

SALES DATA REPORT

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**** This is a short report as a part of my udemy online data analysis with excel assignment.**

Data Information: It is a dummy sales data of a company containing two sets (product & customer), product contains housing price, area, type of property, sold property or still available etc. and other contains customer information e.g. age, name, gender, with mortgage or without etc.

Product								
ID	Building	Year of sale	Month of sale	Type of property	Property #	Area (ft.)	Price	Status
1030	1	2005	11	Apartment	30	743.09	\$246,172.68	Sold
1029	1	2005	10	Apartment	29	756.21	\$246,331.90	Sold
2002	2	2007	7	Apartment	2	587.28	\$209,280.91	Sold

Customer													
Customer ID	Entity	Name	Surname	Age at time of purchase	Interval	Y	Gender	Country	State	Purpose	Deal satisfaction	Mortgage	Source
C0028	Individual	Madalyn	Mercer	19	18-25	1986	F	USA	California	Home	5	No	Website
C0027	Individual	Lara	Carrillo	22	18-25	1983	F	USA	California	Home	5	No	Website
C0112	Individual	Donavan	Flowers	22	18-25	1985	M	USA	California	Home	1	Yes	Client

Analysis Report:

Overview-

- The higher % of customers of the company are **male** with **55%**. **36%** of **female** are interested in buying properties. However, rest **9%** customers are **firm owners**.
- This company has buyers **from USA, Canada, Russia, Belgium, UK, Denmark, Germany, and Mexico**.
- The property price range sold by the company is **\$117,564.07 - \$ 538,271.74**.
- **** Most of the properties sold by the company are of from range ~\$210000 to ~\$310000 (fig-7)**
- They sell two types of property **Apartments and Offices**.

Graphs, charts and detailed information:

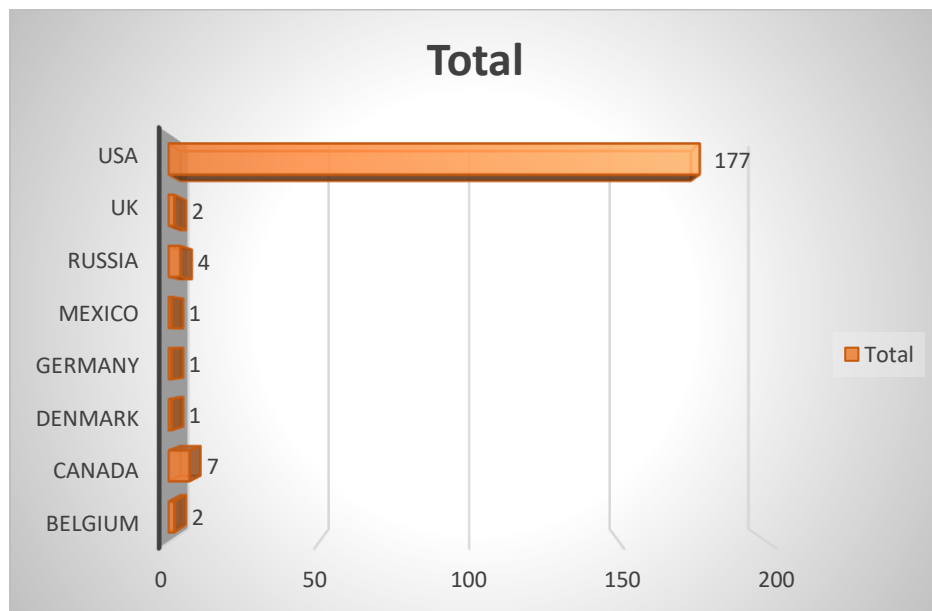
Sales – Country wise:

- The buyers of the properties are dominated by USA customers. (91% of the customers are from USA followed by 4% from Canada. Rest 5% are from Russia, Belgium, UK, Denmark, Germany, Mexico.

