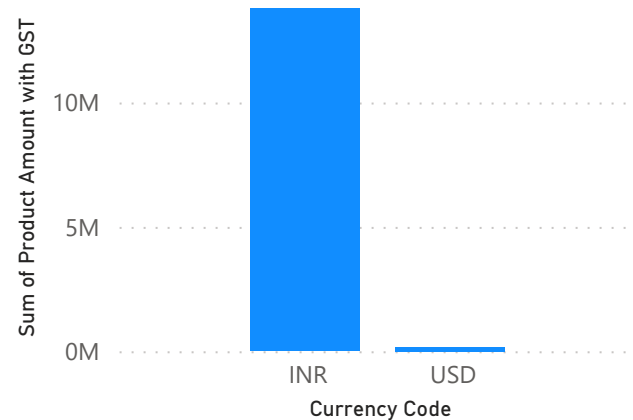


Sales Data Analysis

Sum of Product Amount with GST by
Currency Code



27M

Total Revenue

9514

Total Quantity

22.90M

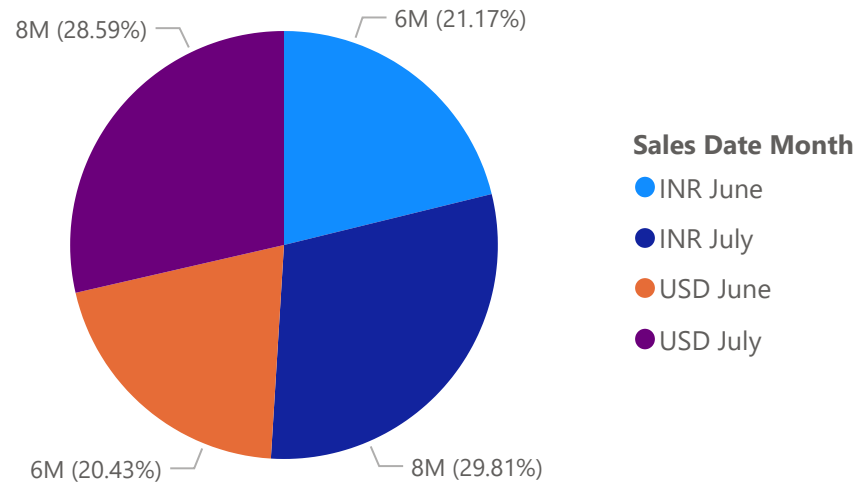
Total Revenue without GST

155.97

Average Quantity

- Total Revenue of a company is 14Mn. which includes Indian currency and US dollars.
- So we converted US dollars to Indian Currency then calculated the total revenue, which is 27Mn.
- Then we have to reduce GST amount from the Total Revenue. so after reducing GST amount the total revenue is 22.9Mn
- The Average sales of the products is 155 units/day

Grouped Sales by Currency (INR) by Currency Code and Month



22.90M

Total Revenue without GST

27M

Total Revenue

Total Sales earned in moth of June and July is Visualized separately.

