Revenue over time

5.0M					
4.5M				4.61M	
4.0M					
3.5M	3.39M		3.73M		
3.0M	2.80M / 3.15M		3.20M		
2.5M	2.58M / 2.65M	2.24M			
2.0M	2.20M	2.09M			
1.5M	1.81M				

Revenue

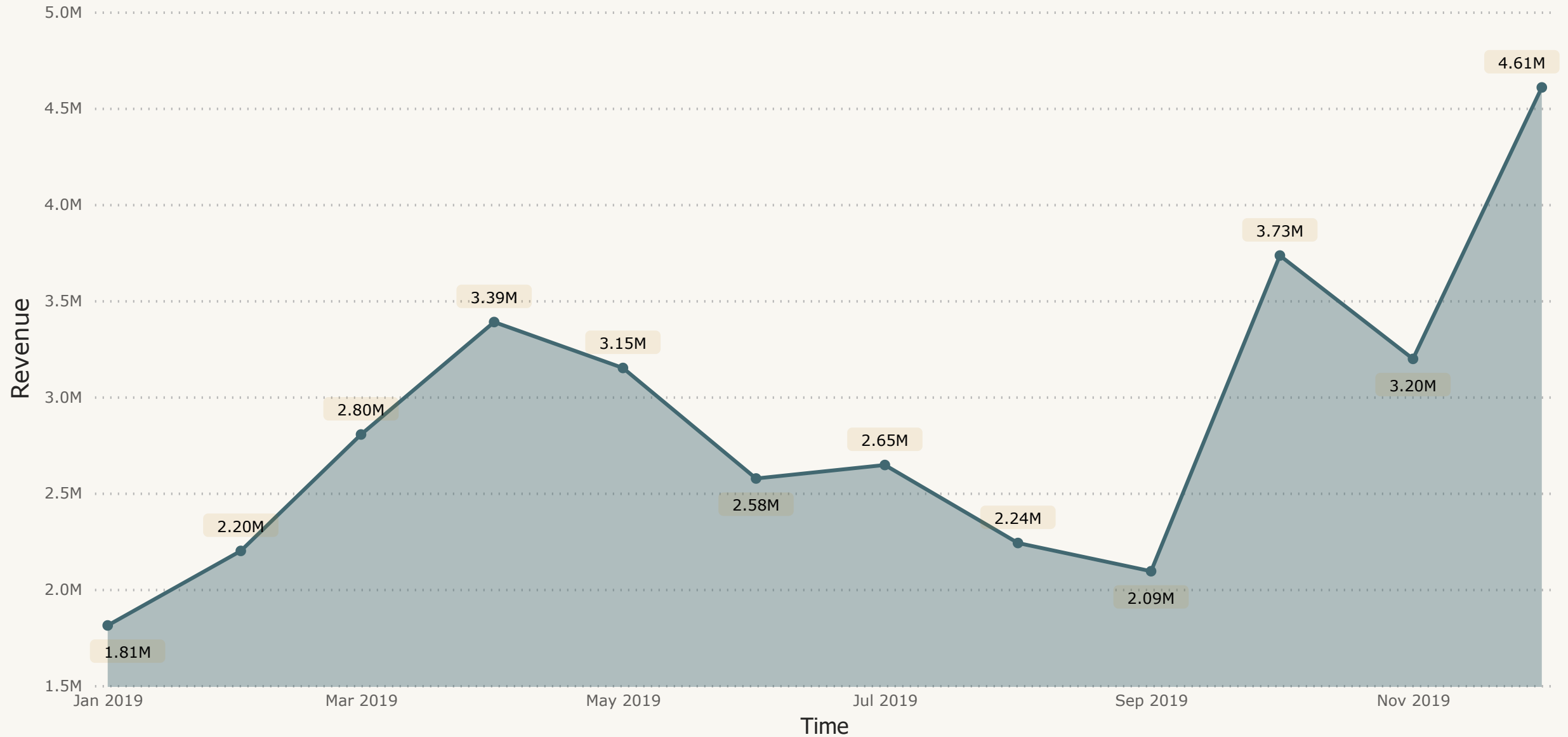Jan 2019   Mar 2019   May 2019   Jul 2019   Sep 2019   Nov 2019

Time

Revenue started *trending up* on June 2019, rising by 78.87% (2,032,015.55) in 6 months.

