

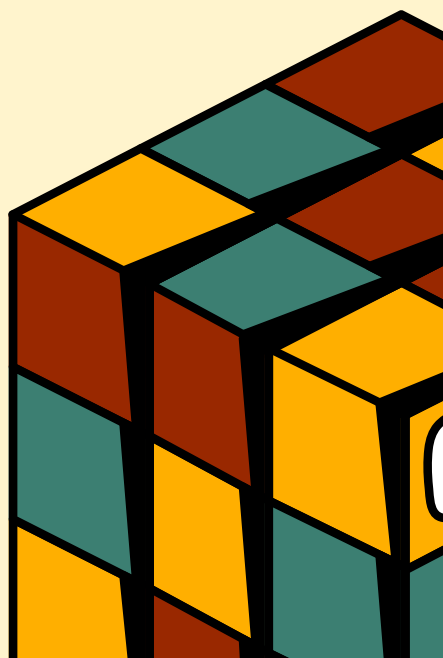
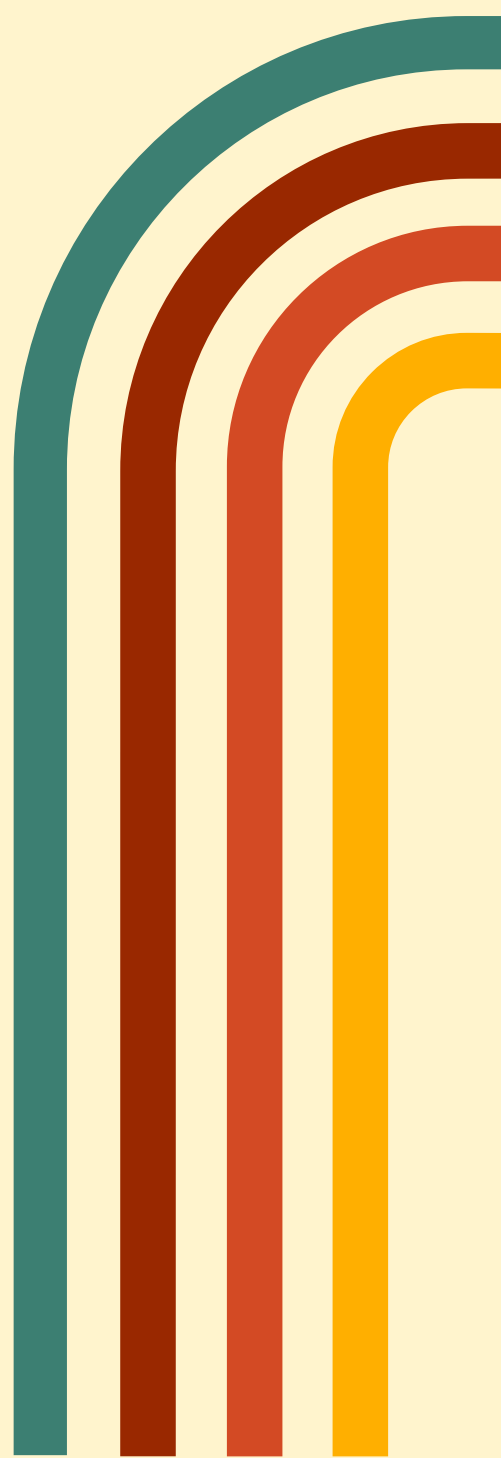


Global Electronics

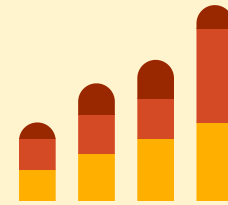
EXPLORATORY DATA ANALYSIS

Gopinath Manickam

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



KPI



Customer Analysis

- Age Distiputoun
 - Gender Distiputoun
 - Geo Graphical Distiputoun
- (by Count, Sales, Frequency of Purchase)



