GOVERNMENT COLLEGE OF ENGINEERING ERODE



B.E Electronics and Communication Engineering

PRODUCT SALES ANALYSIS

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PRODUCT SALES ANALYSIS

AIM:

To find the region wise top 5 and bottom 5 products with order_ID by considering the profit as the main aspect.

Introduction:

A product sales analysis dataset is a collection of structured data that contains information about the sales and performance of various products within a specific time frame or across multiple periods. This dataset is a valuable resource for businesses and analysts seeking to gain insights into their product sales, customer behavior, and overall market trends. It typically includes a wide range of data points, such as sales volume, revenue, pricing, customer demographics, geographic distribution, and more.

CONTENT OF DATASET:

- Order_ID : A specific ID given to each product
- Order_Priority : Priority of the product
- Order_Quantity: No of product items sold.
- Ship_Mode: Divided in two categories Express Air and Regular Air
- Profit: Profit earned from the sale
- Customer_Name: Name of the customer purchasing the products
- Region: Region to which the customer belongs
- Customer_Segment: Divided as per the size of business
- Product_Category: Divided according to the usage of the product
- Product_Sub-Category: Divided according to the usage of the product
- Product Name: Name of the product
- Product_Container: Type of container in which the product is shipped.

CATEGORIES TO BE CONSIDERED FOR OUR VISUALIZATION:

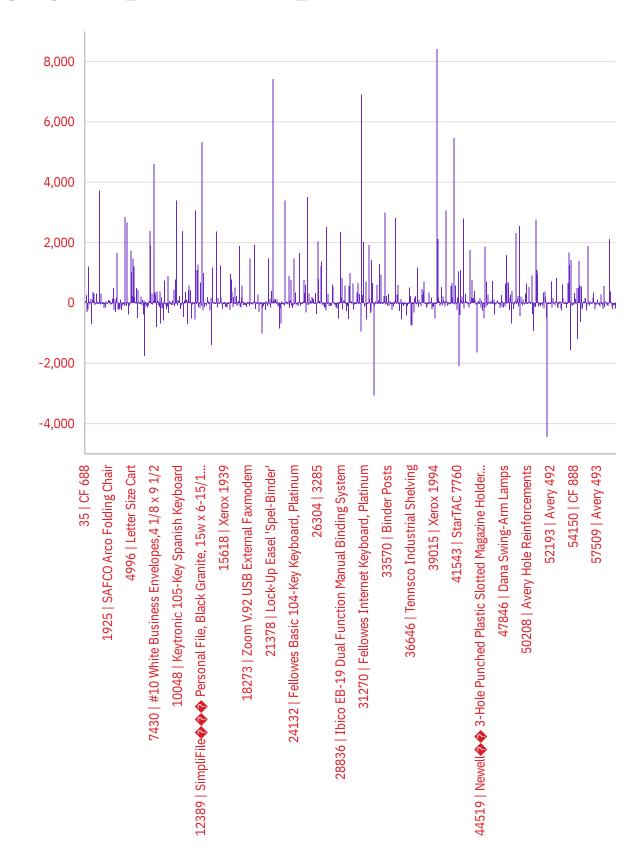
- ✓ **Order_ID**: Top 5 and Bottom 5 Order_ID's of each region.
- ✓ **Product_Name**: Top 5 and Bottom 5 Product_Name 's of each region.
- ✓ **Profit**: Top 5 (positive) and Bottom 5 (negative) profits of each region.
- ✓ **Region :** There are five regions in the dataset. They are Atlantic , Ontario , Prarie , Northwest Territories , Nunavut , West .

By using these parameters on region wise visualization we can clearly understand that which top 5 products produced more profit and which bottom 5 products produced less profit.

PROFIT

Profit (Sum)