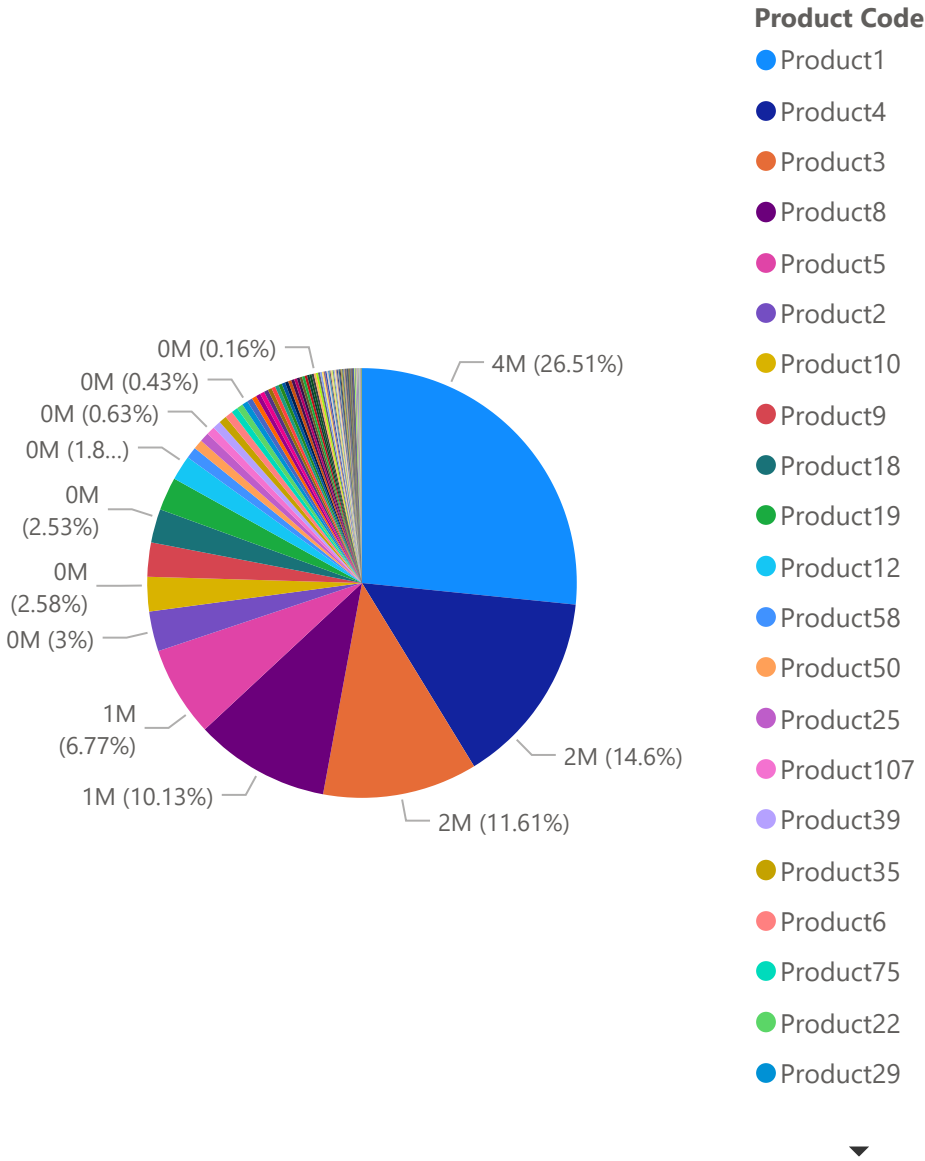
. Revenues in USD has been converted into INR.

. Then 18% GST has been subtracted from the Total Revenue.

Products Price with & without GST

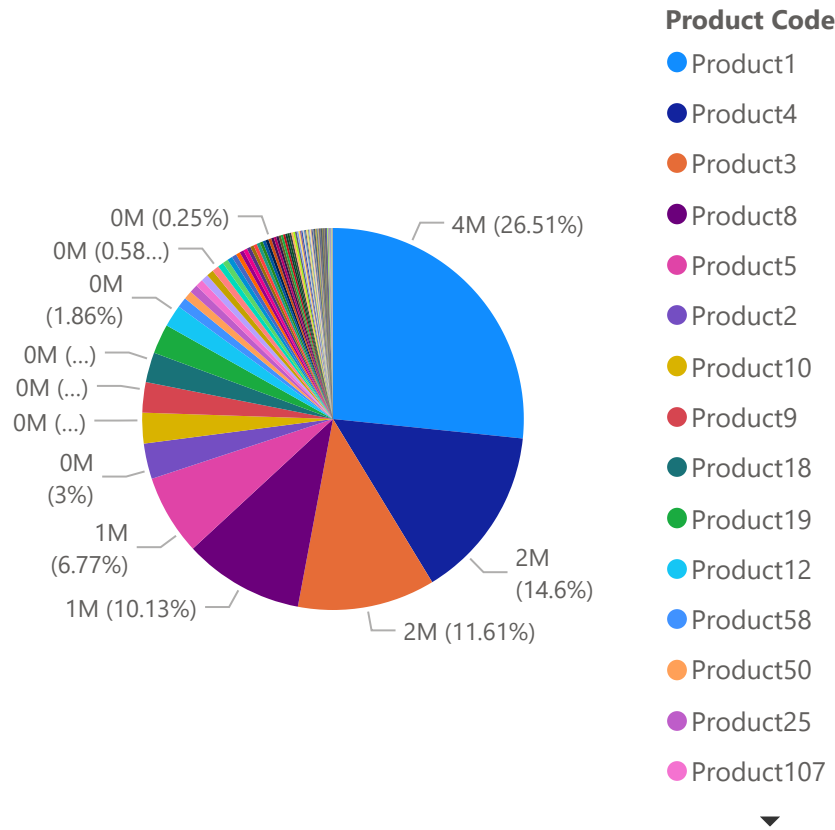
Product Code	Sum of Product Amount with GST	Sum of Amount without GST
Product1	3695029	31,31,380.51
Product10	359640	3,04,779.66
Product100	4994	4,232.20
Product101	962	815.25
Product102	1497	1,268.64
Product103	2372	2,010.17
Product104	6852	5,806.78
Product105	23128	19,600.00
Product106	1546	1,310.17
Product107	87655	74,283.90
Product108	1497	1,268.64
Product109	4994	4,232.20
Product11	46013	38,994.07
Product110	1998	1,693.22
Product111	1619	1,372.03
Product112	1999	1,694.07
Product113	1497	1,268.64
Product114	6392	5,416.95
Product115	998	845.76
Product116	27489	23,295.76
Product117	7741	6,560.17
Product118	2498	2,116.95
Product119	31390	26,601.69
Product12	259050	2,19,533.90
Product120	1299	1,100.85
Product121	57011	48,314.41
Total	13936379	1,18,10,490.68

