

Merchandise Sales Analysis

Lee Chatmen is a popular influencer from the United States with over 7 million TikTok followers. He became famous for his entertaining videos, where he plays popular songs on miniature guitars. In 2023, Lee launched his own line of merchandise. This analysis looks at how his merchandise sales are going and what we can learn from the data.

Here are some key questions to guide the analysis:

What are the overall sales trends?

Which product categories perform the best?

What are the most and least popular products?

How does location affect sales performance?

What impact does international shipping have on sales?

What is the demographic profile of buyers?

How do ratings and reviews correlate with sales?

What are the trends in shipping charges?

How do discounts or promotional pricing influence purchasing behavior?

Are there any patterns in repeat purchases?

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GitHub: <https://github.com/Bayugo/R-D/tree/main/Onyx%20Data%20-DNA%20Dataset%20Challenge%20-%20Merchandise%20Sales%20Dataset%20-%20January%202025>

Dictionary

CATEGORY	DESCRIPTION
Buyer Age:	Ages of the buyers.
Buyer Gender:	Genders of people that have ordered from the website (Male, Female).
International Shipping:	Whether the product was shipped internationally or not. (Yes/No)
Latitude	Latitude specifies the geographic coordinate that defines the north-south position of a point on the Earth's surface.
Longitude	Longitude specifies the geographic coordinate that defines the east-west position of a point on the Earth's surface.
Order Date:	The date when the order was made.
Order ID:	Serves as an identifier for each order made.
Order Location:	The city where the order was made from.
Product Category:	Category of Product sold (Clothing, Ornaments, Other).
Product ID:	Serves as an identifier for the product that was ordered.
Quantity:	Quantity of the product bought.
Rating:	User rating given for the order.
Review:	User review given for the order.
Sales per Unit:	Sales cost while including international shipping charges.
Sales Price:	Price tag for the product.
Shipping Charges:	Extra charges for international shipments.
Total Sales:	Total sales made through the purchase.

