



GROUP - 5

MAVEN MARKET DATA

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KPI's (key performance indicators).



684

Total Transactions

2172

Quantity sold

2815

Profits

0.60

Profit Margin

4664

Total Revenue

6.82

Average Revenue

1849

Total Cost

0.85

Average Cost

0.86

Average Product Cost

2.70

Average Order Cost

Age

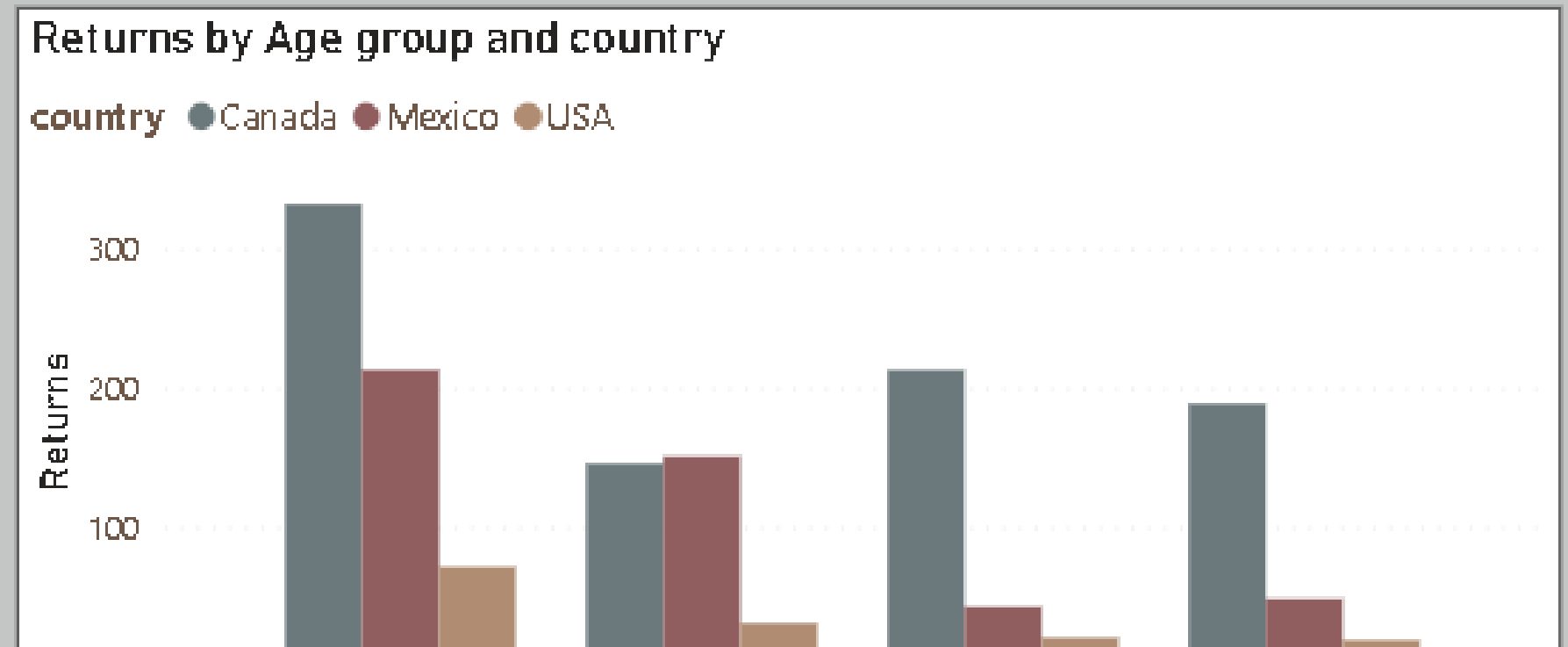
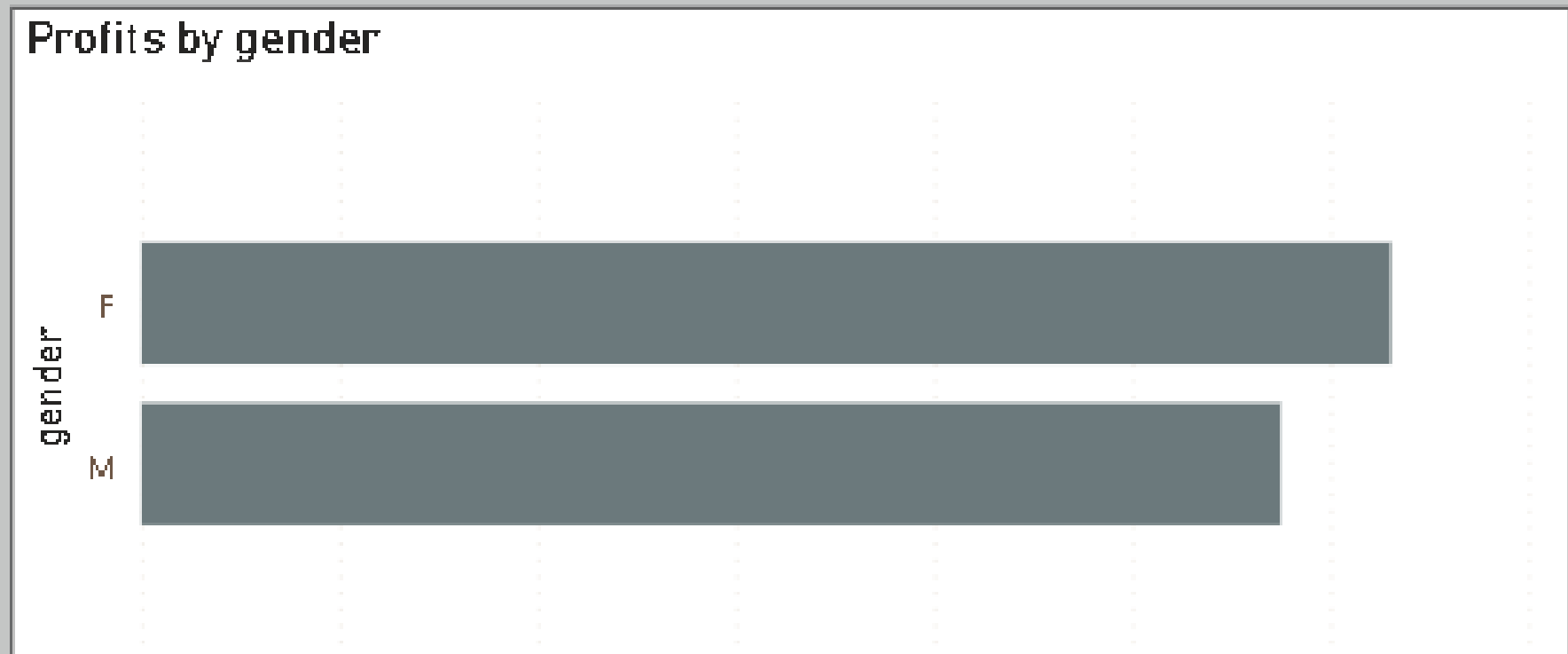
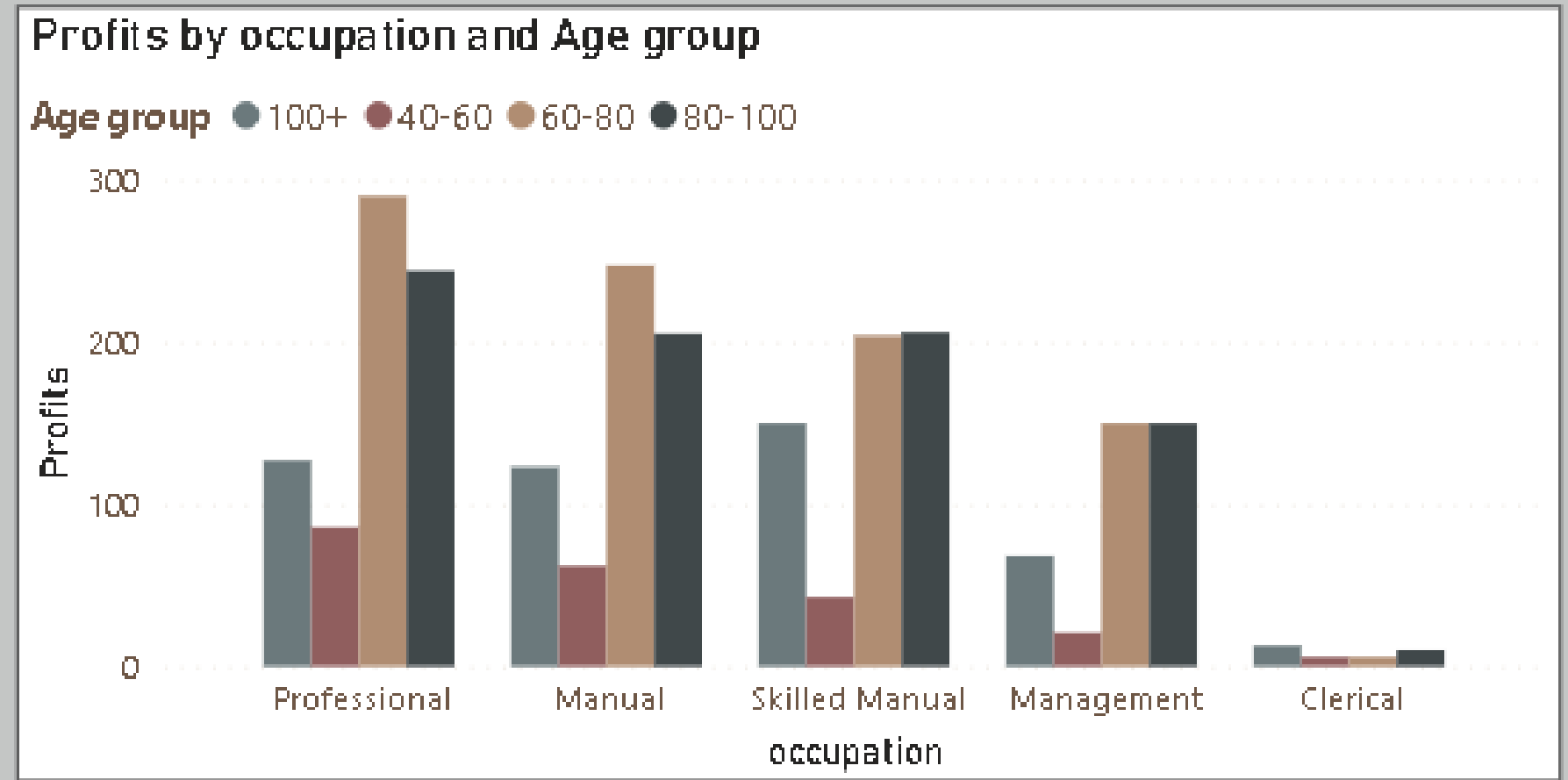
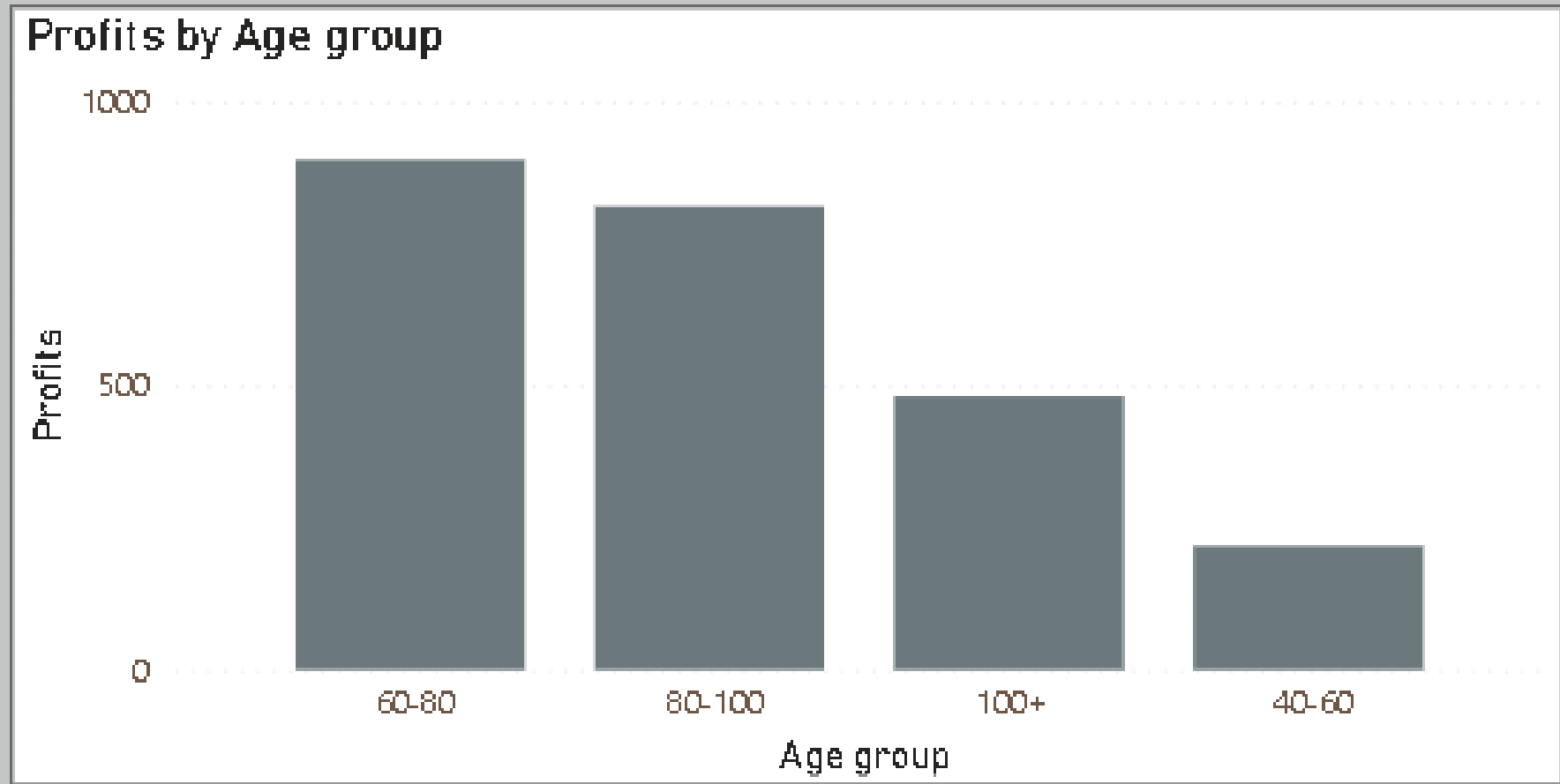
54 114

