

REPORT ON RETAIL DATASET BY AYOMIDE OLAYIWOLA

INTRODUCTION

This report dives into a retail vehicle sales dataset obtained from Kaggle. The dataset encompasses information about various vehicle types, including motorcycles, airplanes, classic cars, and more. It includes details such as order ID, quantity, order date, order status, product line, product code, customer name, and more. The initial dataset contained 2823 entries across 25 columns.

Data Cleaning and Wrangling:

- **Duplicate Removal:** A thorough data quality check confirmed the absence of duplicate entries within the dataset.
- **Missing Value Handling:** Missing values were identified and addressed.
- **Column Selection:** Certain columns with a significant amount of missing data, like address line 2, state, and postal code, were deemed unnecessary for further analysis and were removed.
- **Phone Number Correction:** The phone number column contained inconsistencies with numerical data. Data wrangling techniques were applied to transform this column for smoother extraction of key insights.

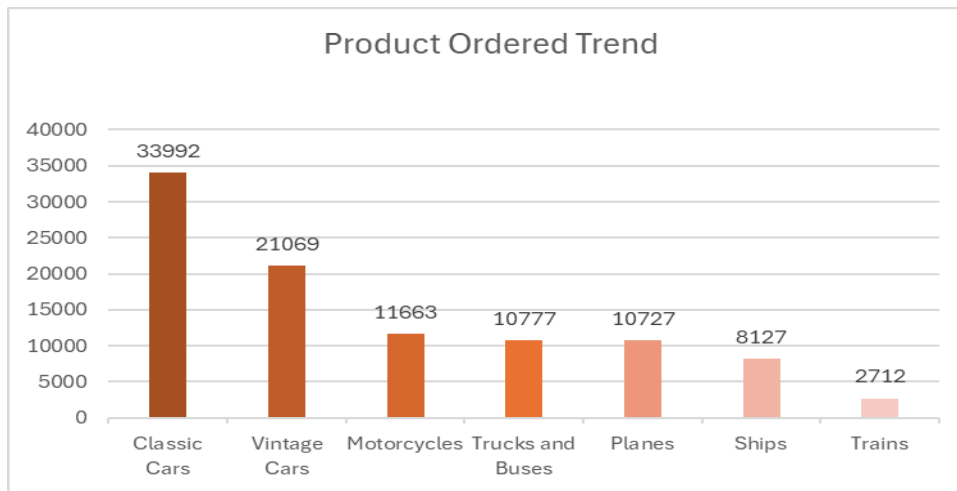
Insights Gleaned:

- **Total Entries:** The dataset comprises 2823 entries.
- **Geographical Reach:** The sales data spans across 19 countries and 4 territories.
- **Product Variety:** The company offers a diverse product range, encompassing 7 distinct vehicle types.

This report provides a preliminary analysis of the retail vehicle sales dataset. Further exploration delves deeper into the data to uncover trends, customer behavior patterns, and potential sales opportunities.

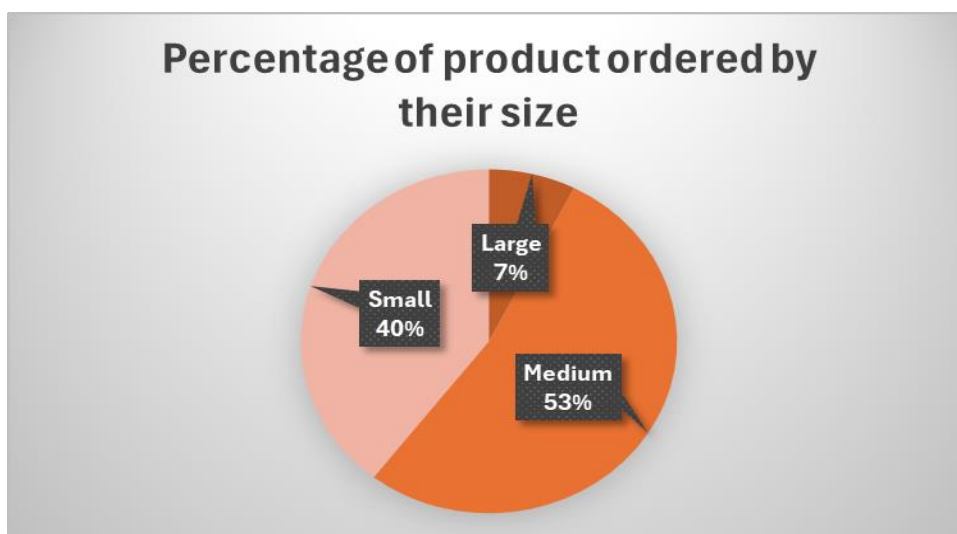
- Comparison of Product line by numbers of Quantity Ordered

From the table below Classic cars has the highest number of quantities ordered and Train had the lowest number of quantities ordered.



- Deal size by number of orders

From the Pie-chart below, 53% of the orders made were of a medium size, 40% falls in the category of the small group and 7% falls in the category of the large group.



- Top 5 Customers with the Highest Sales

Euro Shopping Channels accounts as the Highest Vehicle buyer having a significant difference to the second top customer.