Fig-1

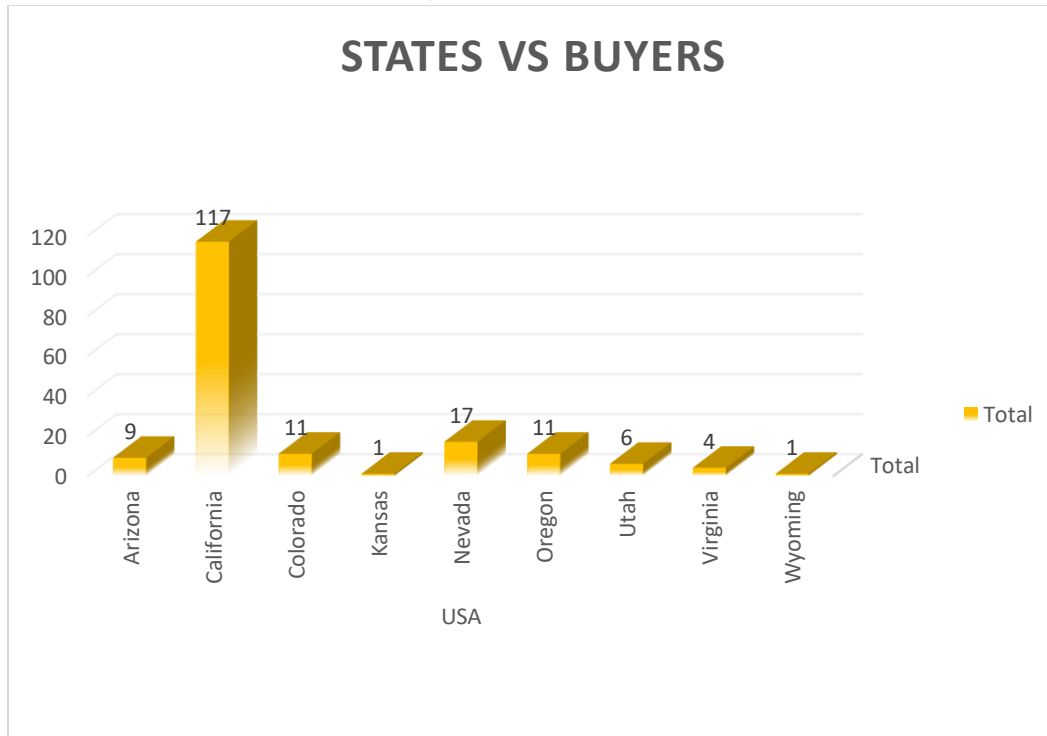
Frequency distribution table		
Country Name	Frequency	Relative frequency
USA	177	91%
Canada	7	4%
Russia	4	2%
Belgium	2	1%
UK	2	1%
Denmark	1	1%
Germany	1	1%
Mexico	1	1%

Fig-2



- Among all the other states in USA, almost 66% buyers are from state of **California**

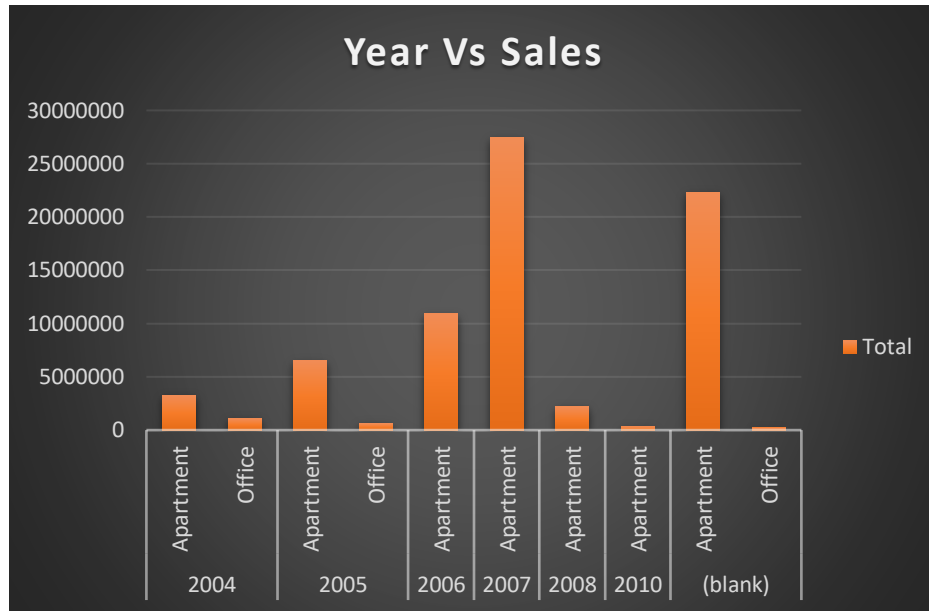
Fig-3



Sales -- Years wise

The company experienced a constant increase of sales from the year 2004 to 2007. 2007 they had the highest numbers of sales as compared to the previous years. However, there are few missing data about the year in the dataset. If that data would be available it would have been better to get a clearer picture of sales per year.

