

The background is a deep blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and a large circular scale with numerical markings from 140 to 260. Some circles have arrows indicating a clockwise direction.

# GLOBAL ELECTRONICS

RETAIL ANALYSIS TO IMPROVE SALES AND  
EFFICIENT INVENTORY MANAGEMENT

R Jegadeswari

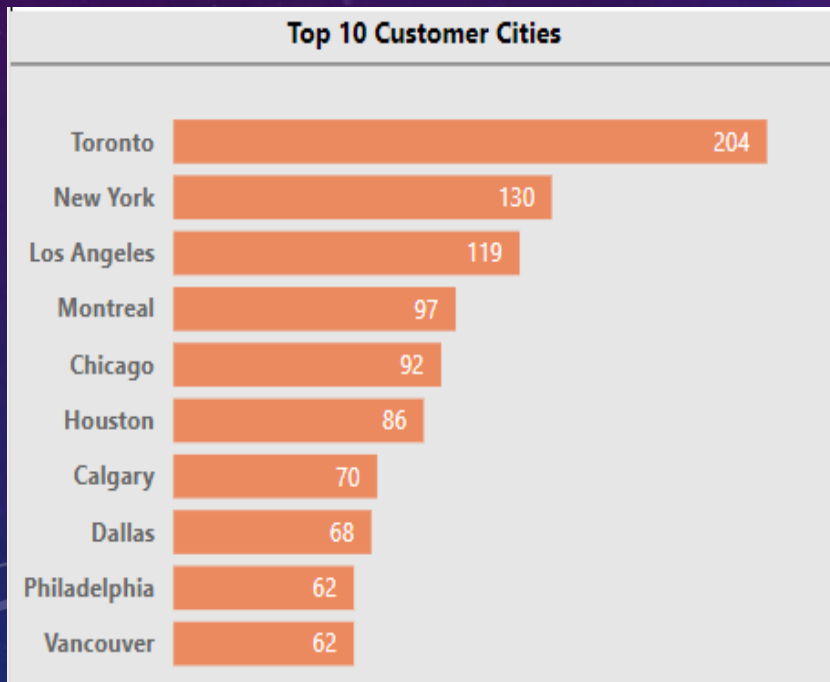
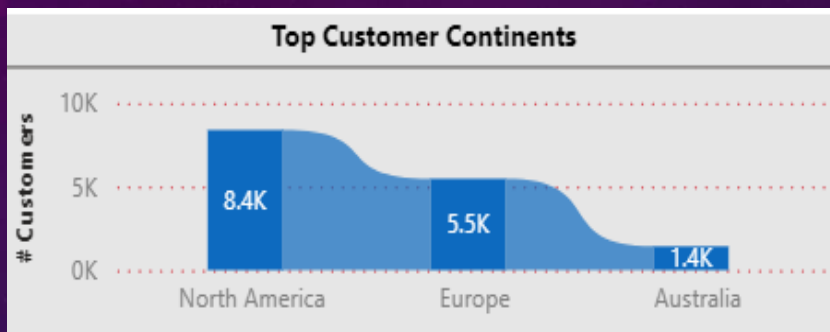
# THE COMPANY

- Global Electronics, a leading retailer of consumer electronics, has provided with several datasets containing information about their customers, products, sales, stores, and currency exchange rates.
- The company seeks to leverage this data to better understand their business and identify areas for improvement.

