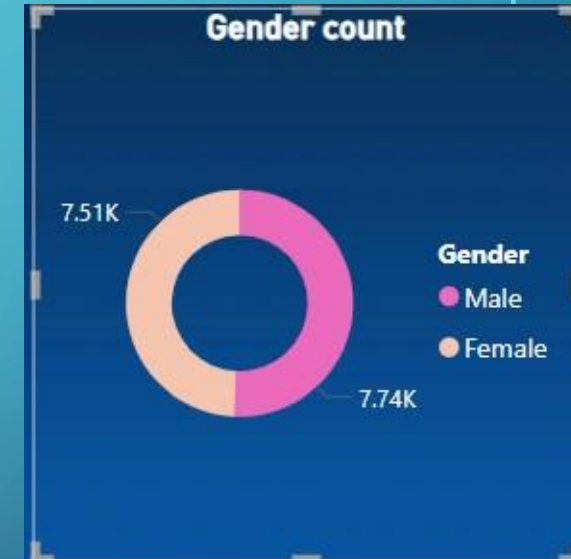
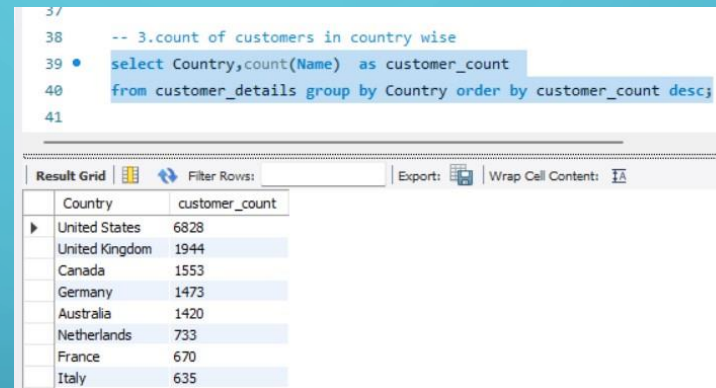
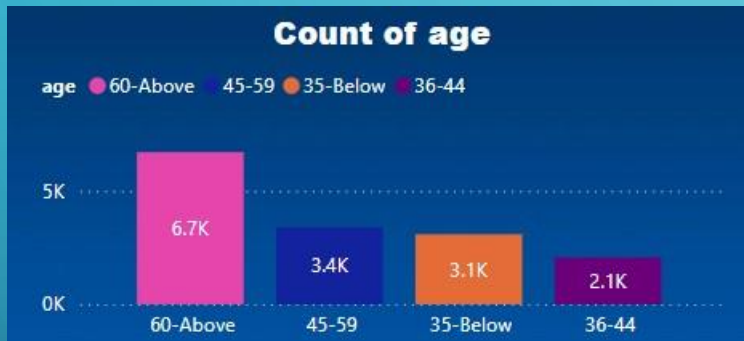
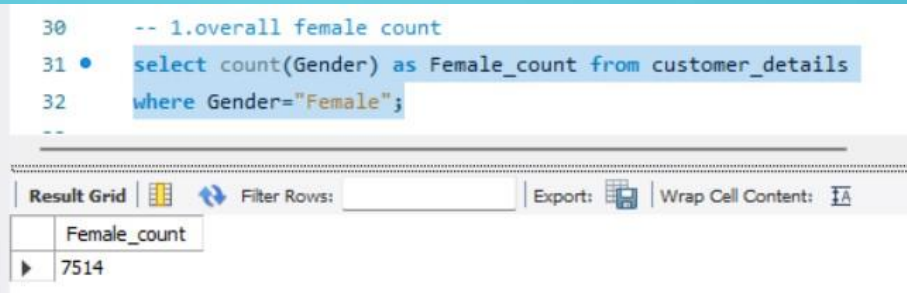
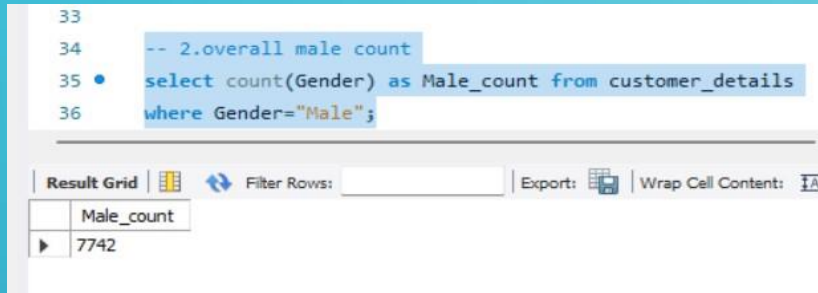




