

# *E-commerce Analysis*



Orders



Sales




Products



Customers



By Ahmed Hamada



Orders


Sales

Products

Customers

**Note:**

To see the **Orders** by years, quarters, months, and Weekdays please turn on the drill-down/up mode of the **Line Chart**.

RESET

Year

All

Quarter

All

Month

All

Category

All

Product

All

Country


All


City

All


CustomerTitle

All




830


Total Orders

51K

Total Units Sold

62


Avg Units Per Order

\$1.27M

Total Sales

\$1,525

Avg Order Value

\$65K

Total Freight

Total Orders by Year, Quarter, Month and Weekday



Total Orders by Category



Total Orders, Units, Sales by Countries

| Country   | Total Orders | Total Units Sold | Total Sales    | Avg Units Per Order | Avg Order Value | Total Freight |
|-----------|--------------|------------------|----------------|---------------------|-----------------|---------------|
| USA       | 122          | 9,362            | \$245,678.26   | 77                  | \$2,014         | \$13,781      |
| Germany   | 120          | 9,062            | \$226,916.58   | 76                  | \$1,891         | \$11,217      |
| Brazil    | 84           | 4,296            | \$108,789.18   | 51                  | \$1,295         | \$4,892       |
| France    | 76           | 3,227            | \$80,918.32    | 42                  | \$1,065         | \$4,205       |
| UK        | 56           | 2,742            | \$58,971.31    | 49                  | \$1,053         | \$2,954       |
| Venezuela | 46           | 2,936            | \$56,810.63    | 64                  | \$1,235         | \$2,735       |
| Austria   | 40           | 5,167            | \$128,003.84   | 129                 | \$3,200         | \$7,392       |
| Sweden    | 37           | 2,235            | \$54,495.14    | 60                  | \$1,473         | \$3,238       |
| Canada    | 30           | 1,984            | \$50,196.29    | 66                  | \$1,673         | \$2,198       |
| Italy     | 28           | 822              | \$15,770.15    | 29                  | \$563           | \$864         |
| Total     | 830          | 51,317           | \$1,265,793.04 | 62                  | \$1,525         | \$64,943      |

Top 10 Cities by Total Orders



RESET

Year

All

Quarter

All

Month

All

Category

All

Product

All

Country

All

City

All

CustomerTitle

All

830

Total Orders

51K

Total Units Sold

\$1.27M

Total Sales

\$88.67K

Total Discounts

\$65K

Total Freight

Total Sales by Year, Quarter, Month and Weekday

\$155K

\$138K

\$143K

\$177K

\$72K

\$36K

\$79K

\$73K

\$82K

\$104K

\$89K

\$117K

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Total Sales by Country

USA

\$245.7K

Germany

\$226.9K

Austria

\$128.0K

Brazil

\$108.8K

France

\$80.9K

UK

\$59.0K

Venezuela

\$56.8K

Sweden

\$54.5K

Canada

\$50.2K

Ireland

\$50.0K

Belgium

\$33.8K

Denmark

\$32.7K

Switzerland

\$31.7K

Mexico

\$23.6K

Finland

\$19.3K

Spain

\$18.0K

Italy

\$15.8K

Portugal

\$12.9K

Argentina

\$8.1K

Norway

\$5.7K

Poland

\$3.5K

Total Sales by Category

fresh

\$267.9K

cheese

\$234.5K

sweets

\$167.4K

meats

\$163.0K

sea

\$131.3K

shampoos

\$106.0K

fruits

\$100.0K

breads

\$95.7K

Top 10 Products by Total Sales

Côte de Blaye

\$141.4K

Thüringer Rostbratwurst

\$80.4K

Raclette Courdavault

\$71.2K

Tarte au sucre

\$47.2K

Camembert Pierrot

\$46.8K

Gnocchi di nonna Alice

\$42.6K

Manjimup Dried Apples

\$41.8K

Alice Mutton

\$32.7K

Carnarvon Tigers

\$29.2K

Rössle Sauerkraut

\$25.7K

Orders

Sales

Products

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Notes:

To see the **sales** by years, quarters, months and Weekdays please turn on the drill-down/up mode of **Line Chart**.

To see the **sales** by countries and cities please turn on the drill-down/up mode of **Bar Chart**.