Sum of Product Amount with GST by Product Code

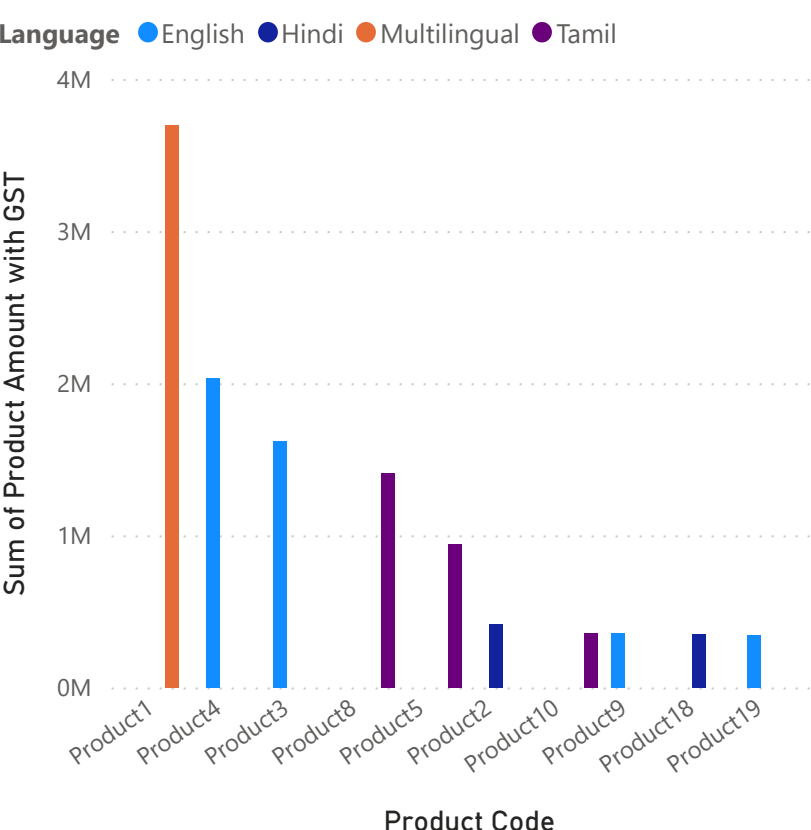


Top 10 products VS Bottom 10 Products

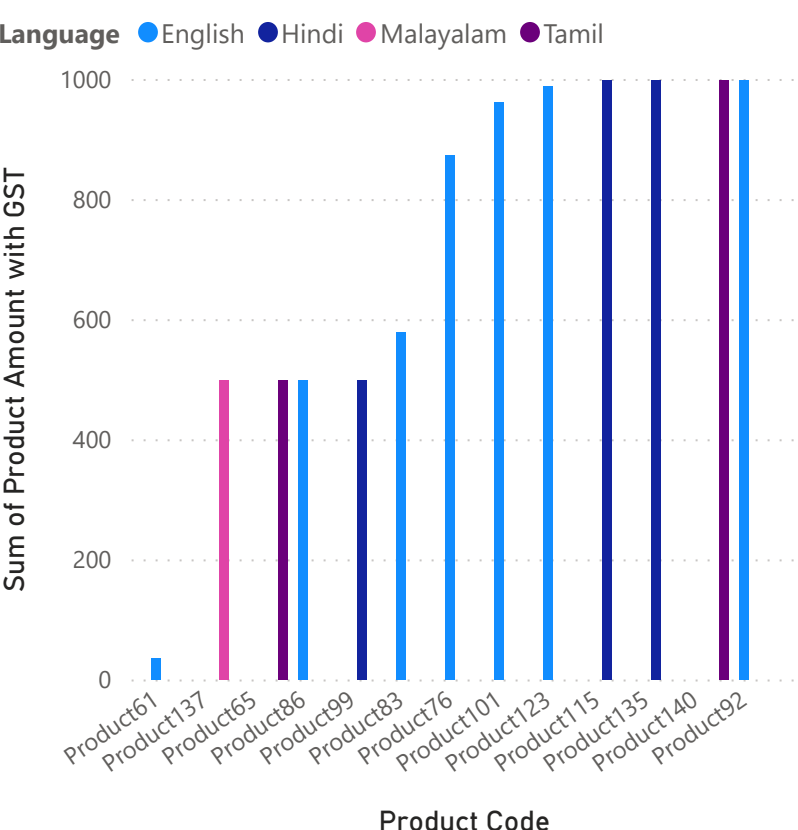
Sum of Product Amount with GST by Product Code and Language