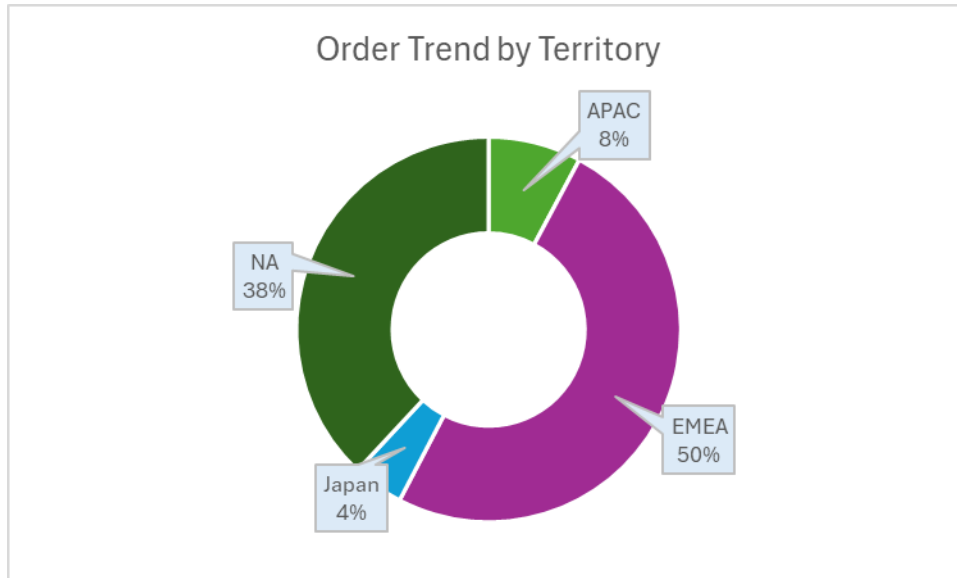
- Year customer placed the highest order

2004 records the highest orders placed



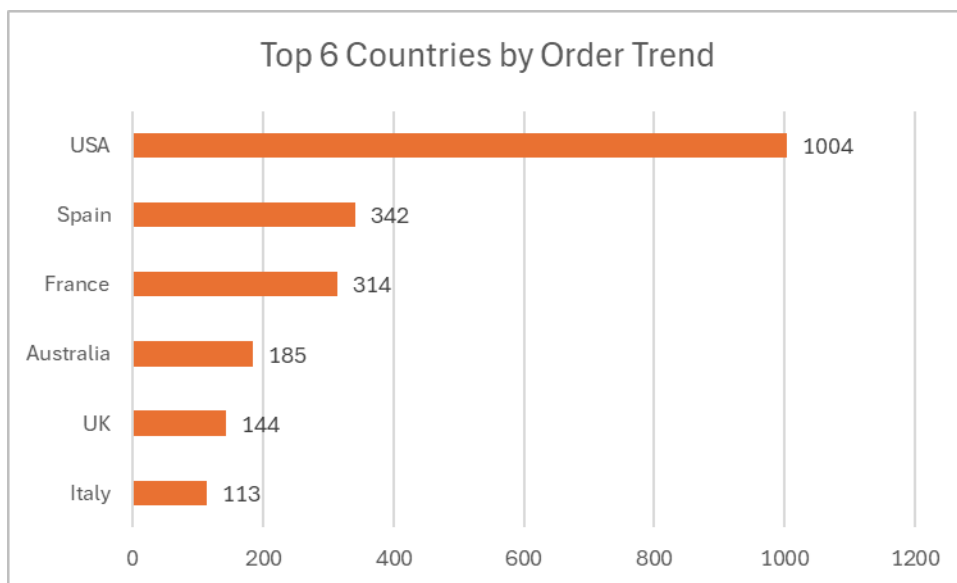
- Territory by the number of orders

EMEA has the highest order of 50%, that is half, of the order received came from the EMEA territories and Japan accounts as the region with the lowest order of 4%.



- Top 6 Country with the highest order

USA account as the first top country with the highest order



- Total Quarterly sales per Product

Classic cars generated the highest revenue throughout the years and the fourth quarter represents the quarter with the highest sales.

Sum of SALES	Column Labels ▼				
Row Labels ▼	1	2	3	4	Grand Total
Classic Cars	880278.9	766618.73	745268.46	1527449.57	3919615.66
Motorcycles	264385.54	277822.27	213194.7	410985.83	1166388.34
Planes	234356.51	247054.75	143052.95	350539.36	975003.57
Ships	203877.3	143114.28	120498.22	246947.33	714437.13
Trains	58115.8	35284.87	39450.16	93392.64	226243.47
Trucks and Buses	208619.04	240838.42	199511.01	478821.37	1127789.84
Vintage Cars	501184.64	337386.98	297935.31	766643.91	1903150.84
Grand Total	2350817.73	2048120.3	1758910.81	3874780.01	10032628.85

- Status of product ordered

Shipped = 2617

Cancelled = 60

Disputed =14

In process = 41

On Hold = 44

Resolved = 47

Conclusion

The analysis yielded valuable insights into vehicle purchases. Here's what we discovered:

- Classic cars emerged as the top-selling product.
- They also contributed the most significant revenue to the company's sales.
- The majority of customers are situated in the USA

Links

<https://hng.tech/internship>

<https://hng.tech/premium>