

Sales

Quantity

209K

Total Quantity

34.49M

Total Sales

Sales Data Analysis

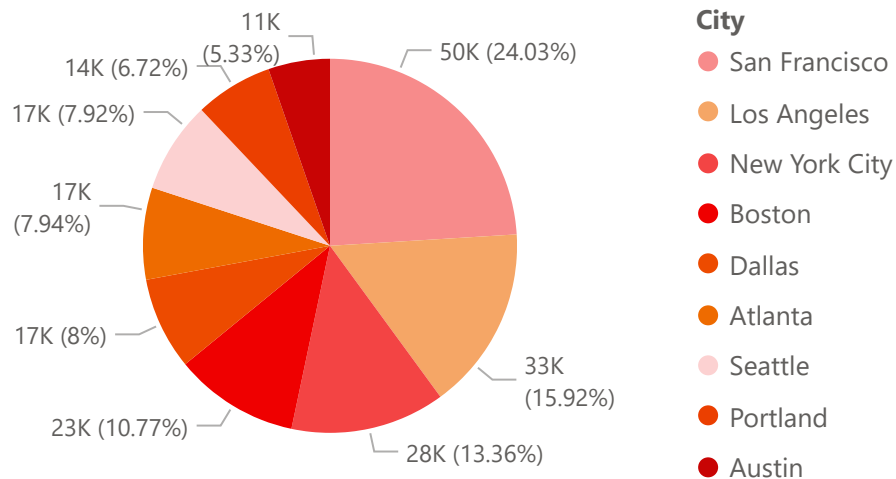
City

All

Product

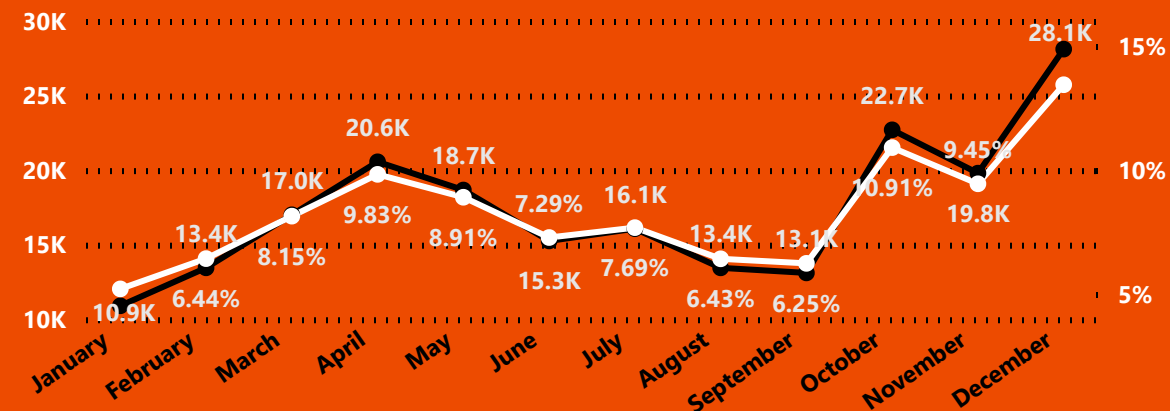
All

Quantity by City

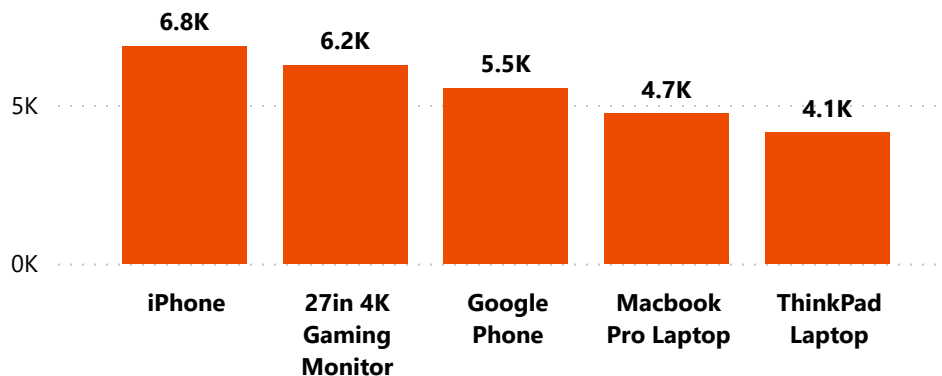


Monthly Quantities

Quantities Orders



Product Quantities



Product	Sales	Quantity Ordered
AAA Batteries (4-pack)	92,740.83	31017
AA Batteries (4-pack)	1,06,118.40	27635
USB-C Charging Cable	2,86,501.25	23975
Lightning Charging Cable	3,47,094.15	23217
Wired Headphones	2,46,478.43	20557
Apple Airpods Headphones	23,49,150.00	15661
Bose SoundSport Headphones	13,45,565.43	13457
27in FHD Monitor	11,32,424.50	7550