# THE REQUIREMENT

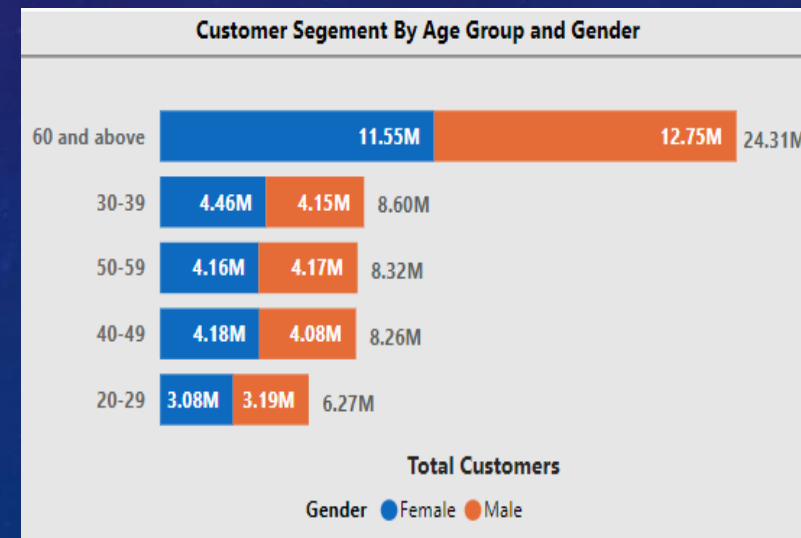
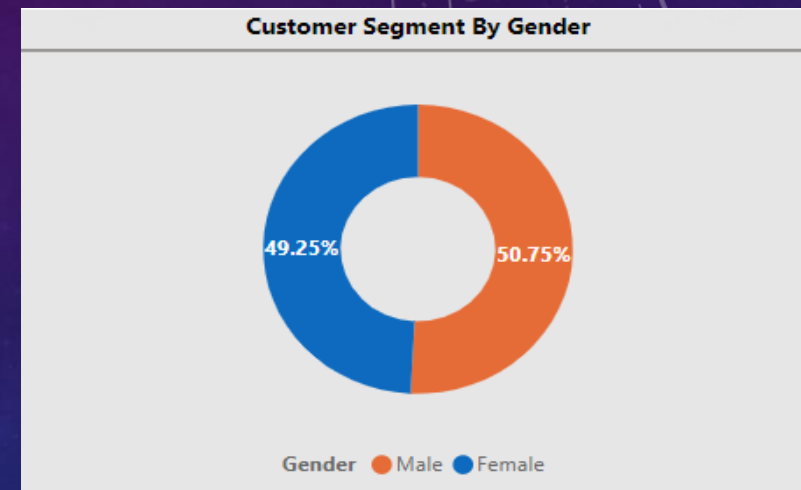
- As part of Global Electronics' data analytics team, there is a request to conduct a comprehensive Exploratory Data Analysis (EDA) to uncover valuable insights from the company's data.
- The goal is to provide actionable recommendations that can enhance customer satisfaction, optimize operations, and drive overall business growth.

# CUSTOMER ANALYSIS



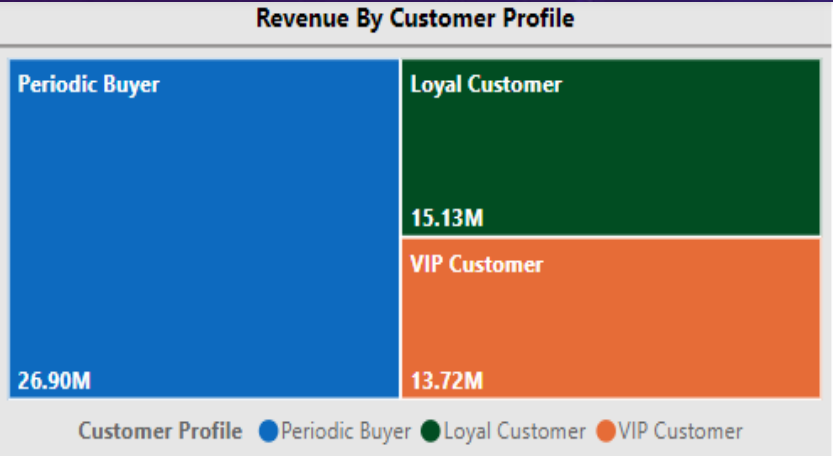
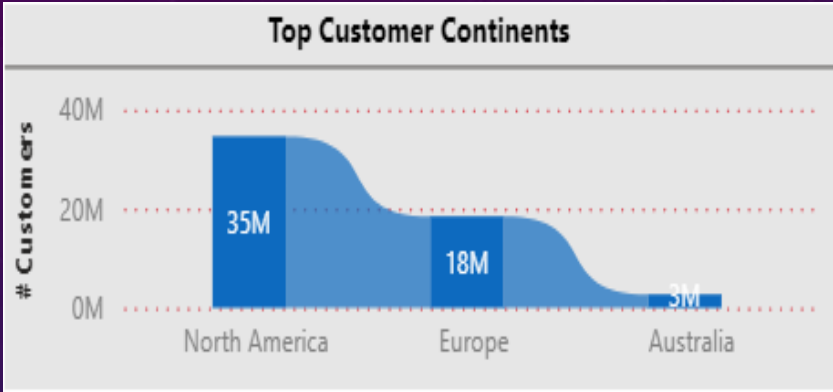
#### Insights:

- Gender distribution appears to be **evenly balanced**. This suggests that the retailer's products might be appealing to both genders.
- The customer base is predominantly composed of **individuals aged 60 and above**, and the youngest in the age group of 20-29 represents a significantly smaller portion
- Majority of customers are from **North America** followed by Europe and Australia. Toronto is leading in the US, followed by the ones in Canada including Montreal, Calgary and Atlanta.

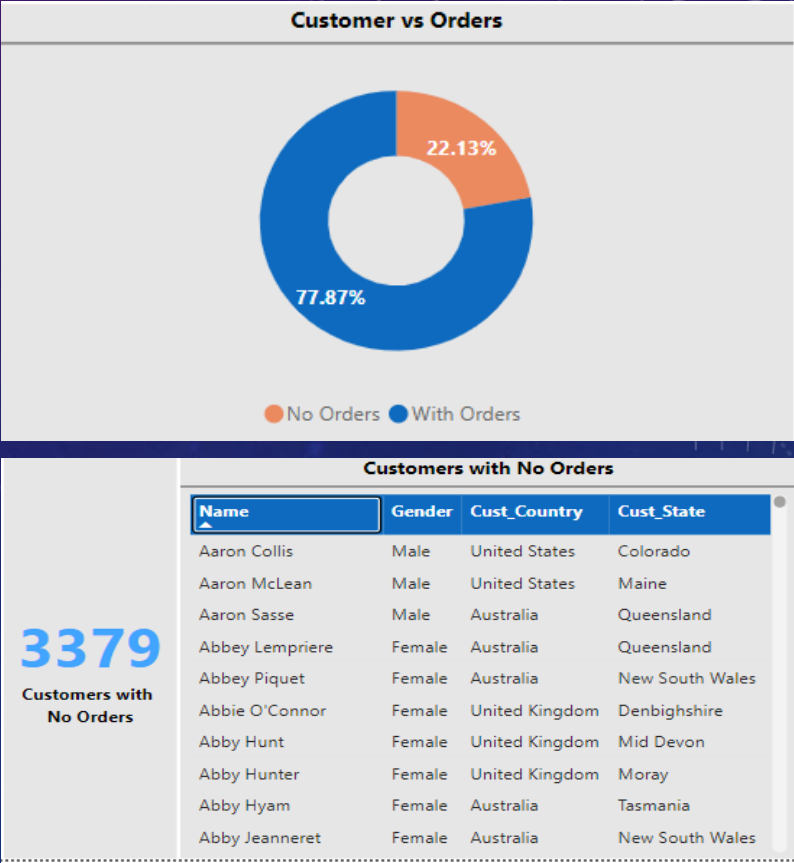




# CUSTOMER-SALES ANALYSIS

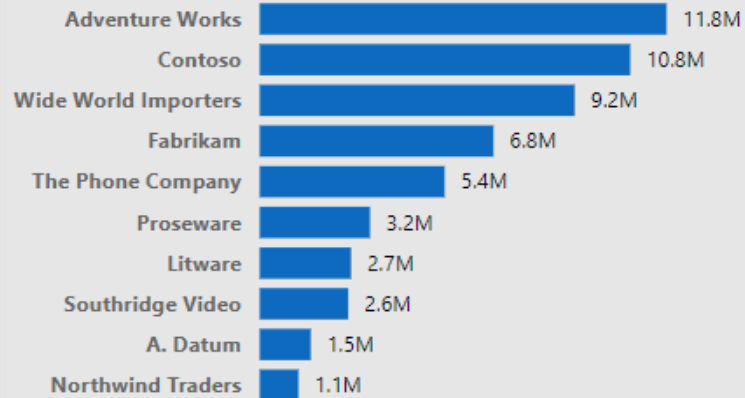


- Insights:
- **North America** tops with most customers and highest revenue, followed by Europe and Australia. Toronto leads amongst the other cities.
  - **Periodic buyers** with purchase frequency of 5-10 orders generates almost **50% of revenue** and the remaining together by the loyal and VIP customers
  - **22.13% customers with no orders** indicate an action to be taken.
  - **Gender distribution** seems to be contributing equally to the revenue

