

GOVERNMENT COLLEGE OF ENGINEERING ERODE



அரசினர் பொறியியல் கல்லூரி, ஈரோடு
Government College of Engineering, Erode
(Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai)



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.

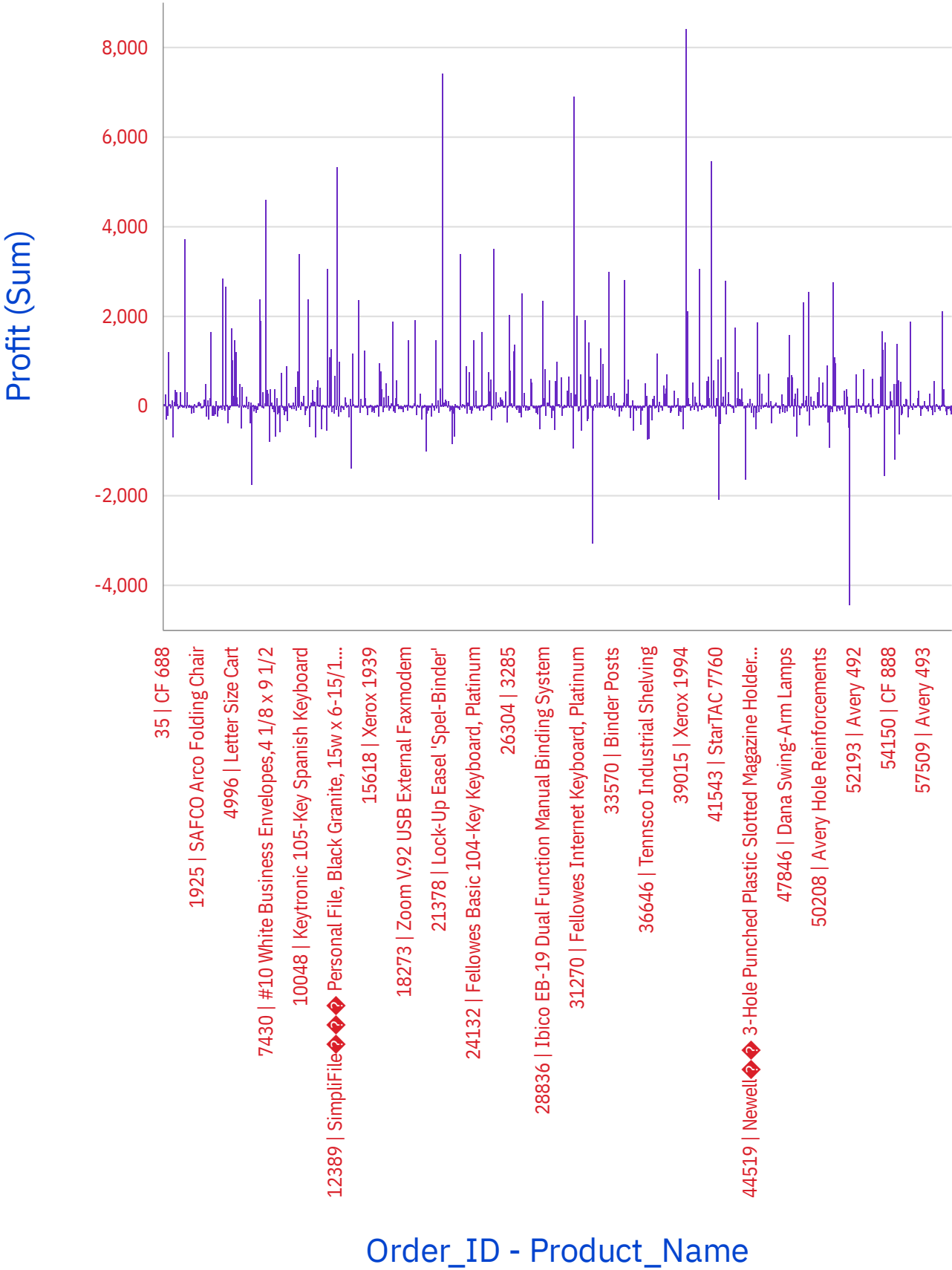
CATEGORIES TO BE CONSIDERED FOR OUR VISUALIZATION :

- ✓ **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.