Profit by Order_ID and Product_Name



POSITIVE PROFIT

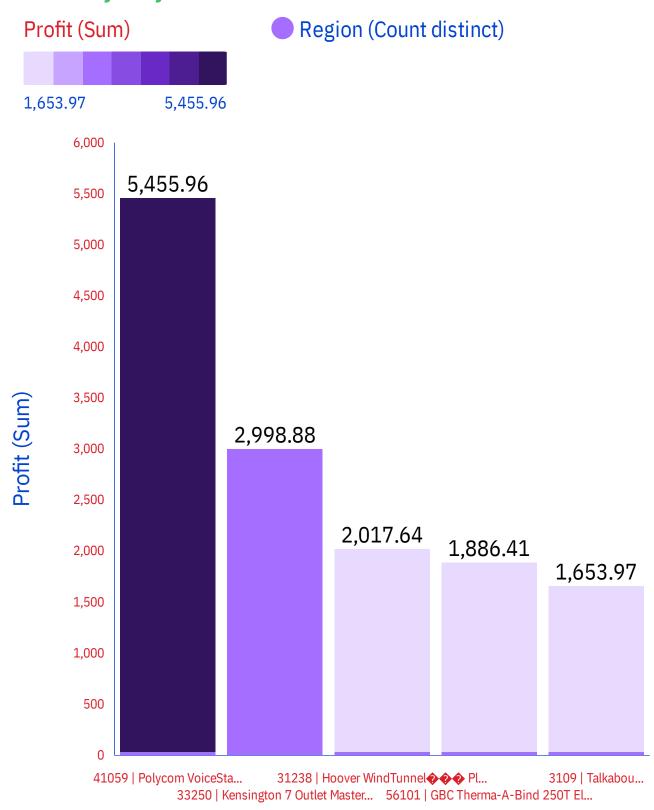
Profit by Order_ID and Product_Name colored by Profit

Profit (Sum) 0.13 8,417.57 9,000 8,000 7,000 6,000 Profit (Sum) 5,000 4,000 3,000 2,000 1,000 1996 | Letter Size Cart 7169 | V8162 9925 | Avery Trapezoid Extra Heavy Duty 4" Binders 12199 | Dual Level, Single-Width Filing Carts 24132 | Ibico Recycled Linen-Style Covers 26304 | 3285 28995 | IBM Multi-Purpose Copy Paper, 8 1/2 x 11", Case 30947 | Avery Trapezoid Extra Heavy Duty 4" Binders 33186 | 8860 36803 | Eldon�� Wave Desk Accesso 41217 | Eaton Premium Continuous-Feed Paper, 25% Cotto... 43424 | Belkin F5C206VTEL 6 Outlet Surge 47174 | Sharp EL500L Fraction Calculator 49029 | CF 888 51648 | Zoom V.92 USB External Faxmodem 53825 | Xerox 1885 56610 | Fellowes Mobile Numeric Keypad, Graphite 1699 | #10 Self-Seal White Envelopes 15044 | Zoom V.92 V.44 PCI Internal Controllerless Fax... 21378 | U.S. Robotics 56K Internet Call Modem 39683 | Lifetime Advantage��� Folding Chairs, 4/ 18179 | Avery 481