Sum of Product Amount with GST by Product Code and Language

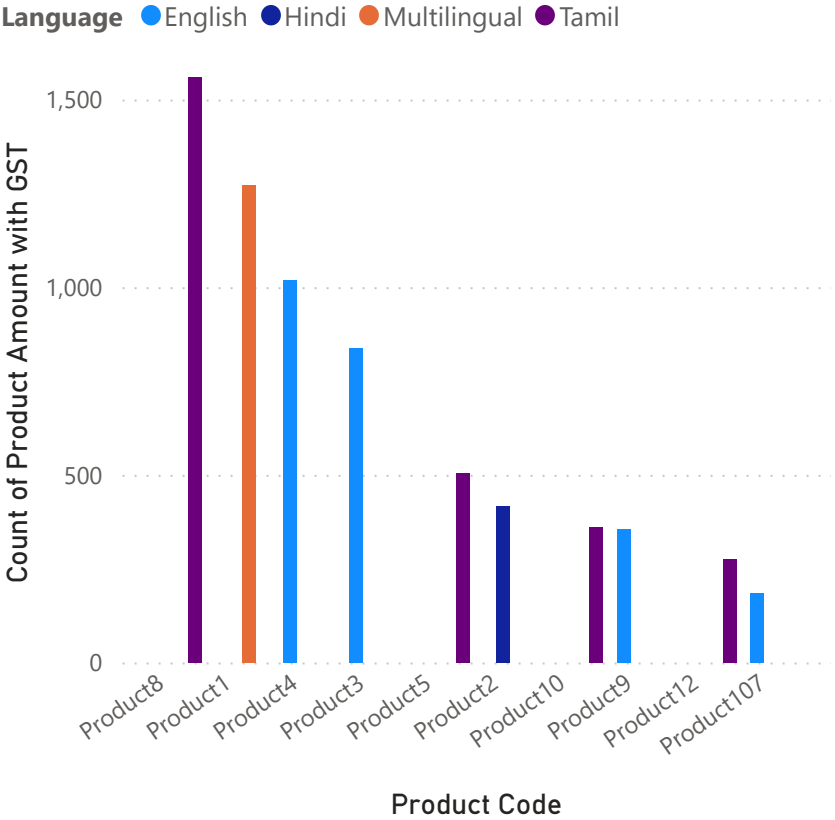


Sum of Product Amount with GST by Product Code and Language

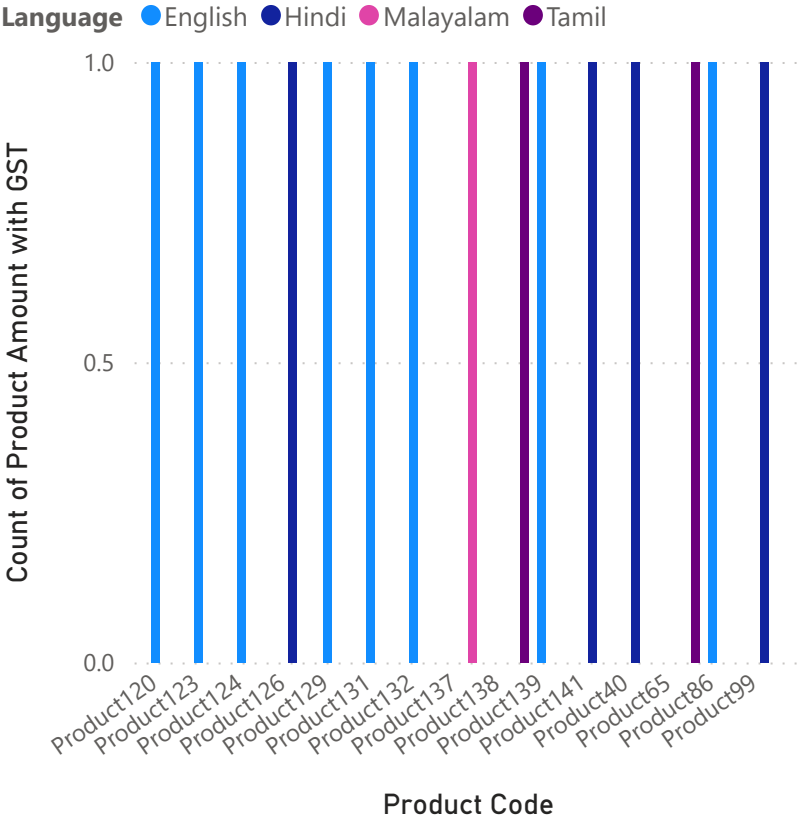


- In Top 10 products, Product 1 which produces highest revenue of 3.6Mn, followed by Product 4 which produces above 2Mn.
- In Bottom 10 products, Product 61 which is sold for only Rs.36 which is followed by product 137 which is sold for Rs.499
- Here the highest revenue earning products are Multilingual, English and Tamil products.

Count of Product Amount with GST by Product Code and Language



Count of Product Amount with GST by Product Code and Language



Language	Count of Product Amount with GST
Tamil	3773
English	3708
Multilingual	1272
Hindi	720
Telugu	39
Malayalam	1
Total	9513

Language	Count of Product Code
English	79
Hindi	17
Malayalam	1
Multilingual	1
Tamil	42
Telugu	1
Total	141

- In count wise Top 10 selling Products, the Top selling Products 8's quantity is 1560, which is a Tamil products, which is followed by Multilingual products.
- In Bottom 10 selling products, the product120,product123,product 124, product126, product137,product138,product99 ad may more products whose selling quantity is 1.
- And table in top right corner shows total no of sales made by each product in total of 2 months.
- And table in bottom right corner shows, how many different types of products each language has.

22.90M

Total Revenue without GST

Month	Source	%GT Grouped Sales by Currency (INR)	Total Revenue
June	Direct	30.94%	8634371
June	Email	2.53%	482364
June	Influencer	7.21%	1987157
June	Paid	0.85%	137148
July	Direct	46.03%	13252768
July	Email	6.27%	1206810
July	Influencer	3.00%	866918
July	Paid	3.17%	449483
Total		100.00%	27017019

Revenue Earned through different Sources:

- Direct mode: In month of June 7.32Mn and in July 11.23Mn. Total revenue is 18.55Mn.
- Influencer mode: In month of June 1.68Mn and in July 734.68K. Total revenue is 2.41Mn.
- E-mail mode: In month of June 408.78K and in July 1.02Mn. Total revenue is 1.42Mn.
- Paid mode: In month of June 116.23K and in July 380.92K. Total revenue is 490K.