DATA SPARK: ILLUMINATING INSIGHTS FOR GLOBAL ELECTRONICS

EFFECTIVE SALES ANALYSIS ALLOWS A COMPANY TO ALLOCATE RESOURCES MORE EFFICIENTLY. IT HELPS DETERMINE WHICH PRODUCTS OR SERVICES ARE PERFORMING WELL AND WHICH ARE UNDERPERFORMING. THIS INSIGHT ENABLES BUSINESSES TO FOCUS ON PROMOTING HIGH-PERFORMING ITEMS AND REEVALUATING OR DISCONTINUING UNDERPERFORMERS.

MALE AND FEMALE COUNT



Small difference in male and female counts might indicate that your products or services appeal equally to both genders.

The age group of 60 and above has a higher count compared to other age groups, suggesting that older adults are a significant portion of the customer base.

US nearly have 6k-above customers, on other sides Italy,France,Netherlands having fewer than 1000 customers which implies that places need for increased focus

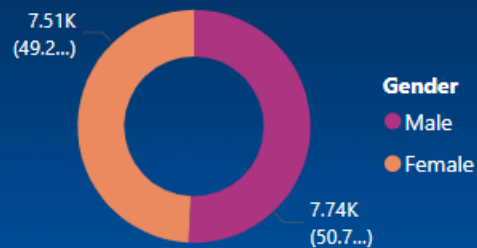
Global Electronic Sales

Profit
141.44

Country

- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ Italy
- ☐ Netherlands
- ☐ Online
- ☐ United Kingdom
- ☐ United States

Gender count



max sales

32.00K

min sales

0.95

year

All

Exchange_rate

1.06

Sum of total_sales

55.76M

Count of StoreKey

58

Customers

15.256K

Country

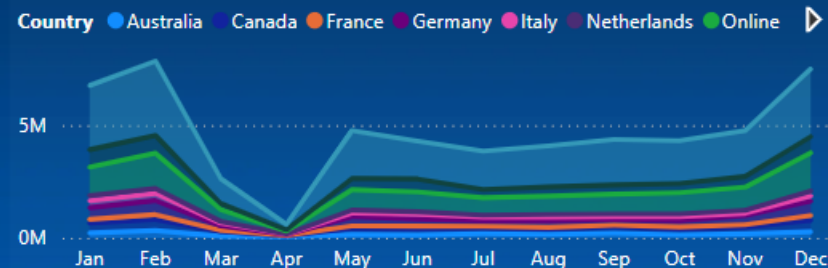


Brands wise sales



year	Count of BRANDS	BRANDS
2016	256	A. Datum
2016	770	Adventure Works
2016	1878	Contoso
2016	525	Fabrikam
2016	320	Litware
2016	241	Northwind Traders
2016	259	Proseware
2016	999	Southridge Video
Total	62884	

