

Insights from sales data analysis

Project Highlights:

Total Sales/Sum of sales = **\$34.49M**

Sum of quantity = **209k**

Total product=**19**

Total city=**9**

1. The sum of "quantity ordered" multiplied by "price each" provides “the total revenue generated” from a set of sales transactions.
2. Counting the order IDs and summing the sales by hour indicates that between 10 a.m. and 8 p.m., high sales are recorded.
3. The sum of sales by product provides information about the high sales of the Macbook Pro, followed by the iPhone and ThinkPad laptops.
4. The top 5 most ordered quantities are USB-C charging, wired headphones, Macbook Pro, ThinkPad laptops, and Vaireebadd phones.
5. December is followed by October, and April observes high sales.
6. San Francisco and Los Angeles are the cities with the highest sales revenue generation.
7. Bubbles according to the purchase address show the distribution of sales and orders in the United States.