Data analysis of Illuminating Insights for Global Electronics

Guvi second project
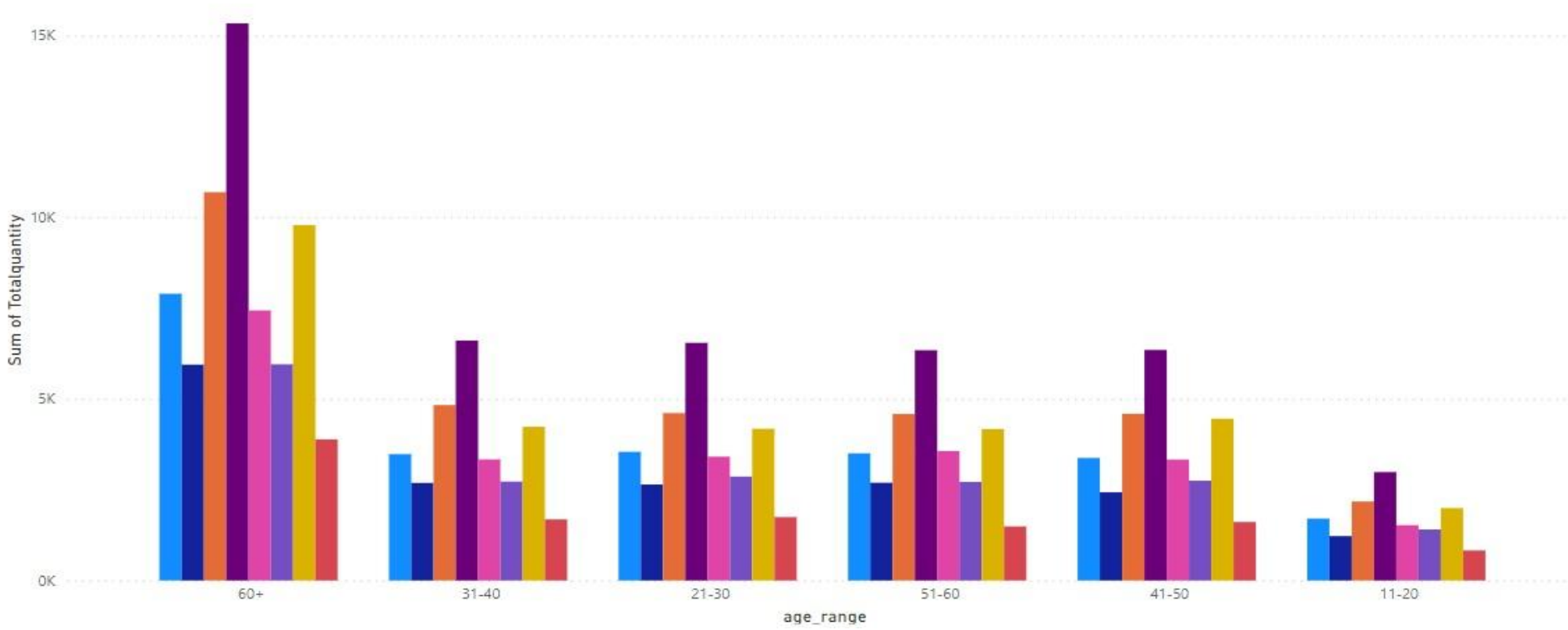
QUANTITY OF SALES BASED ON AGE:

- In this analysis of sale from the below graph, I have concluded that the sales of our products in high in peoples above the **age 60 plus .**
- Your company have low sales with the childrens of **age 11 to 20 ,**hence to improve promotions, provide attractive adds and offer for students and children to gain more sale with age peoples.
- You have to improve the sales with age rages from 21-59 with providing with good deals.

QUANTITY OF SALES BASED ON AGE

Sum of Totalquantity by age_range and Category

Category ● Audio ● Cameras and camcorders ● Cell phones ● Computers ● Games and Toys ● Home Appliances ● Music, Movies and Audio Books ● TV and Video

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QUANTITY OF SALES BASED ON COUNTRIES AND STORES:

- Sales of the products in france is too low , you have to improve in the marketing of your products.
- United states has high sales among the all countries you supply your products.
- Sales of the products is high through online, improve in digital marketing to reach greater height in sales.