209K

Total Quantity

34.49M

Total Sales

Product Analysis

City

All

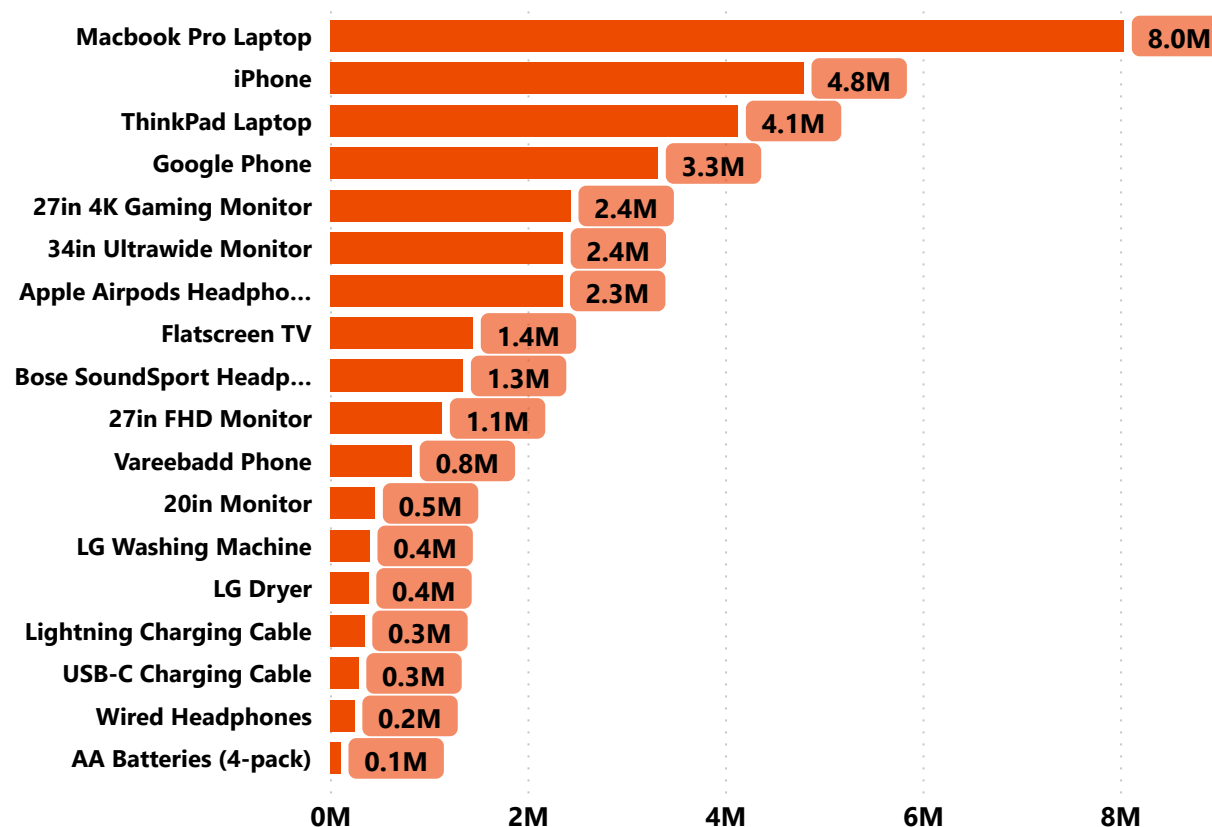
Month

All

Sales

Orders

Product Sales Distribution



Understanding Quantity and Revenue: A Basic Comparison

Product	Price Each	Orders	Quantity	Revenue
Macbook Pro Laptop	1,700.00	2.54%	2.26%	23.30%
iPhone	700.00	3.68%	3.28%	13.90%
ThinkPad Laptop	999.99	2.22%	1.98%	11.97%
Google Phone	600.00	2.97%	2.65%	9.62%
27in 4K Gaming Monitor	389.99	3.35%	2.99%	7.06%
34in Ultrawide Monitor	379.99	3.32%	2.96%	6.83%
Apple AirPods Headphones	150.00	8.36%	7.49%	6.81%
Flatscreen TV	300.00	2.58%	2.30%	4.19%
Bose SoundSport Headphones	99.99	7.17%	6.44%	3.90%
27in FHD Monitor	149.99	4.04%	3.61%	3.28%
Vareebadd Phone	400.00	1.11%	0.99%	2.40%
20in Monitor	109.99	2.21%	1.97%	1.32%
LG Washing Machine	600.00	0.36%	0.32%	1.16%
LG Dryer	600.00	0.35%	0.31%	1.12%
Lightning Charging Cable	14.95	11.65%	11.10%	1.01%
USB-C Charging Cable	11.95	11.78%	11.47%	0.83%
Wired Headphones	11.99	10.15%	9.83%	0.71%
AA Batteries (4-pack)	3.84	11.07%	13.22%	0.31%