LC's Merchandise Sales

Description

Dictionary

Overview

Products

Demographics

Quick measure

FUNDS



Total Sales

\$856,462

Shipping Charges

\$108,200

Average Price/Unit

69.80

PRODUCTS



Quantity Sold

12,334

Productlines

13

Product Categories

3

CUSTOMER



Customers

7,394

Female

30%

Male

70%

Locations

25

City

All

Month

All

Product ID

BF1543

BF1544

BF1545

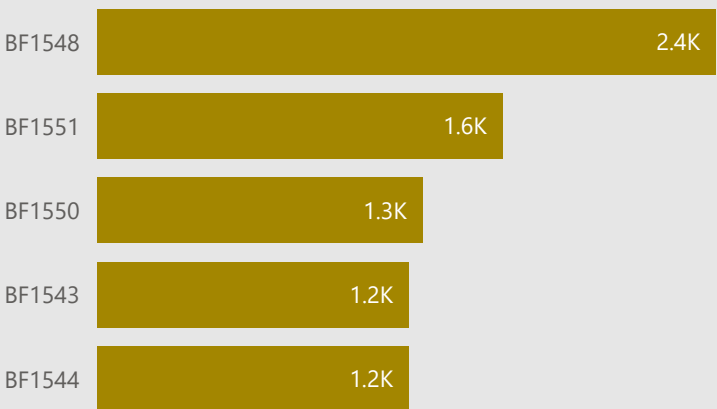
International Shipping

All

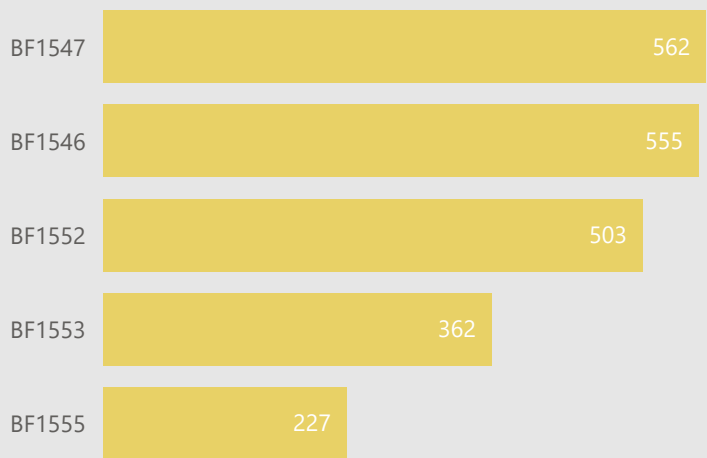
Product Category