Age group

Select all 100+ 40-60 60-80 80-1...

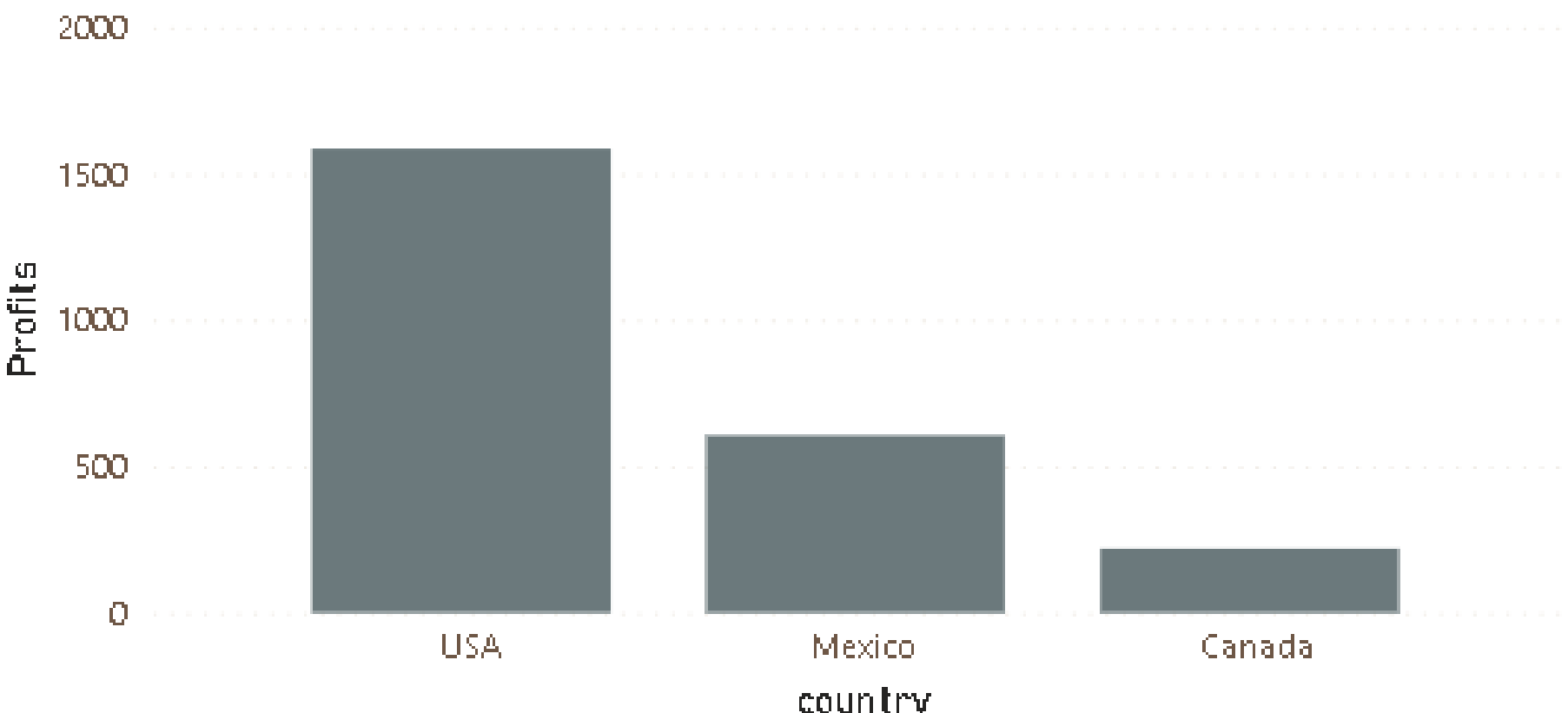
quantity

Multiple selections

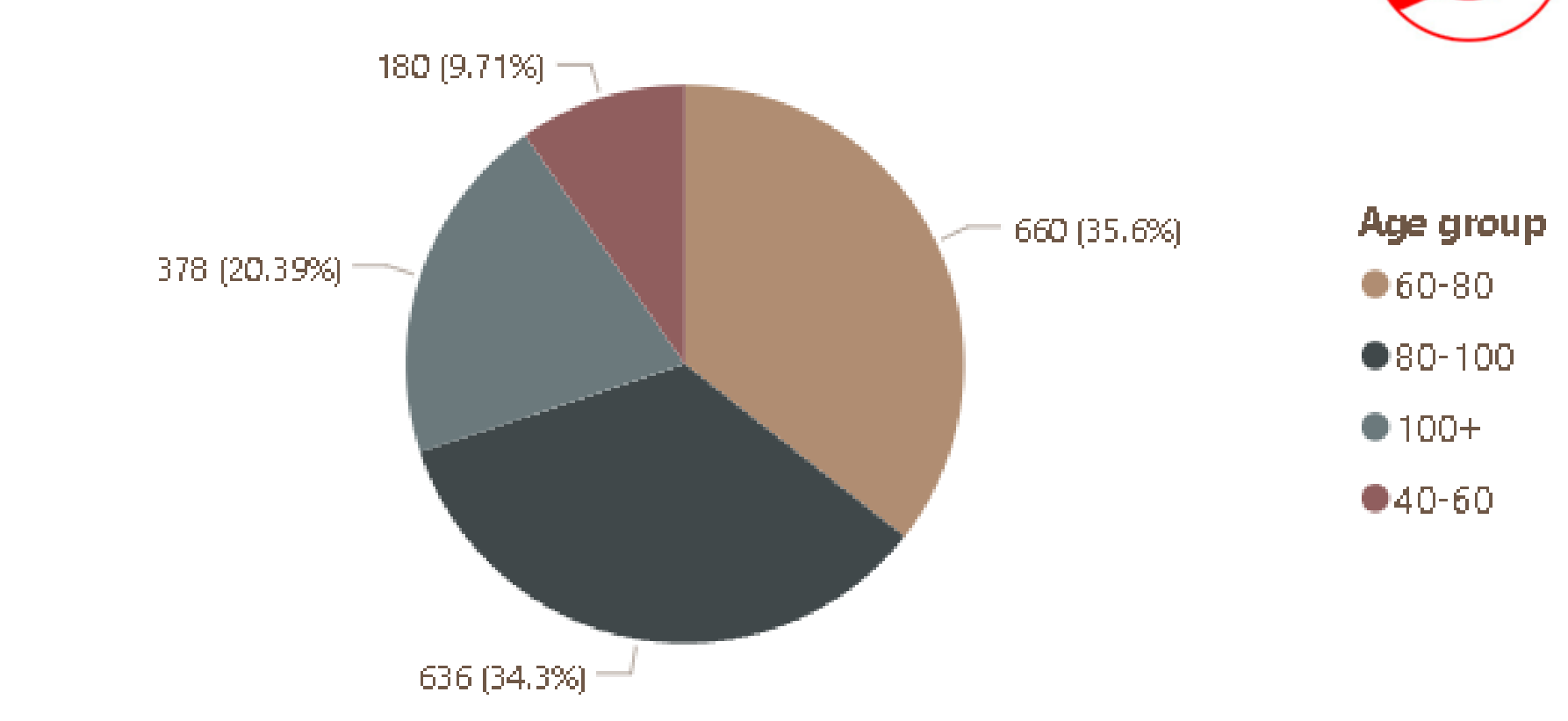




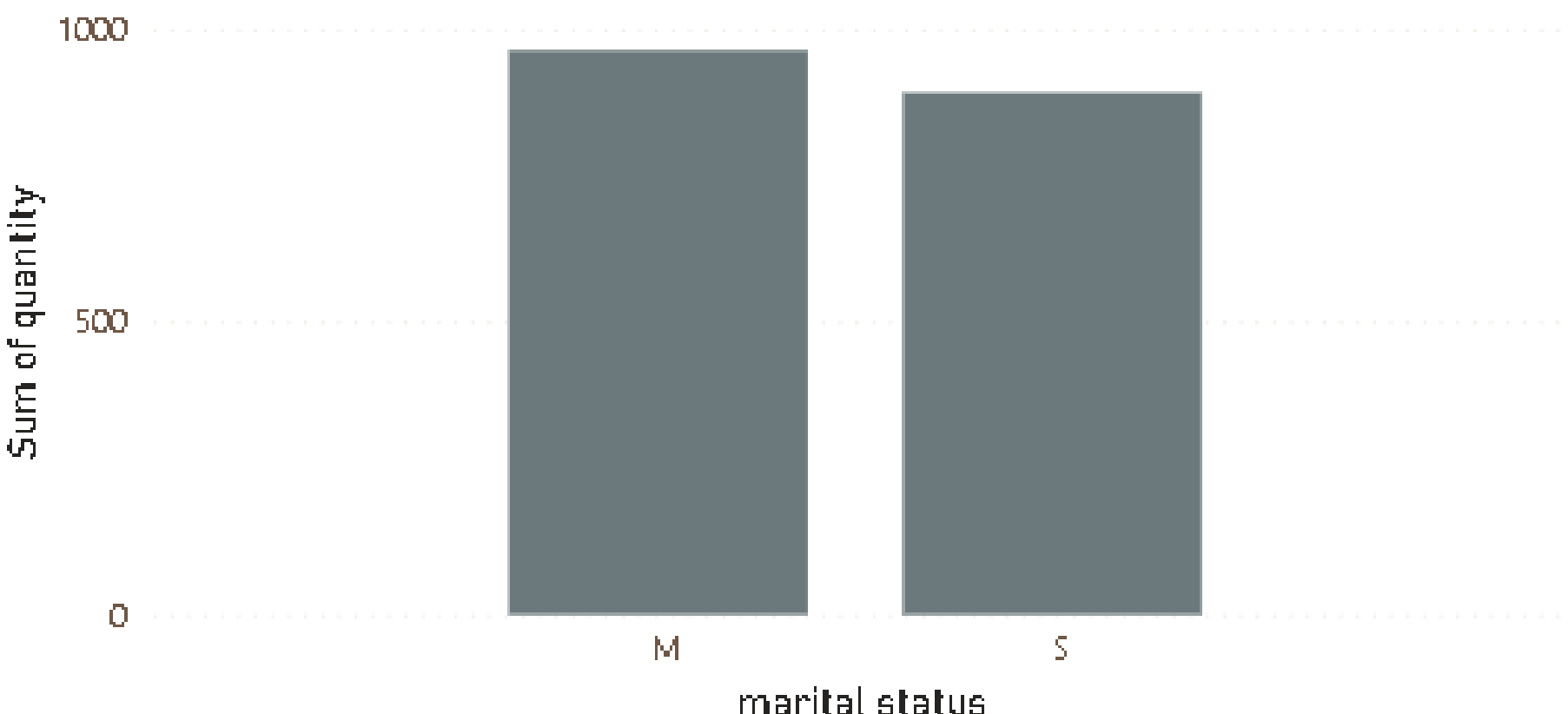