209K

Total Quantity

34.49M

Total Sales

Sales Data Analysis

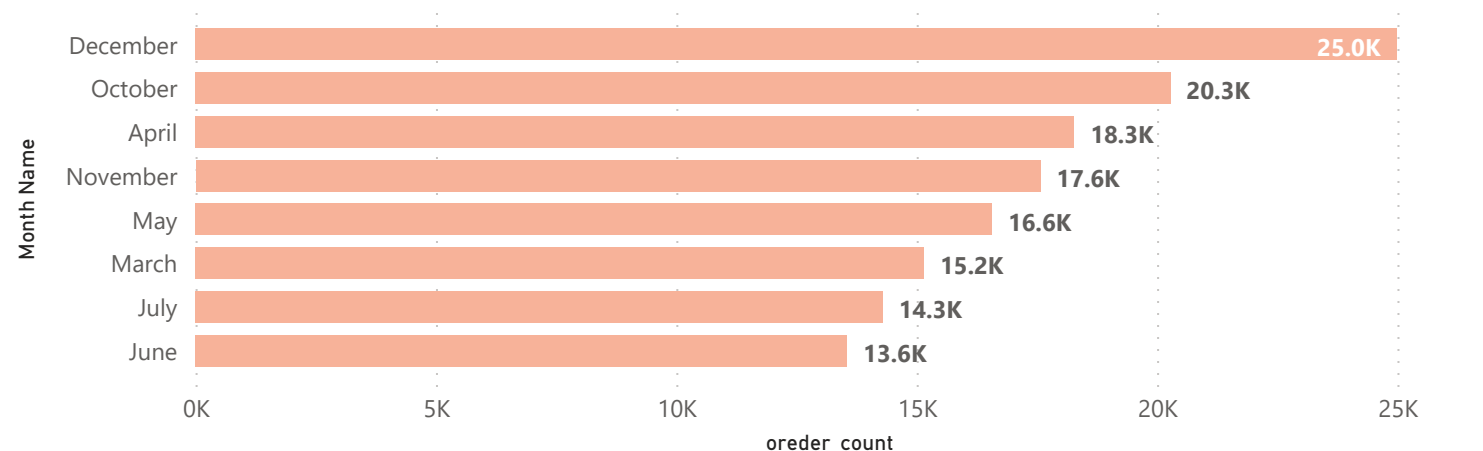
City

All

Product

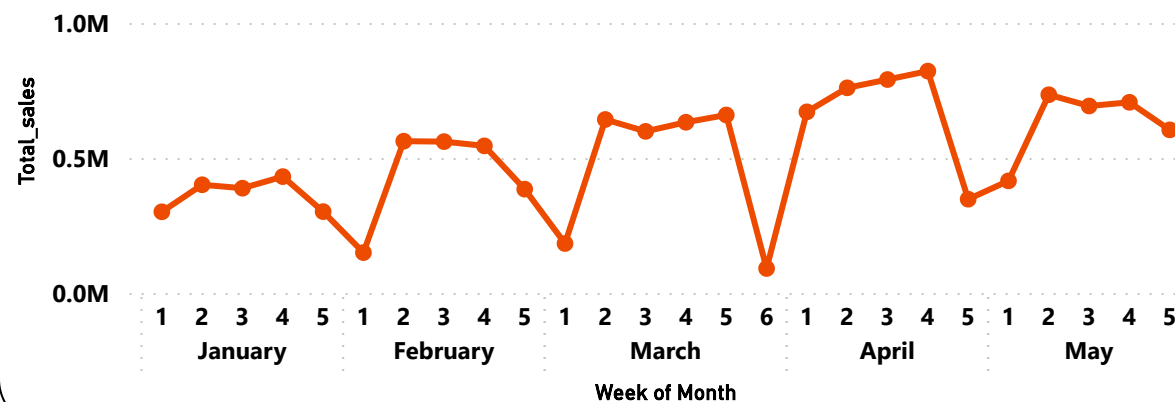
All

oreder_count by Month Name

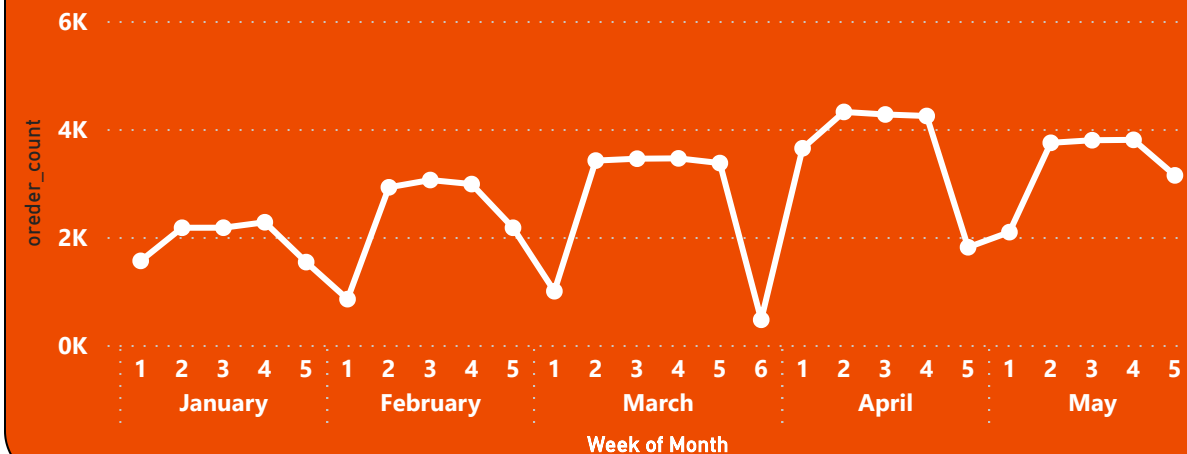


City	Total_sales	Sales	oreder_count
San Francisco	82,62,203.91	23.95%	44732
Los Angeles	54,52,570.80	15.81%	29605
New York City	46,64,317.43	13.52%	24876
Boston	36,61,642.01	10.62%	19934
Atlanta	27,95,498.58	8.10%	14881
Dallas	27,67,975.40	8.02%	14820
Seattle	27,47,755.48	7.97%	14732
Portland	23,20,490.61	6.73%	12465
Austin	18,19,581.75	5.28%	9905
Total	3,44,92,035.97	100.00%	185950