QUANTITY OF SALES BASED ON COUNTRIES AND STORES

Sum of quantity by Country and StoreKey
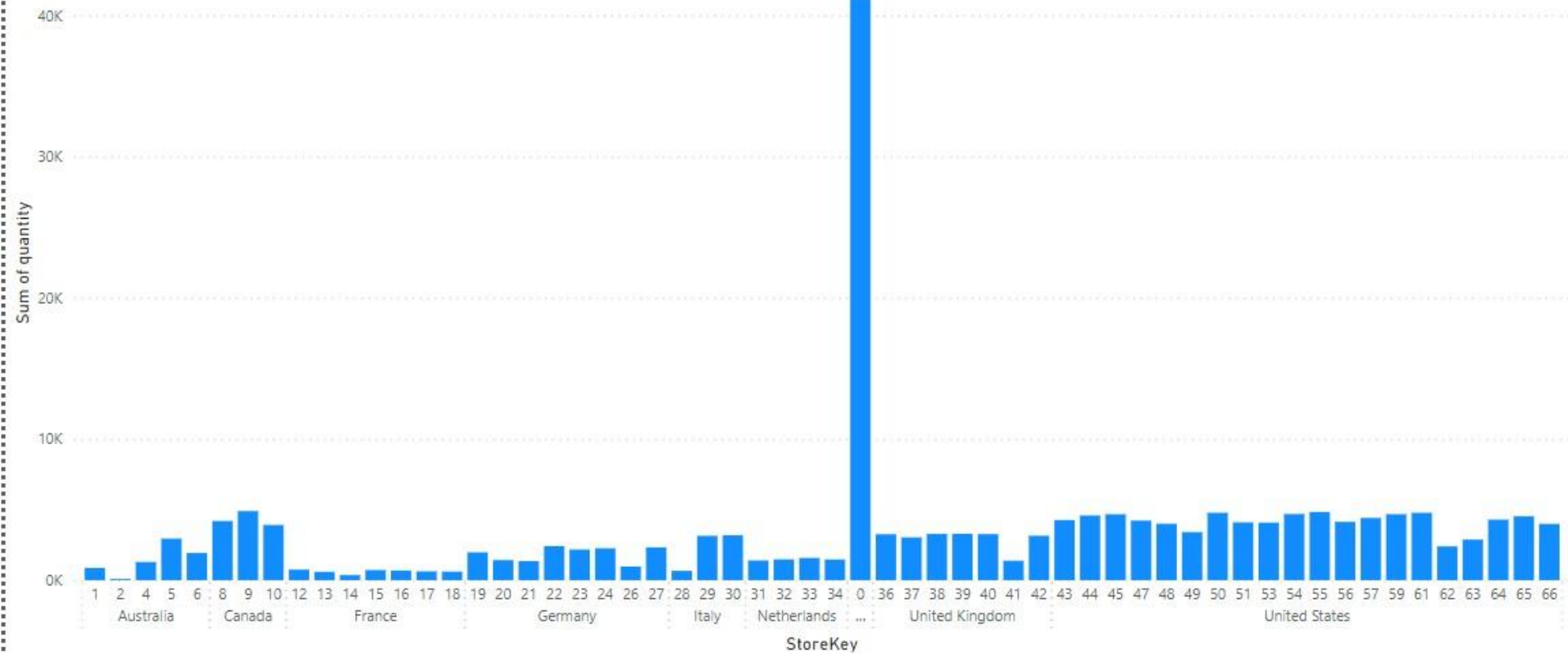
PURCHASE OF CATEGORIES OF PRODUCTS:

- Purchase of computer products is high in the categories due to technical growth electronics in the market you have to import the new products into the market .
- Purchase of TV and video products is too low , you have to improve the quality and provide goods deals for it.

# PURCHASE OF CATAGERIES OF PRODUCTS

Sum of purchase_count by Category
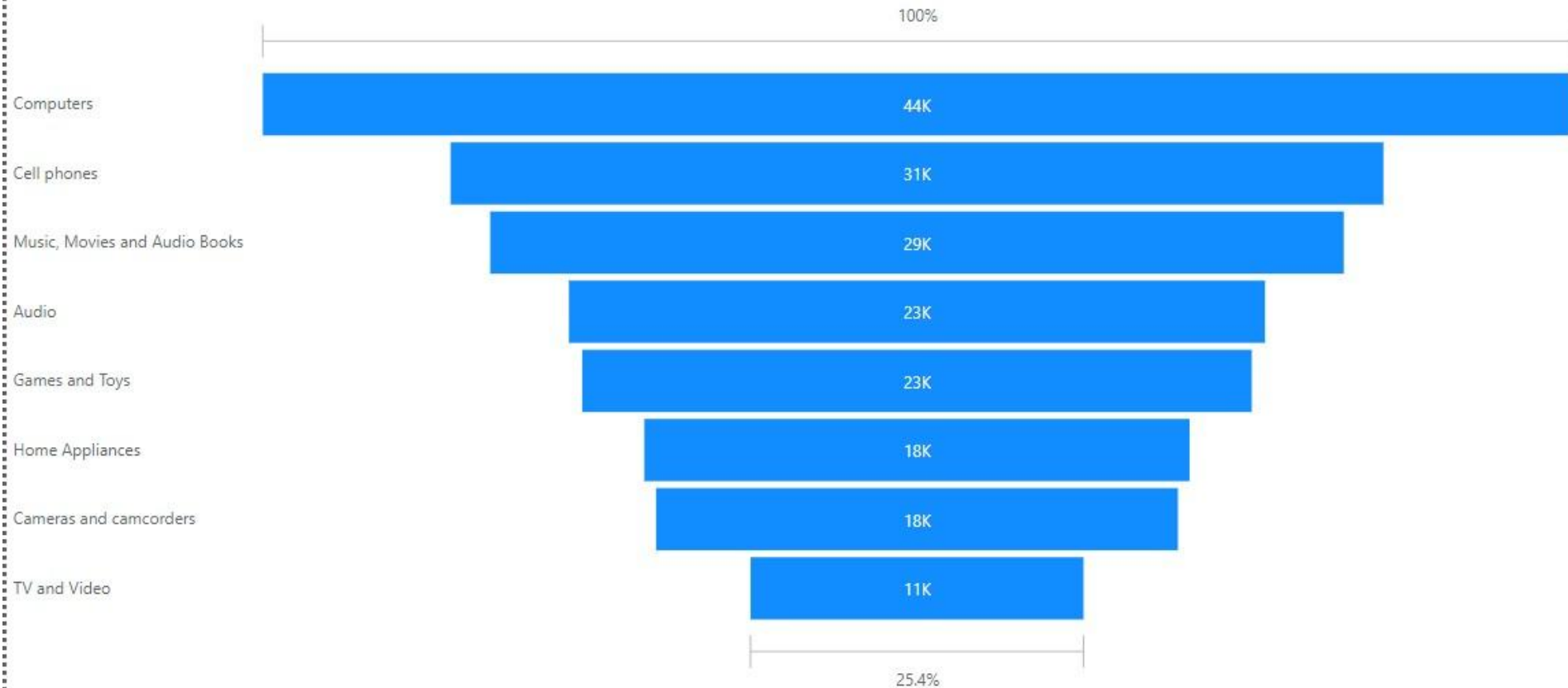
PROFIT BASED ON CATEGORY OF PRODUCTS:

- Profit of computer product is high for your company so bring the high end computer products with super discounts.
- Profit of games and toys is too low so make the necessary steps to improve the quantity of it.

PROFIT BASED ON CATEGORY OF PRODUCTS

Sum of net_profit by Category
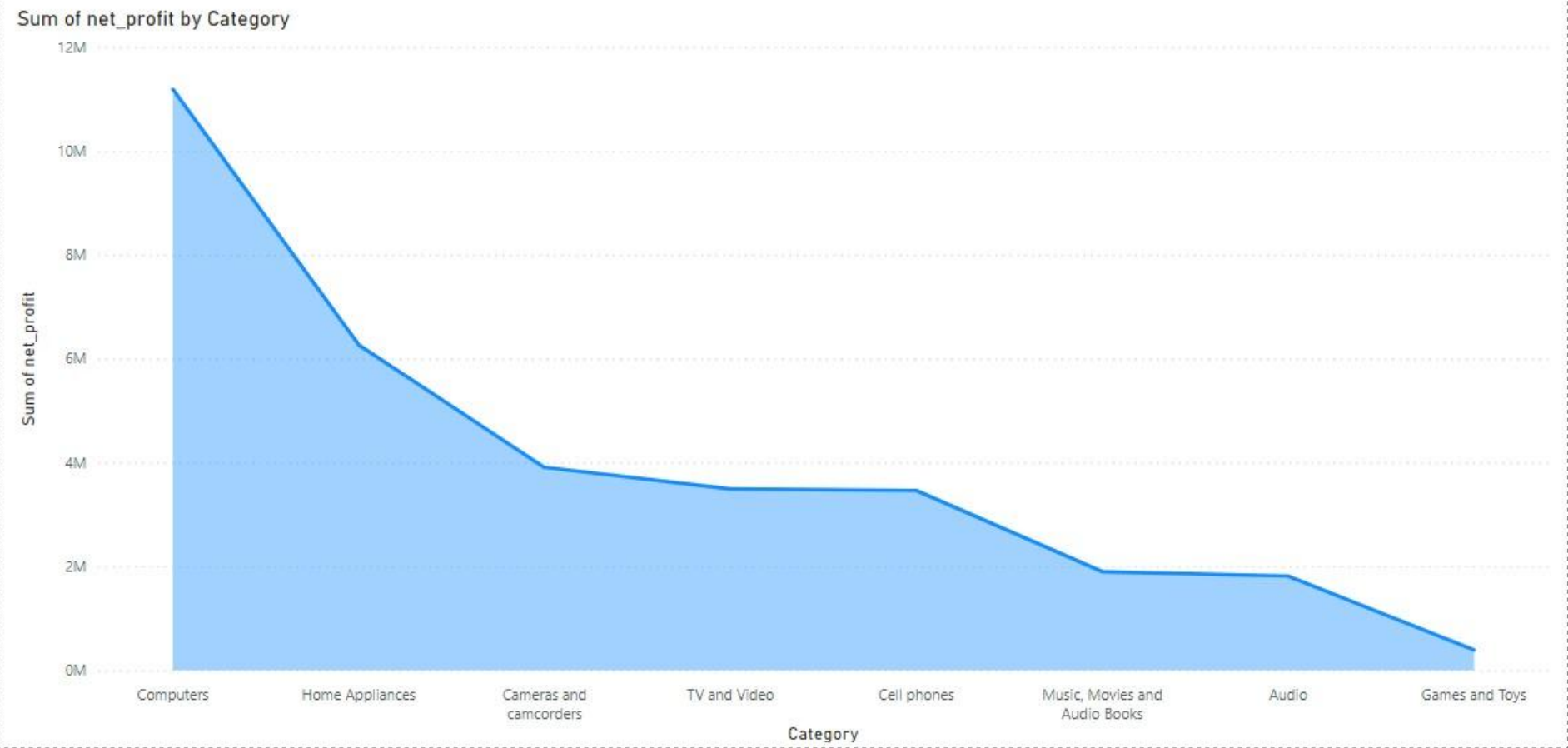
PURCHASE COLOUR BASED ON GENDER:

- Both male and female are attracted to black colour because of it the purchase of the black color products is too high and you have to always have the black colour products in our stores.
- Purchase of silver grey products is too low so you can avoid the this colour in purchase and stock maintenance.

