

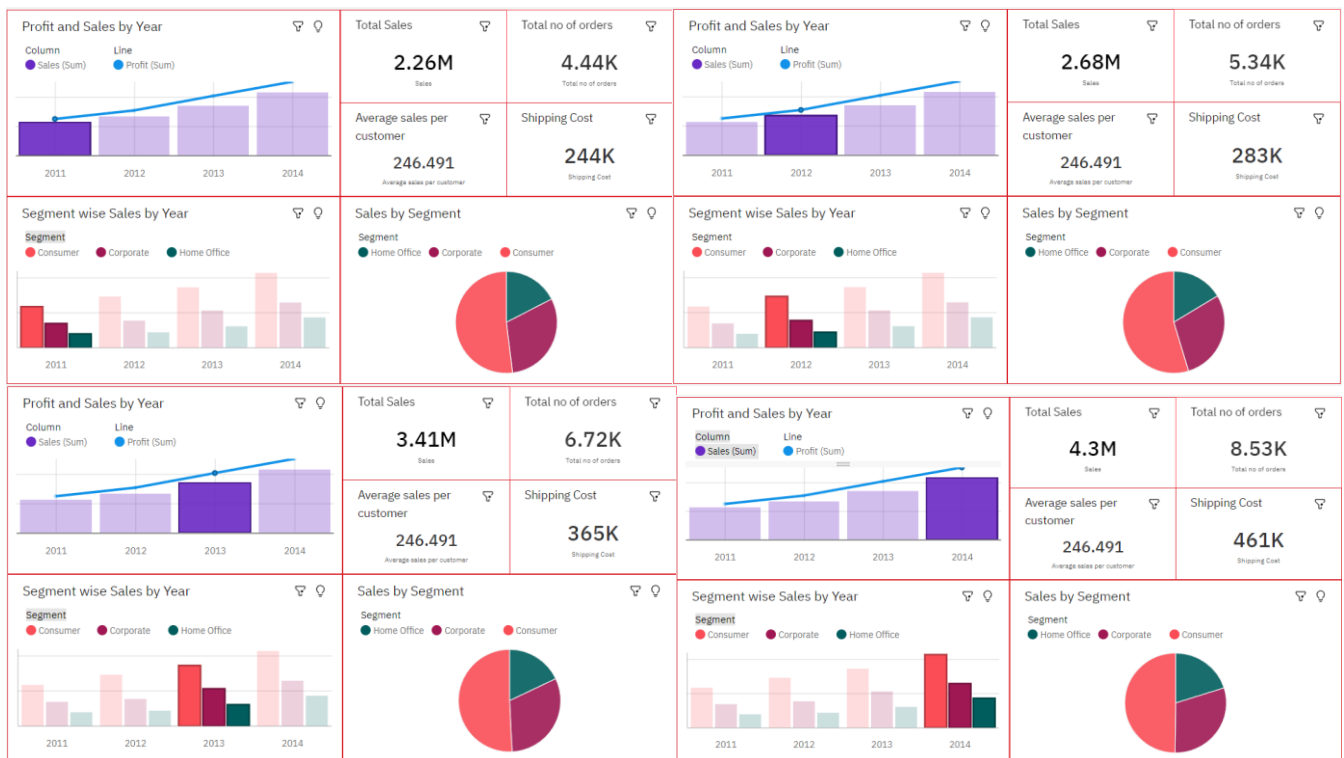
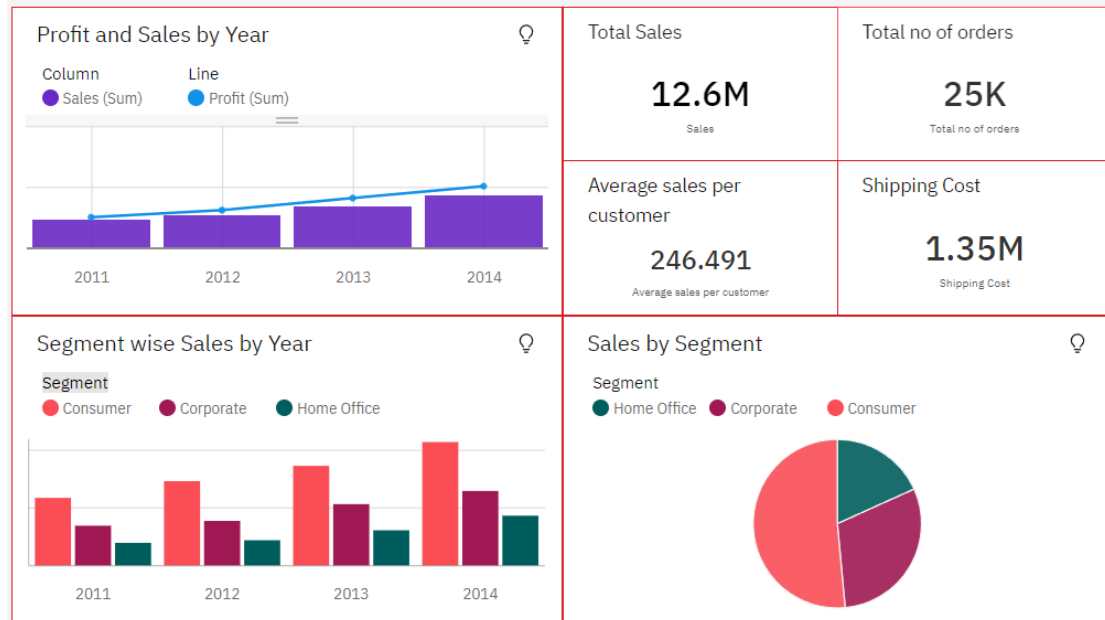
Project Development Phase