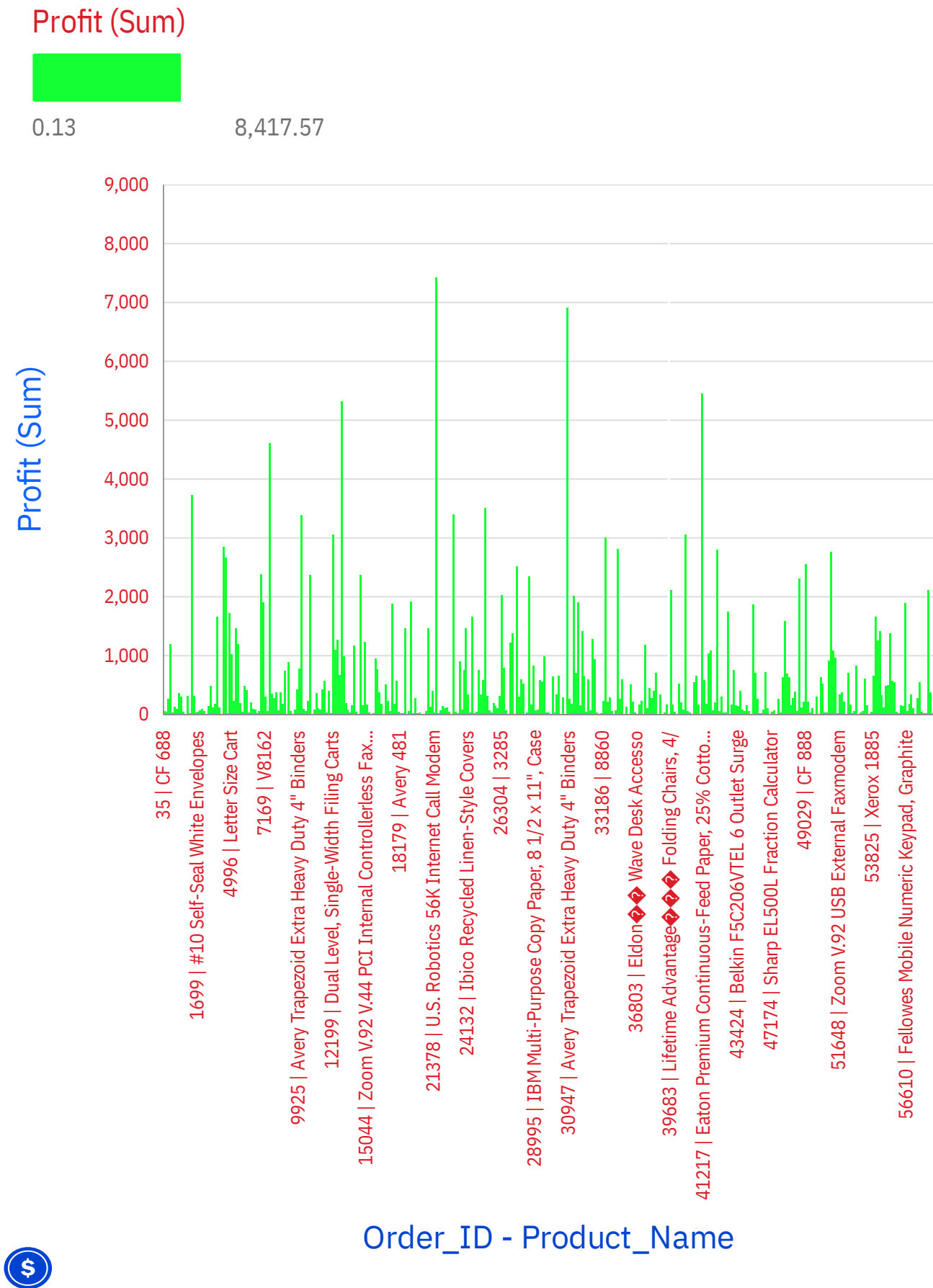
PROFIT

Profit by Order_ID and Product_Name



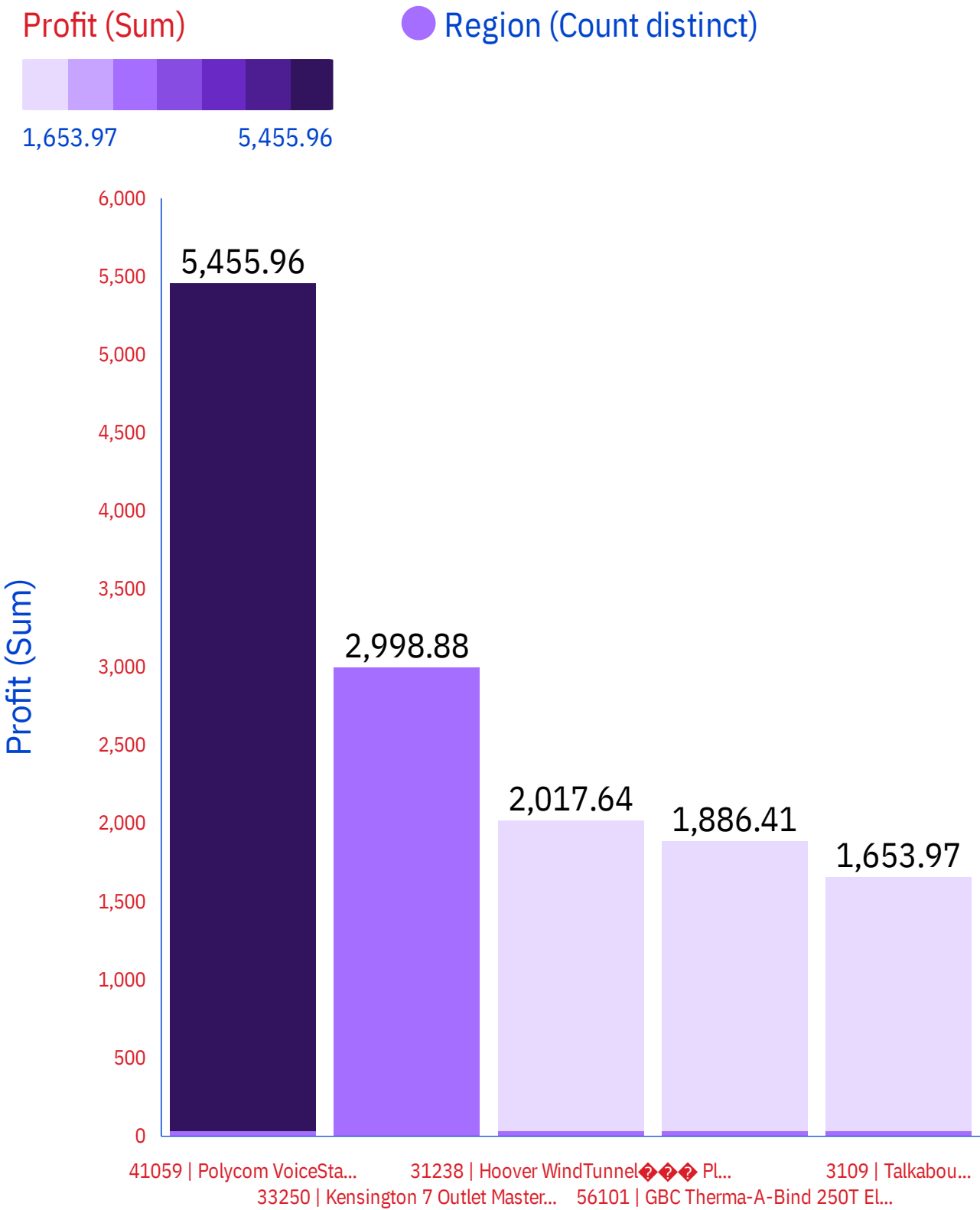
POSITIVE PROFIT

