

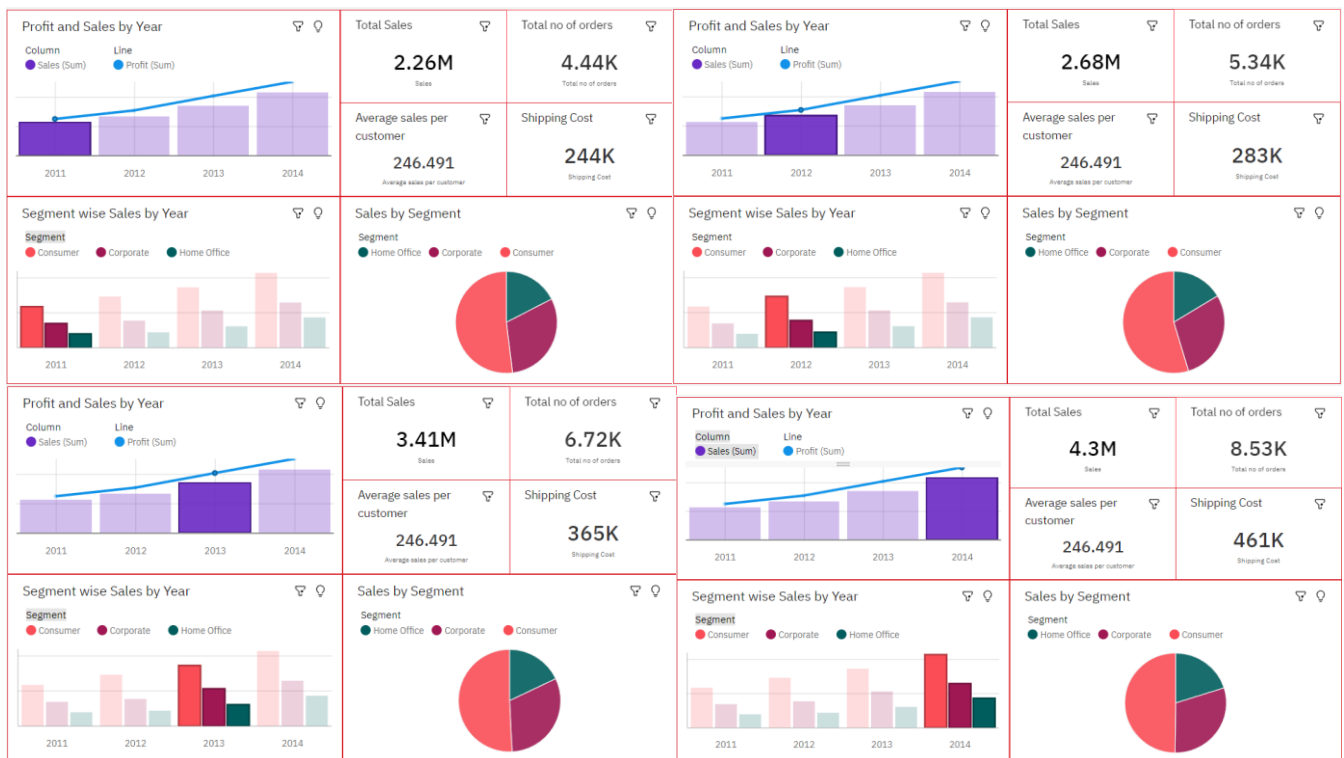
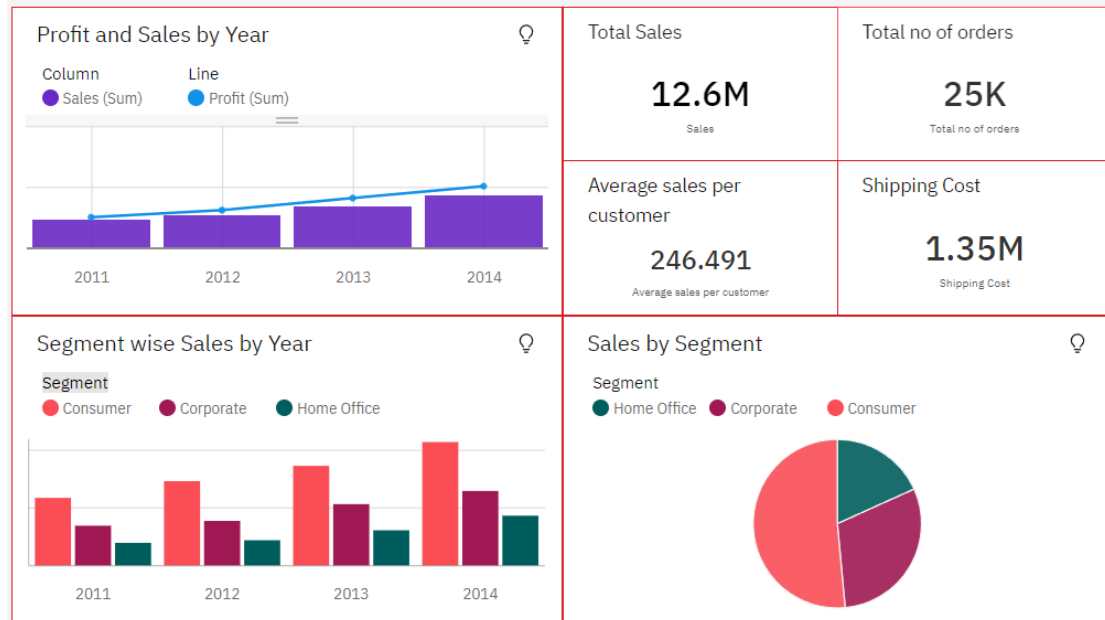
Project Development Phase