Dashboard Creation and Summarizing

Date	12 November 2022
Team ID	PNT2022TMID21528
Project Name	Global sales data analytics

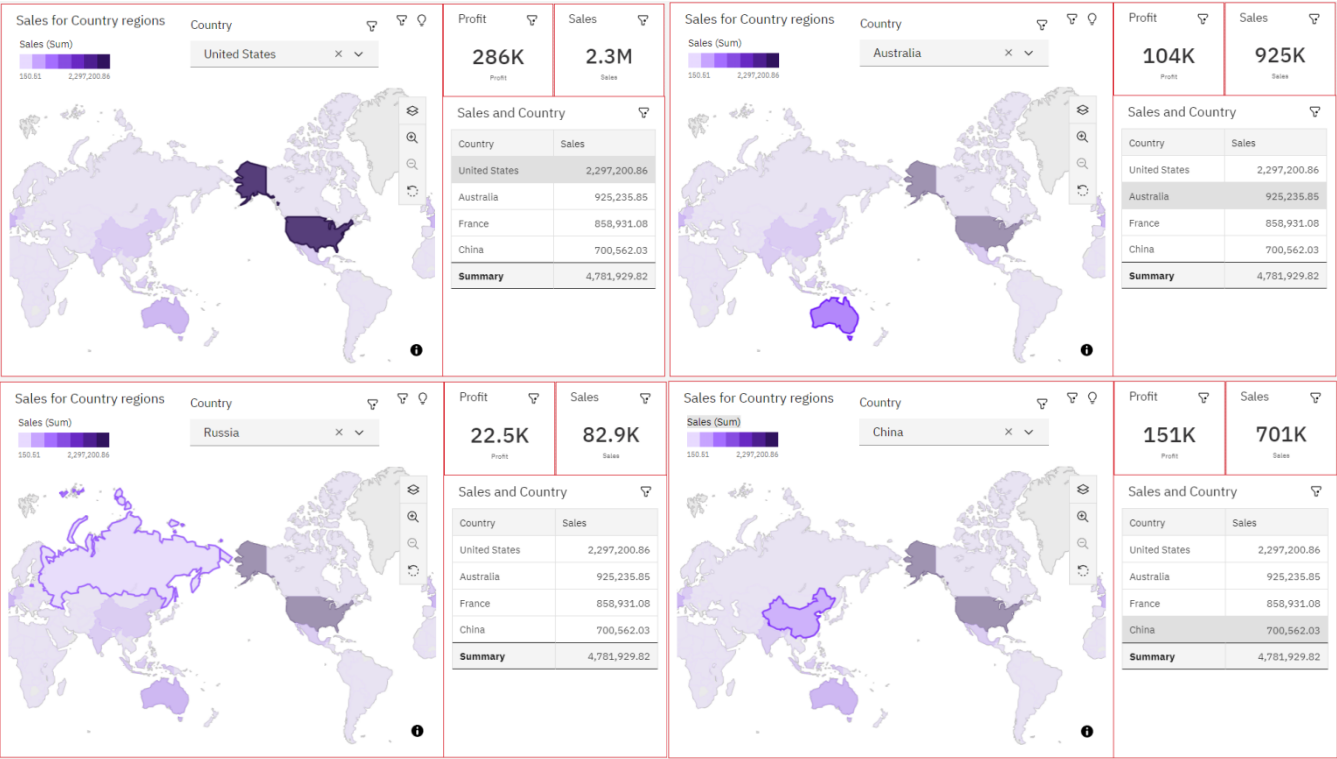
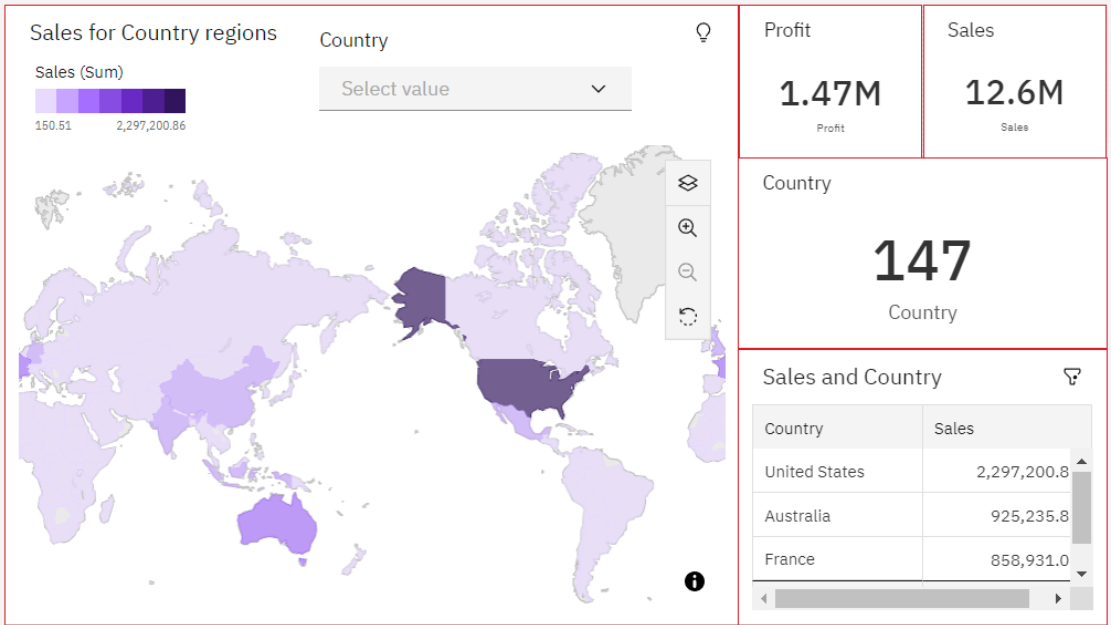
Profit and Sales Analysis:

- 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



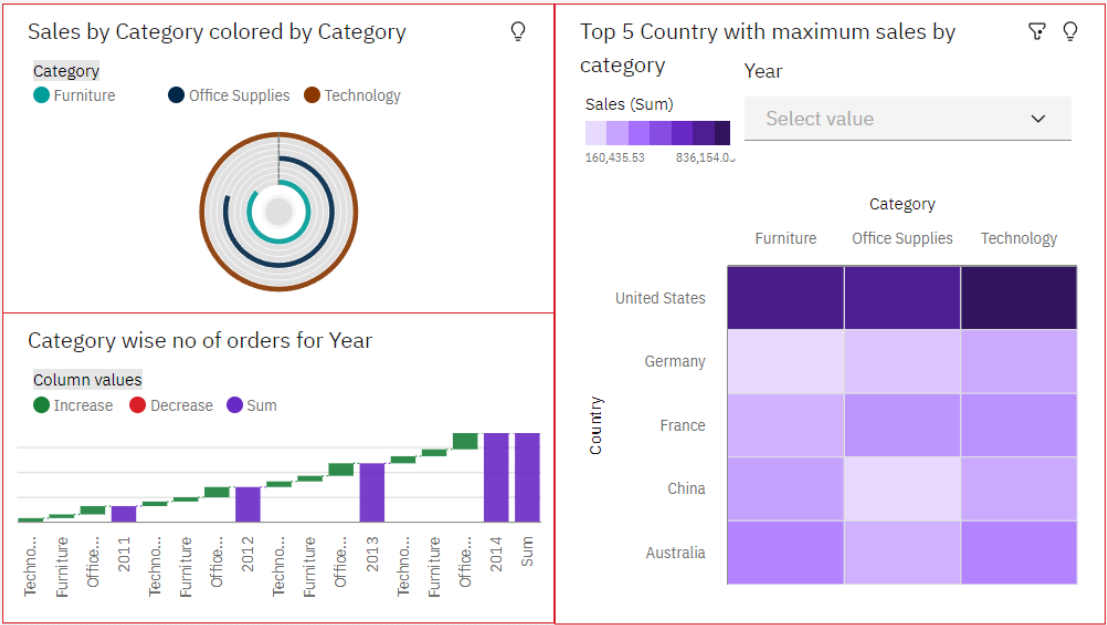
Country Wise Sales

- 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



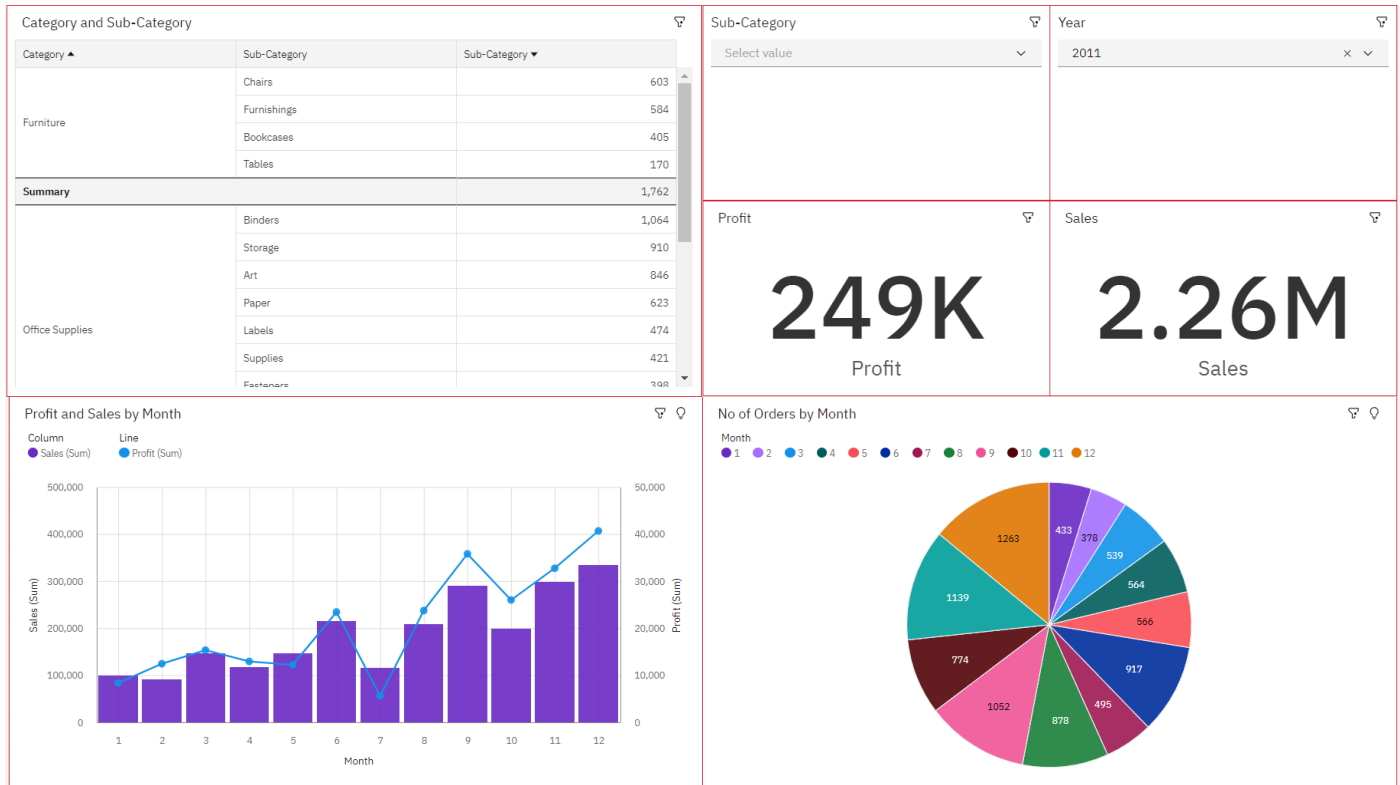
Category Analysis

- 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
- Low priority orders have 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 its shipment even though it's the most used mode.
- Standard mode has the lowest average shipping cost with a noticeable difference.