Profit by Order_ID and Product_Name colored by Profit



ONTARIO

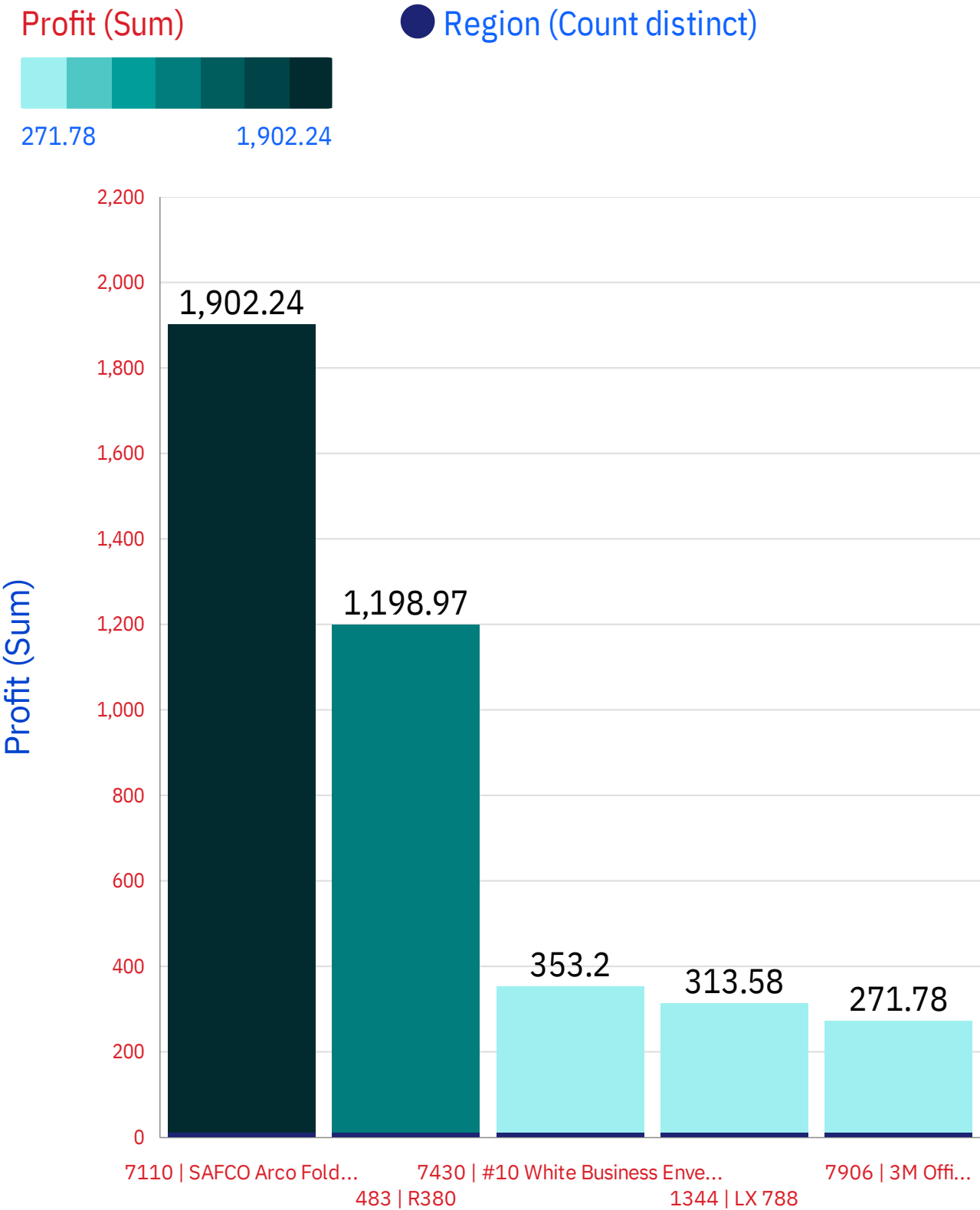
Region compared to Profit by Order_ID and Product_Name colored by Profit