ONTARIO

Region compared to Profit by Order_ID and Product_Name colored by Profit

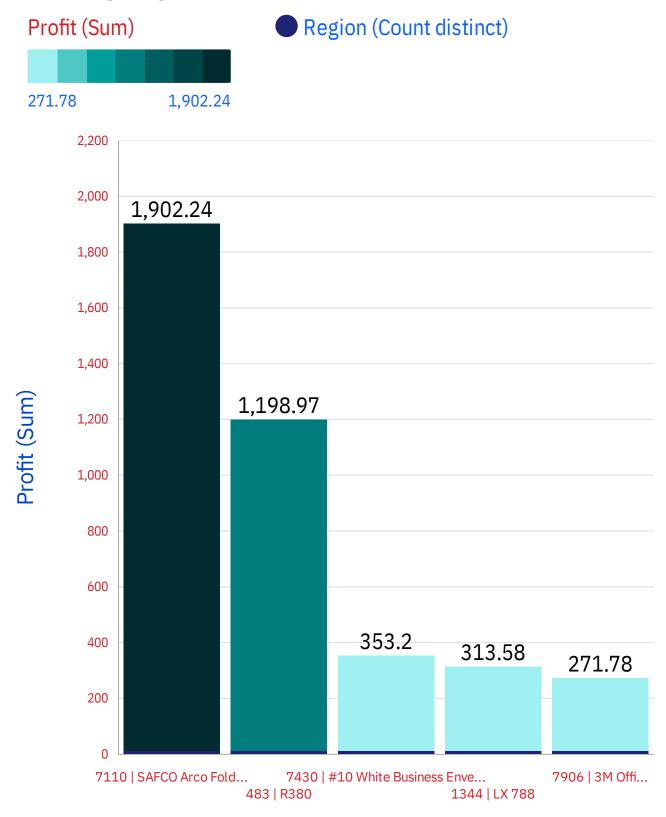






NUNAVUT

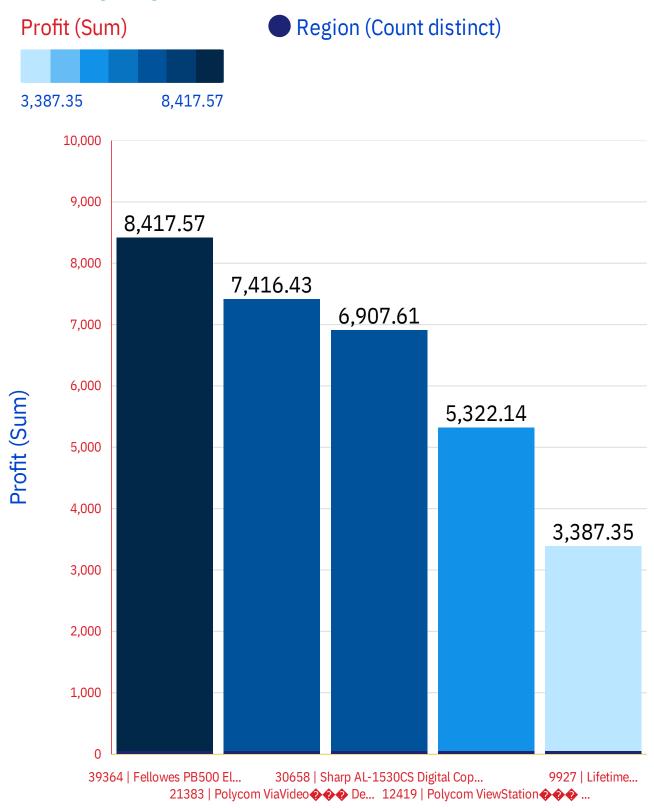
Region compared to Profit by Order_ID and Product_Name colored by Profit





NW TERRITORIES

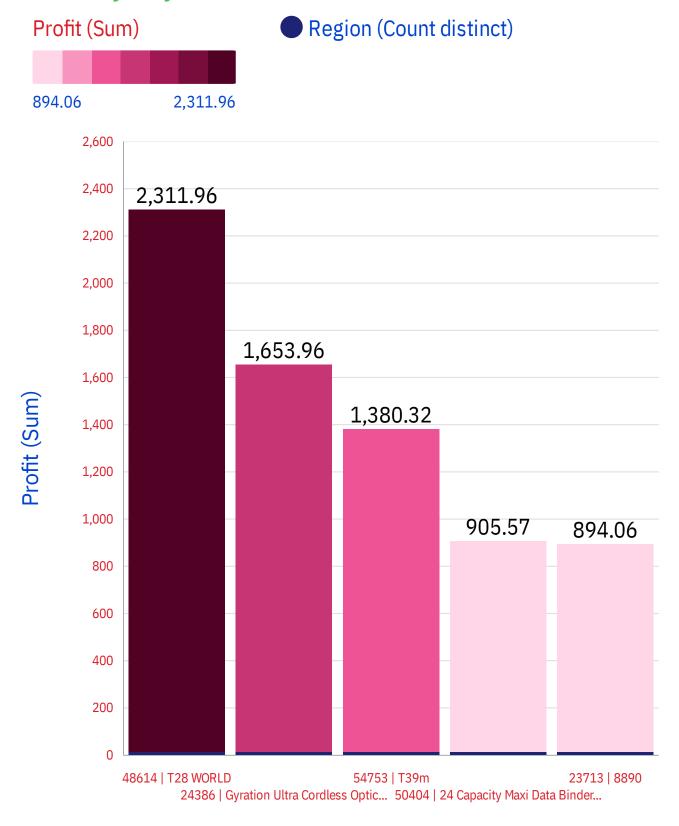
Region compared to Profit by Order_ID and Product_Name colored by Profit