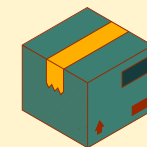
Sales Analysis

- **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

SALES

2,102.46

Ava Order Value

26326

Order Count

67

Store Count

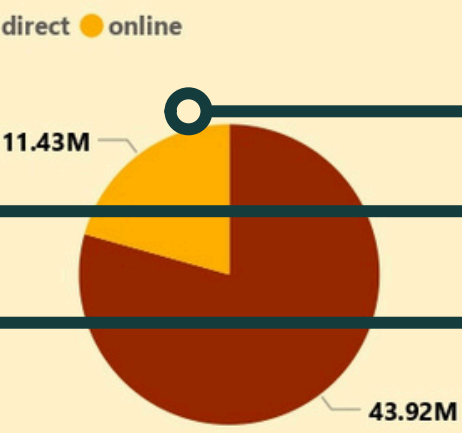
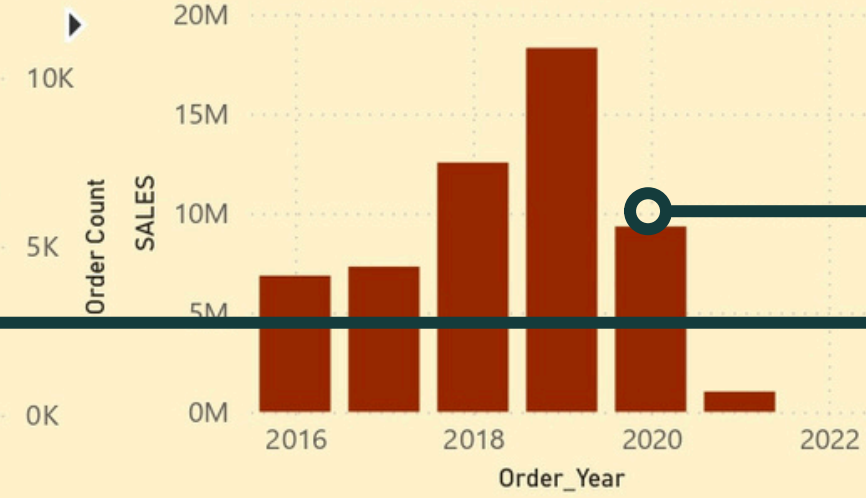
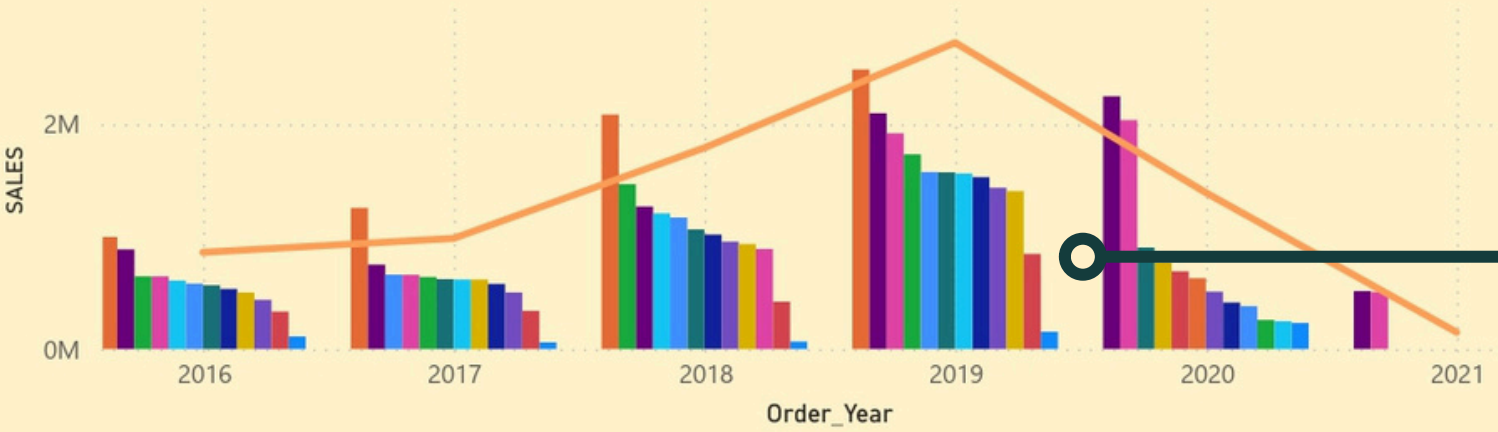
62884

Count of ProductKev

15266

Count of CustomerKev

April August December February January July June March May November October September



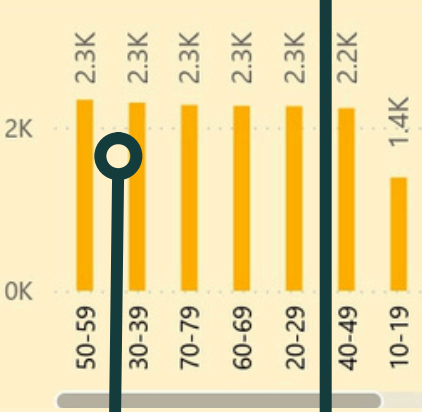
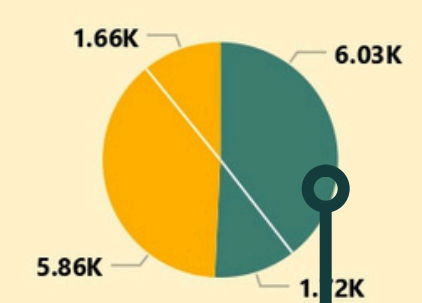
Direct sales vs Onlie sales