All

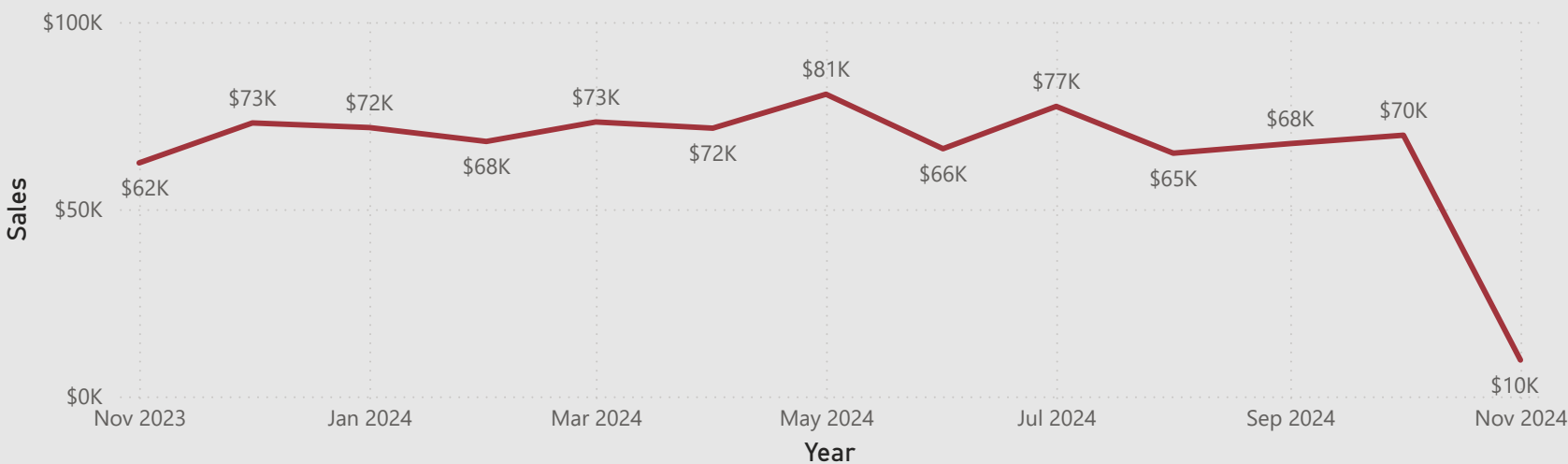
Most Popular Products



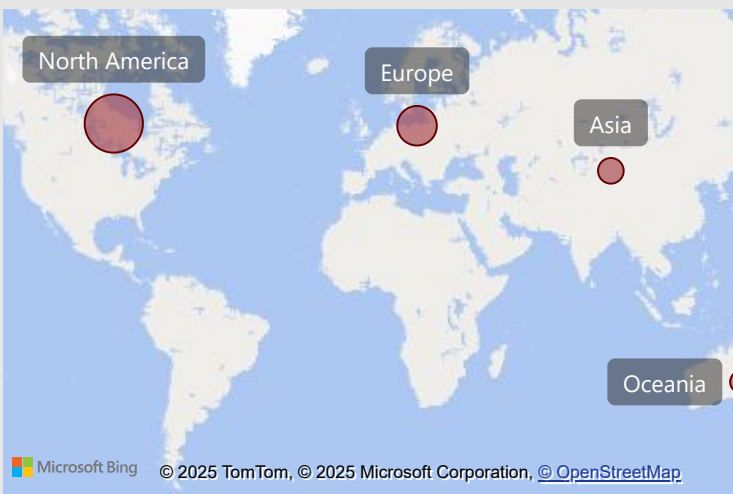
Least Popular Products



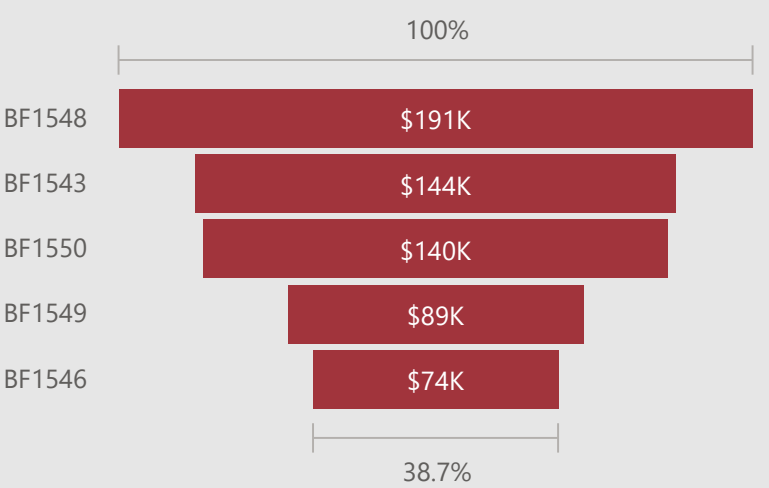
Sales Trend



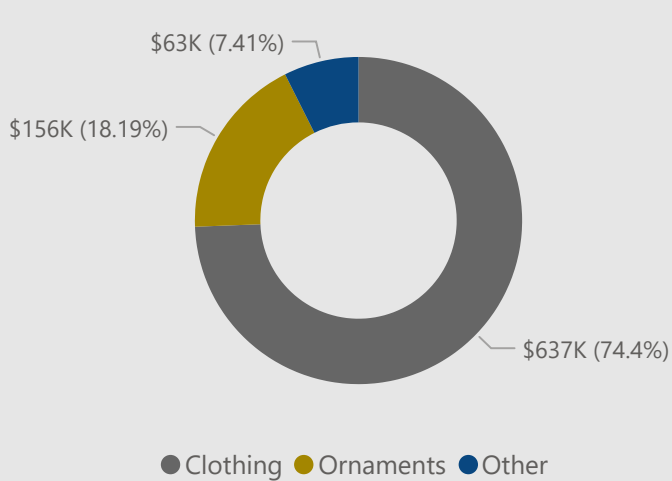
Sales by Continent



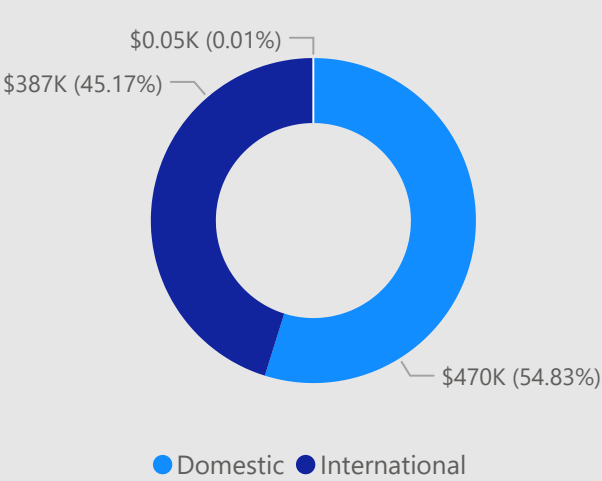
Sales by Product ID



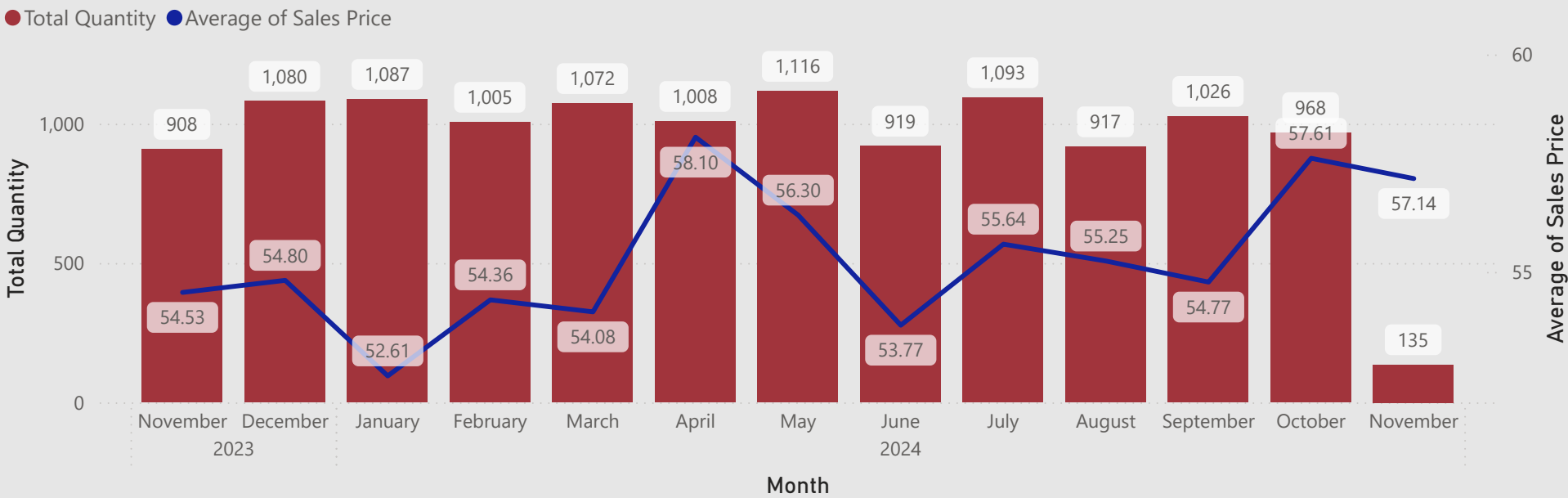
Sales by Product Category



Domestic vs International Sales



Price Elasticity of Demand



Product Category

All

Product ID

BF1543

BF1544

BF1545

BF1546

BF1547

Ratings-Sales Summay

Product ID	Sales /Price	Quantity	Sales	Ratings
BF1548	65.00	2,421	\$190,640	☆☆☆
BF1543	100.00	1,220	\$144,395	☆☆☆☆
BF1550	97.00	1,273	\$139,691	☆☆☆☆
BF1549	130.00	628	\$88,790	☆☆☆☆
BF1546	118.00	555	\$73,685	☆☆☆☆
BF1551	15.00	1,586	\$47,660	☆☆☆☆
BF1552	45.00	503	\$31,015	☆☆☆☆
BF1544	9.00	1,219	\$28,161	☆☆☆☆
BF1554	20.00	755	\$27,070	☆☆☆☆
BF1545	10.00	1,023	\$26,630	☆☆☆☆
BF1547	32.00	562	\$26,554	☆☆☆☆
BF1553	50.00	362	\$23,505	☆☆☆☆
BF1555	23.00	227	\$8,666	☆☆☆☆