PRARIE

Region compared to Profit by Order_ID and Product_Name colored by Profit



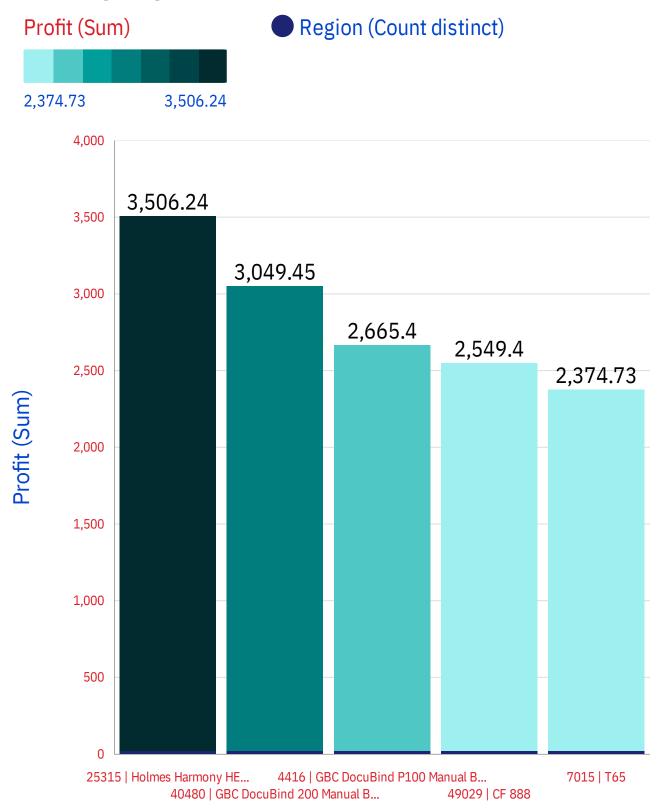


WEST Region compared to Profit by Order_ID and Product_Name colored by Profit Profit (Sum) Region (Count distinct) 2,848.17 4,604.79 5,000 4,604.79 4,500 4,000 3,724.57 3,392.88 3,500 3,051.62 2,848.17 3,000 Profit (Sum) 2,500 2,000 1,500 1,000 500 7427 | Hoover WindTunn... 22657 | Hayes Optima 56K V.90 Int... 4261 | Honeywell... 1221 | GBC DocuBind TL300 Electric... 12199 | Dual Level, Single-Width Fili...