Revenue **jumped** from 2,576,280.15 to 4,608,295.70 during its steepest incline between ***June 2019*** and ***December 2019***
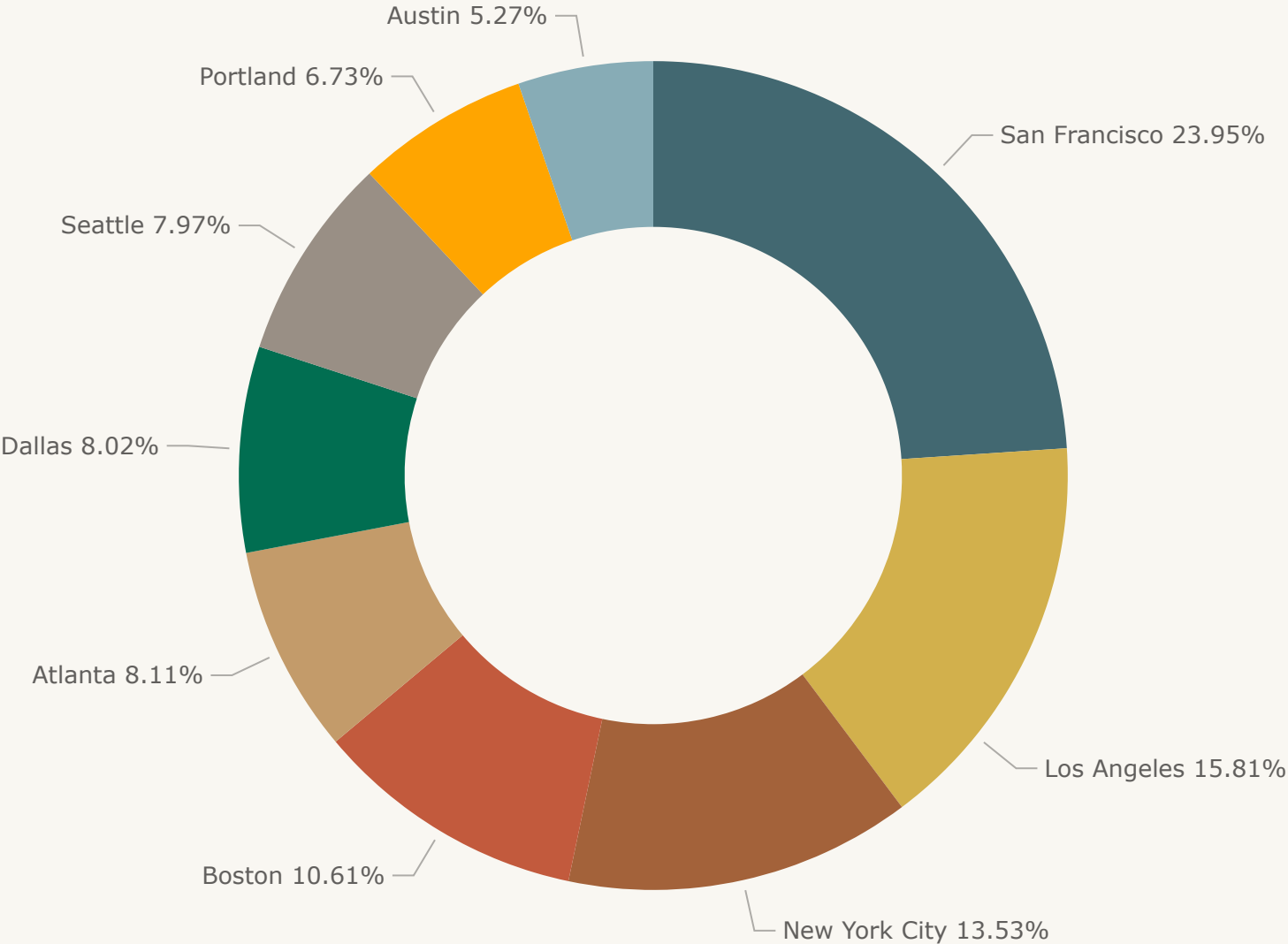
Revenue per city