Profits by country



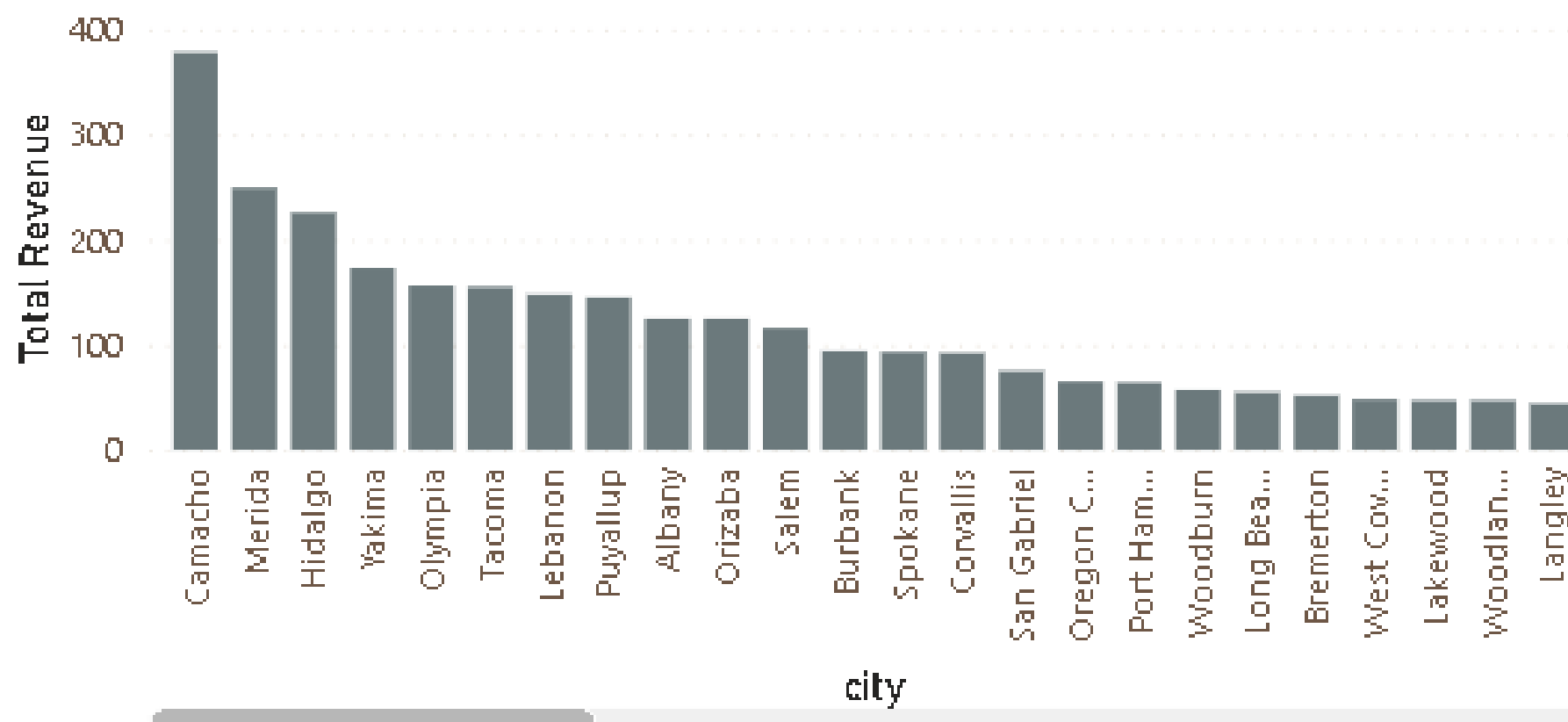
Quantity sold by Age group

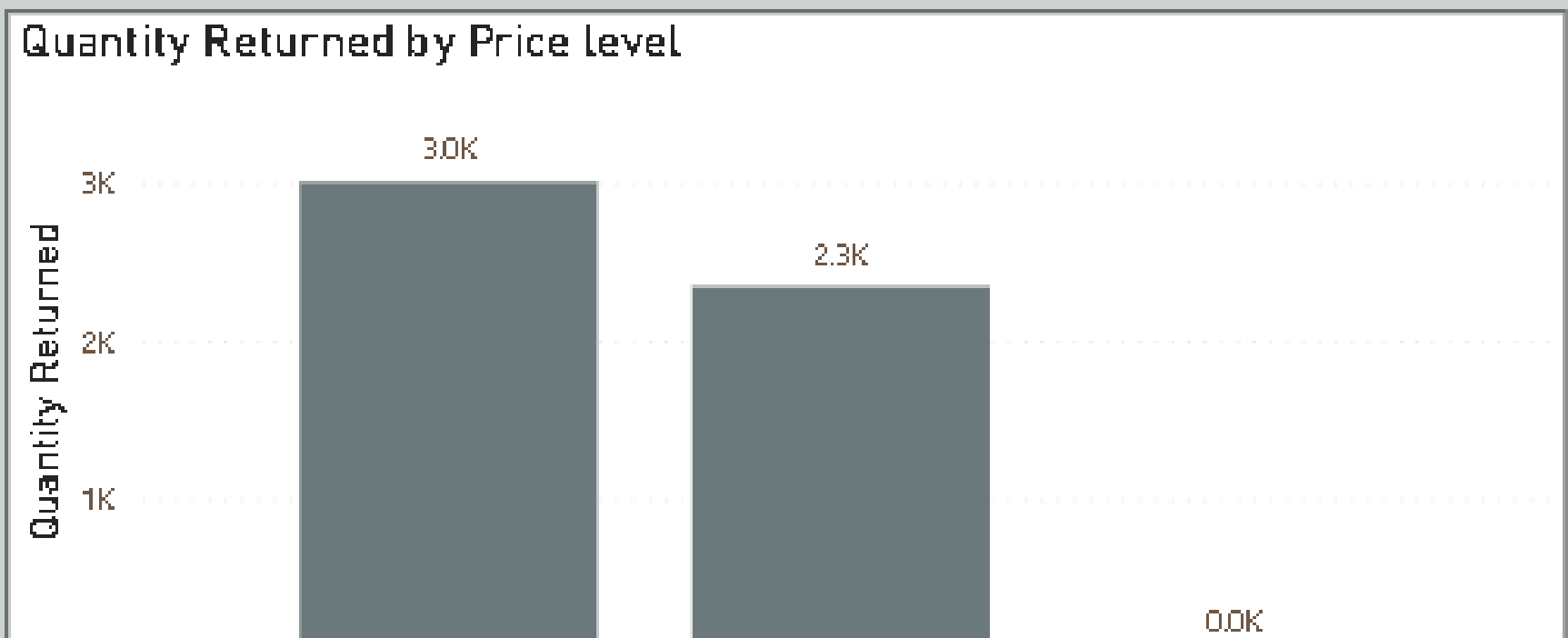
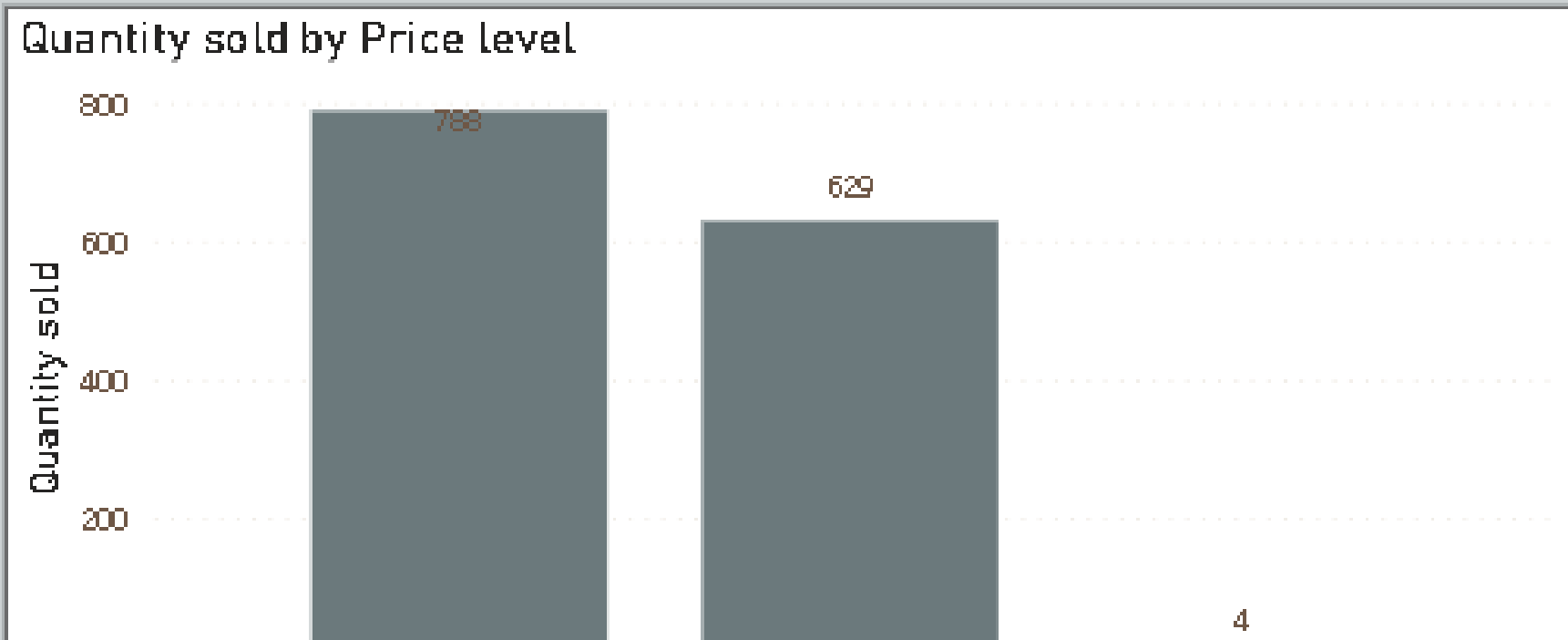
