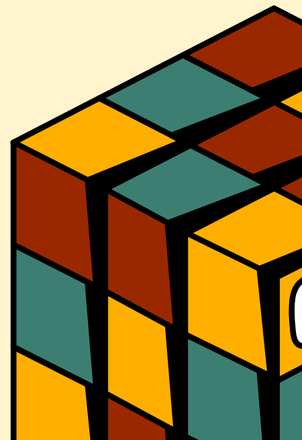
Prepared by group 1

Global Electronics

EXPLORATORY DATA ANALYSIS

15 February, 2024

- **customer satisfaction,**
- **optimize operations,**
- **drive overall business growth.**



KPI

Customer Analysis

- Age Distiputuon
- Gender Distiputuon
- Geo Graphical Distiputuon

(by Count, Sales, Frequency of Purchase)

Sales Analysis

- **Direct sales vs Onlie sales**
- **cumulative sale by year**
- **Seasonal salesSale**

(with respect to order count and profit)

Product Analysis

BRAND ANALYSIS
CATEGORY ANALYSIS

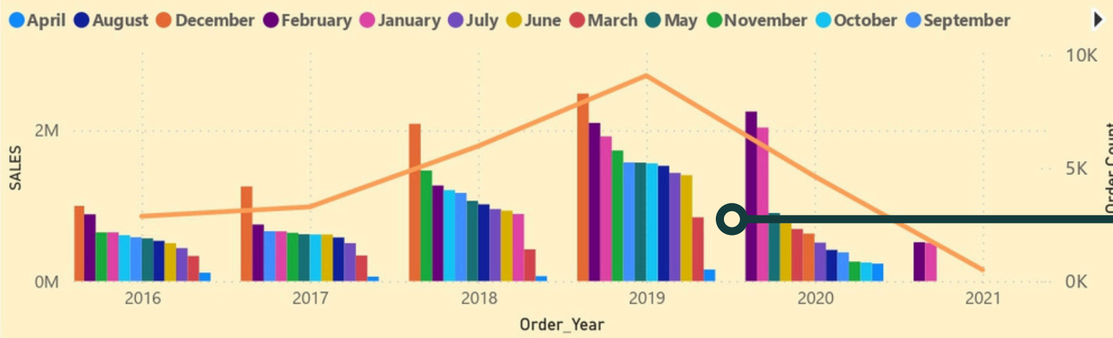
- **Product Count**
- **Product Count**
- **Sales**

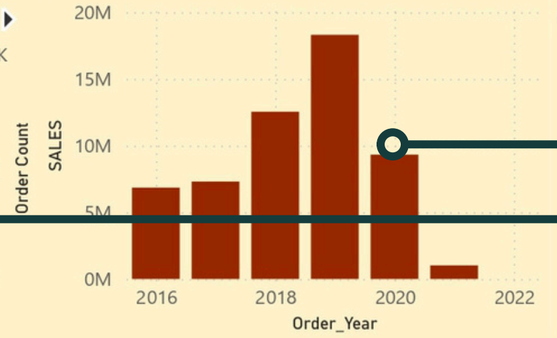
Store Analysis

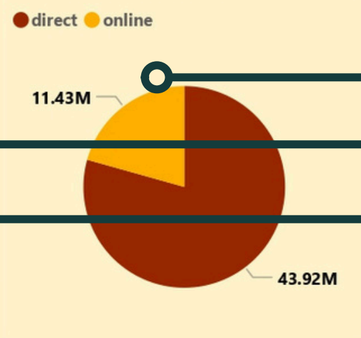
Per Day sales,
Avg Sale Perday
Total Sale
Onlie vs Direct Sale
Count of Store

Genral Electric

55.35M	2,102.46	26326	67	62884	15266
SALES	Avg Order Value	Order Count	Store Count	Count of ProductKey	Count of CustomerKey





