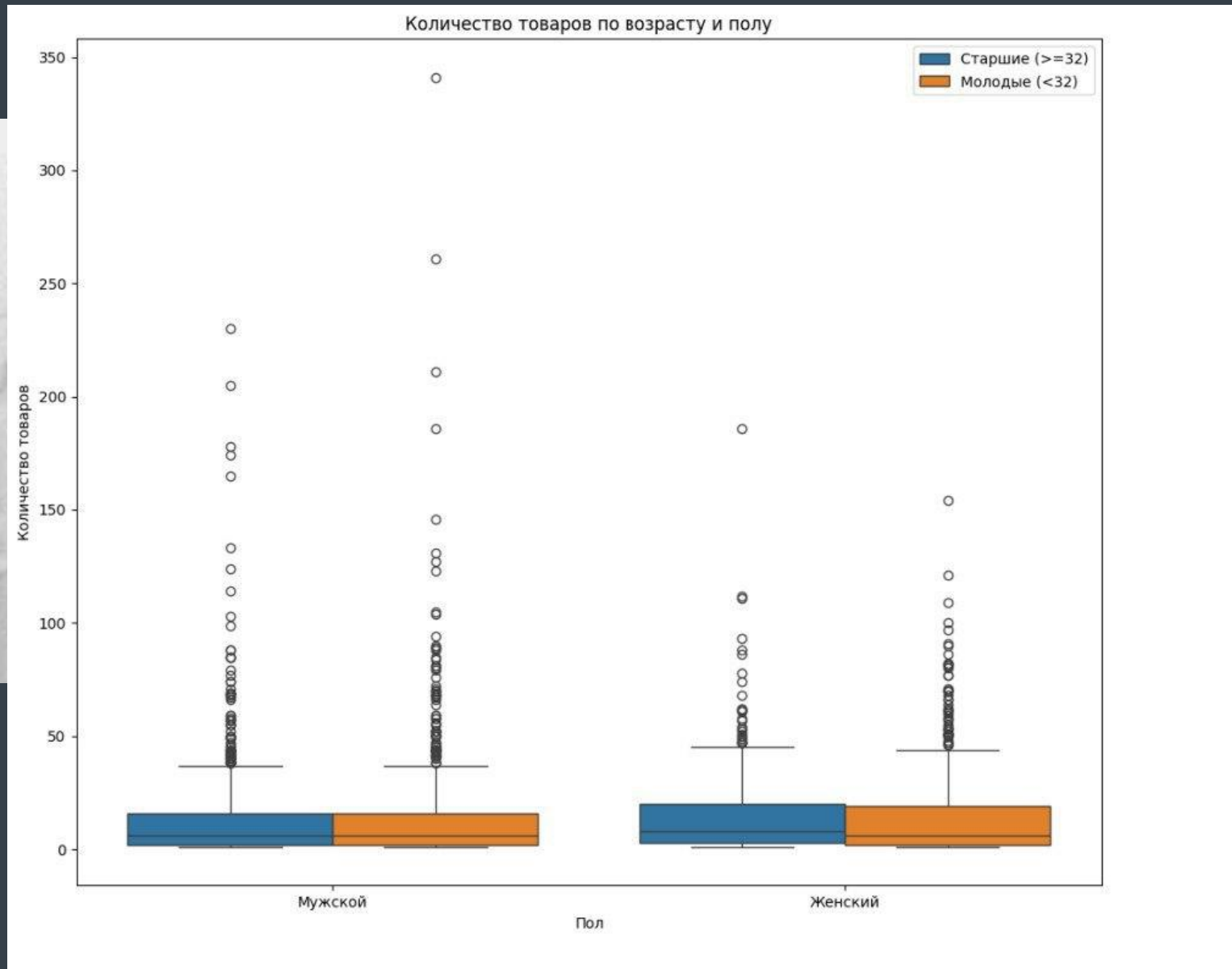
- МЕХАНИЗМ



Ограничение:

1. Не предоставлены данные о заработной плате сотрудников
2. Не указаны часы работы сотрудников
3. Не указана информация о учащих
сотрудниках





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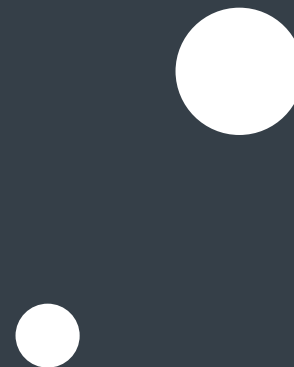
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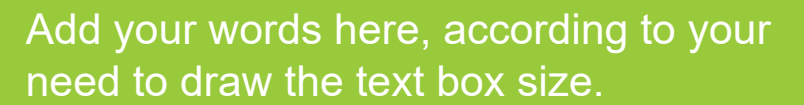
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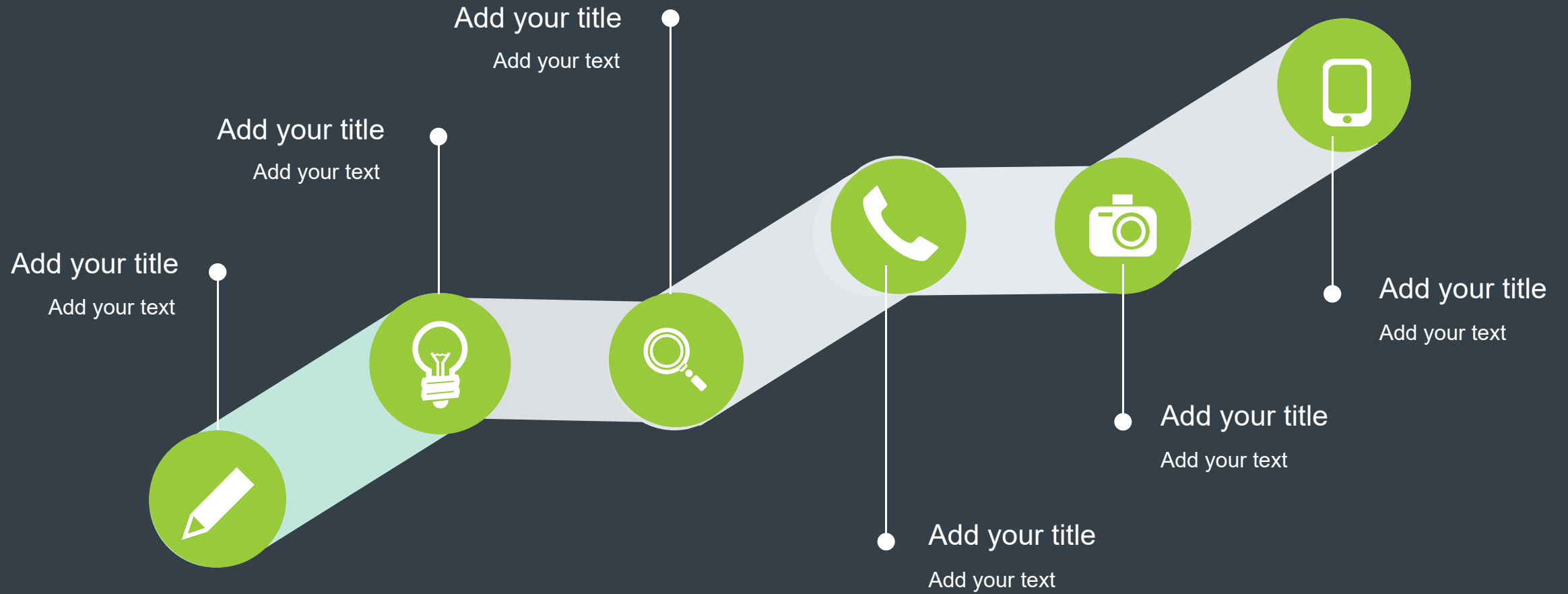
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Спасибо за ВНИМАНИЕ

2025