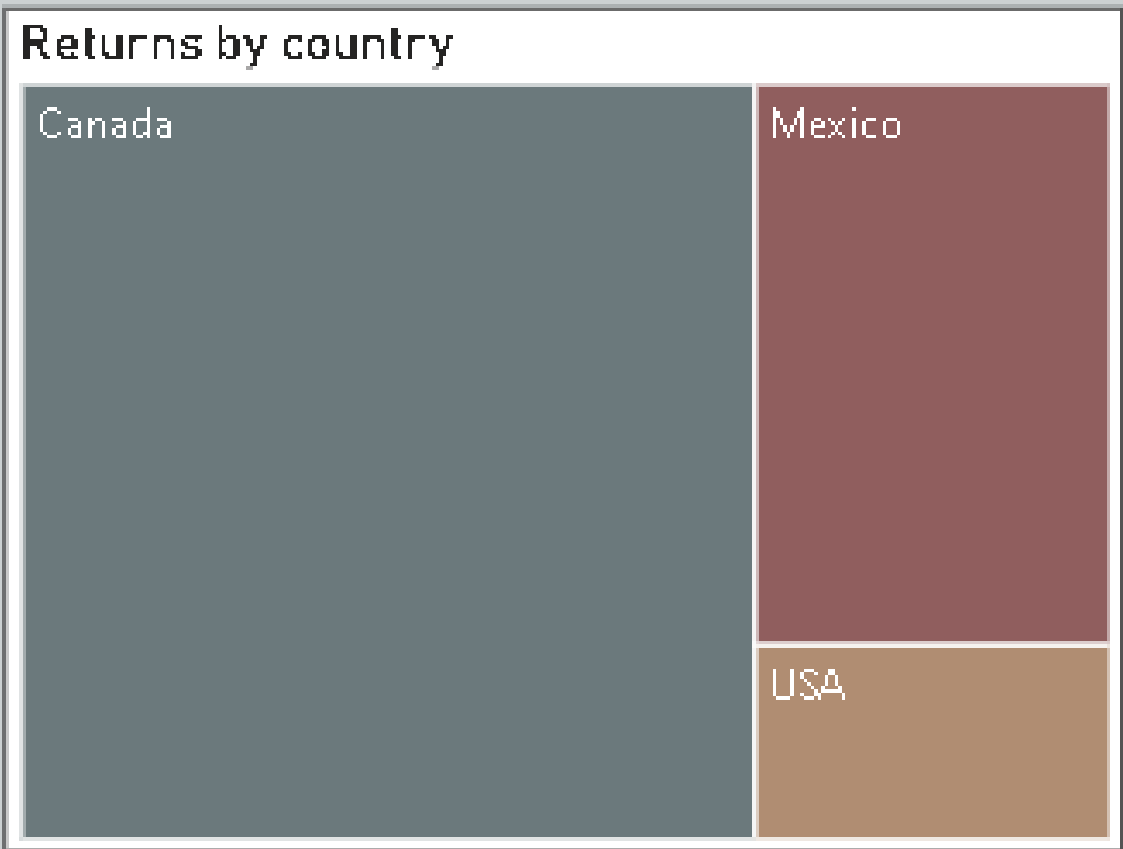
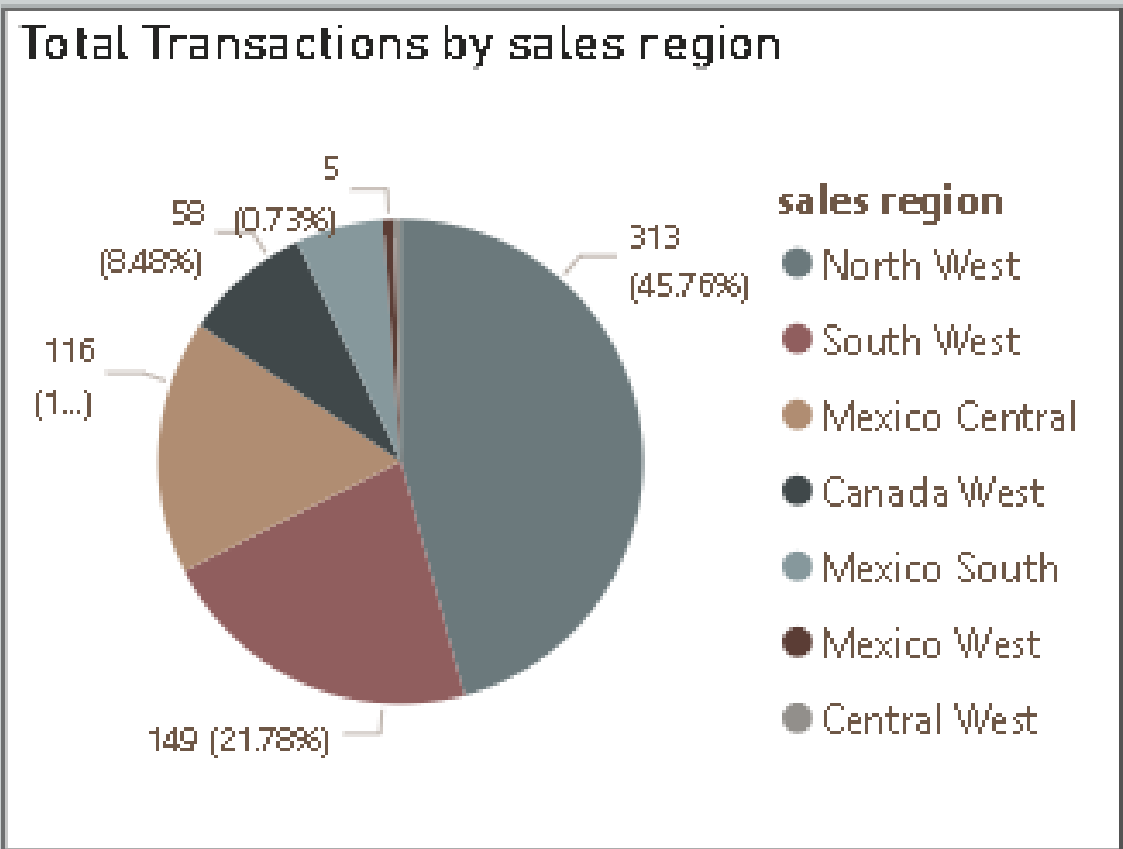
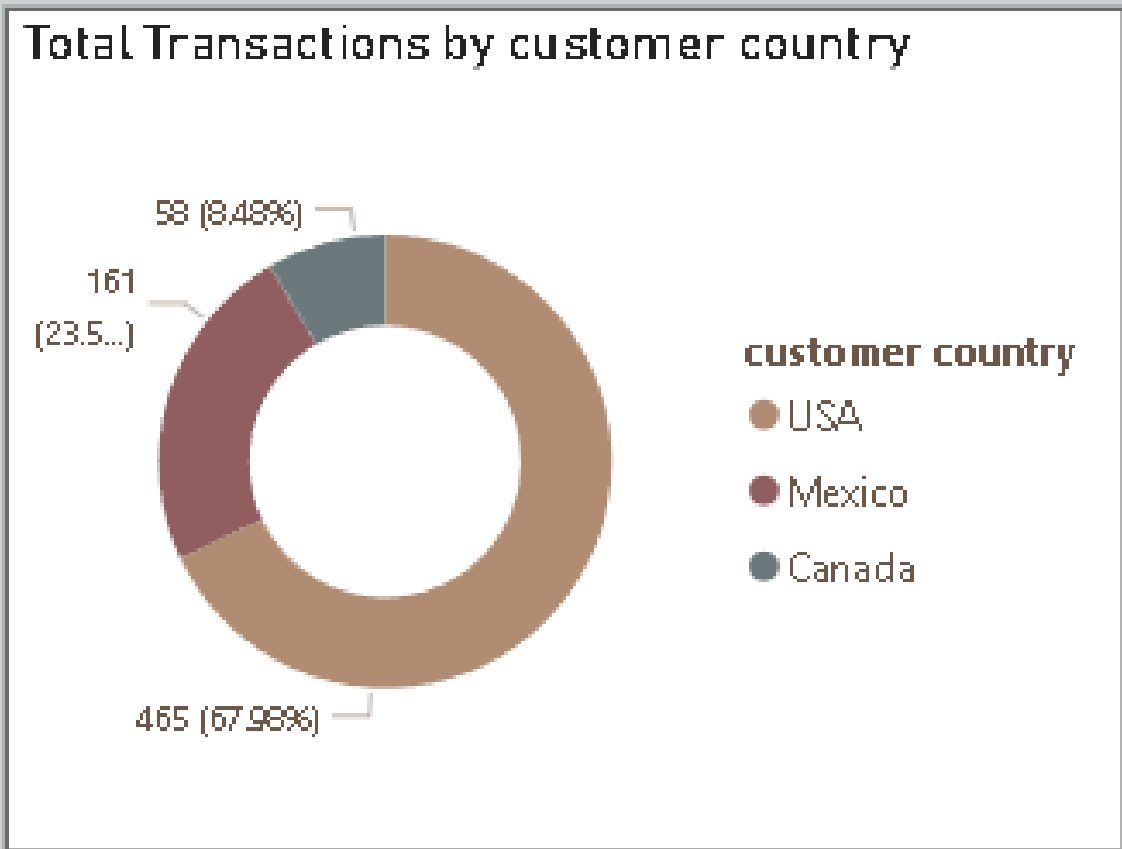
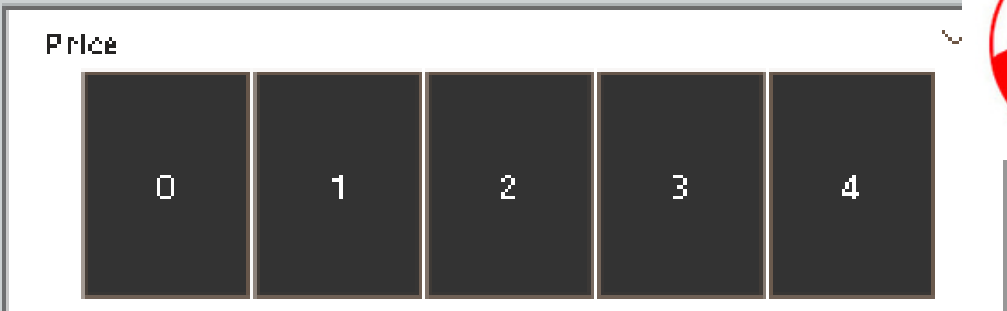
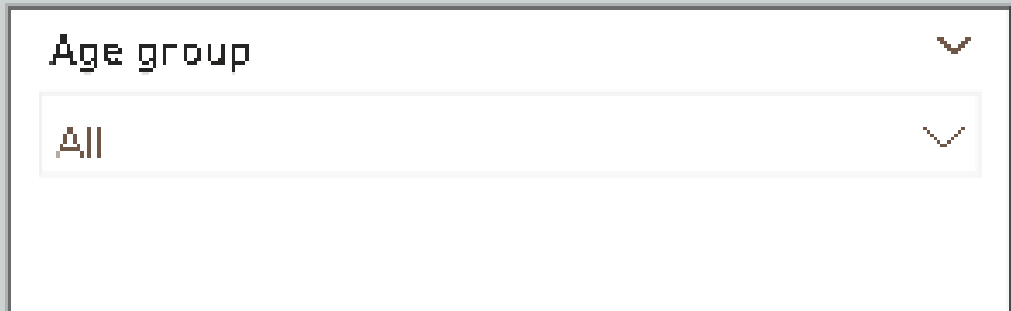