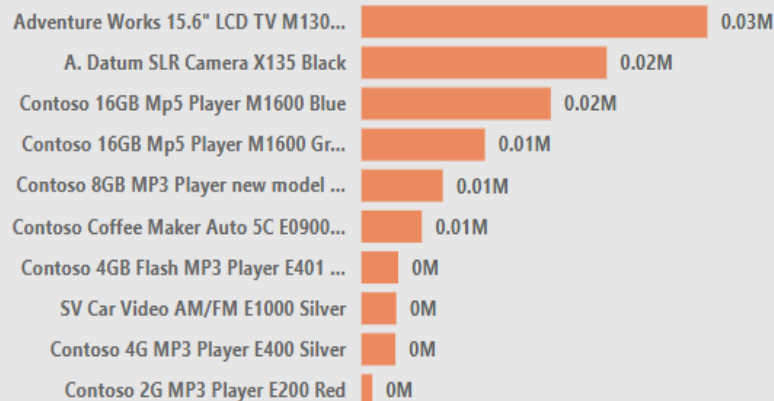


# PRODUCT-SALES ANALYSIS

Total Revenue by Brand



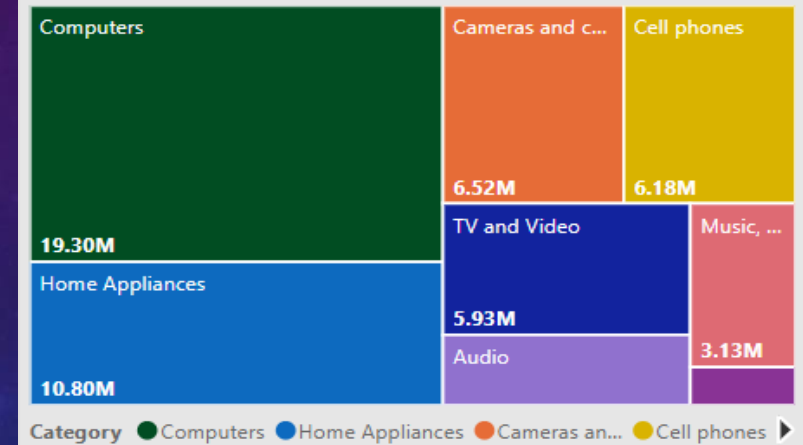
Top 10 Products with Highest Revenue



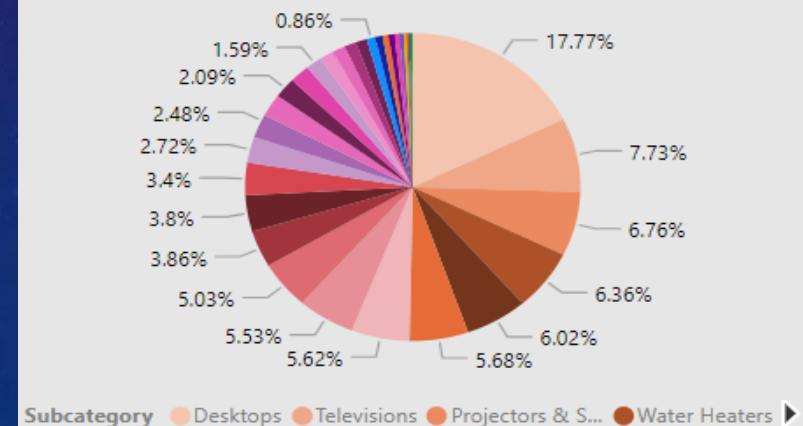
## Insights:

- **Leading Brands:** Adventure Works leads followed by Contoso and WWI. Lead by 'Adventure Works' indicates strong brand recognition and customer preference. Marketing and product quality likely contribute to this brand's success.