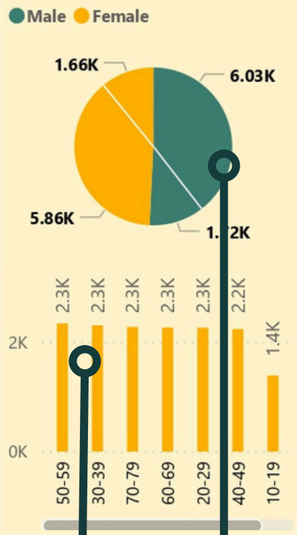


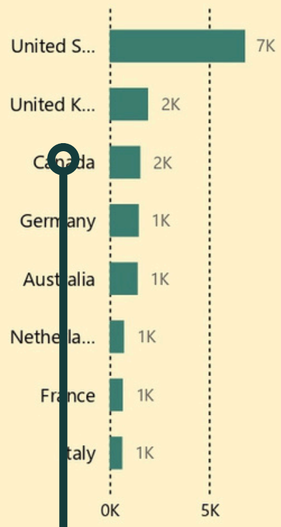
Direct sales vs Onlie sales

cumulative sale by year

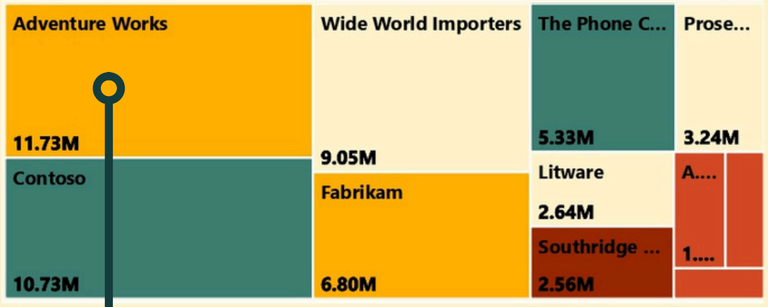
Seasonal Sale

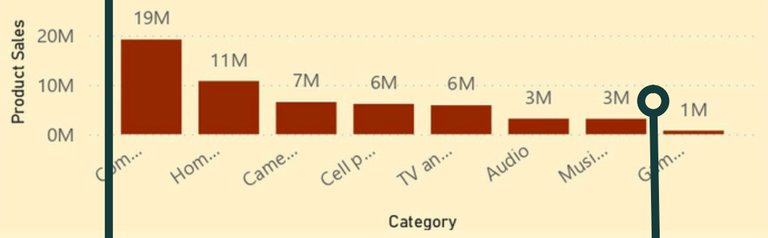
Total_Sales_cu | Total_Order_Cus | Total_Customer

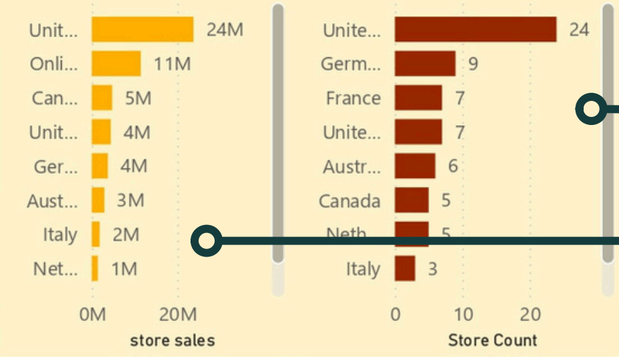




Product Count | Product Quantity | Product Sales

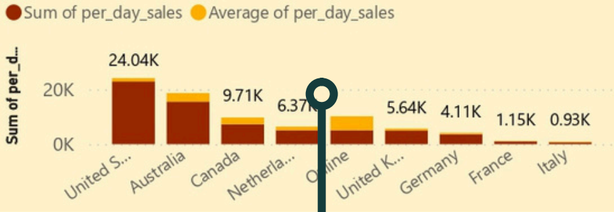




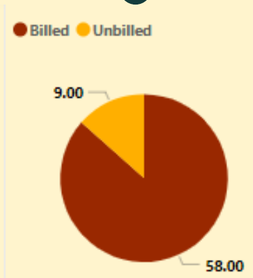


Store Count

Store Sales



Billed and unbilled store



Geo Graphical Distiputuon

Gender Distiputuon

Age Distiputuon

BRAND ANALYSIS

- Order Count
- Product Count
- Sales

CATEGORY ANALYSIS

- Order Count
- Product Count
- Sales

Perday Sales by Coutry, avg perday sales

SELECT Name, city, country,total_sales FROM cus ORDER BY total_sales DESC LIMIT 5;

esult Grid | Filter Rows: | Export: | Wrap Cell Conter

Name	city	country	total_sales
Matthew Flemming	Anaheim	United States	61871.7
Roy Le	Merrickville	Canada	49704.93
Karen Jones	Lacassine	United States	43517.8
Zrina Topic	Lyerly	United States	42788.04
Jaxon Fyans	METUNG	Australia	42395.42