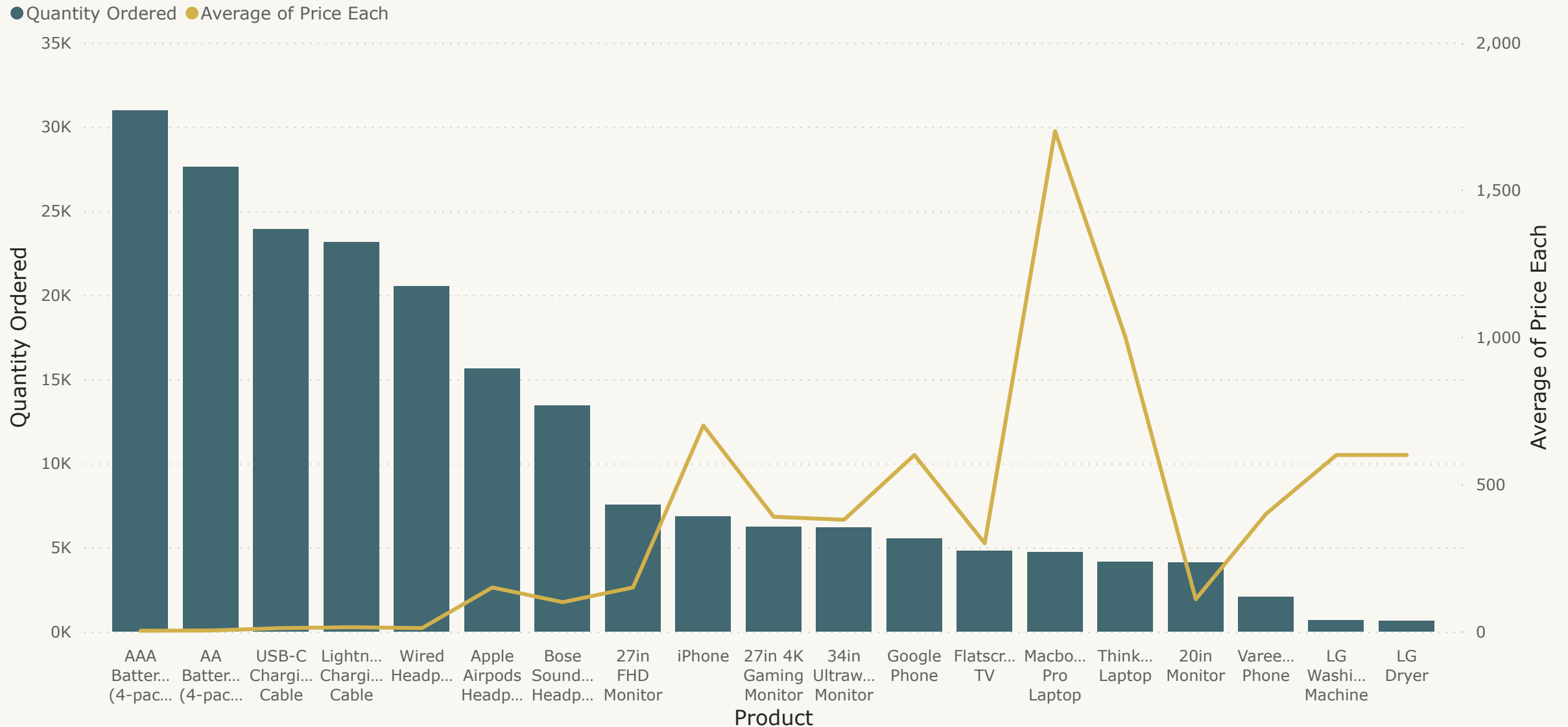
Q: Which *city* is the most *profitable* ?

A: From the pie chart we can see that **San Francisco** is the **most profitable** city generating **23.95%** of the total *revenue*.

The **least profitable** city on the other hand is **Austin** with **5.27%** of the total revenue.

The reason may be that the *revenue* generated *depends* heavily on how **large** the *city* is as we can notice that the larger and more popular the city the more revenue it generates .

Austin 5.27%

Portland 6.73%

Seattle 7.97%

Dallas 8.02%

Atlanta 8.11%

Boston 10.61%

New York City 13.53%

Los Angeles 15.81%

San Francisco 23.95%

Most popular products to product price

● Quantity Ordered ● Average of Price Each

Q: What is the **most Sold** product and why is that ?

A: From the chart we can find that **Triple A batteries** was the product that was sold the most and the reason for that is because it`s a **cheap** product that everyone needs on a regular basis not like the **LG washing machine** where people only tend to buy it once and rarely upgrade it. **Please notice** that being sold the most doesn`t mean it is the most profitable product as the **Macbook Pro** generates more than **23%** of the **total revenue** alone while being very expensive .