Total_sales by Month and Week of Month



oreder_count by Month and Week of Month

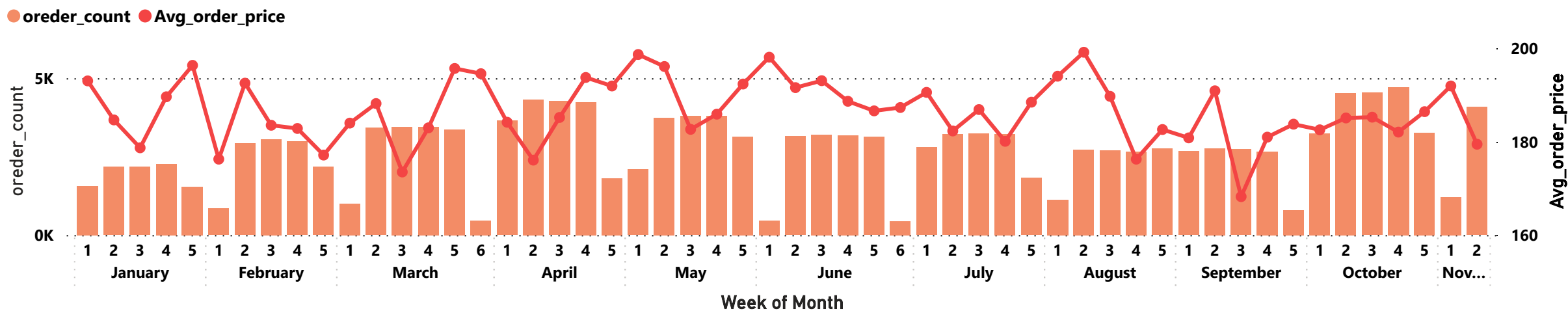


Product	Total_sales	Quantities	Orders
USB-C Charging Cable	2,86,501.25	23975	21903
Lightning Charging Cable	3,47,094.15	23217	21658
AAA Batteries (4-pack)	92,740.83	31017	20641
AA Batteries (4-pack)	1,06,118.40	27635	20577
Wired Headphones	2,46,478.43	20557	18882
Apple Airpods Headphones	23,49,150.00	15661	15549
Bose SoundSport	13,45,565.43	13457	13325
Total	3,44,92,035.97	209079	185950