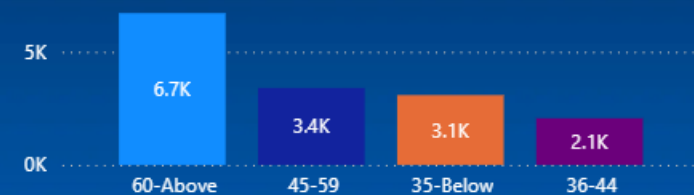
Total_sales by monthName and Country



Count of age

age

- 60-Above
- 45-59
- 35-Below
- 36-44



Global Electronics sales Analysis

Country

Netherlands

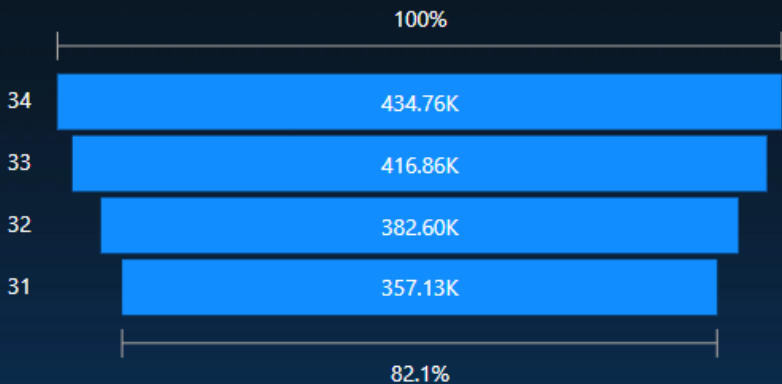
Month

All

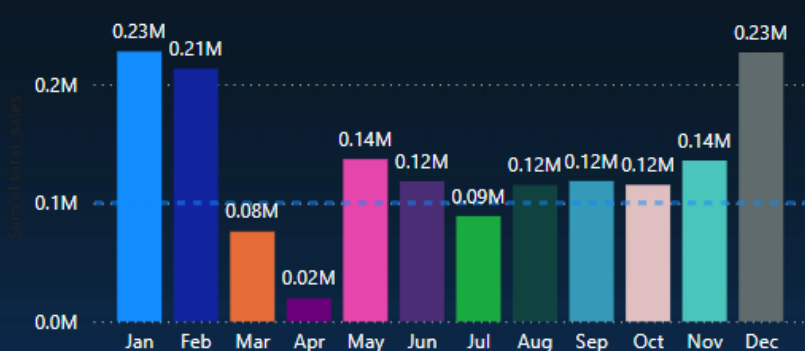
year

All

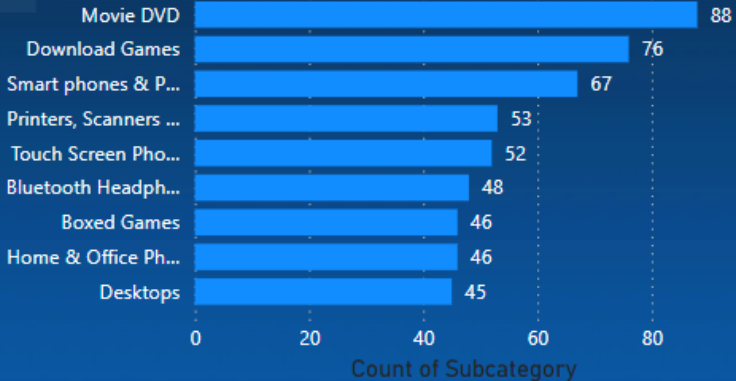
Total sales of stores



Total sales by month



Count of Subcategory



BRANDS	Sum of cost sales	Sum of total_sales	Profit Percentage by Brand and Year
Fabrikam	67,152.18	1,61,769.67	140.90
Litware	34,771.77	86,807.62	149.65
Northwind Traders	9,351.99	21,189.34	126.58
Proseware	40,493.71	1,03,043.71	154.47
Southridge Video	26,342.02	64,989.29	146.71
Tailspin Toys	9,760.59	22,067.88	126.09
The Phone Company	61,583.33	1,41,110.00	129.14
Wide World Importers	1,22,599.96	3,00,030.87	144.72
Total	6,53,579.12	15,91,344.48	143.48

YEAR WISE PROFIT COMPARISION

Year	sales	Previous_year_Sa	profit_percent
2016	4107000	NULL	NULL
2017	4337064	4107000.458	5.6
2018	7464961	4337064.057	72.12
2019	10697739	7464961.107	43.31
2020	5447460	10697738.9	-49.08
2021	608463.7	5447460.147	-88.83

Growth and Decline: The data indicates a period of growth in sales from 2016 to 2019, peaking in 2019. After that, there is a significant decline in 2020 and 2021.

Profit Percentage Fluctuations: The profit percentages show large fluctuations. After a modest increase of 5.6% in 2017, there's a sharp rise of 72.12% in 2018 followed by a gain of 43.31% in 2019. Subsequently, there are significant declines of -49.08% in 2020 and -88.83% in 2021.

Enhance Product and Service Offerings

- **Product Innovation:** Continuously innovate and improve your products or services based on market trends and customer feedback.
- **Diversification:** Expand your product line to cater to a wider range of customer needs or enter new markets.
- **Quality Assurance:** Ensure high-quality standards for your products or services to build trust and encourage repeat purchases.

Optimize Pricing Strategies

- **Competitive Pricing:** Analyze competitor pricing and adjust your pricing strategy to remain competitive without compromising profitability.
- **Dynamic Pricing:** Implement dynamic pricing models that adjust prices based on demand, customer segments, or market conditions.
- **Bundling and Discounts:** Offer product bundles or discounts to incentivize purchases and increase average order value.