Top 5 Cusotmer

SELECT Name, city, country, total_sales FROM cus WHERE gender = 'Male' ORDER BY total_sales DESC LIMIT 5;

Result Grid | Filter Rows: | Export: | Wrap Ce

Name	city	country	total_sales
Matthew Flemming	Anaheim	United States	61871.7
Roy Le	Merrickville	Canada	49704.93
Jaxon Fyans	METUNG	Australia	42395.42
Zane Belgrave	Toronto	Canada	40377.22
Mitchell Woodriff	DONCASTER EAST	Australia	38299.41

Top 5 Cusotmer in Male

SELECT Name, city, country, total_sales FROM cus WHERE gender = 'Male' ORDER BY total_sales DESC LIMIT 5;

Result Grid | Filter Rows: | Export:

Name	city	country	total_sales
Karen Jones	Lacassine	[illegible]	43517.8
Zrina Topic	Lyerly	[illegible]	42788.04
Jodi Hernandez	Toronto	Canada	42020.31
Evie Wieck	SEVILLE	Australia	38607.6
Virgie Takacs	Walworth	United States	37319.88

Lacassine

Top 5 Cusotmer in feale

```
SELECT Name, city, country, total_sales FROM cus WHERE Age_Group = '10-19' ORDER BY total_sales DESC LIMIT 5;
```

Result Grid | Filter Rows: | Export: | Wr

Name	city	country	total_sales
Jodi Hernandez	Toronto	Canada	42020.31
Mitchell Woodriff	DONCASTER EAST	Australia	38299.41
Charles Fischer	Wawaka	United States	32867
Robert Nelsen	Elkhart	United States	29008.84
Franziska Kuster	Waldenburg	Germany	28878.05

Top Spender under 19

```
SELECT c.Name, c.city, c.country, s.age, s.storekey,
SUM(s.sale_price_usd) AS sales FROM cus c JOIN sale s ON
c.CustomerKey = s.CustomerKey WHERE s.age < 19 and s.storekey =
0 GROUP BY c.Name, c.city, c.country, s.age, s.storekey
ORDER BY sales DESC LIMIT 5;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Name	city	country	age	storekey	sales
Mohammad Houghton	REGABY	United Kingdom	16	0	11354.050000000001
Derek Ditto	Chapleau	Canada	18	0	9087.609999999999
Charles Fischer	Wawaka	United States	18	0	8880
Jena Zimmerman	Aloha	United States	17	0	8802.66
Jose Hill	Ontario	United States	16	0	8185.95

Top Spender under 19 in online

```
SELECT c.Name, c.city, c.country, s.age, s.storekey, SUM(s.sale_price_usd) AS
sales FROM cus c JOIN sale s ON c.CustomerKey = s.CustomerKey WHERE
s.age < 19 GROUP BY c.Name, c.city, c.country, s.age, s.storekey ORDER BY
sales DESCLIMIT 5;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Name	city	country	age	storekey	sales
Jodi Hernandez	Toronto	Canada	16	8	38164.740000000005
Mitchell Woodriff	DONCASTER EAST	Australia	18	5	5630.93
Charles Fischer	Wawaka	United States	18	44	20787
Anthony Davis	REDNAL	United Kingdom	15	37	20503.05
David Gilmore	Bluefield	United States	15	65	14095.09

Top Spender under 19 in direct

SELECT Product_Name,sales from pds order by sales desc limit 5

Result Grid | Filter Rows: | Export:

Product_Name	sales
WWI Desktop PC2.33 X2330 Black	500919.33
Adventure Works Desktop PC2.33 XD233 Brown	459291.37
Adventure Works Desktop PC2.33 XD233 Silver	457900.56
Adventure Works Desktop PC2.33 XD233 Black	442279.6
Adventure Works Desktop PC2.33 XD233 White	433566.26