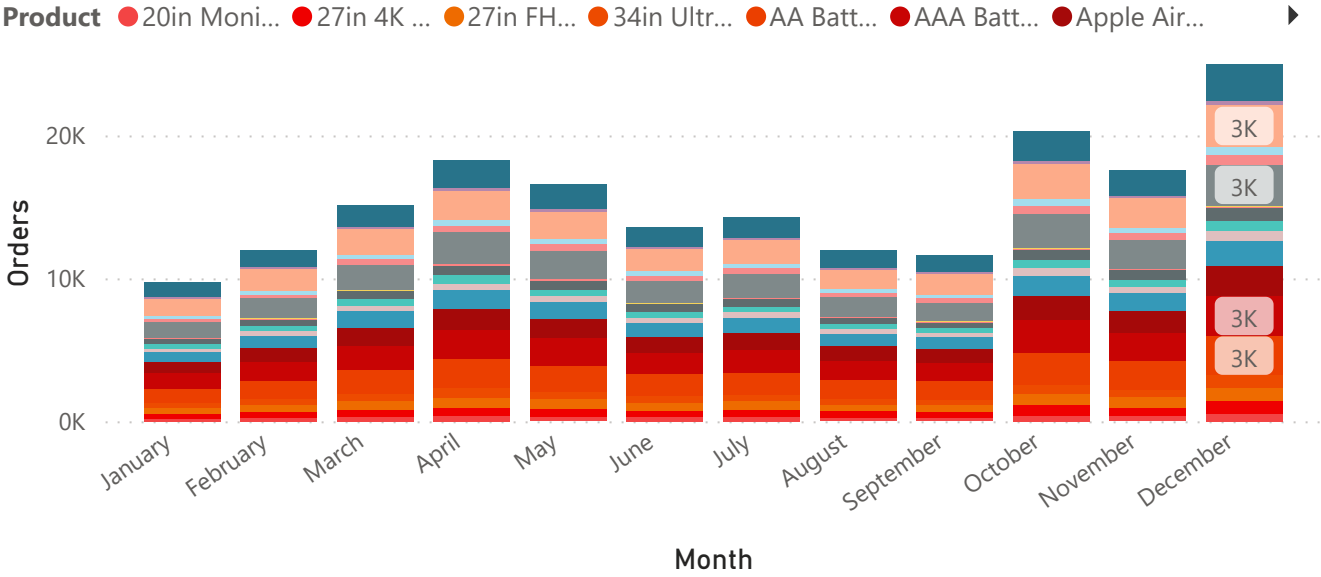
oreder_count by Month



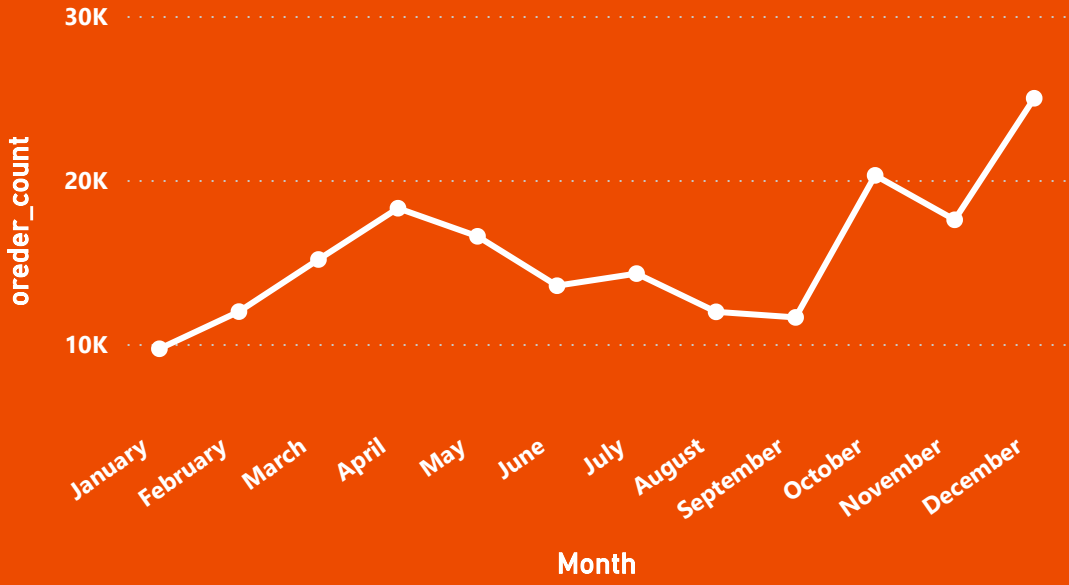
oreder_count and Avg_order_price by Month and Week of Month