PURCHASE COLOUR BASED ON GENDER

Sum of purchasecount by Gender and Color

Color ● Azure ● Black ● Blue ● Brown ● Gold ● Green ● Grey ● Orange ● Pink ● Purple ● Red ● Silver ● Silver Grey ● Transparent ● White ● Yellow
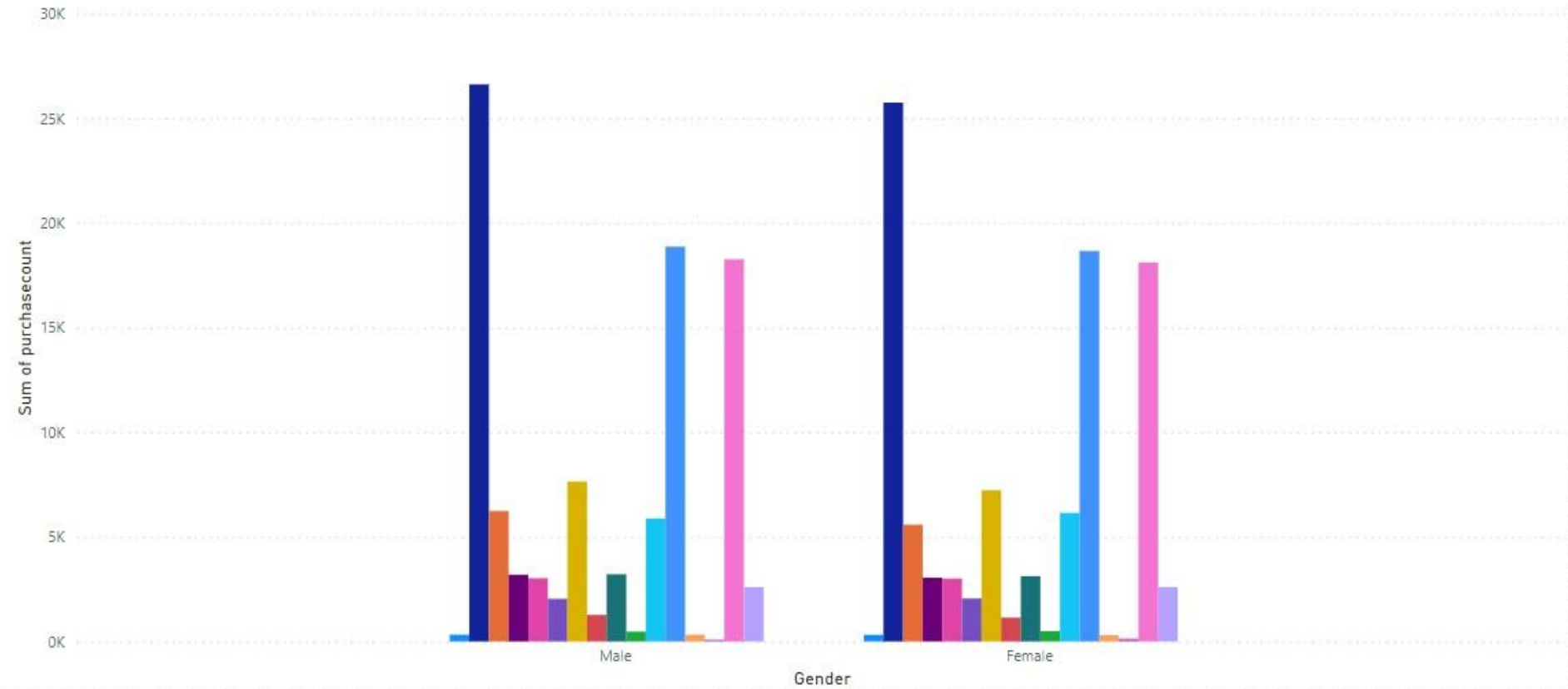
TOTAL PROFIT BASED ON COUNTRIES AND STORES:

- Profit made from online is high you have to maintain and increase the profit through social media marketing and social influencers.
- The profit from store number- 50 in united states is high you have to improve the profit from other stores by motivating and providing gifts, offers ,etc.
- Profit form store number -14 is too low you have to analyse the problem in it and improve it .