Sprint -4 (Dashboard Creation and Summarizing)

Date	15 November 2022
Team ID	PNT2022TMID21528
Project Name	Global sales data analytics

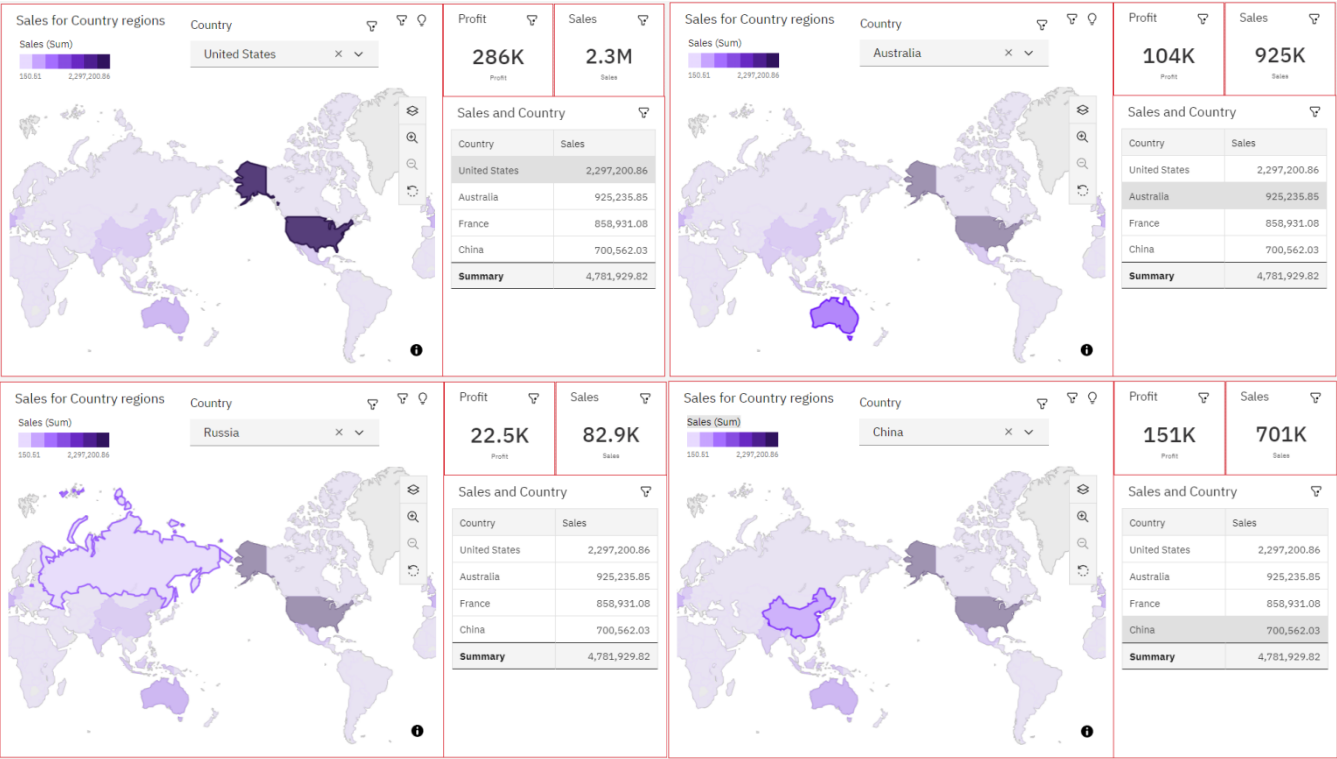
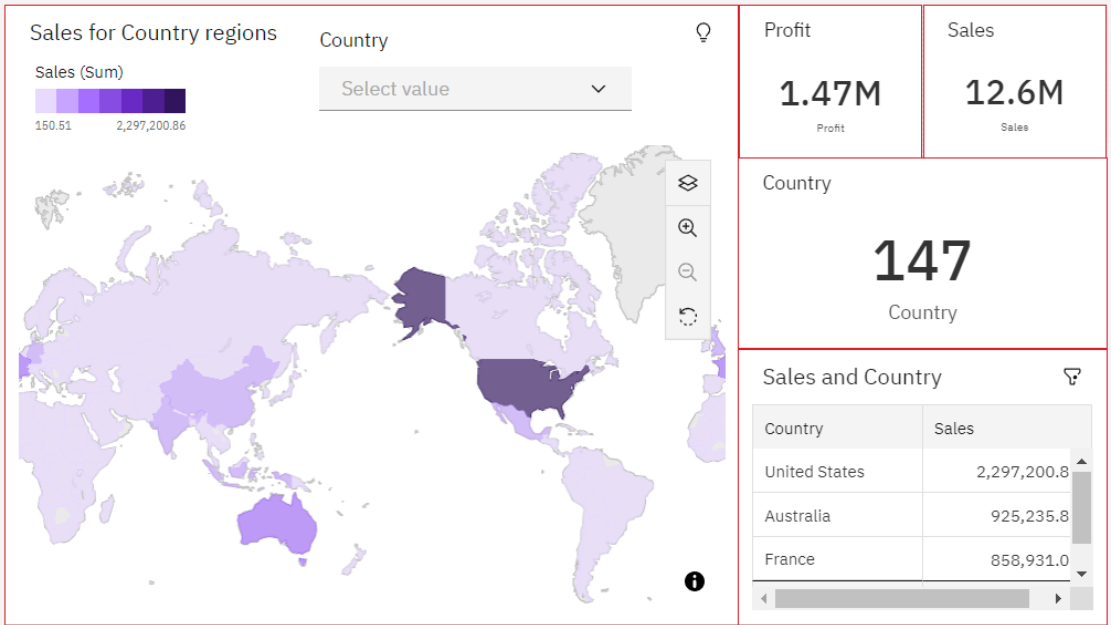
Profit and Sales Analysis:

- Each year the sales and profit are increasing
- Total no of orders – 25k
- Average sales per customer in the period of jan 1- 2011 to dec 31 2014 is \$246.49
- Maximum sales have been happened in customer segment and by each year the sales of each segment are increasing



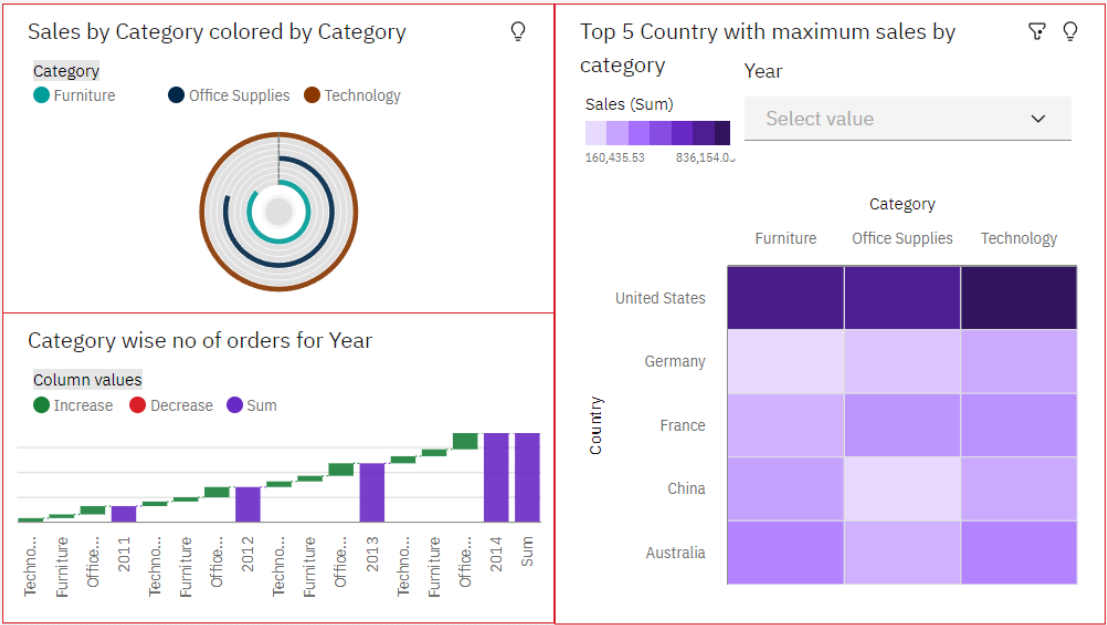
Country Wise Sales

- There are total of 147 countries from which the ecommerce website is being used
- United States has the maximum Sales followed by Australia and France