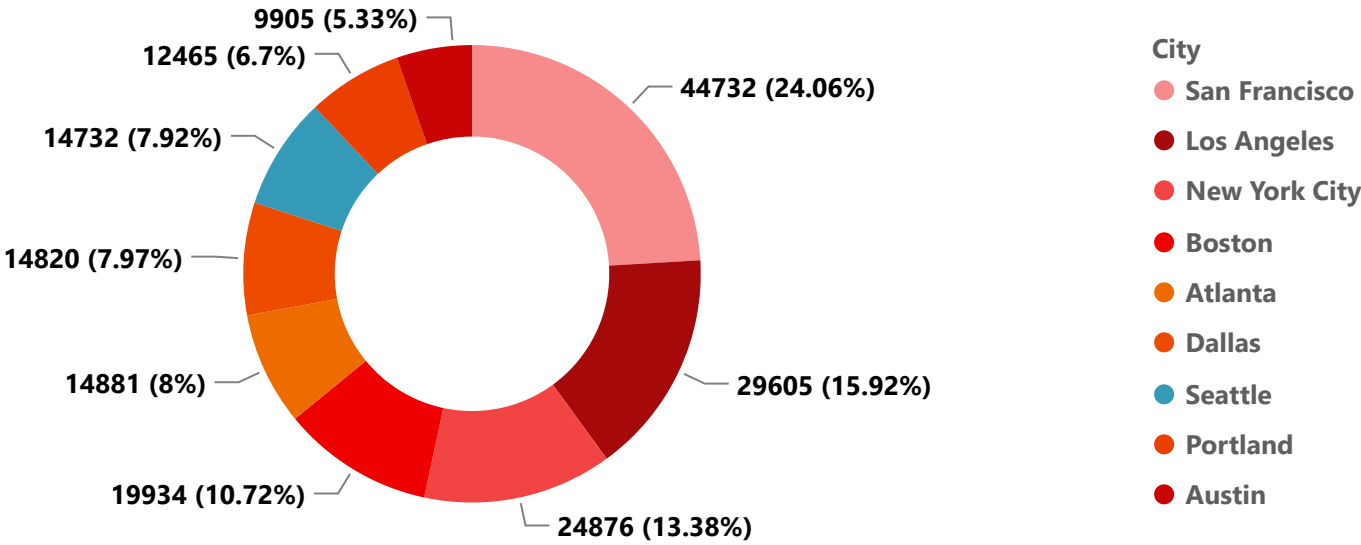
Orders by Month and Product



oreder_count by Month



oreder_count by City



209079

Total quantities ordered

209079

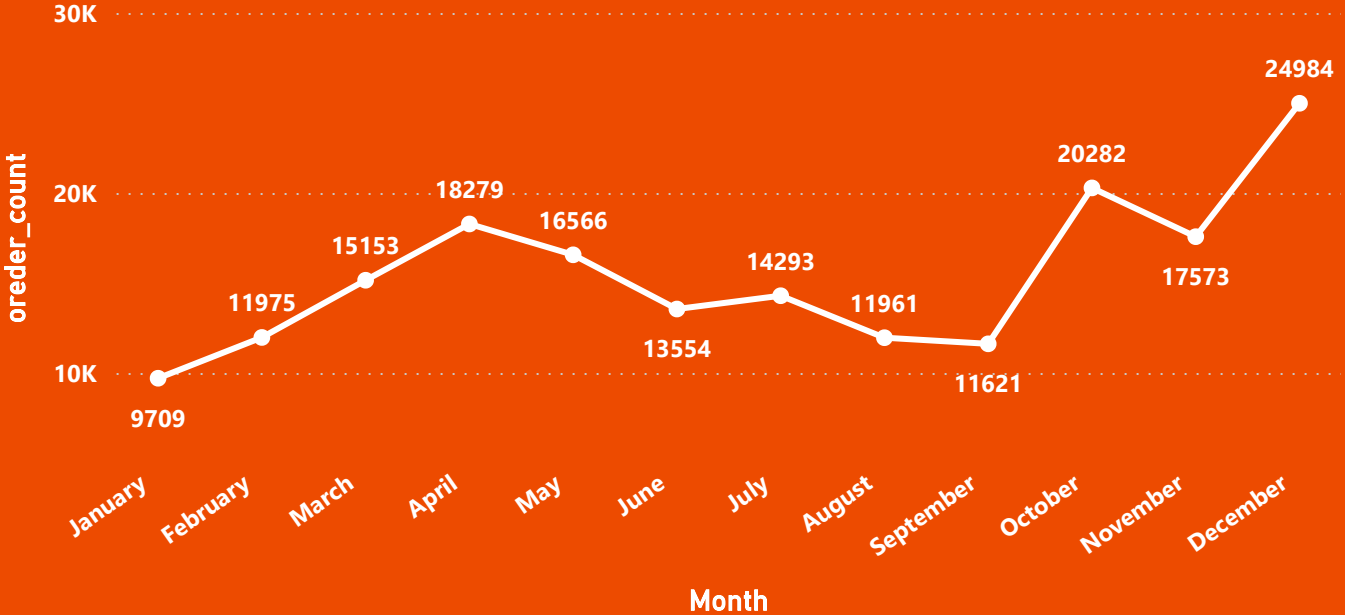
Total quantities ordered

3,44,92,035.97

Total sales

City	Total_sales	Quantities	Orders
San Francisco	82,62,203.91	50239	44732
Los Angeles	54,52,570.80	33289	29605
New York City	46,64,317.43	27932	24876
Boston	36,61,642.01	22528	19934
Atlanta	27,95,498.58	16602	14881