Sum of quantity by marital status

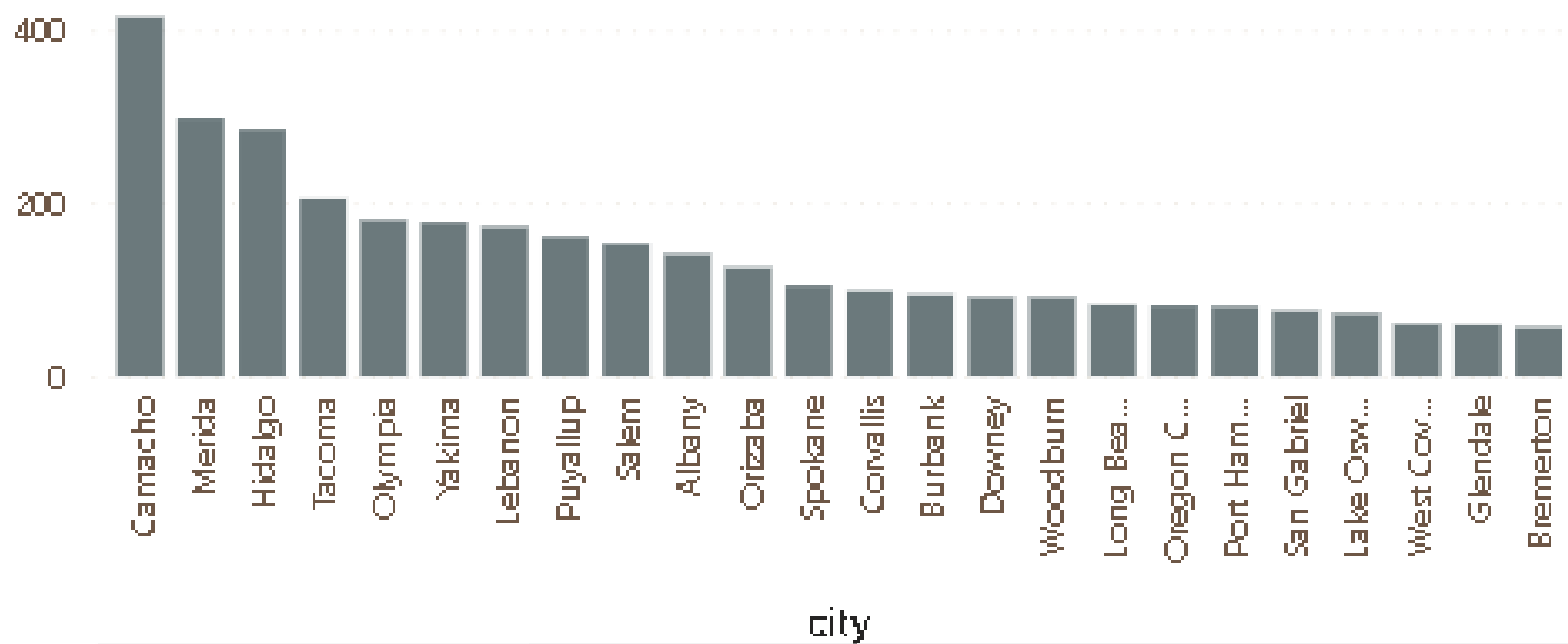


Total Revenue by city

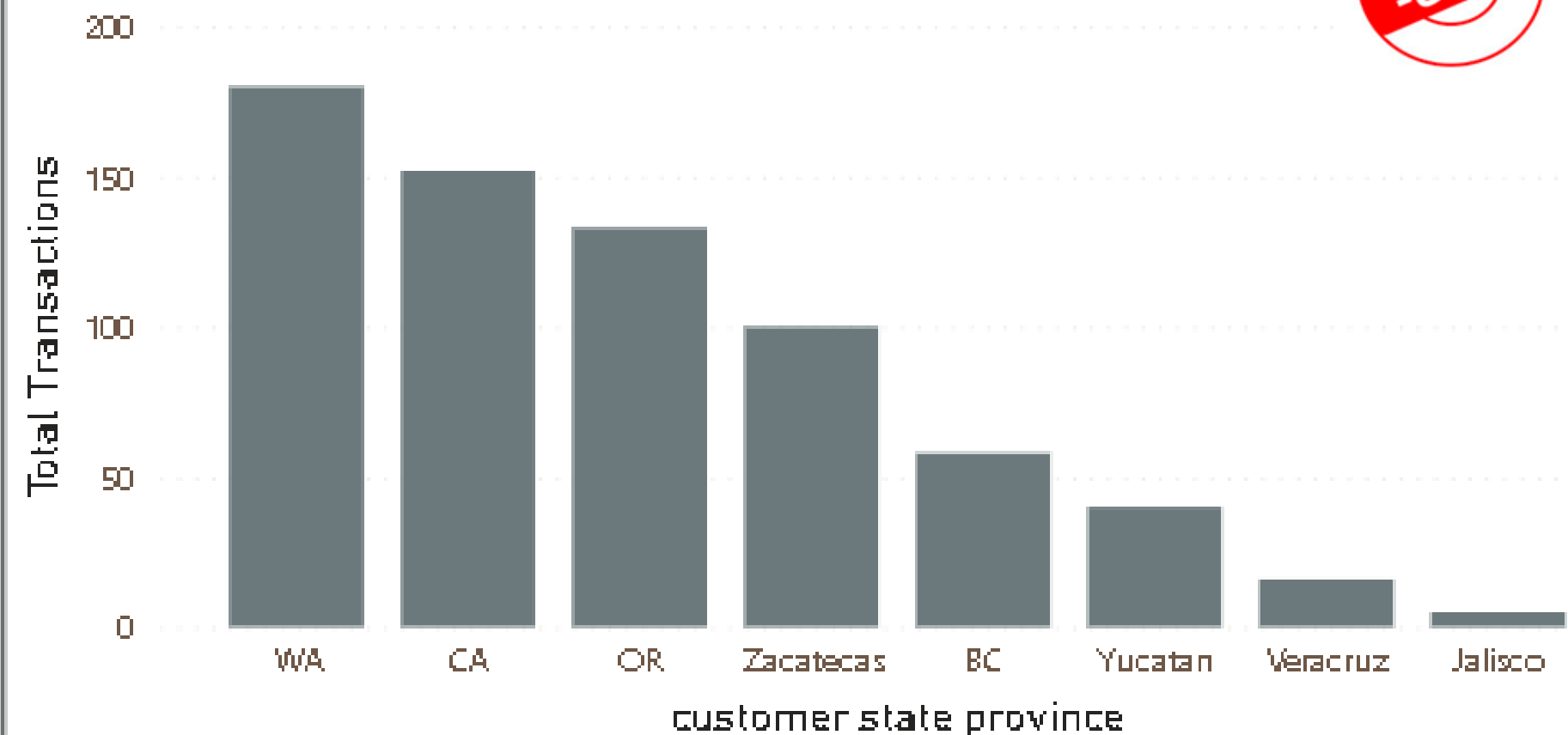




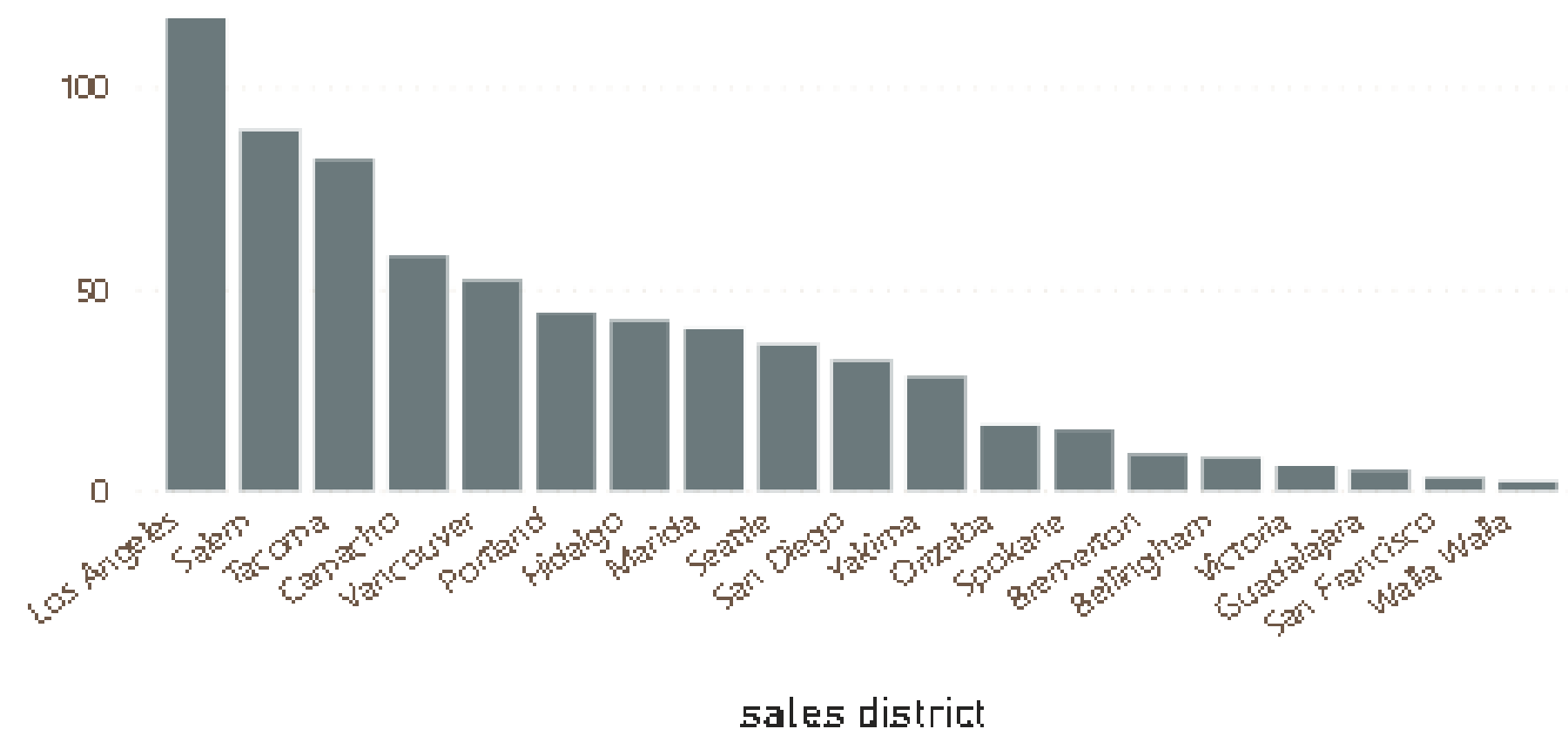
Total Revenue by city



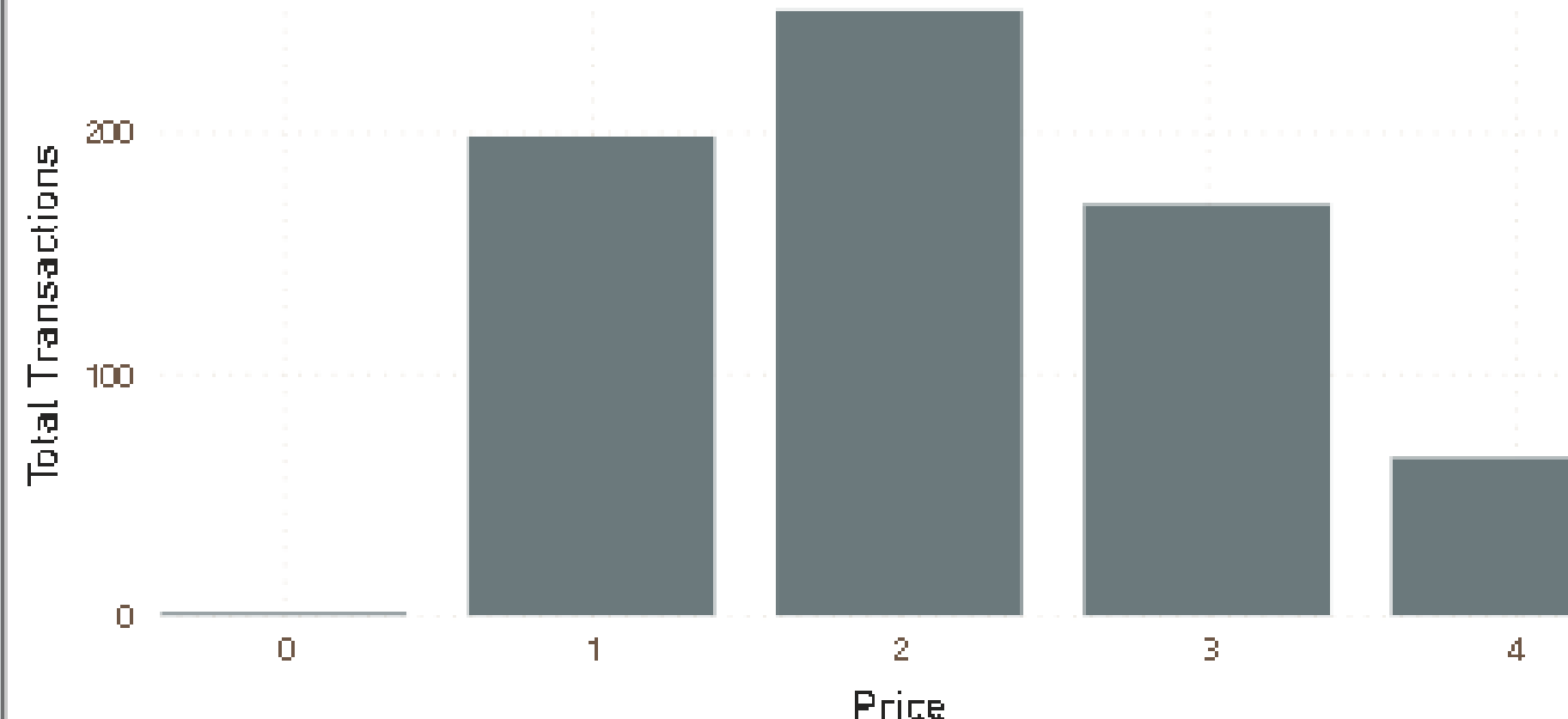
Total Transactions by customer state province