- **Top Category and Subcategory:** Computers are the most popular category followed by Home Appliances, Cameras and Cell Phones. In the subcategory, Desktops has a significant 17.77% revenue.
- **Top Products:** The highest-selling products are from Adventure Works and Contoso. This suggests a high demand for these products among customers, potentially due to specific features or competitive pricing.

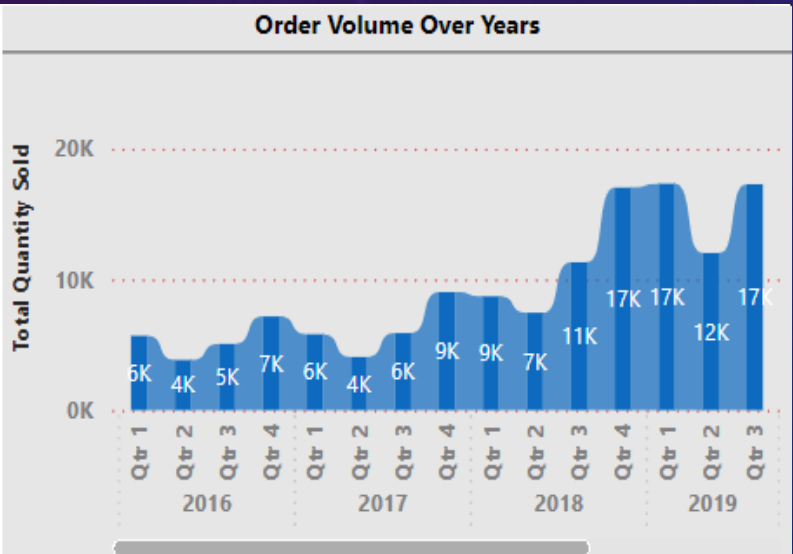
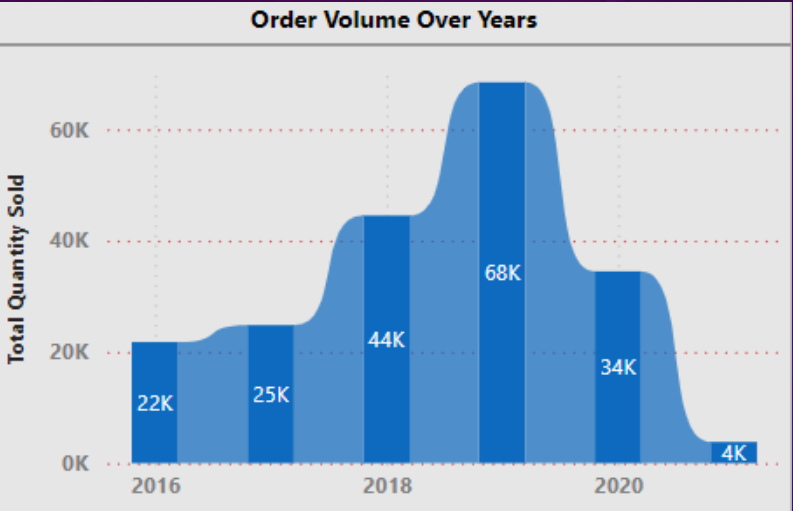
Total Revenue By Category