Order_ID - Product_Name

NUNAVUT

Region compared to Profit by Order_ID and Product_Name colored by Profit

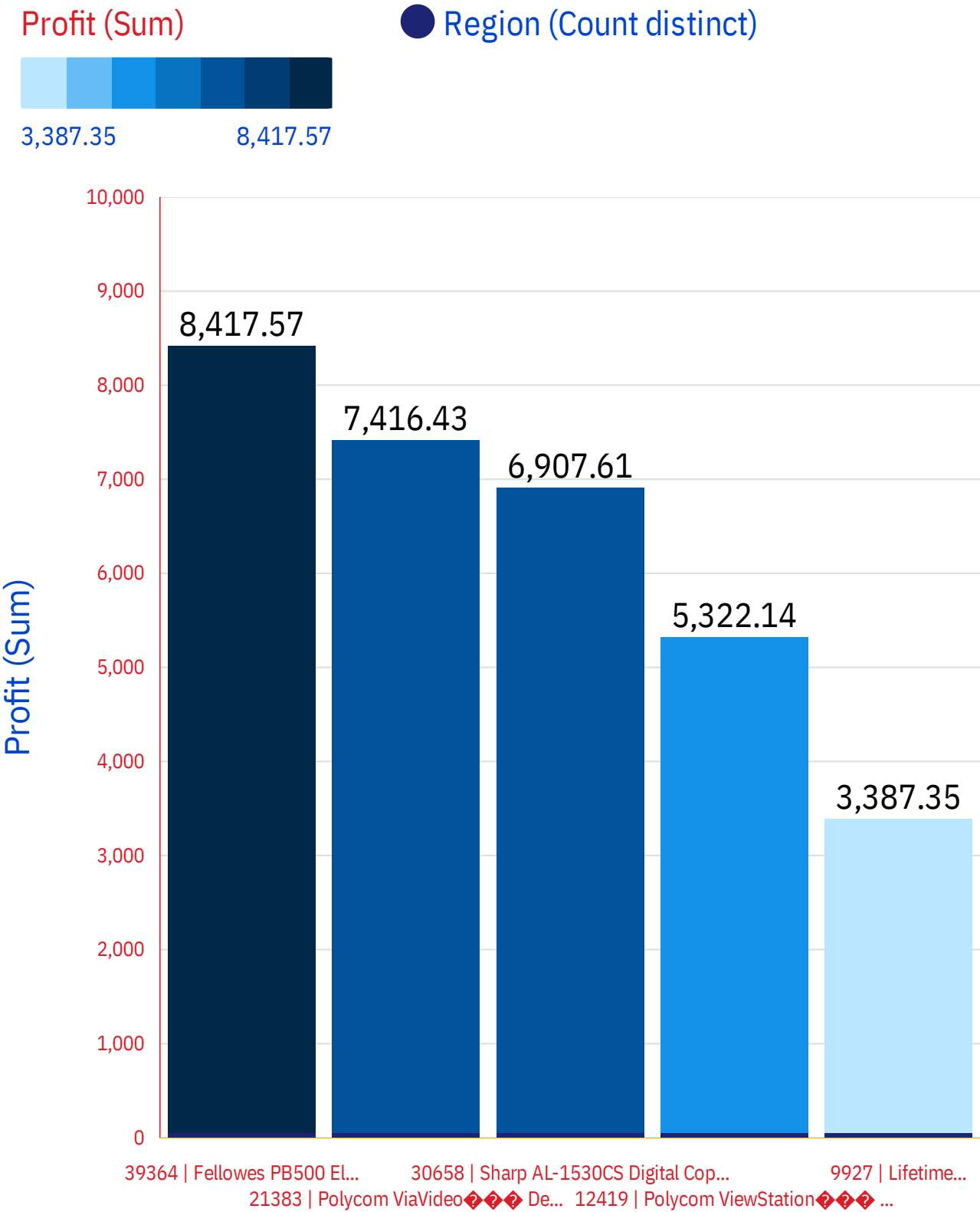


Order_ID - Product_Name



NW TERRITORIES

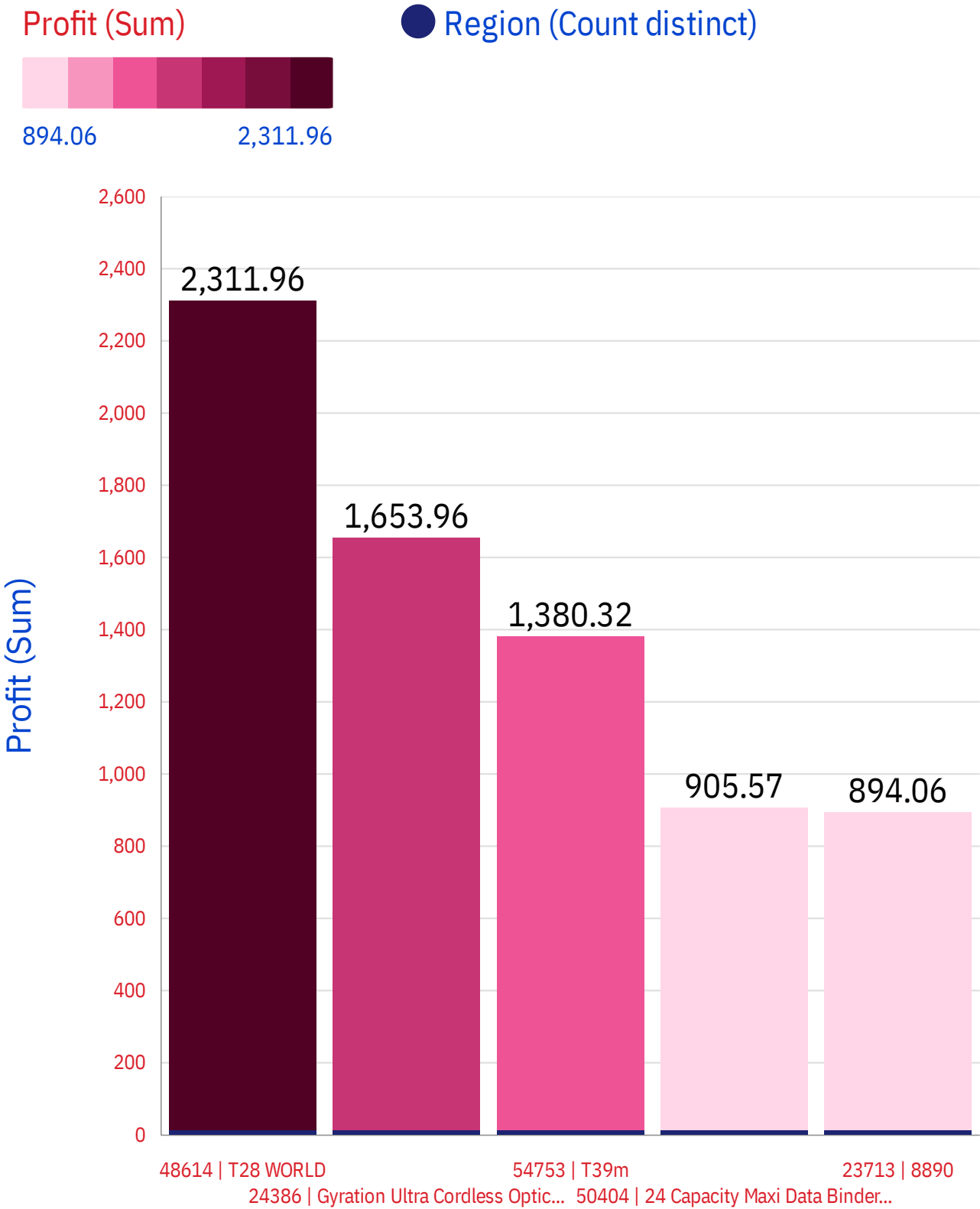
Region compared to Profit by Order_ID and Product_Name colored by Profit