TOTAL PROFIT BASED ON COUNTRIES AND STORES

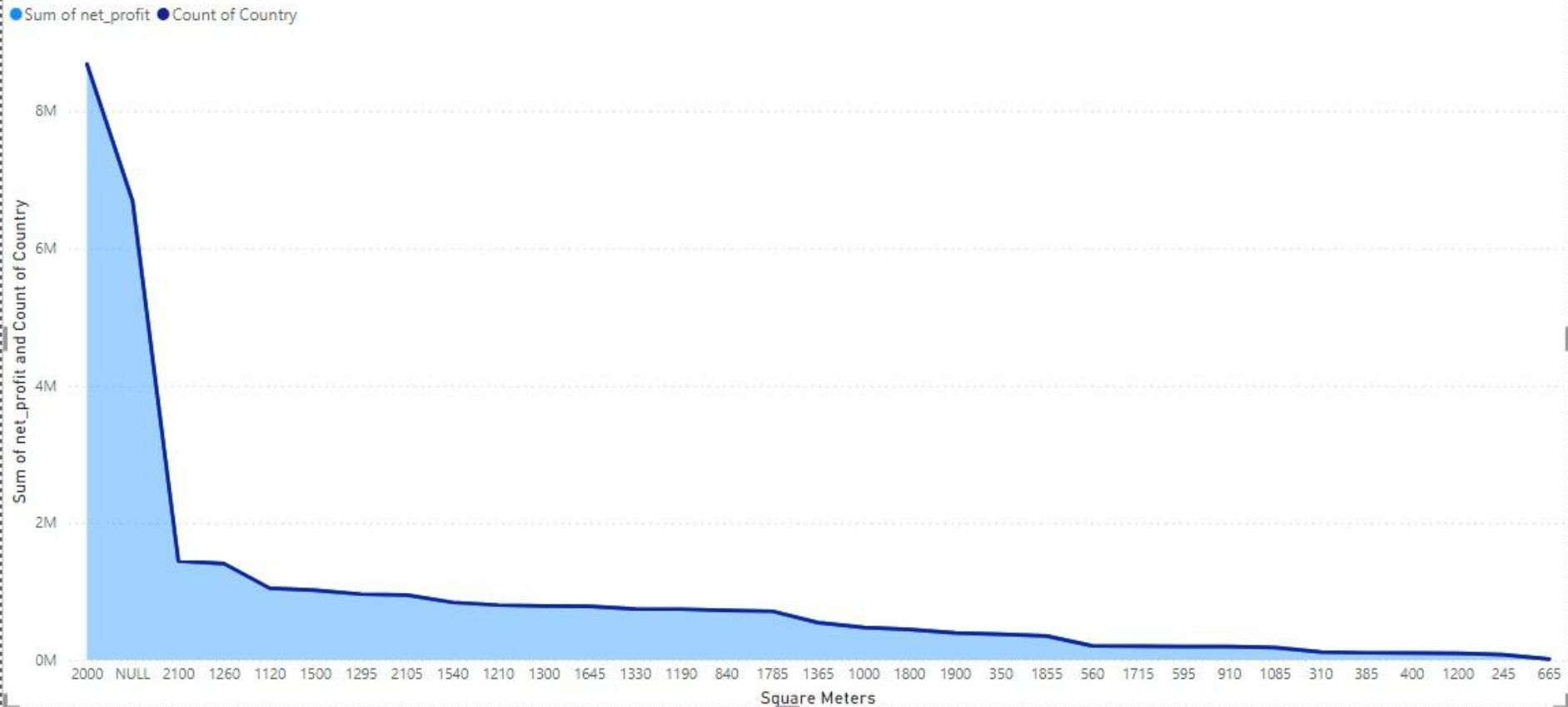Sum of total_profit by Country and StoreKey