Revenue per hour
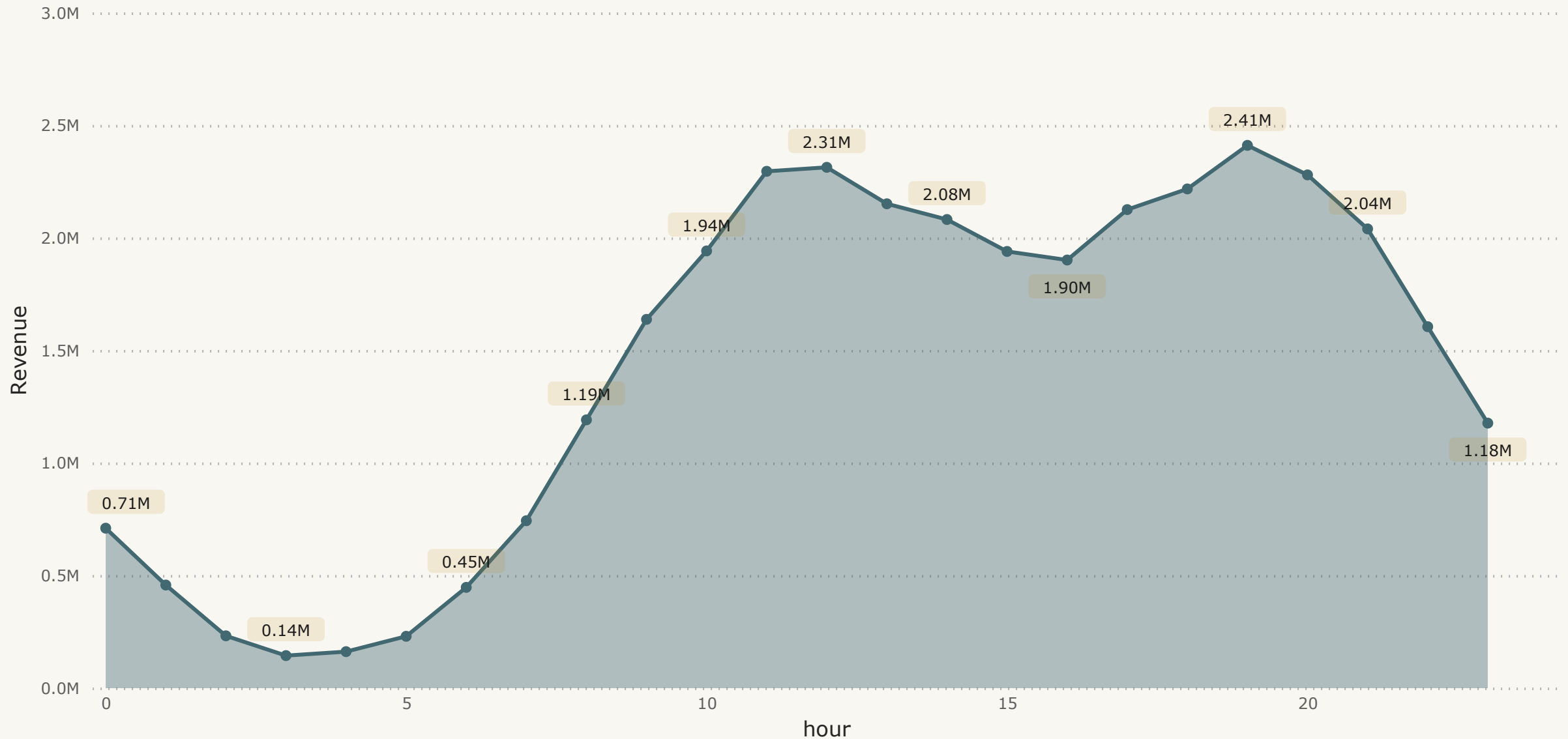
Q: What is the ***best time*** to show advertisement?

A: From the plot above we can say that to ***maximize*** our revenue we can show our advertisements ***before the peaks***, so we might want to show advertisements at **10am** and **6pm** and by doing that more customers will see the advertisements and we will have higher chance of attracting them to buy our products.

Sales Analysis

Revenue over time

Revenue (vertical axis: 2M, 3M, 4M, 5M)

1.8M, 2.8M, 3.4M, 3.2M, 2.6M, 2.6M, 2.2M, 2.1M, 3.7M, 3.2M, 4.6M

Time: Jan 2019, Mar 2019, May 2019, Jul 2019, Sep 2019, Nov 2019

Revenue per city

- San Francisco 23.95%
- Los Angeles 15.81%
- New York City 13.53%
- Boston 10.61%
- Atlanta 8.11%
- Dallas 8.02%
- Seattle 7.97%
- Portland 6.73%
- Austin 5.27%

Revenue per hour

Revenue (vertical axis: 0M, 1M, 2M, 3M)

0.7M, 0.1M, 1.2M, 2.3M, 1.9M, 2.4M, 1.2M

hour: 0, 5, 10, 15, 20

Most popular products to product price

- Quantity Ordered
- Average of Price Each

Quantity Ordered (left axis: 0K, 10K, 20K, 30K)
Average of Price Each (right axis: 0, 500, 1,000, 1,500, 2,000)

Products: AAA Batteries (4-..., AA Batteries (4-p..., USB-C Charging ..., Lightning Chargin..., Wired Headphones, Apple Airpods He..., Bose SoundSport..., 27in FHD Monitor, iPhone, 27in 4K Gaming ..., 34in Ultrawide M..., Google Phone, Flatscreen TV, Macbook Pro Lapt..., ThinkPad Laptop, 20in Monitor, Vareebadd Phone, LG Washing Mach..., LG Dryer