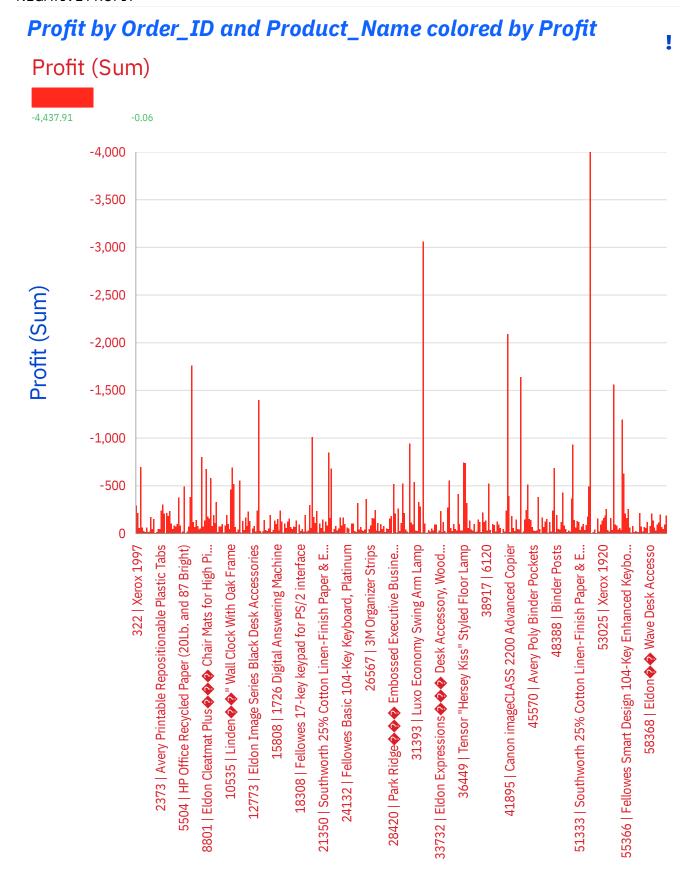
ATLANTIC

Region compared to Profit by Order_ID and Product_Name colored by Profit





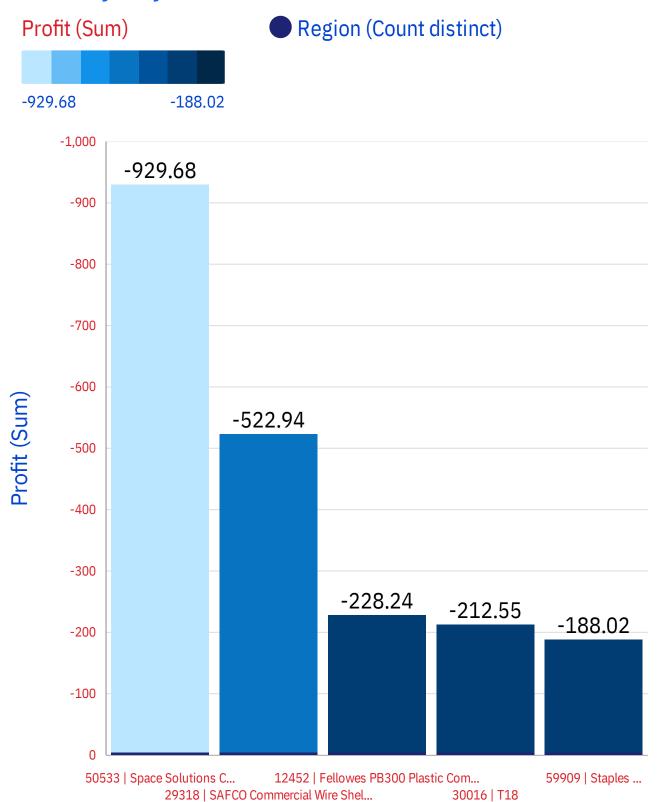
NEGATIVE PROFIT



ONTARIO

Region compared to Profit by Order_ID and Product_Name colored by Profit

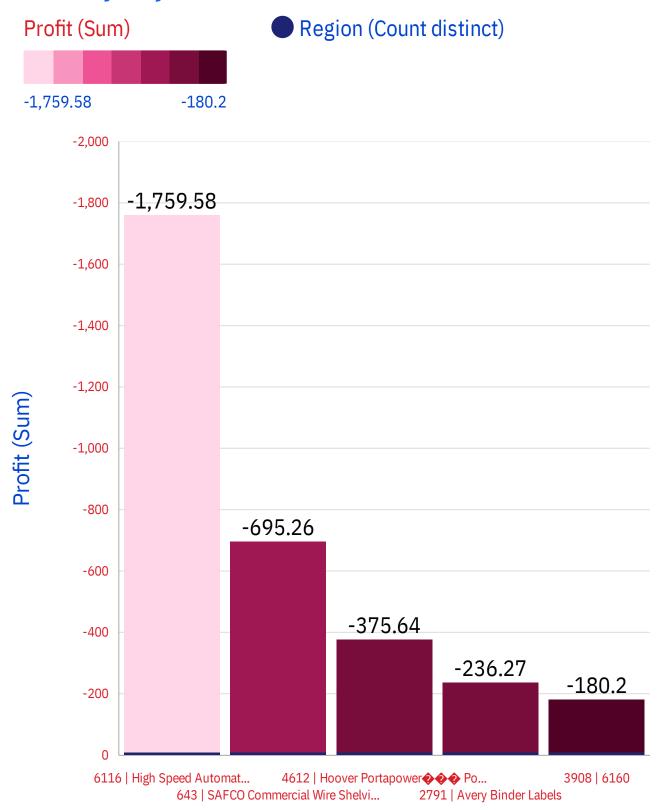




NUNAVUT

Region compared to Profit by Order_ID and Product_Name colored by Profit

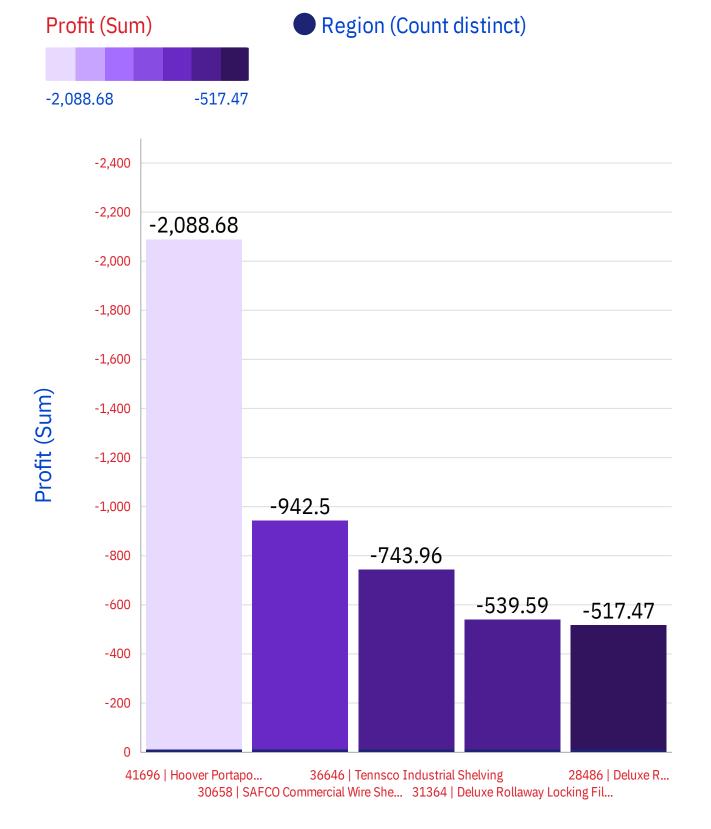




NW TERRITORIES