cumulative sale by year

Seasonal Sale

Total_Sales_cu Total_Order_Cus Total_Customer

Male Female



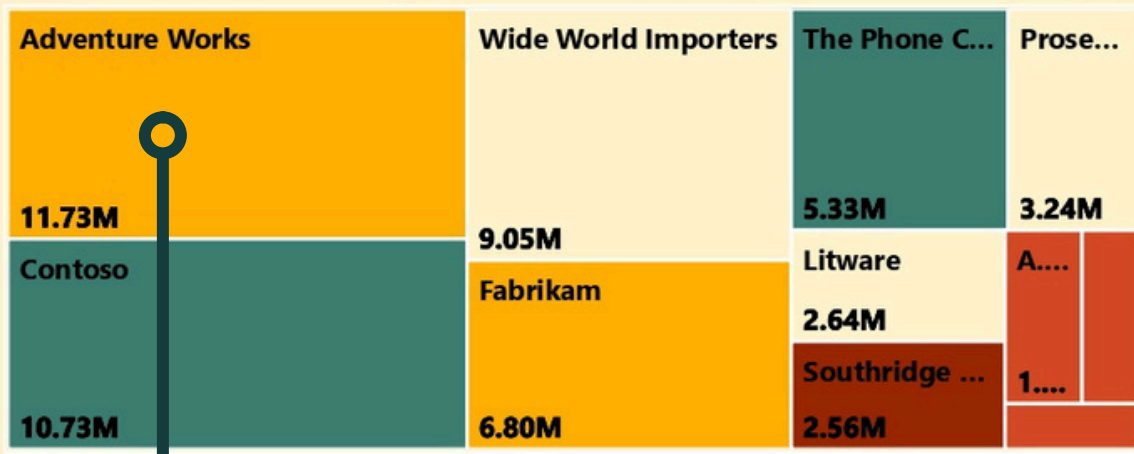
Age

Distiputuon

Geo Graphical
Distiputuon

Gender
Distiputuon

Product Count Product Quantity Product Sales

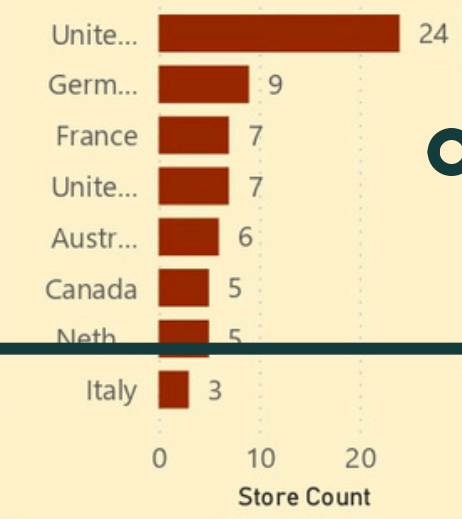
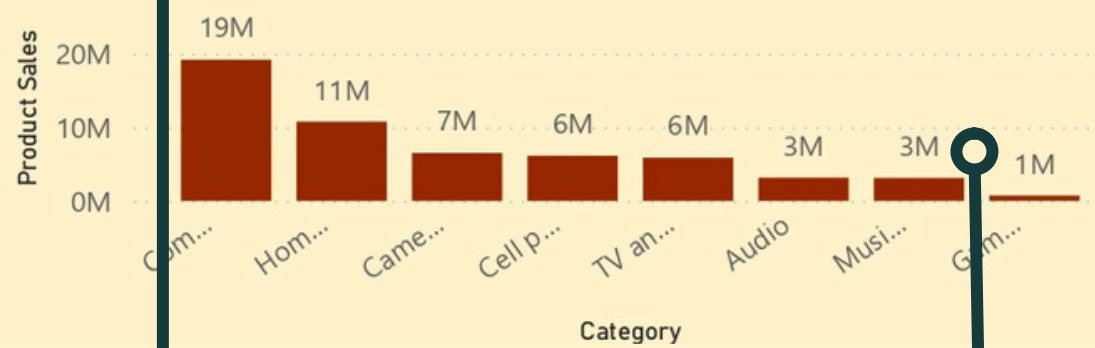


BRAND ANALYSIS

- Order Count
- Product Count
- Sales

CATEGORY ANALYSIS

- Order Count
- Product Count
- Sales



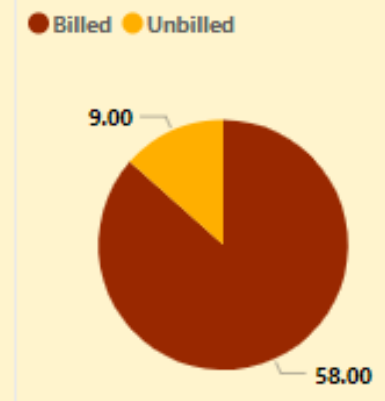
Store Count

Store Sales



Perday Sales by Coutry, avg perday sales

Billed and unbilled store



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

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 Casotmer

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

	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 Casotmer in Male

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

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

Top 5 Casotmer in feale

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

	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;

	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 DESC LIMIT 5;

	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

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 M80 15 Silver	NULL
Litware Chandelier M80 15 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	197393.190000000003
	26-12-2019	181301.299999999987
	16-02-2019	178923.060000000003
	05-01-2019	172933.940000000006
	22-12-2018	171096.790000000004

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;

	order_year	total_sales
▶	2016	6850538.180000068
	2017	7304499.51000011
	2018	12543102.770000339
	2019	18307017.370000456
	2020	9322165.37000016
	2021	1022140.84999999993

Total Sale Over Year

***THANK
YOU***