StoreKey
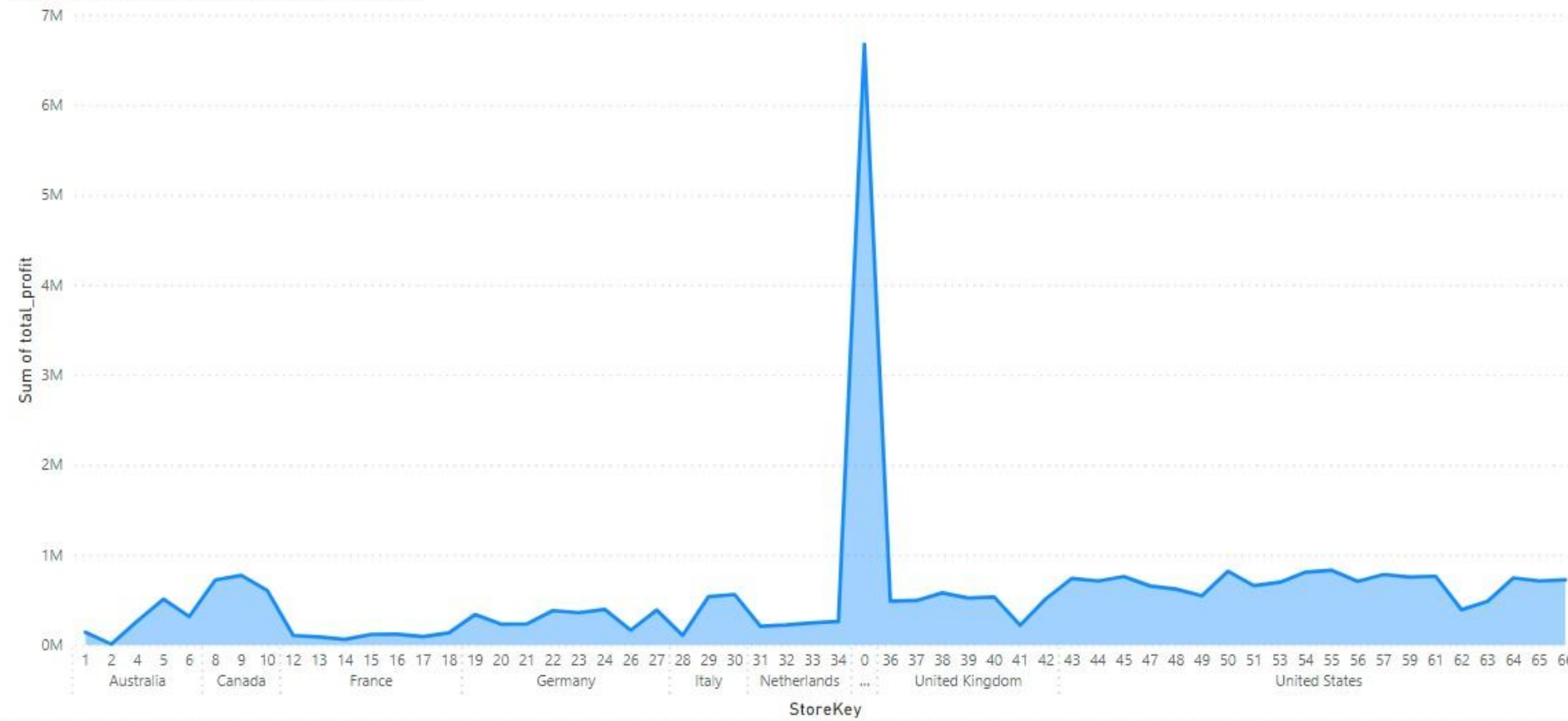
PROFIT BASED ON STORESIZE:

- Profit also increases with the storesize.
- Hence you have to provide storesize of average of 1500 sq ft.

PROFIT BASED ON STORESIZE

Sum of net_profit and Count of Country by Square Meters

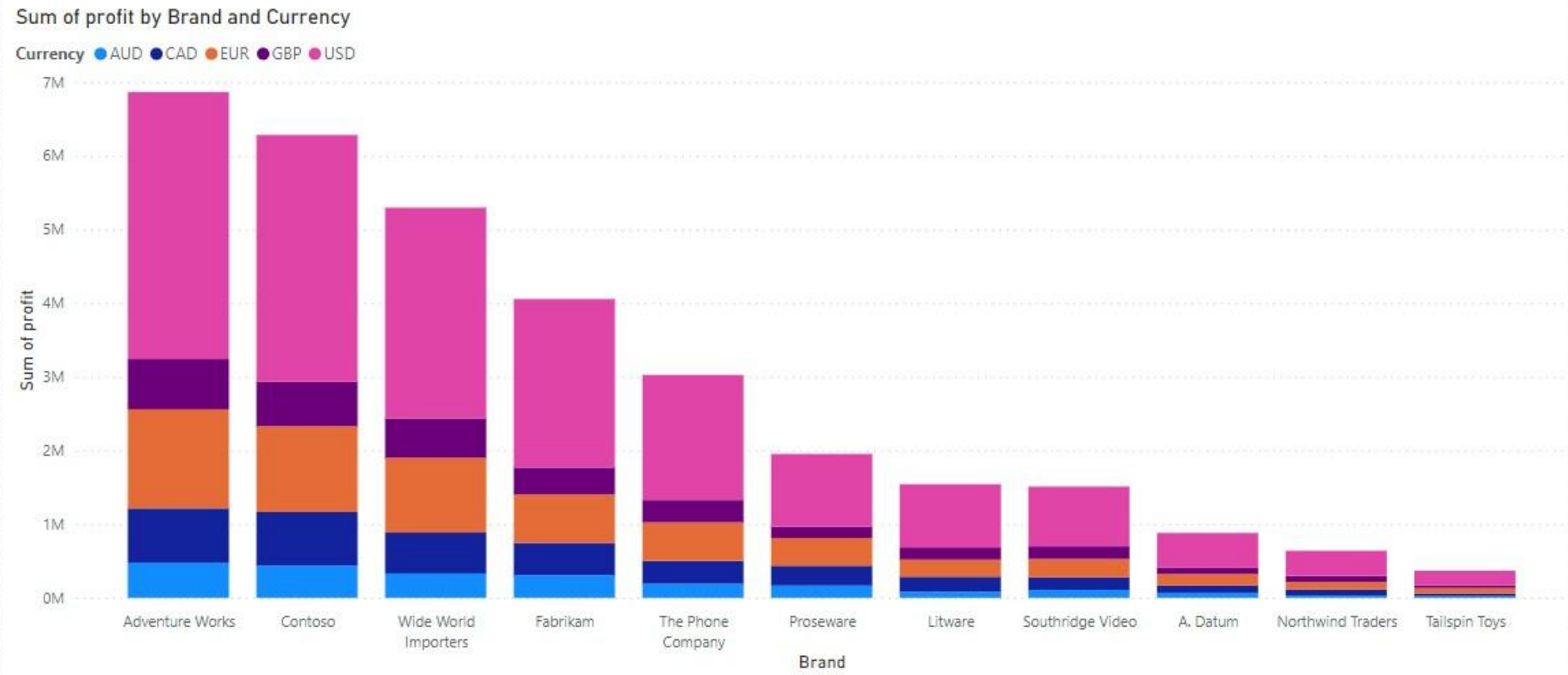● Sum of net_profit ● Count of Country

PROFIT BASED ON BRANDS:

- Adventure works brand provide you higher profit hence you have to maintain good relationship and good deals with in this brand
- The profit made from tail spin toys brand is too low so the you have to discontinue this brand.

PROFIT BASED ON BRANDS

Sum of profit by Brand and Currency

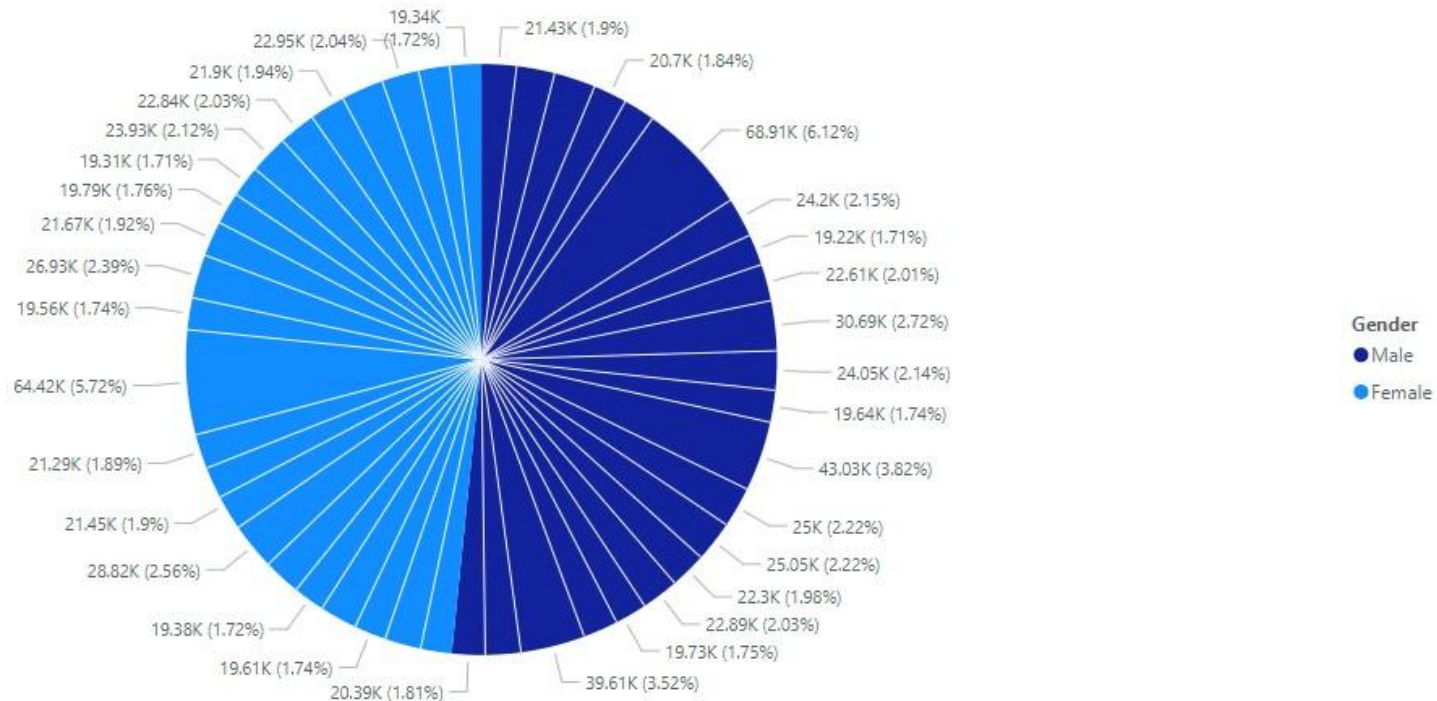Currency ● AUD ● CAD ● EUR ● GBP ● USD

PROFIT BASED ON GENDER:

- Basically profit from male is too high ,to maintain or improving this profit provide offers on mens day.
- You have to improve the female customer and profit from females little low when compared to male you have to provide certain offers for female childrens,housewifes and widows