Dallas	27,67,975.40	16730	14820
Seattle	27,47,755.48	16553	14732
Portland	23,20,490.61	14053	12465
Austin	18,19,581.75	11153	9905
Total	3,44,92,035.97	209079	185950

oreder_count by Month



Product Price

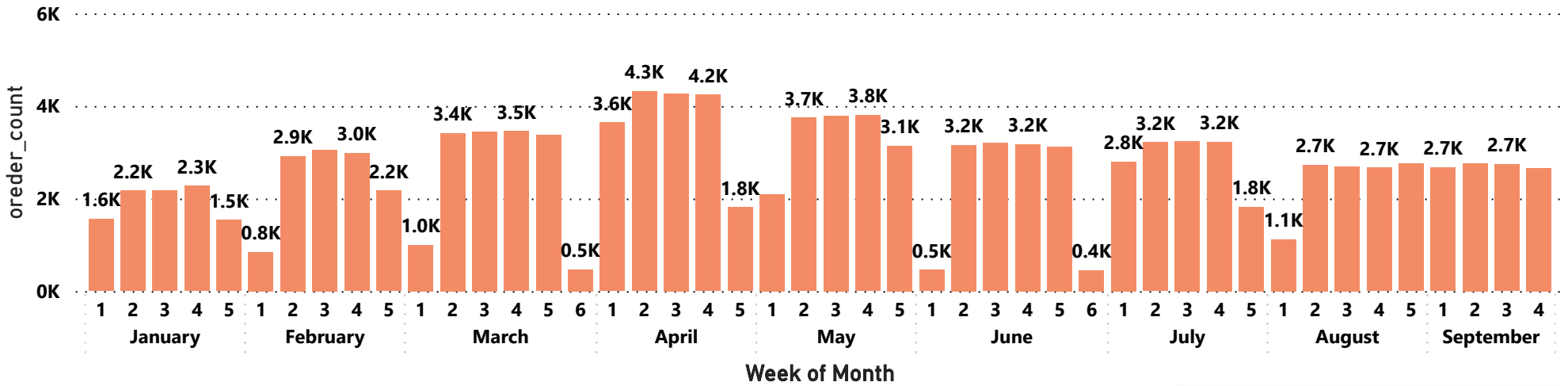
2.99

3.84

11.95

11.99

oreder_count by Month and Week of Month



34.49M

Total_sales

209K

Total_qty_ordered

186K

oreder_count

185.49

Avg_order_price

1.12

Avg_order_size

Top Revenue contribution Cities:

- San Francisco: 44,732 orders, (23.95%)
- Los Angeles: 29,605 orders, (15.8%)
- New York: 24,876 orders, (13.52%)
- Boston: 19,934 orders, (10.62%)
- Atlanta: 14,881 orders, (8.10%)

Top Selling Products:

- AAA batteries: 31,000 units (14.84%)
- AA batteries: 28,000 units (13.22%)
- USB-C cables: 24,000 units (11.47%)
- Lightning charging cables: 23,000 units (11.10%)
- Wired headphones: 21,000 units (9.83%)

Top Revenue-Generating Products and Market Share

- MacBook Pro: \$8,037,600 (23.30%)
- iPhone: \$4,794,300 (13.90%)
- ThinkPad Laptop: \$4,129,958 (11.97%)
- Google Phone: \$3,319,200 (9.26%)
- 27-Inch 4k Gaming Monitor: \$2,435,097 (7.06%)

Top Order Months: Order Counts:

- December: 25,000 orders
- October: 20,300 orders
- April: 18,300 orders
- November: 17,600 orders
- May: 16,600 orders

Understanding Quantity and Revenue: A Basic Comparison

- Products like the Macbook Pro Laptop, iPhone, and ThinkPad Laptop, with higher price points, contribute significantly to total revenue despite relatively lower quantities sold.
- The Apple AirPods Headphones strike a balance between quantity and price, generating substantial revenue with a moderately high quantity sold and a mid-range price.
- The LG Washing Machine and LG Dryer have lower quantities sold, but their higher prices contribute to some revenue
- The Flatscreen TV has a higher price point, but the quantity sold is relatively lower, suggesting potential elasticity in demand or competition affecting sales.
- Accessories like the Lightning Charging Cable, USB-C Charging Cable, and Wired Headphones collectively contribute a notable share of revenue due to their higher quantities sold
- Niche products like the Bose SoundSport Headphones and the 34in Ultrawide Monitor generate revenue with a focus on specific consumer needs, despite lower quantities.
- The 27in FHD Monitor and 20in Monitor generating reasonable revenue with a balance of quantity and price.
- The AA Batteries (4-pack) have a low price point but are sold in high quantities, resulting in a small but consistent contribution to total revenue.

34.49M

Total_sales

209K

Total_qty_ordered

186K

oreder_count

185.49

Avg_order_price

1.12

Avg_order_size

City:

- Cities like Los Angeles, San Francisco, and New York City show a consistent trend of higher percentages for premium electronics, emphasizing the importance of targeting markets.
- San Francisco consistently leads in Lightning Charging Cable sales, highlighting a tech-savvy population with a need for essential accessories.
- Austin, while diverse, has relatively lower percentages, suggesting a more balanced and less concentrated market.
- Boston and Dallas show a balanced interest in both laptops and high-end monitors, presenting opportunities for marketing strategies that cater to diverse preferences.
- The Data highlights the need to provide a range of products to meet different consumer preferences. Laptops and smartphones are popular, but items like monitors, TVs, and accessories such as Apple Airpods also play a significant role in driving sales.
- Other cities also show consistent interest in Apple Airpods, highlighting the widespread popularity of high-quality headphones.
- Cities with lower percentages represent potential areas for market expansion. Businesses can explore targeted marketing campaigns to increase their presence in these regions, identifying the specific products that resonate with the local consumer base.

Months:

- December consistently stands out with significantly higher order counts, likely driven by holiday shopping.
- Months like March and April show a gradual increase in orders, possibly indicating a rise in demand as summure approaches.
- November also experiences a significant uptick, which aligns with the pre-holiday shopping period.
- In several months, there's a trend of increased order counts towards the end of the month. This might be associated with salary payment cycles or promotional events happening during that time.
- May to September demonstrates a consistent decrease in order counts.