Order_ID - Product_Name

PRARIE

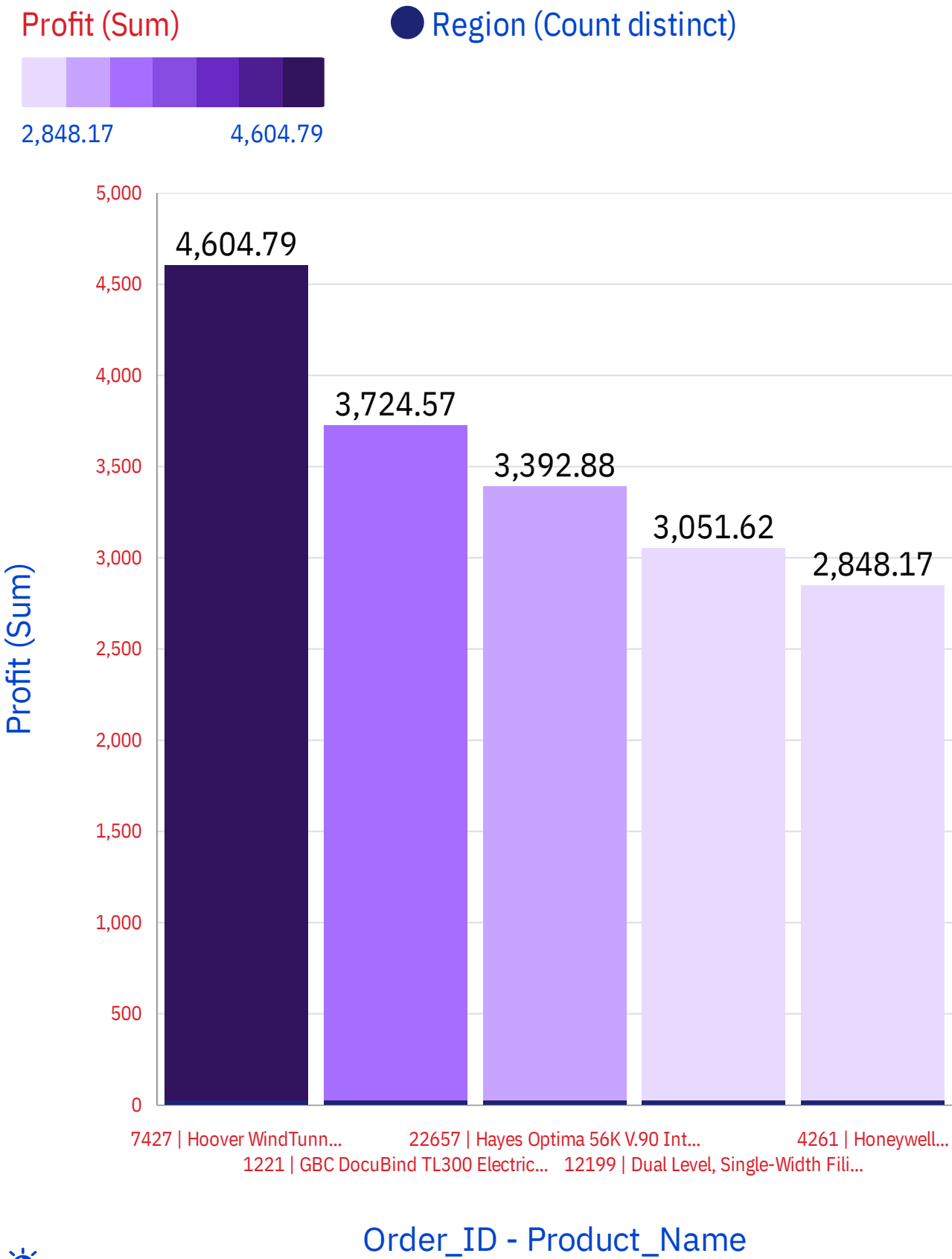
Region compared to Profit by Order_ID and Product_Name colored by Profit