Region compared to Profit by Order_ID and Product_Name colored by Profit

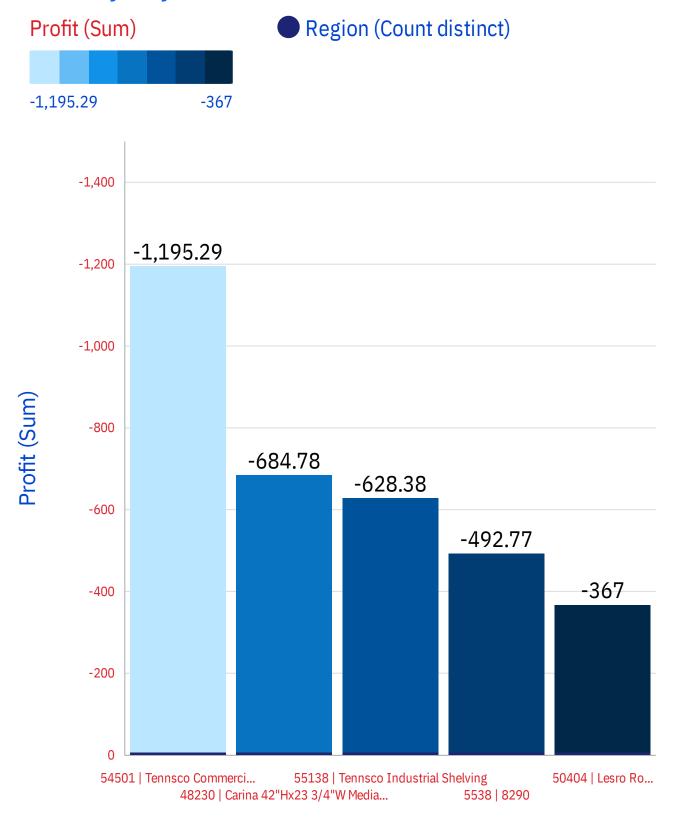




PRARIE

Region compared to Profit by Order_ID and Product_Name colored by Profit

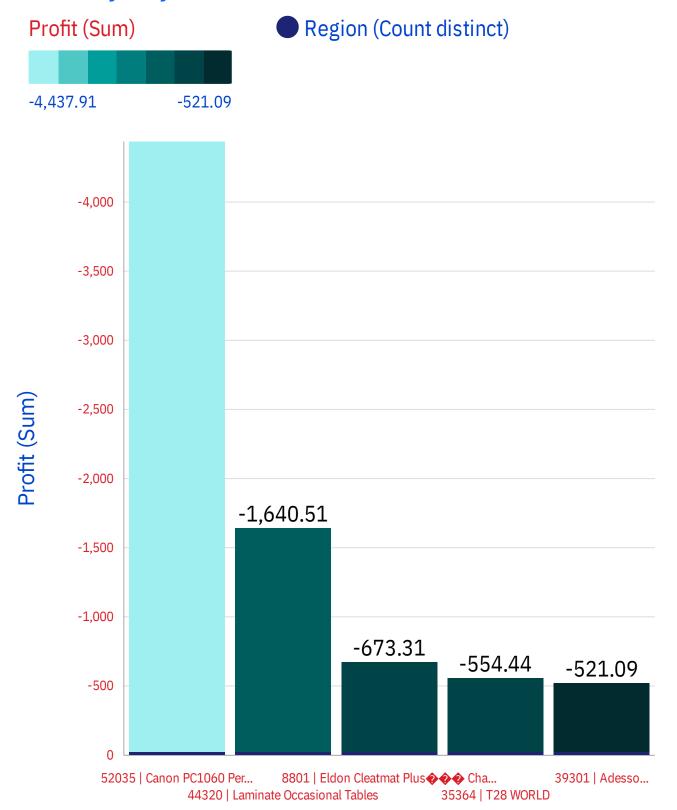




WEST

Region compared to Profit by Order_ID and Product_Name colored by Profit





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Region compared to Profit by Order_ID and Product_Name colored by Profit