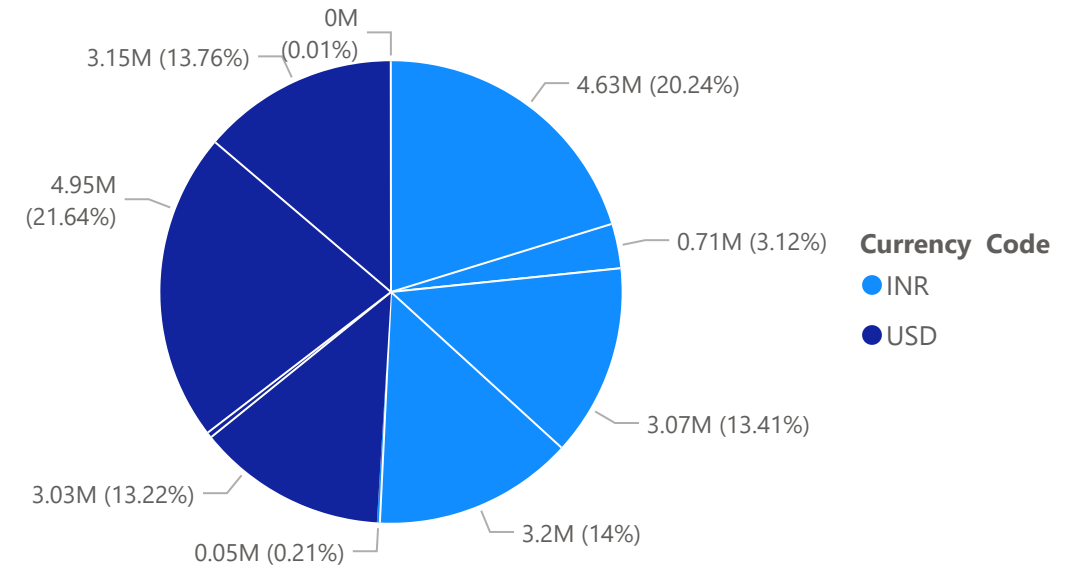
Product Code	Language	Count of Coupon code	Sum of Product Amount with GST
Product1	Multilingual	24	3695029
Product10	Tamil	1	359640
Product100	Tamil	2	4994
Product101	English	2	962
Product102	Hindi	1	1497
Product103	Tamil	2	2372
Product104	English	1	6852
Product105	Tamil	3	23128
Product106	English	1	1546
Product107	English	1	87655
Product108	English	1	1497
Product109	English	1	4994
Product11	Tamil	2	46013
Product110	English	1	1998
Product111	English	3	1619
Product112	Hindi	1	1999
Product113	English	1	1497
Product114	Hindi	1	6392
Product115	Hindi	1	998
Total		95	13936379

User ID	Language	Sum of Product Amount with GST	Total Revenue without GST
user100	English	1999	1,694.07
user10008	English	2022	1,713.56
user10009	English	4044	3,427.12
user1001	English	1999	1,694.07
user10012	English	999	846.61
user10021	English	59	4,050.00
user10034	English	1499	1,270.34
user10036	English	999	846.61
user10037	English	1874	1,588.14
user10039	English	1998	1,693.22
user1004	English	2022	1,713.56
user10040	English	2022	1,713.56
user10047	English	999	846.61
user1005	English	2022	1,713.56
user10062	English	2022	1,713.56
user10077	English	1799	1,524.58
user10078	English	999	846.61
user10084	English	999	846.61
user10090	English	2999	2,541.53
Total		13936379	2,28,95,778.81

- The Left side table shows how many different types of coupons available for each product and its respective revenue.
- And the table on the right shows each transactions made by user and its total amount and amount without GST.

Currency Code	Language	Total Revenue without GST
USD	Multilingual	49,54,385.59
INR	English	46,34,488.14
INR	Tamil	32,04,664.41
USD	Tamil	31,50,419.49
INR	Multilingual	30,70,215.25
USD	English	30,26,036.44
INR	Hindi	7,13,861.02
USD	Hindi	89,649.15
INR	Telugu	48,272.88
USD	Telugu	3,363.56
INR	Malayalam	422.88
Total		2,28,95,778.81

Total Revenue without GST by Currency Code and Language



- The table in the left shows how much revenue made by each language with respect to currency code. Here in this table the income made in USD is converted to Indian Currency.
- The Pie chart shows the same in percentage.
- So, In this Analysis, where some products lacks is in language category Multilingual, Hindi, English and Tamil has multiple products whereas other language products like Malayalam , Telugu doesn't have much products.
- And transactions made on different currencies produces equal amount of revenue.
- And I didn't think coupons availability of a products determines product sales.