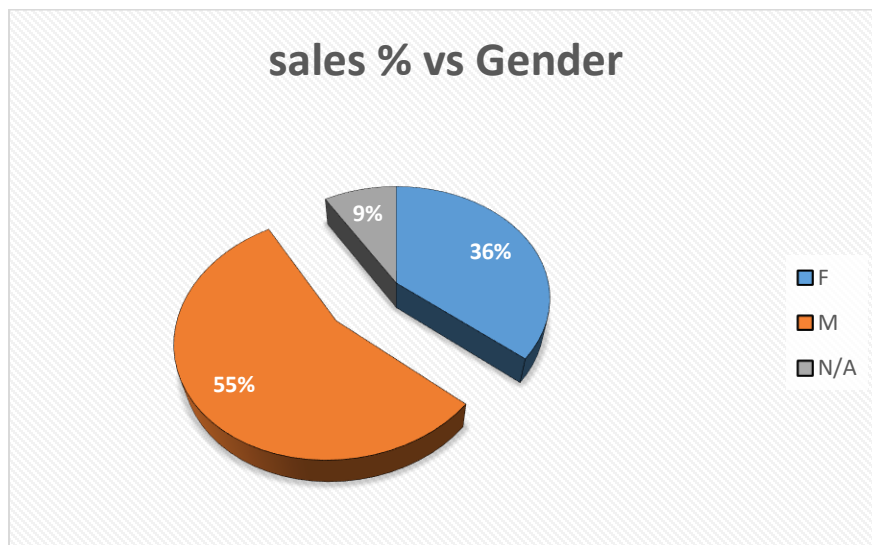
Fig-4



Sales -- Gender wise:

The higher % of customers of the company are **male** with **55%**. **33%** of **female** are interested in buying properties. However, rest **0.08%** customers are **firm owners**.

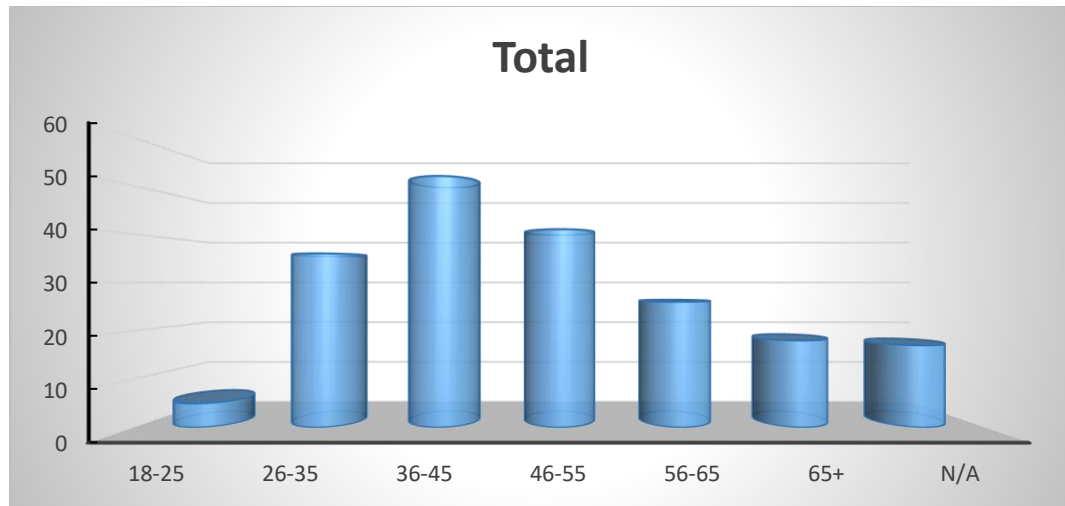
Fig-5



Sales -- age-group

- People who are of age between 36 to 45 are mostly interested in buying properties. “N/A” – the age data of the customer was not available.

Fig-6



** Fig-7