%Revenue By Subcategory



# PRODUCT-SALES ANALYSIS



## Insights:

- Highest number of orders in 2019 might be due to COVID
- Quarter 2 every year has recorded the **least revenue** and a **peak revenue** in Quarter 4 and Quarter 1
- There are **25 Products with no sales** indicate further analysis and appropriate action. The subcategory seems to be mostly Lamps.

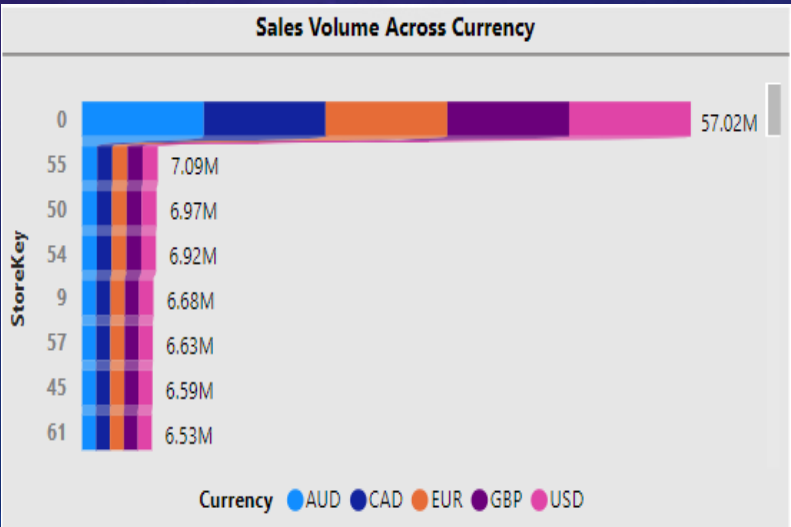
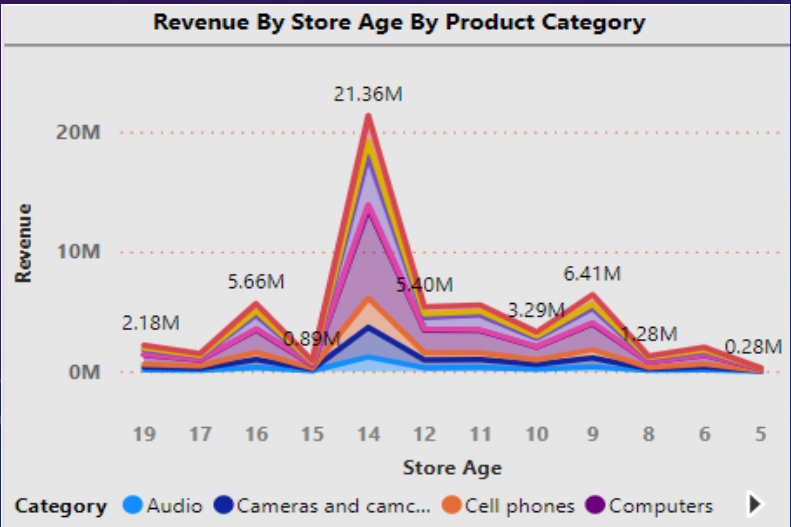
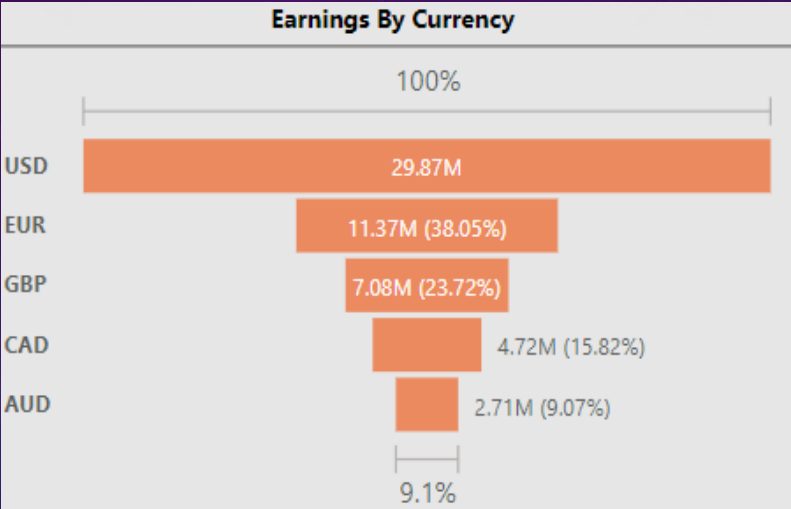
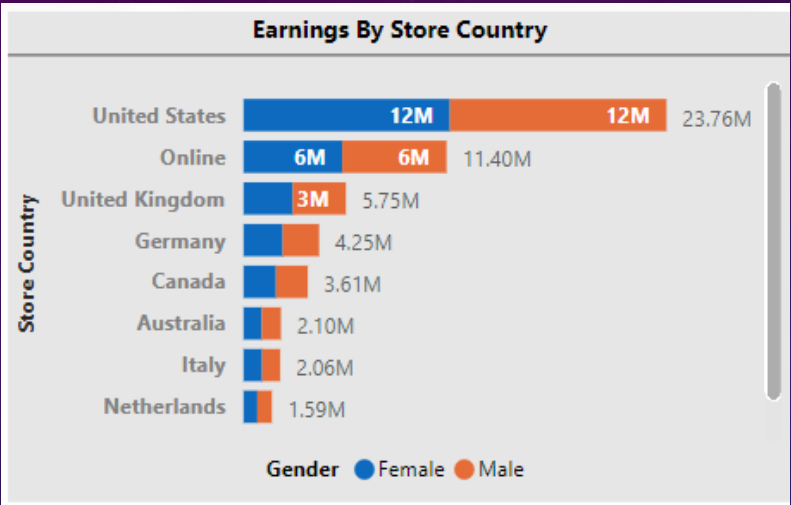
25

#Products  
with No Sale

## Products with No Sales

ProductName	Subcategory
Adventure Works Chandelier M6150 Black	Lamps
Adventure Works Desk Lamp E1200 Blue	Lamps
Adventure Works Desk Lamp E1300 Grey	Lamps
Adventure Works Desk Lamp E1300 Silver	Lamps
Adventure Works Floor Lamp M2150 Black	Lamps
Total	

# STORE & CURRENCY ANALYSIS



### Stores with No Orders

Store Key	OpenDate	Store Age	Square Meters	Country	State
3		12	2,000.00	Australia	South Australia
7		17	1,105.00	Canada	New Brunswick
11		15	1,210.00	Canada	Yukon
25		14	1,610.00	Germany	Mecklenburg-Vorpom
35		17	1,225.00	Netherlands	Zeeland
46		12	1,015.00	United States	Delaware
52		15	2,000.00	United States	Mississippi
58		17	1,330.00	United States	North Dakota
Total		138			

9

Stores with No Orders

### Insights:

- US tops with the **highest revenue** and **gender** does **not have** any **correlation** to the revenue generated
- USD is the **most widely used** currency
- Online Store (Store #0) made more than 50% with almost equal contribution by all currency types
- 9 stores with no sales indicates further analysis





THANK YOU