Order_ID - Product_Name

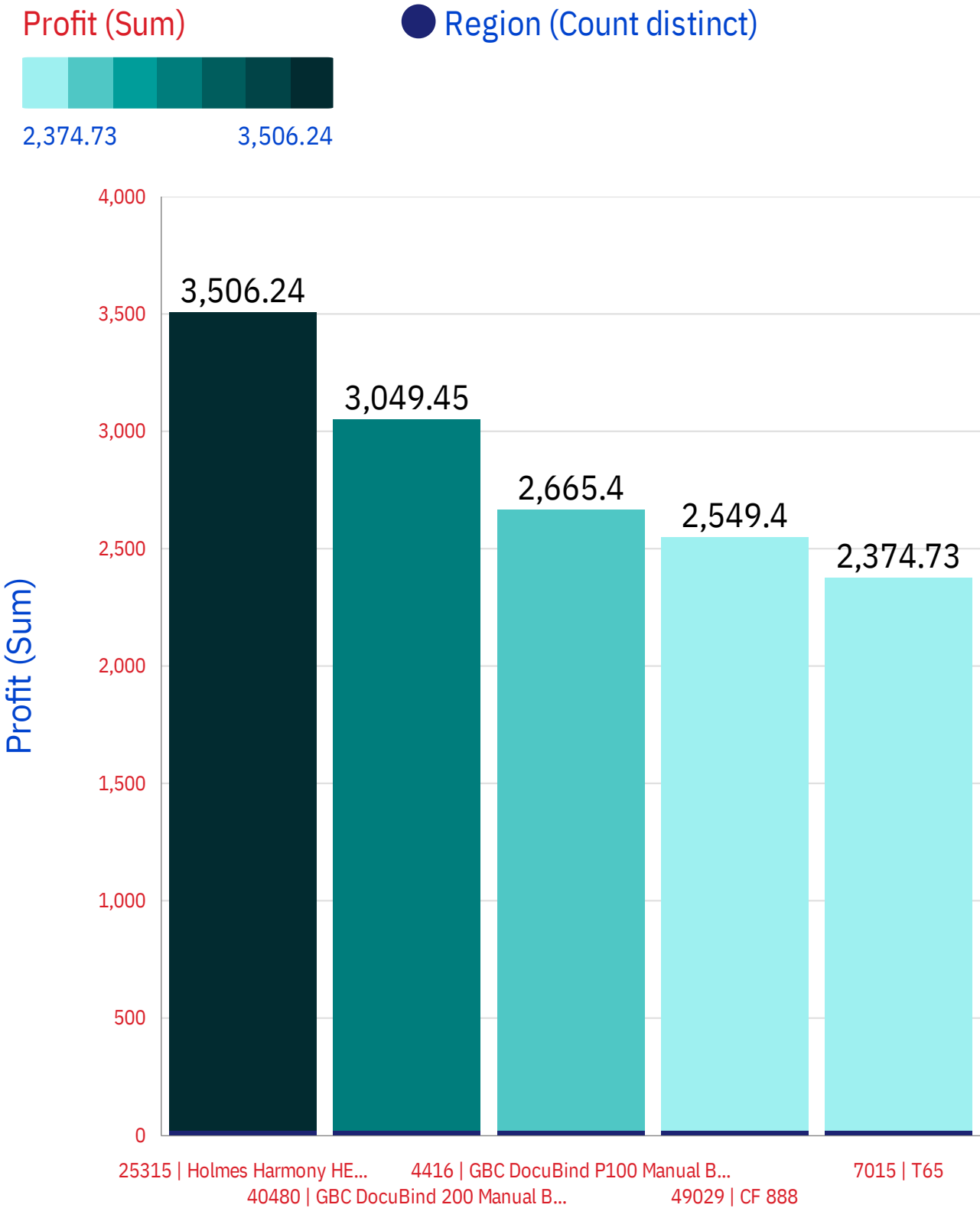
WEST

Region compared to Profit by Order_ID and Product_Name colored by Profit



ATLANTIC

Region compared to Profit by Order_ID and Product_Name colored by Profit



Order_ID - Product_Name

NEGATIVE PROFIT

Profit by Order_ID and Product_Name colored by Profit

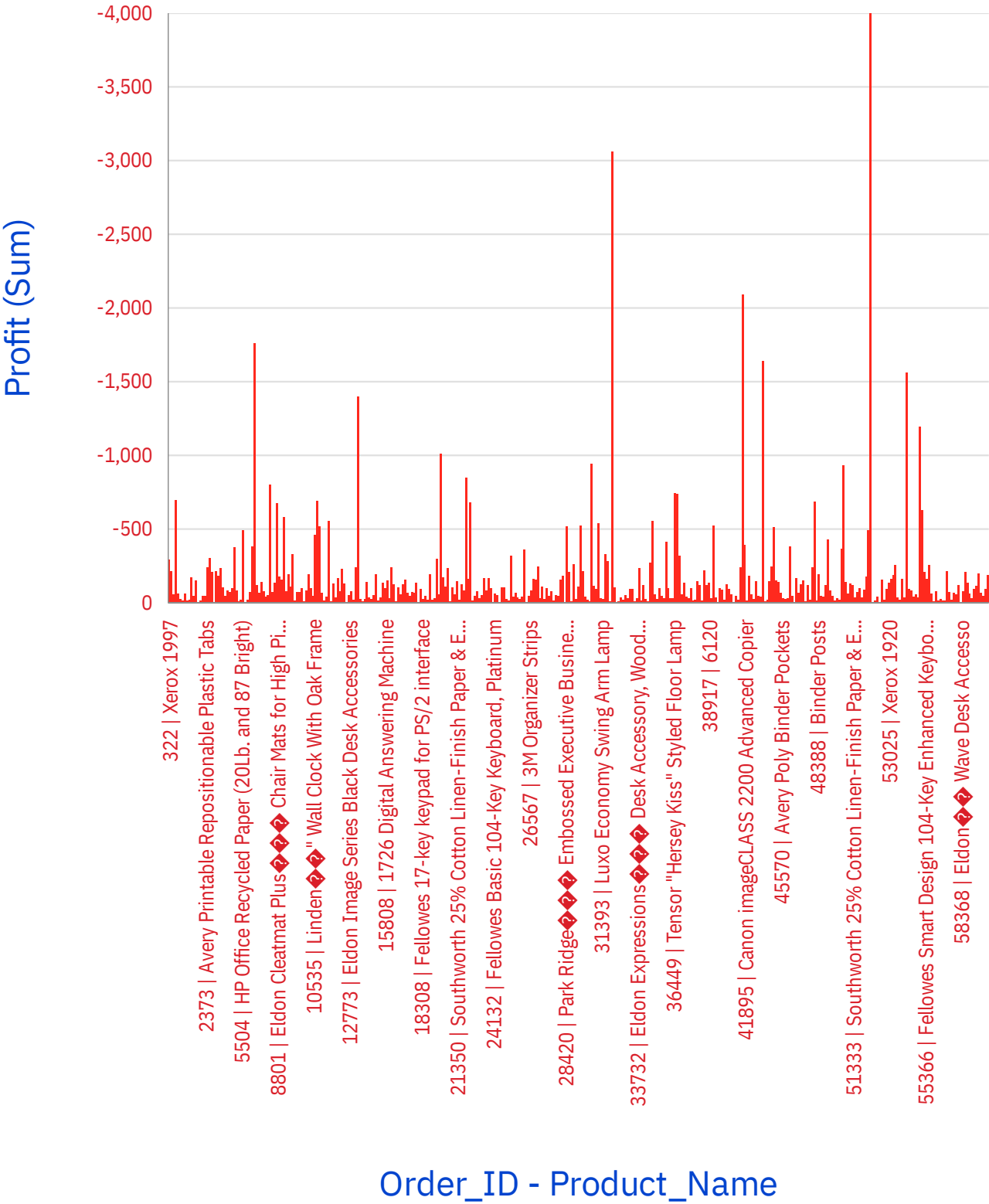
!