\$856K

Sales

12K

Quantity Sold

7,394

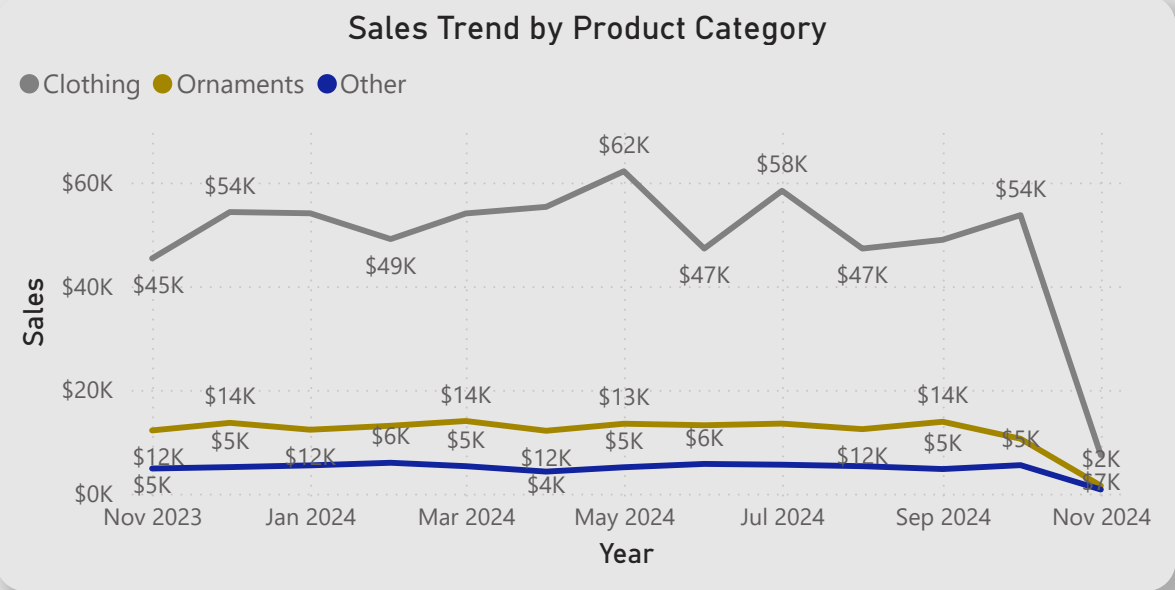
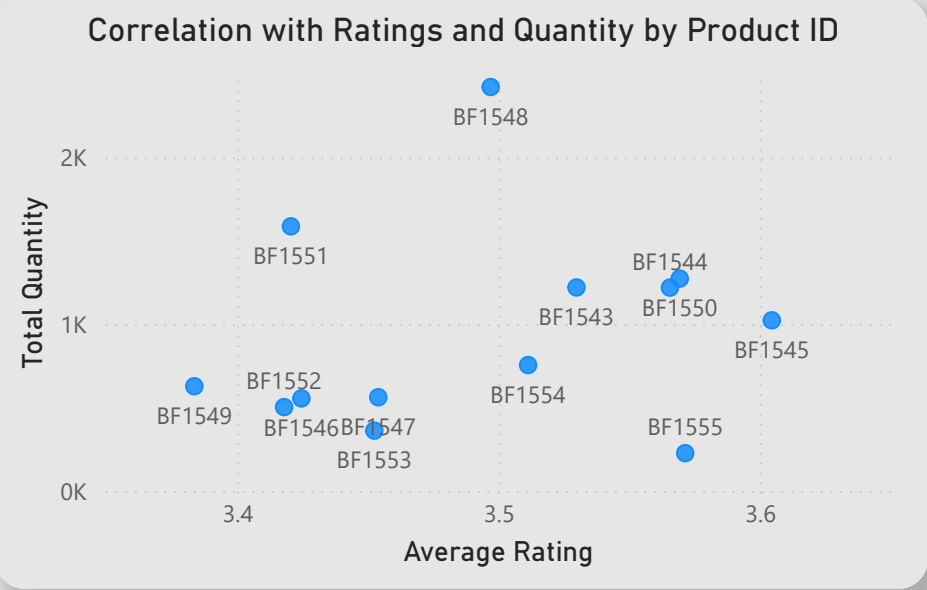
Customers

