Sample Page of Visualization

Data Dictionary:

- Index No. – represents a unique identifier for each row.
- Gender – the gender of the customer; Male or Female.
- Age – The age of the customer
- Customer ID – shows the unique Customer ID.
- Region – shows the four regions.
- Order Date: Date item was purchased
- Product Name – name of product sold
- Category – the category of product
- Price per unit – the cost of a product per unit.
- Units sold – the total number of products sold.
- Total sales – the revenue generated by each sale.
- Shipping fee – Delivery fee on the items sold
- Customer Segmentation – Type of customer
- Payment Method – shows the method used for payment

1. Data Sources

The data used for this project was downloaded from Kaggle.

Dataset has 14 columns and 1000 rows.

2. Tools Used

- MS Excel: This is the major tool used for analysis

- Power BI: This is the major tool used for data transformation and visualization.

3. Insights

Customers in each region: From the analysis and visualization, we can see that the customers vary across regions with minimal difference.

The customers were segmented by;

- First time customers: Those purchasing for the first time
- Seasonal customers: Those who patronize seasonally
- Frequent customers: The customers who purchase regularly

The category of Product; Electronics, Wearables, Accessories

Total sales were 1.3 M.

Shipping status: There are three shipping status (In transit, delivered, Returned).

Payment method: There are three payment method in in the company ((PayPal, Credit card, Payment on delivery) and all these methods has so much influence on the sales leading to so much profit generation.

Key Points:

1. Understanding regional performance and adapting strategies to specific regions can unlock hidden growth potential.

2. Understanding the type of customer can maximize revenue.