Profit (Sum)



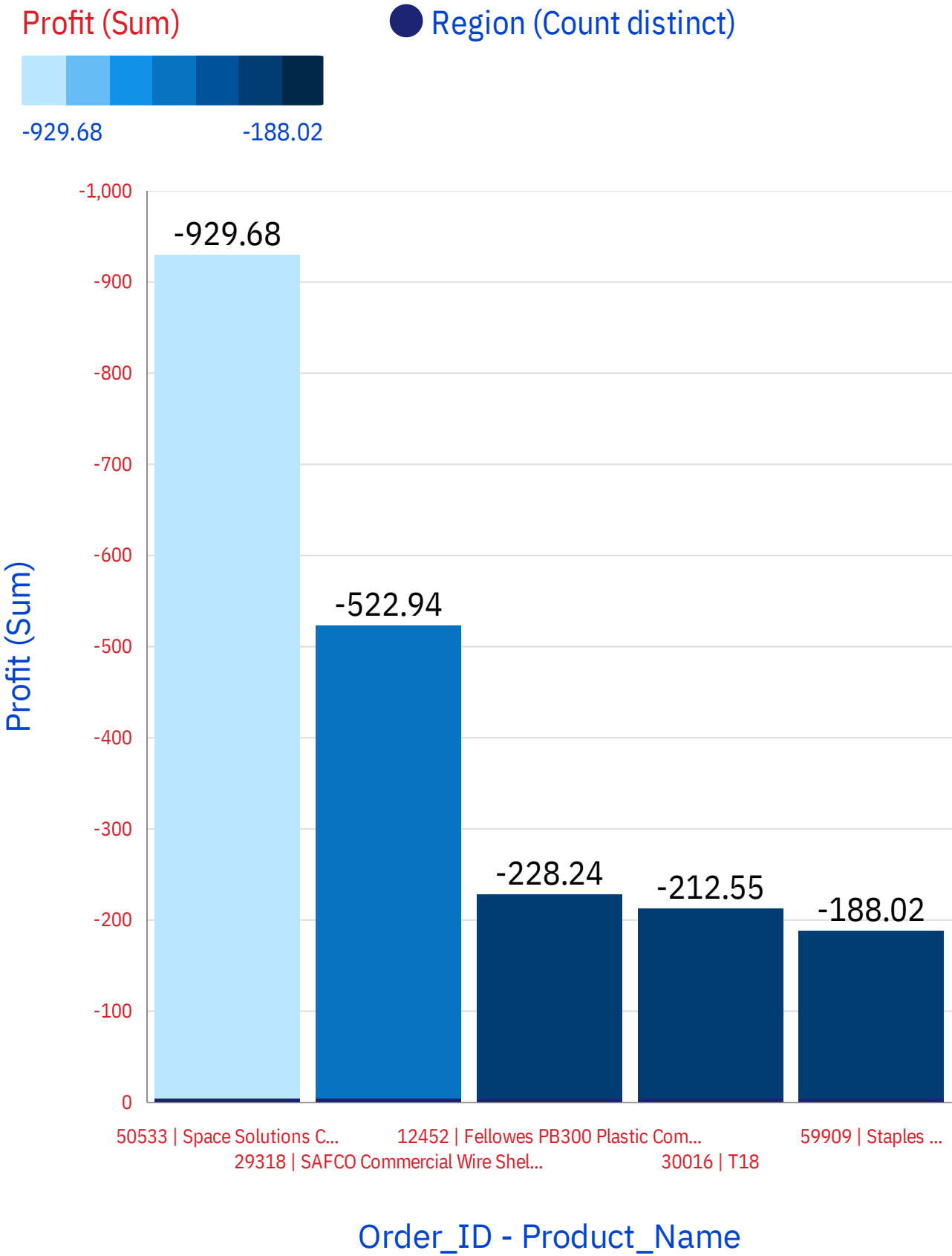
-4,437.91

-0.06



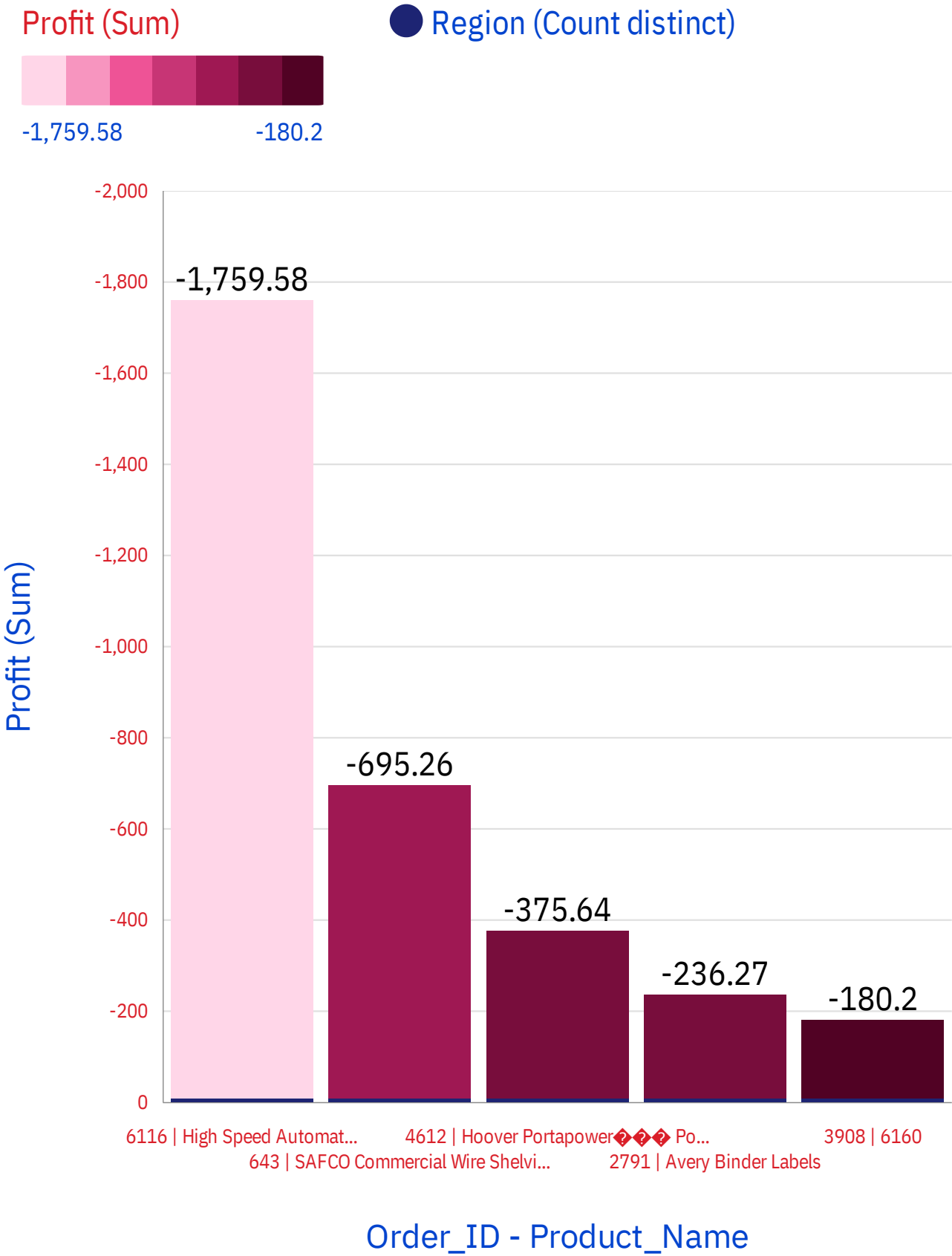
ONTARIO

Region compared to Profit by Order_ID