Total Transactions by sales district



Total Transactions by Price





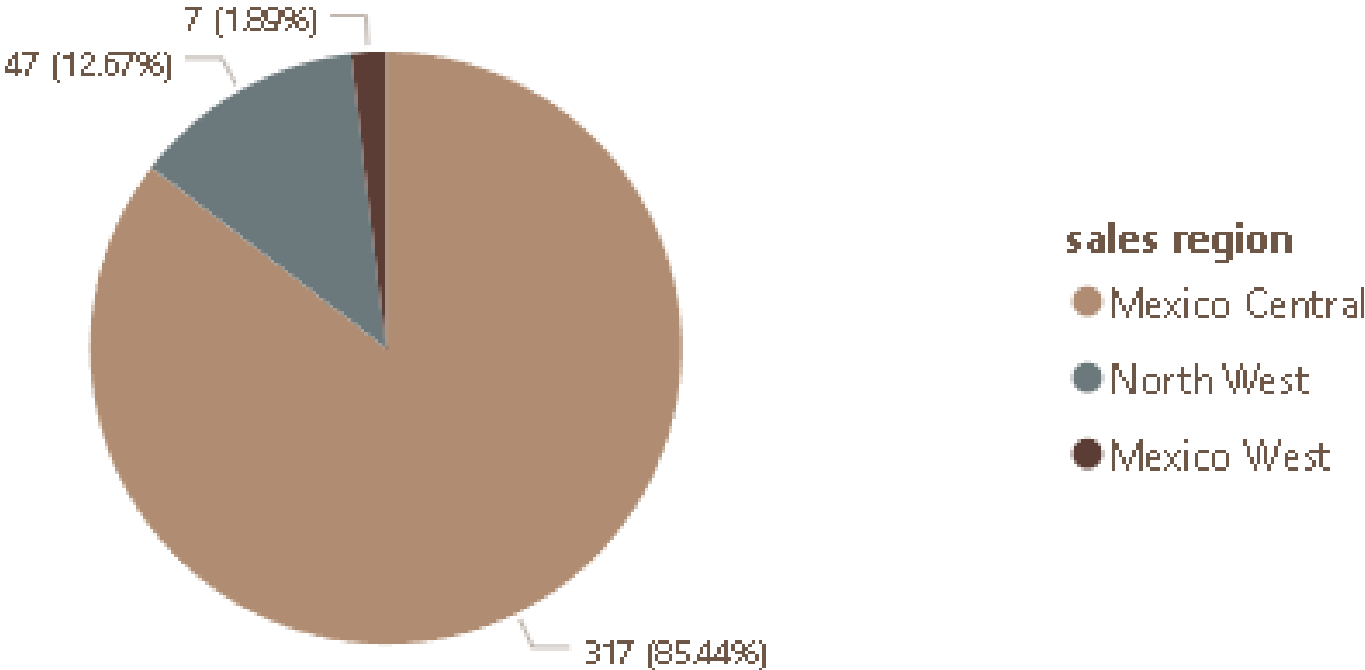
sales_region

Multiple selections

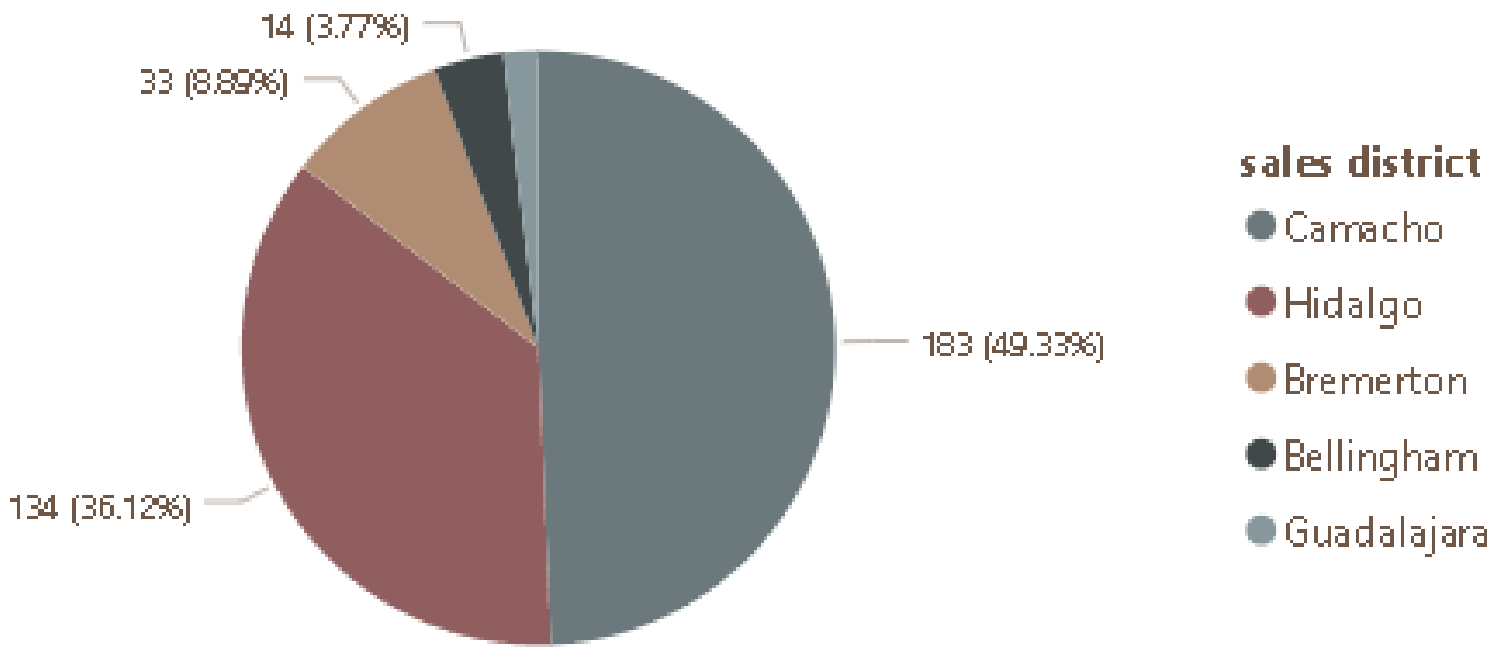
sales_district

Multiple selections