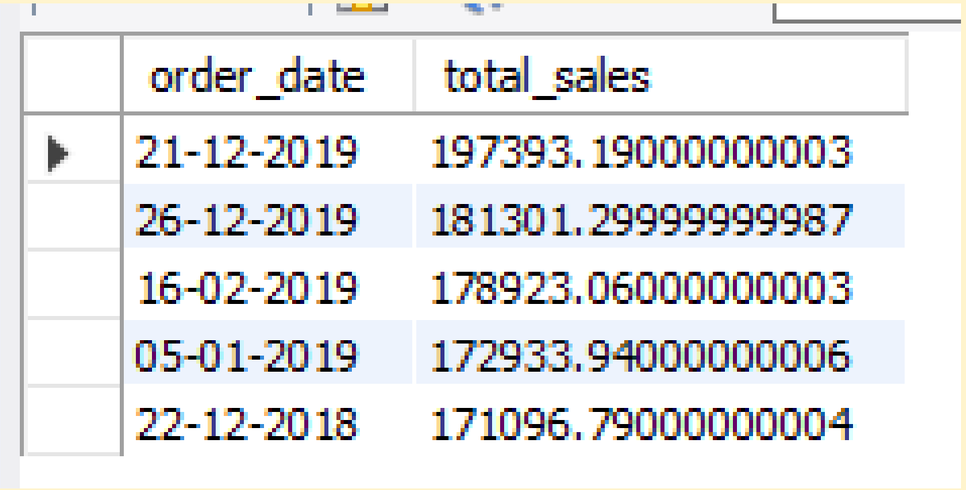
Top 5 Product

SELECT Product_Name,sales from pds order by sales asc limit 5

Product_Name	sales
WWI Wall Lamp E315 Silver	NULL
Adventure Works Wall Lamp E3150 Grey	NULL
Litware Chandelier M8015 Silver	NULL
Litware Chandelier M8015 White	NULL
Contoso Washer & Dryer 21in E210 Green	NULL

Unsold Product

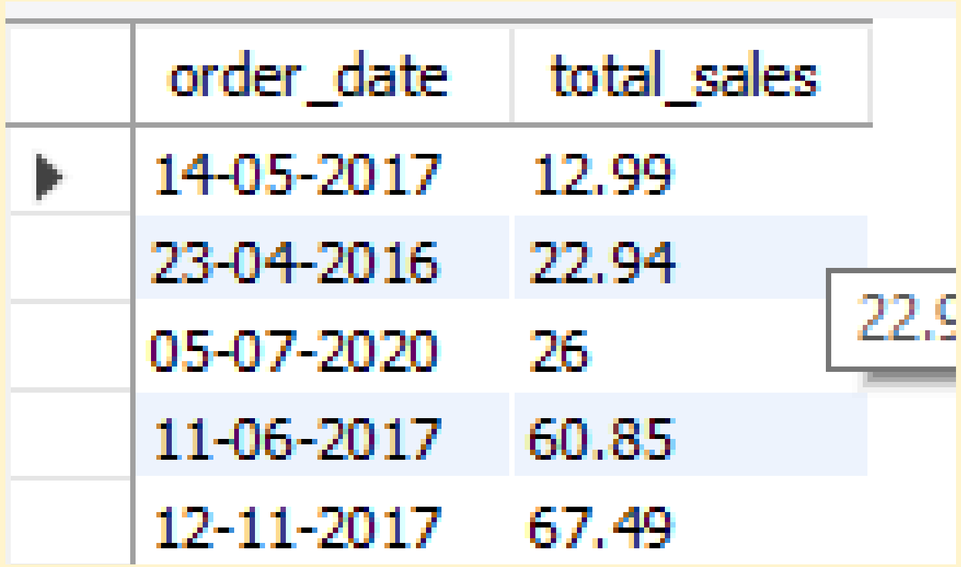
SELECT order_date, SUM(sale_price_USD) AS total_sales FROM sale GROUP BY order_date ORDER BY total_sales DESC LIMIT 5;



order_date	total_sales
21-12-2019	197393.19000000003
26-12-2019	181301.29999999987
16-02-2019	178923.06000000003
05-01-2019	172933.94000000006
22-12-2018	171096.79000000004

Happy Days

SELECT order_date, SUM(sale_price_USD) AS total_sales FROM sale GROUP BY order_date ORDER BY total_sales ASC LIMIT 5;



order_date	total_sales
14-05-2017	12.99
23-04-2016	22.94
05-07-2020	26
11-06-2017	60.85
12-11-2017	67.49

Sad Days

```
SELECT order_year, SUM(sale_price_USD) AS total_sales
FROM sale
GROUP BY order_year;
```

Result Grid | Filter Rows:

order_year	total_sales
2016	6850538.180000068
2017	7304499.510000011
2018	12543102.770000339
2019	18307017.370000456
2020	9322165.37000016
2021	1022140.8499999993

Total Sale Over Year

THANK YOU