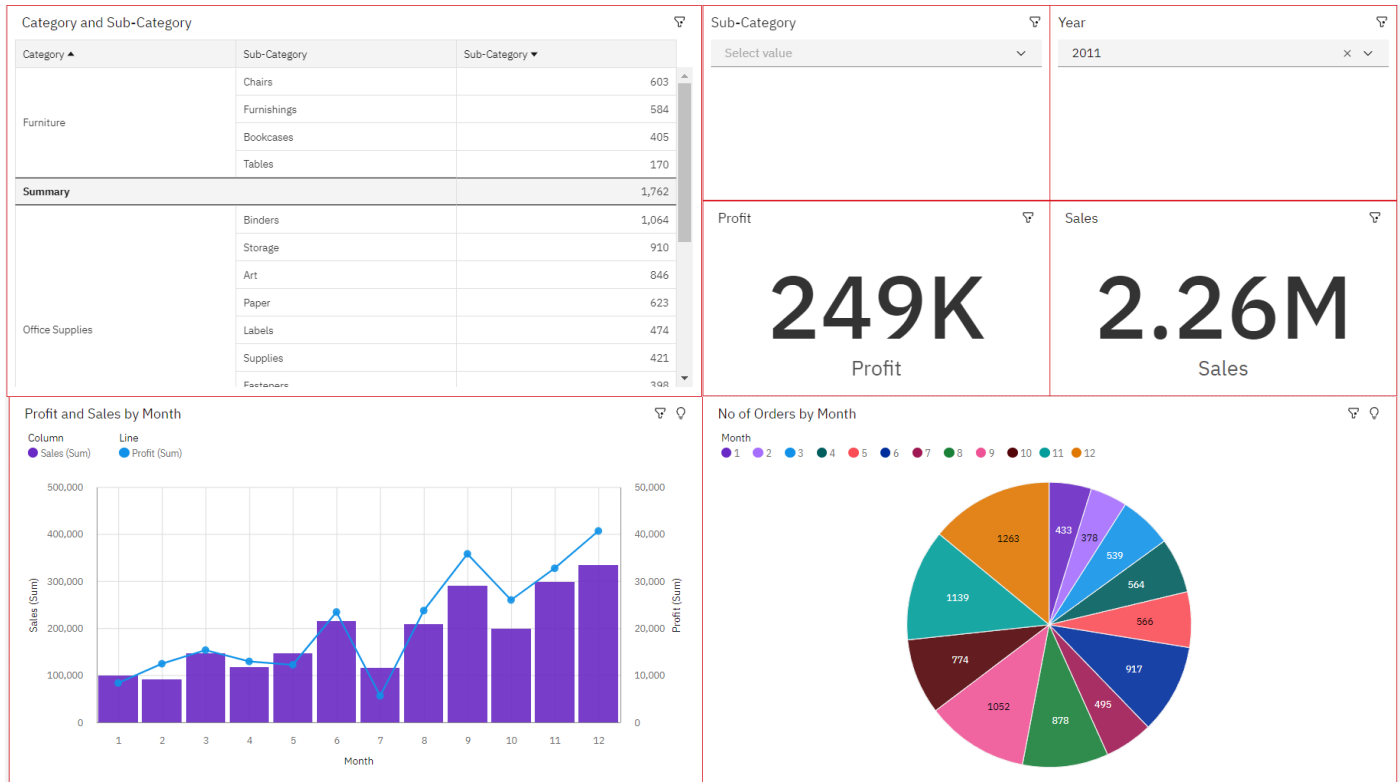
Category Analysis

- Technology Category is most sales
- Office category has the most no of order at the end of each year
- Each Year no of order in all 3 categories are increasing
- 4 out of 5 top most sales country has most of the sales from technology category



Sub- Category Analysis

- **Chairs ,Binders ,Phones are the most ordered products in Furniture Office Supplies and Technology respectively.**
- **Sales and Profit are high at the end of the year and low at beginning of the year**
- **Technology has more sales and profit than other two categories followed by Office Supplies.**
- **Profit has increased yearly over all sub categories.**
- **February has the least no of sales meanwhile December has highest**



Order Priority Analysis

- Average shipping cost is low in medium priority orders and high in critical priority orders
- Standard mode is the most used type of shipping mode whereas Same day is the least used type of shipment mode is Same Day.
- Low priority orders has used only standard mode as it's shipping mode.
- High and medium has used all four shipping modes and critical has not used standard mode for it's shipment even tough it's the most used mode.
- Standard mode has the lowest average shipping cost with a noticable difference.