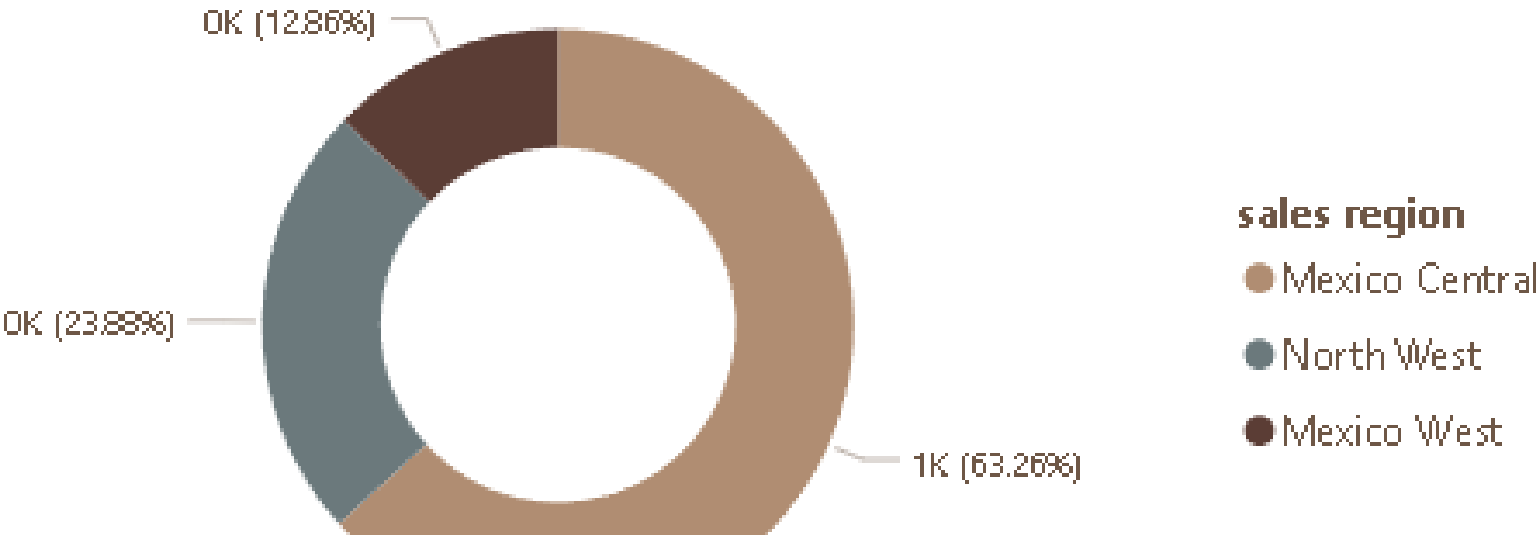
Quantity sold by sales region



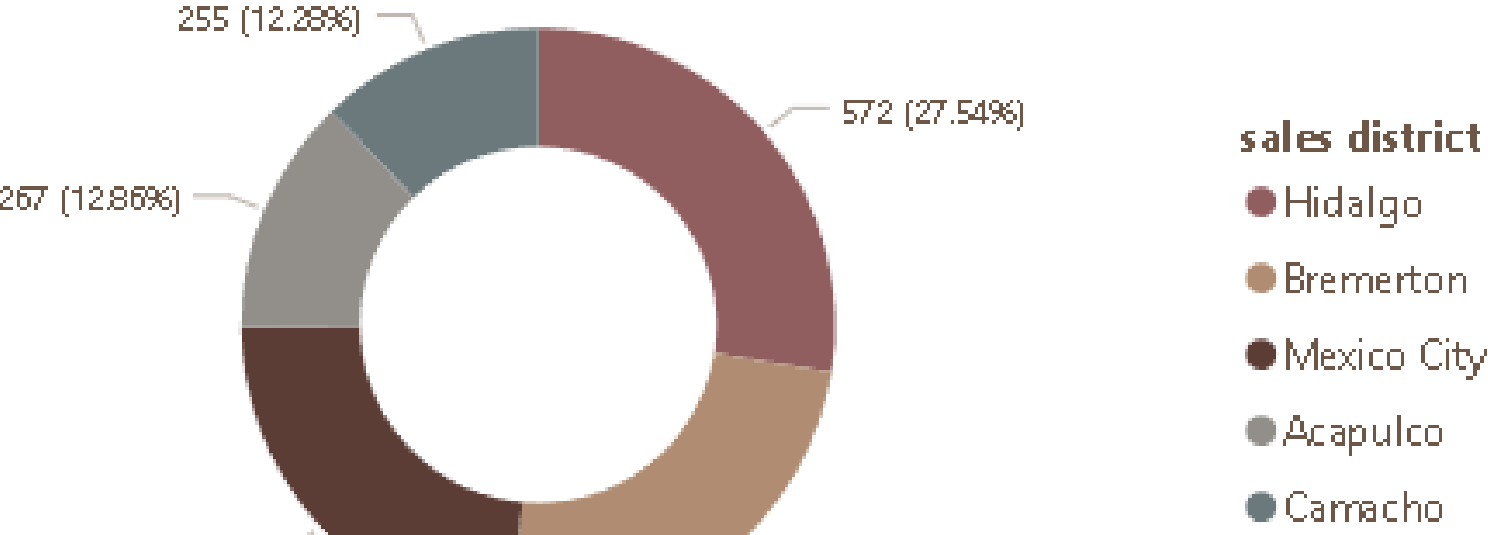
Quantity sold by sales district

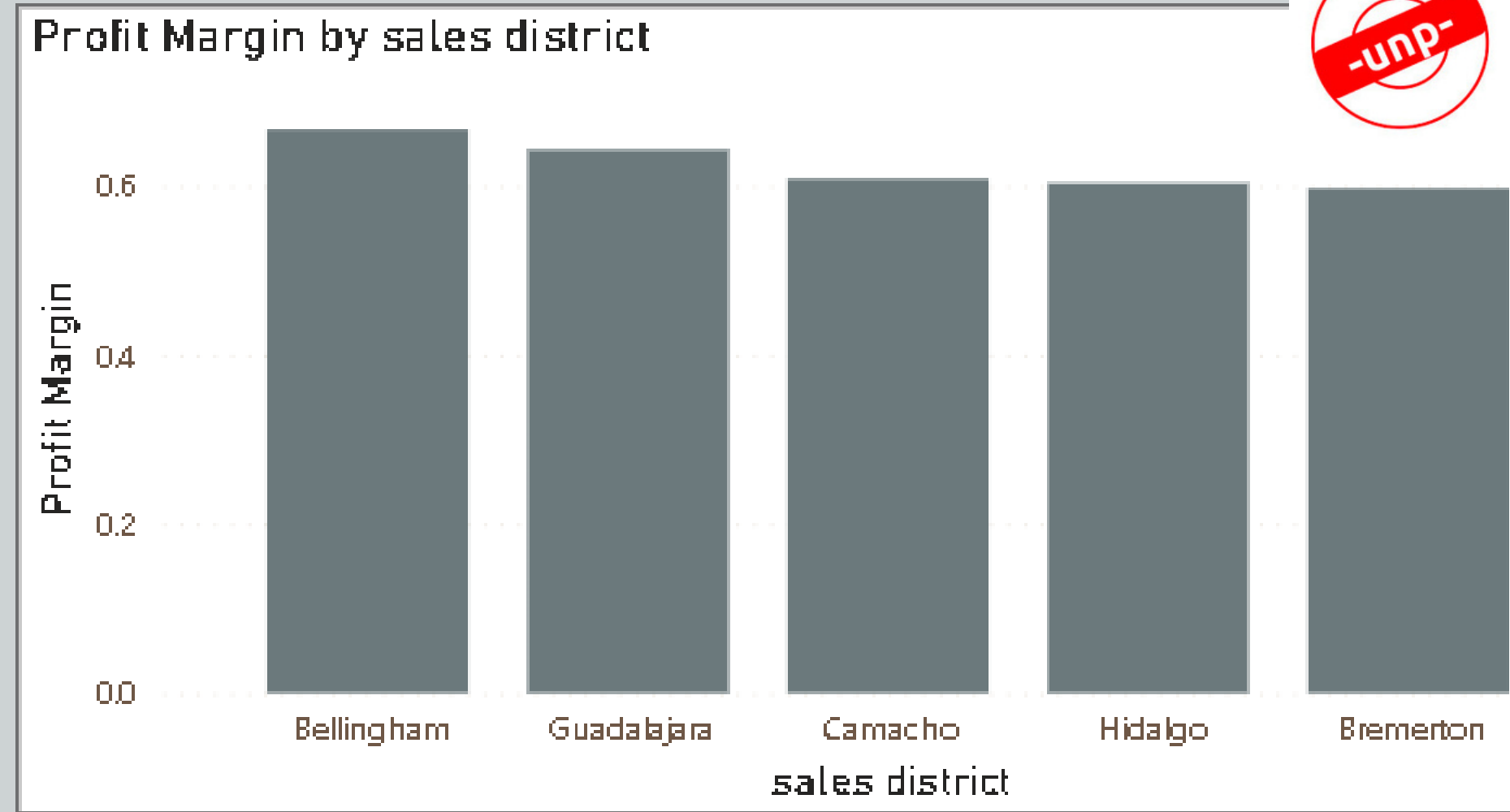
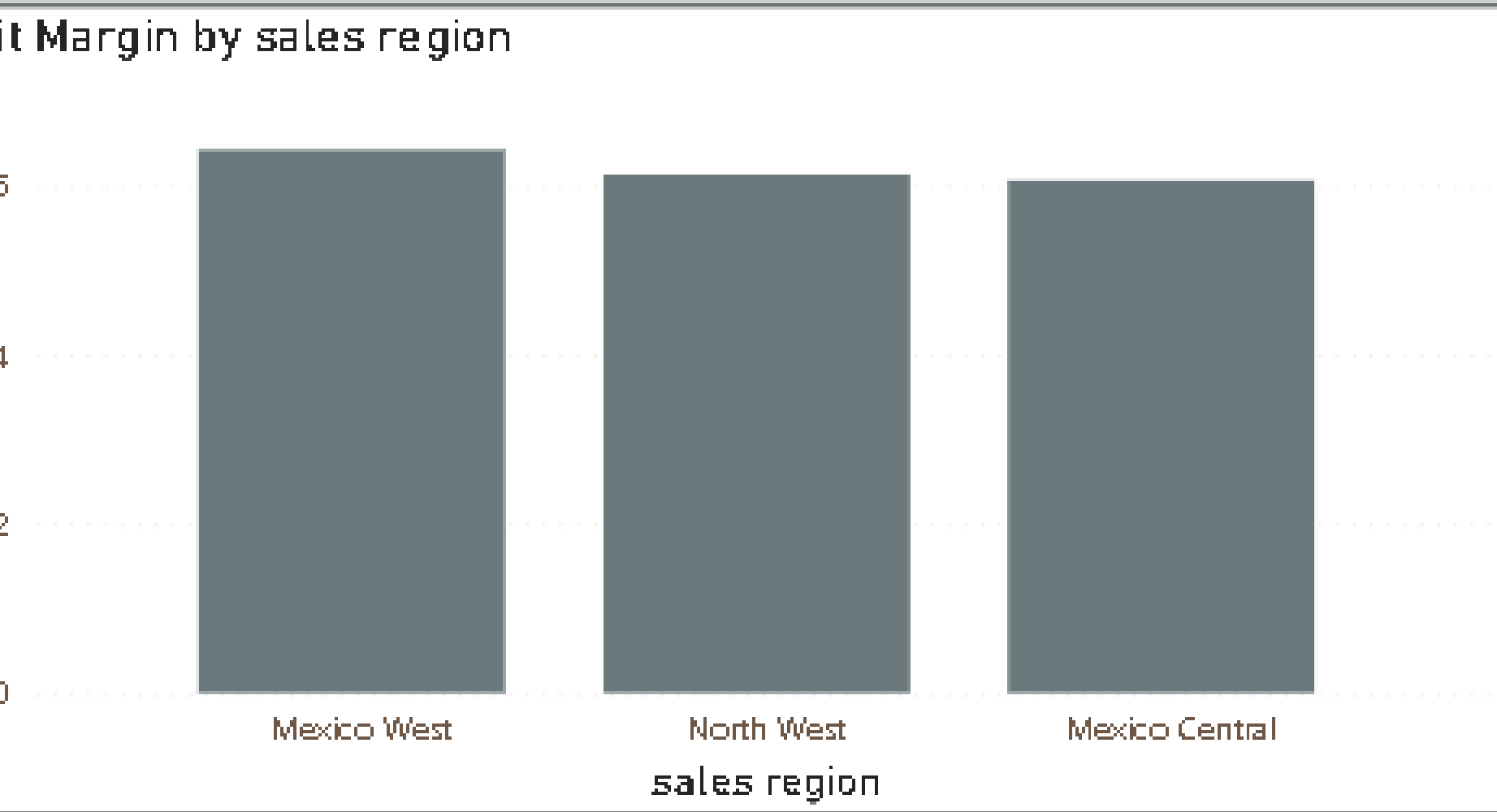