\$108.2K

Shipping Charges

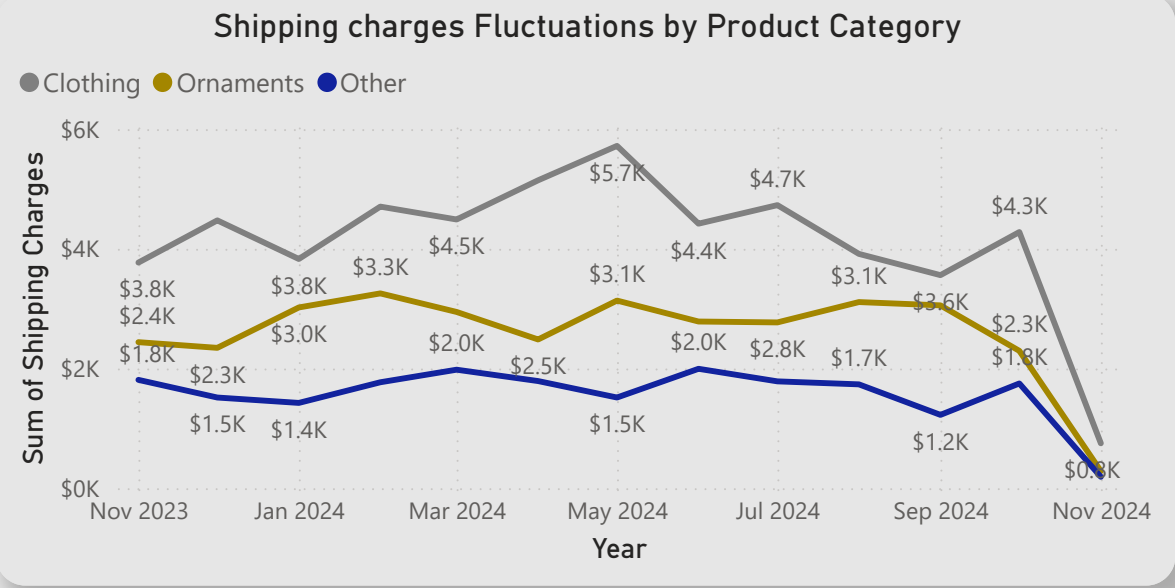
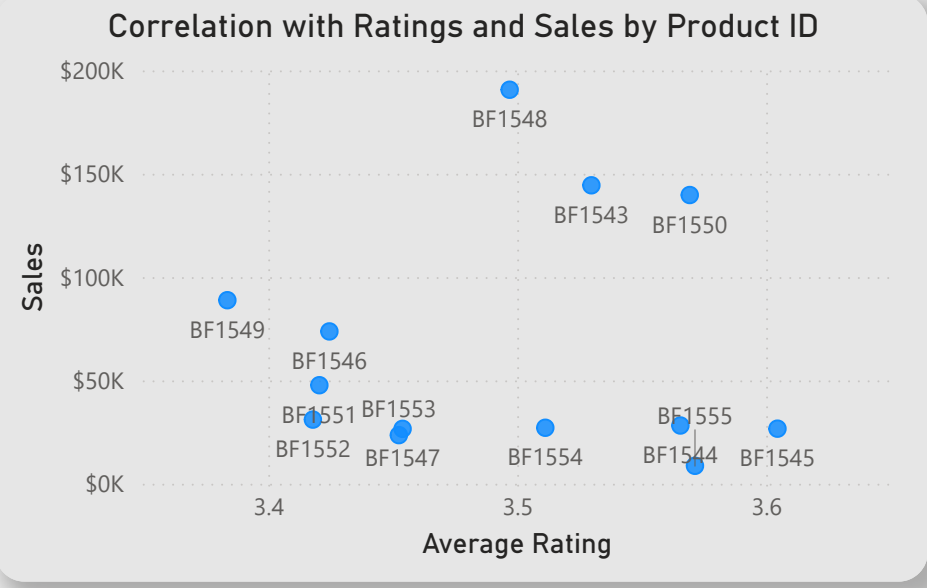
25

Locations



Average Rating/Productline

Product ID	Rating	Ratings
BF1543	3.53	★★★★
BF1544	3.57	★★★★
BF1545	3.60	★★★★
BF1546	3.42	★★★★
BF1547	3.45	★★★★
BF1548	3.50	★★★★
BF1549	3.38	★★★★
BF1550	3.57	★★★★
BF1551	3.42	★★★★
BF1552	3.42	★★★★
BF1553	3.45	★★★★
BF1554	3.51	★★★★



Ratings by Product Category

Product Category	Quantity	Rating
Clothing	6,097	★★★★
Ornaments	3,768	★★★★
Other	2,469	★★★★

International Shipping Ratings

Shipping Type	Quantity	Rating
Domestic	8,521	★★★★
International	3,813	★★★★

Clothing

\$637K

Sales

26.44

Average Age

25

Locations

6,097

Total Quantitv

5

Productlines

3,704

Customers

Sales by Year and Month

Location base Summary

Order Location	Customers	Quantity Sold	Sales
Portland	214	329	\$30,713
New York	191	339	\$30,343
Sacramento	199	346	\$30,724
New Jersey	226	361	\$33,203
San Francisco	209	382	\$34,129

Sales and Total Quantity by Product ID

Ornaments

\$156K

Sales

26.46

Average Age

25

Locations

3,768

Total Quantitv

5

Productlines

2,256

Customers

Sales by Year and Month

Location base Summary

Order Location	Customers	Quantity Sold	Sales
Sydney	62	106	\$13,470
Mumbai	61	97	\$9,087
New Delhi	55	91	\$8,714
Paris	59	105	\$8,234
Manchester	71	117	\$7,378

Sales and Total Quantity by Product ID

Other

\$63K

Sales

26.48

Average Age

25

Locations

2,469

Total Quantitv

3

Productlines

1,434

Customers

Sales by Year and Month

Location base Summary

Order Location	Customers	Quantity Sold	Sales
Sydney	29	50	\$5,557
New Delhi	35	60	\$4,954
Mumbai	38	73	\$5,891
Paris	39	81	\$4,822
London	43	84	\$4,197

Sales and Total Quantity by Product ID