RESET

Year

All

Quarter

All

Month

All

Category

All

Product

All

Country

All

City

All

CustomerTitle

All



8

# Categories



77

# Products



51K

Total Units Sold



3119

UnitsInStock



780

UnitsOnOrder



Orders



Sales



Products



Customers

### Top 5 Products by Total Sales

|                     |          |
|---------------------|----------|
| Côte de Blaye       | \$141.4K |
| Thüringer Rostbr... | \$80.4K  |
| Raclette Courdav... | \$71.2K  |
| Tarte au sucre      | \$47.2K  |
| Camembert Pierrot   | \$46.8K  |

### Top 5 Products by Total Orders

|                     |    |
|---------------------|----|
| Raclette Courdav... | 54 |
| Camembert Pierrot   | 51 |
| Tarte au sucre      | 48 |
| Thüringer Rostbr... | 32 |
| Côte de Blaye       | 24 |

### Top 5 Products by Total Units Sold

|                     |       |
|---------------------|-------|
| Camembert Pierrot   | 1,577 |
| Raclette Courdav... | 1,496 |
| Tarte au sucre      | 1,083 |
| Thüringer Rostbr... | 746   |
| Côte de Blaye       | 623   |

### Bottom 5 Products by Total Sales

|                    |        |
|--------------------|--------|
| Chocolade          | \$1.4K |
| Geitost            | \$1.6K |
| Genen Shouyu       | \$1.8K |
| Laughing Lumber... | \$2.4K |
| Longlife Tofu      | \$2.4K |

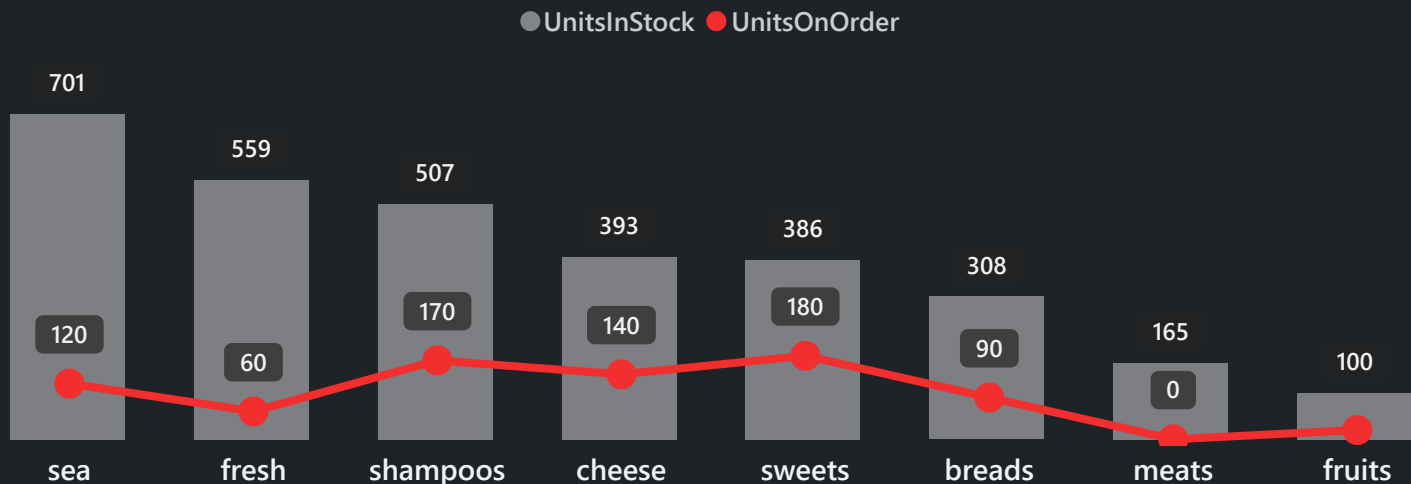
### Bottom 5 Products by Total Orders

|                    |    |
|--------------------|----|
| Chocolade          | 6  |
| Genen Shouyu       | 6  |
| Laughing Lumber... | 10 |
| Longlife Tofu      | 13 |
| Geitost            | 32 |

### Bottom 5 Products by Total Units Sold

|                    |     |
|--------------------|-----|
| Genen Shouyu       | 122 |
| Chocolade          | 138 |
| Laughing Lumber... | 184 |
| Longlife Tofu      | 297 |
| Geitost            | 755 |