Quantity Returned by sales region



Quantity Returned by sales district





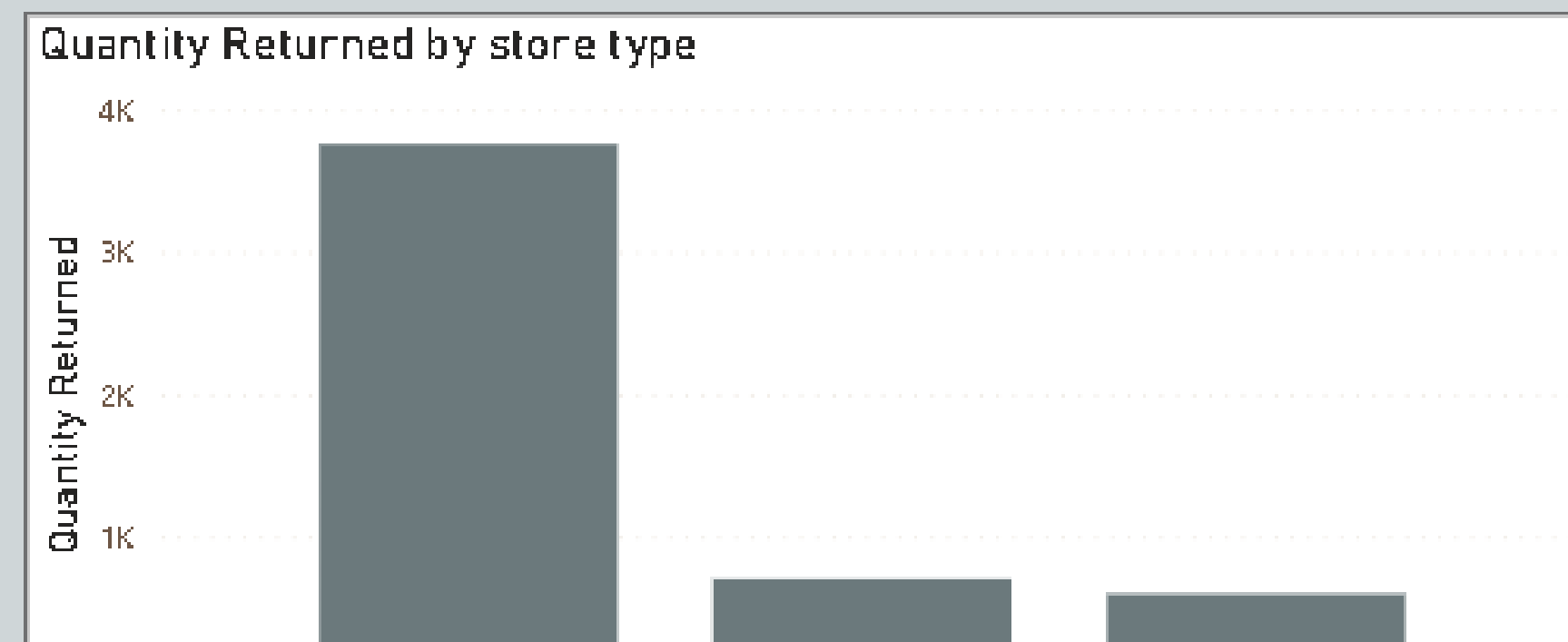
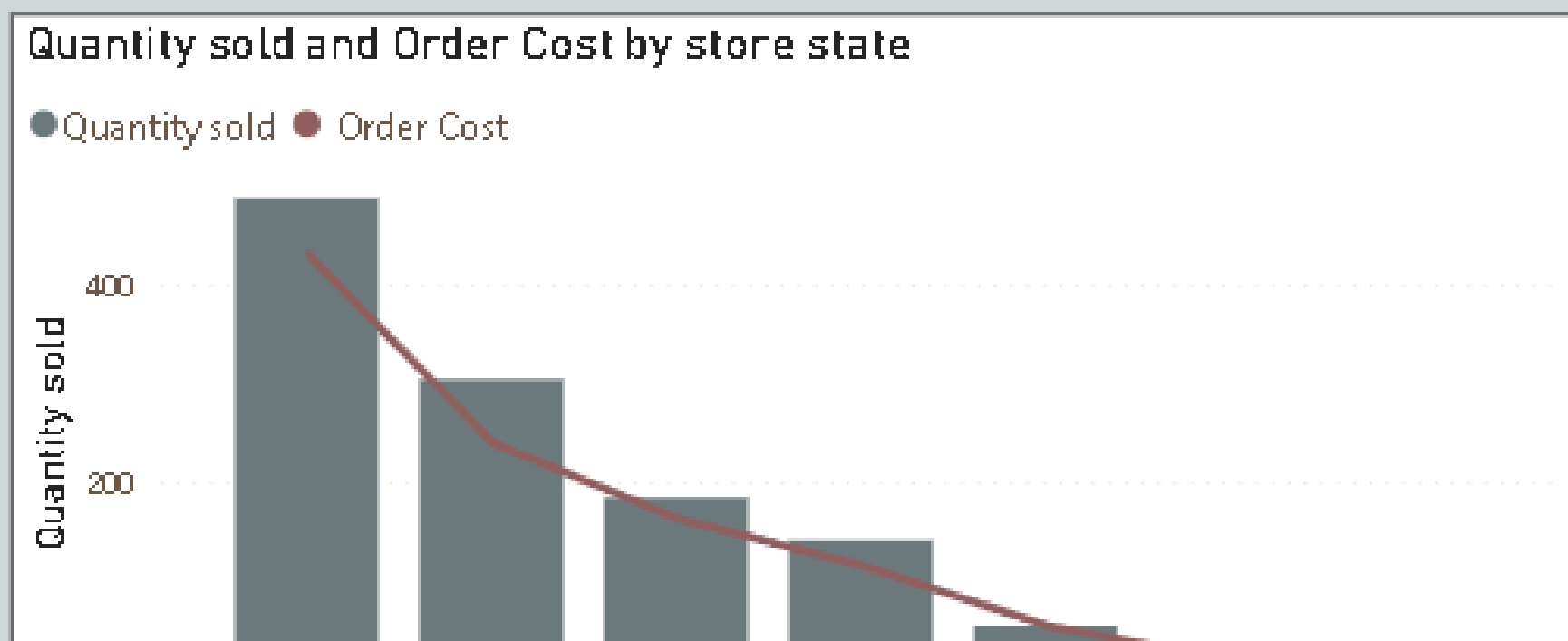
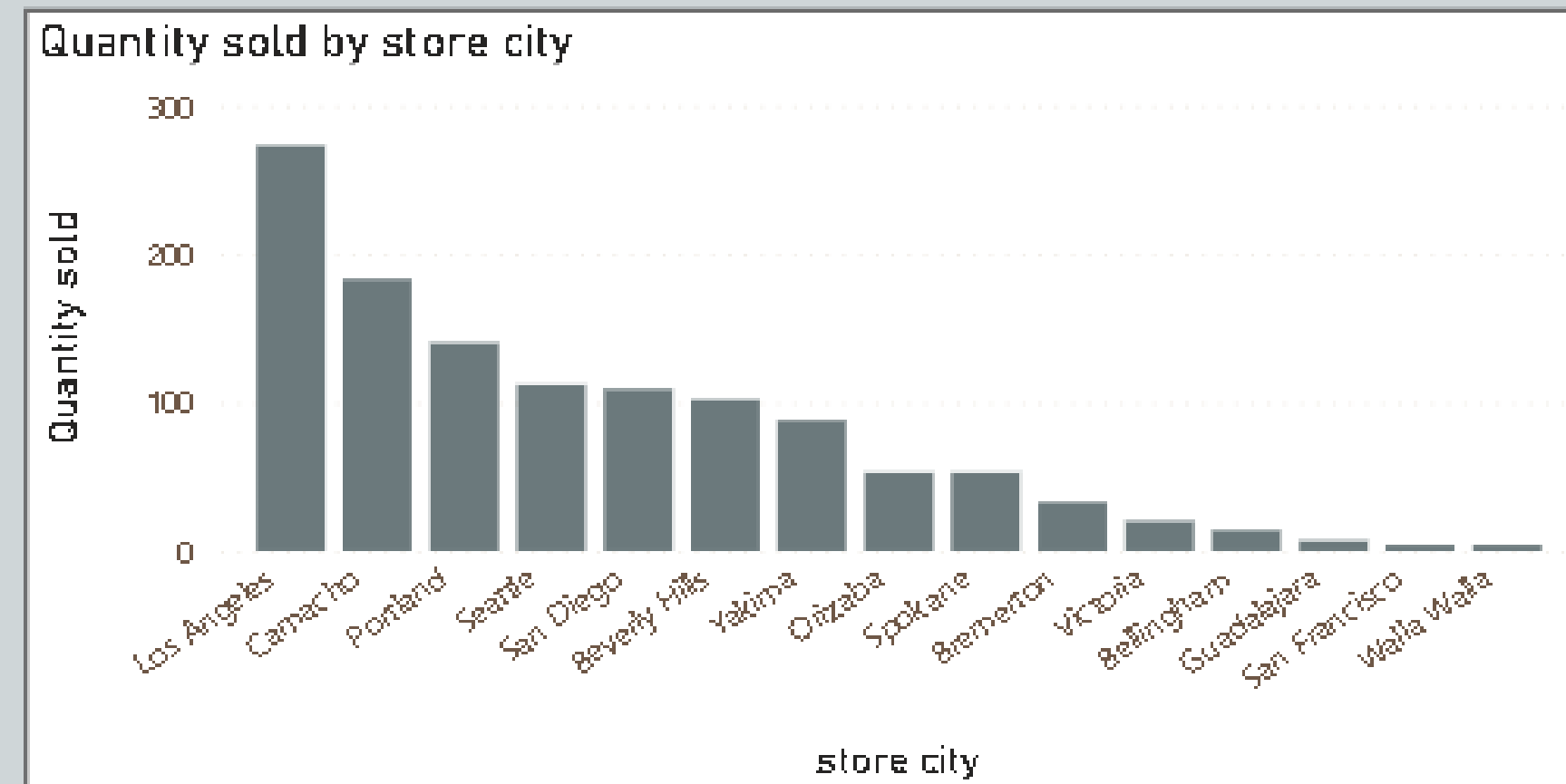
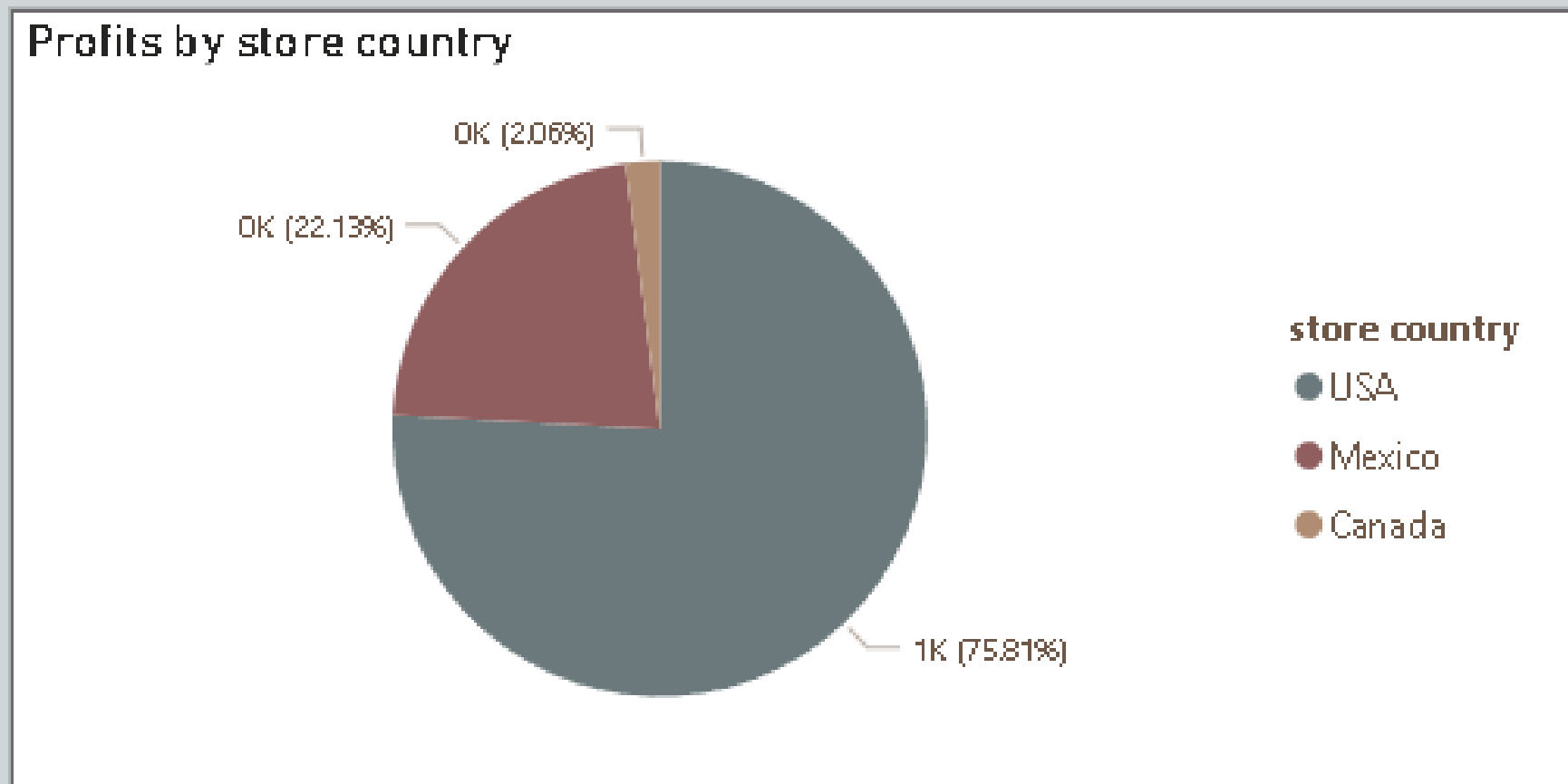


store_country

All

store_type

Multiple selections



Insights



By the Overall Analysis of the Maven Market Data we can conclude :

- . Though the quantity sold are less when compared with quantity returned, there are high profits.
- . The Profits are high within age group of 60-80.
- . USA has highest transactions
- . Canada has more returns when compared with Mexico and USA.



Thank You