PROFIT BASED ON GENDER

Sum of profit and First Name by Gender and purchasecount

Pie chart labels (clockwise from top):
- 21.43K (1.9%)
- 20.7K (1.84%)
- 68.91K (6.12%)
- 24.2K (2.15%)
- 19.22K (1.71%)
- 22.61K (2.01%)
- 30.69K (2.72%)
- 24.05K (2.14%)
- 19.64K (1.74%)
- 43.03K (3.82%)
- 25K (2.22%)
- 25.05K (2.22%)
- 22.3K (1.98%)
- 22.89K (2.03%)
- 19.73K (1.75%)
- 39.61K (3.52%)
- 20.39K (1.81%)
- 19.61K (1.74%)
- 19.38K (1.72%)
- 28.82K (2.56%)
- 21.45K (1.9%)
- 21.29K (1.89%)
- 64.42K (5.72%)
- 19.56K (1.74%)
- 26.93K (2.39%)
- 21.67K (1.92%)
- 19.79K (1.76%)
- 19.31K (1.71%)
- 23.93K (2.12%)
- 22.84K (2.03%)
- 21.9K (1.94%)
- 22.95K (2.04%)
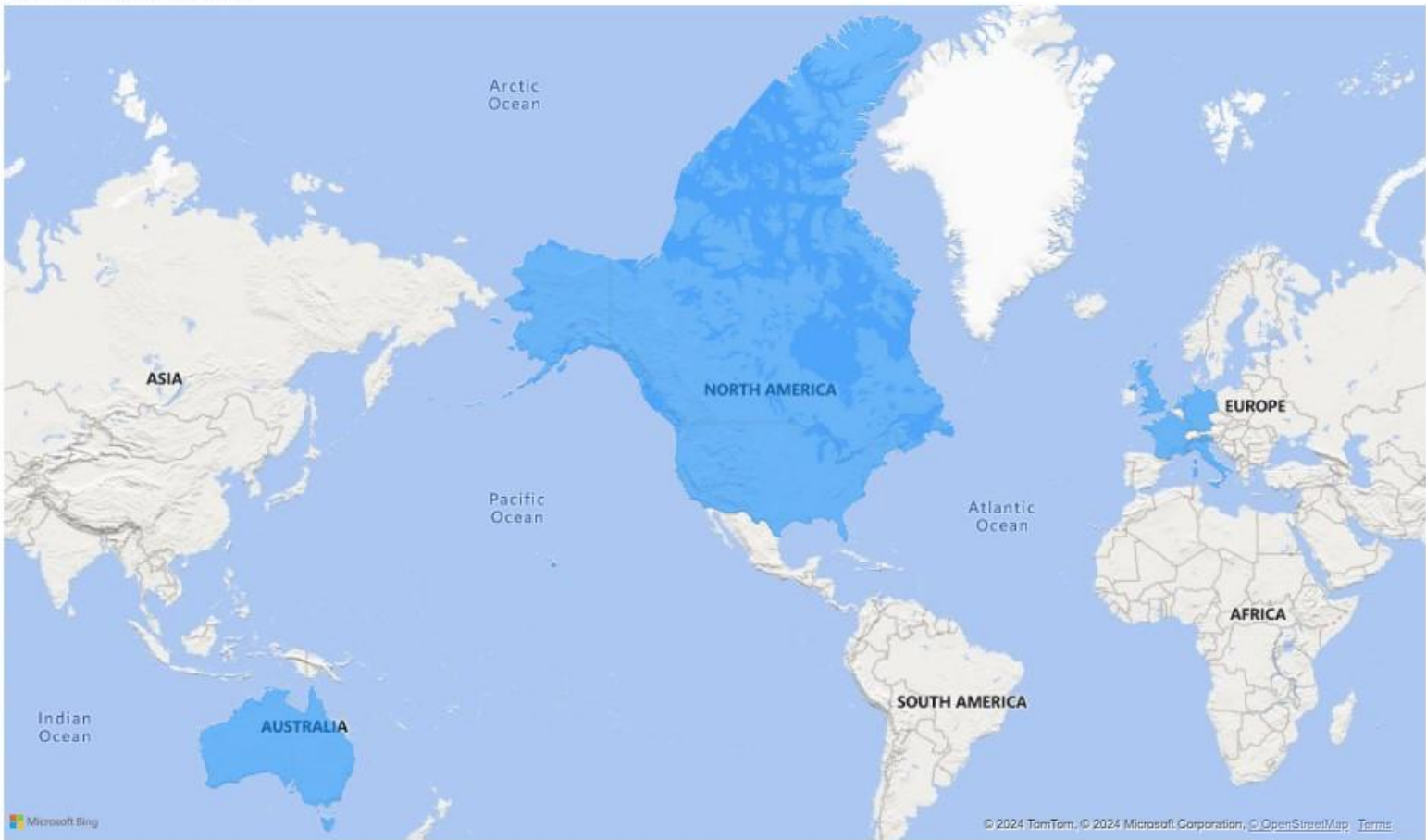- 19.34K (1.72%)

Gender
- Male
- Female

NET PROFIT BASED ON LOCATION:

- As united states have the best profit ratio among the location you sale.
- You have to make a wider network in the countries like asia and africa which will make ypu to more profit and initiate the steps as soon as possible.

NETPROFIT BASED ON LOCATION

Sum of profit by Country

Country	Sum of profit
Australia	22,29,951.70
Canada	36,25,539.28
France	7,88,278.79
Germany	28,09,875.71
Italy	12,82,833.22
Netherlands	10,18,798.64
United Kingdom	31,79,923.46
United States	1,74,90,924.05
Total	**3,24,26,124.85**