### UnitsInStock and UnitsOnOrder by Category



### Bottom 10 Products by Units In Stock

|                           |   |
|---------------------------|---|
| Alice Mutton              | 0 |
| Chef Anton's Gumbo Mix    | 0 |
| Gorgonzola Telino         | 0 |
| Perth Pasties             | 0 |
| Thüringer Rostbratwurst   | 0 |
| Sir Rodney's Scones       | 3 |
| Longlife Tofu             | 4 |
| Louisiana Hot Spiced Okra | 4 |
| Røgede sild               | 5 |
| Northwoods Cranberry S... | 6 |
| Scottish Longbreads       | 6 |

RESET

Year

All

Quarter

All

Month

All

Category

All

Product

All

Country

All

City

All

CustomerTitle

All

91

# Customers

89

# Active Customers

21

# Countries

69

# Cities

Top 10 Countries by Active Customers

13

USA

11

Germany

10

France

9

Brazil

7

UK

5

Mexico

4

Spain

4

Venezuela

3

Argentina

3

Canada

3

Italy

Top 10 Companies by Total Orders

31

Save-a-lot Markets

30

Ernst Handel

28

QUICK-Stop

19

Folk och fä HB

19

Hungry Owl All-Night Grocers

18

Berglunds snabbköp

18

HILARIÓN-Abastos

18

Rattlesnake Canyon Grocery

17

Bon app'

15

Frankenversand

15

Lehmanns Marktstand

15

Wartian Herkku

830

Total Orders

Top 10 Customers by Total Sales

| Customer Name    | CustomerID | CompanyName                  | CustomerTitle                  | Country | City           | Address                        | Total Sales  |
|------------------|------------|------------------------------|--------------------------------|---------|----------------|--------------------------------|--------------|
| Horst Kloss      | QUICK      | QUICK-Stop                   | Accounting Manager             | Germany | Cunewalde      | Taucherstraße 10               | \$110,277.30 |
| Roland Mendel    | ERNSH      | Ernst Handel                 | Sales Manager                  | Austria | Graz           | Kirchgasse 6                   | \$104,874.98 |
| Jose Pavarotti   | SAVEA      | Save-a-lot Markets           | Sales Representative           | USA     | Boise          | 187 Suffolk Ln.                | \$104,361.95 |
| Paula Wilson     | RATTC      | Rattlesnake Canyon Grocery   | Assistant Sales Representative | USA     | Albuquerque    | 2817 Milton Dr.                | \$51,097.80  |
| Patricia McKenna | HUNGO      | Hungry Owl All-Night Grocers | Sales Associate                | Ireland | Cork           | 8 Johnstown Road               | \$49,979.90  |
| Mario Pontes     | HANAR      | Hanari Carnes                | Accounting Manager             | Brazil  | Rio de Janeiro | Rua do Paço, 67                | \$32,841.37  |
| Philip Cramer    | KOENE      | Königlich Essen              | Sales Associate                | Germany | Brandenburg    | Maubelstr. 90                  | \$30,908.38  |
| Maria Larsson    | FOLKO      | Folk och fä HB               | Owner                          | Sweden  | Bräcke         | Åkergatan 24                   | \$29,567.56  |
| Jean Fresnière   | MEREP      | Mère Paillarde               | Marketing Assistant            | Canada  | Montréal       | 43 rue St. Laurent             | \$28,872.19  |
| Karl Jablonski   | WHITC      | White Clover Markets         | Owner                          | USA     | Seattle        | 305 - 14th Ave. S.<br>Suite 3B | \$27,363.60  |
| Total            |            |                              |                                |         |                |                                | \$570,145.05 |



Orders



Sales



Products



Customers



## Data Analyst | Machine Learning Enthusiast

Strong Foundation in Data Processing, Statistical Analysis, and Data Visualization | Skilled in Data Analysis using Python, SQL, Power BI, and Excel | Proficient in Data Manipulation using Python | Passion for Uncovering Insights and Making Data-Driven Decisions | Skilled in Identifying Trends, Creating Reports, and Communicating Complex Findings Effectively | Fundamentals of Machine Learning (Regression and Classification Algorithms) using Scikit-Learn Framework.