and Product_Name colored by Profit



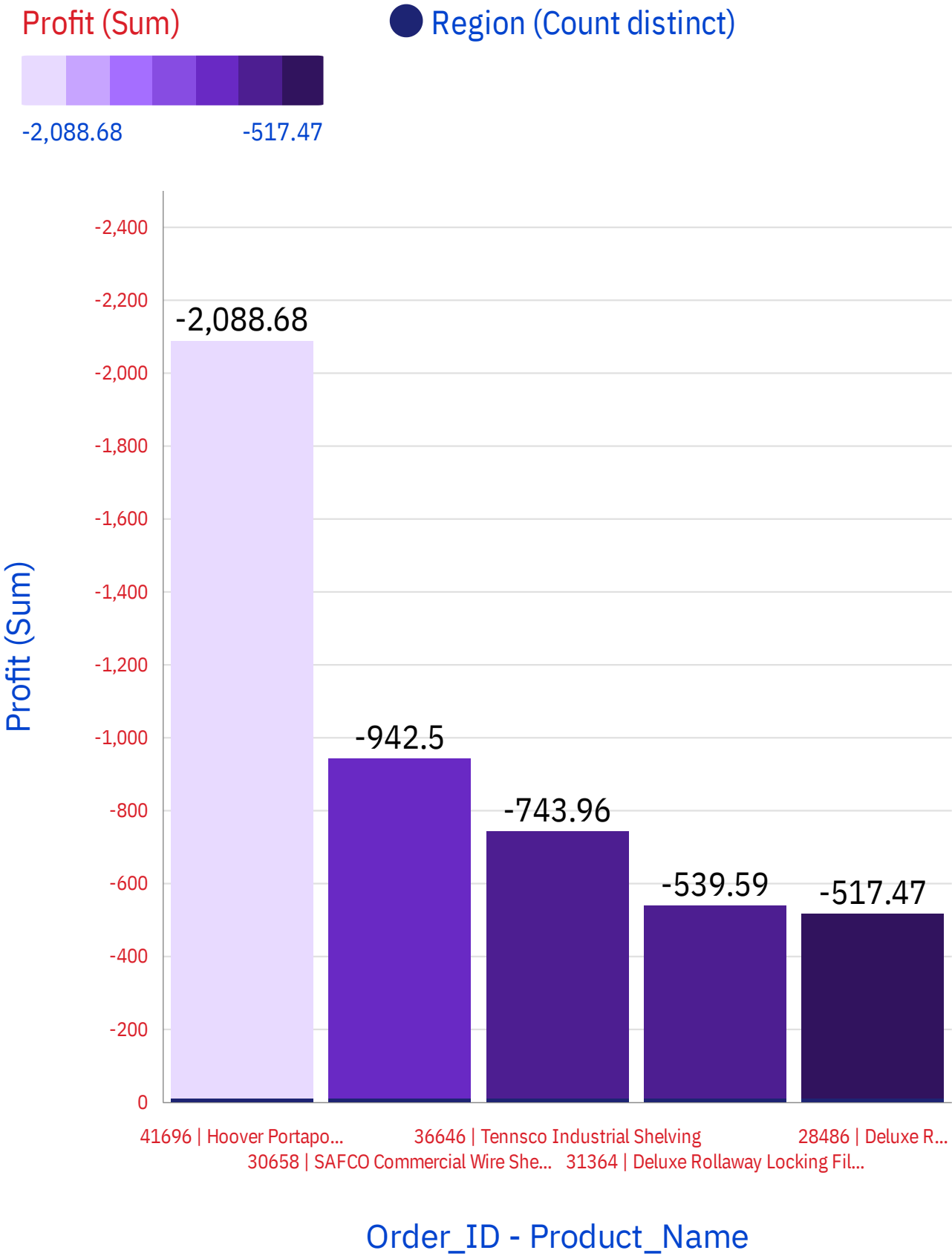
NUNAVUT

Region compared to Profit by Order_ID and Product_Name colored by Profit



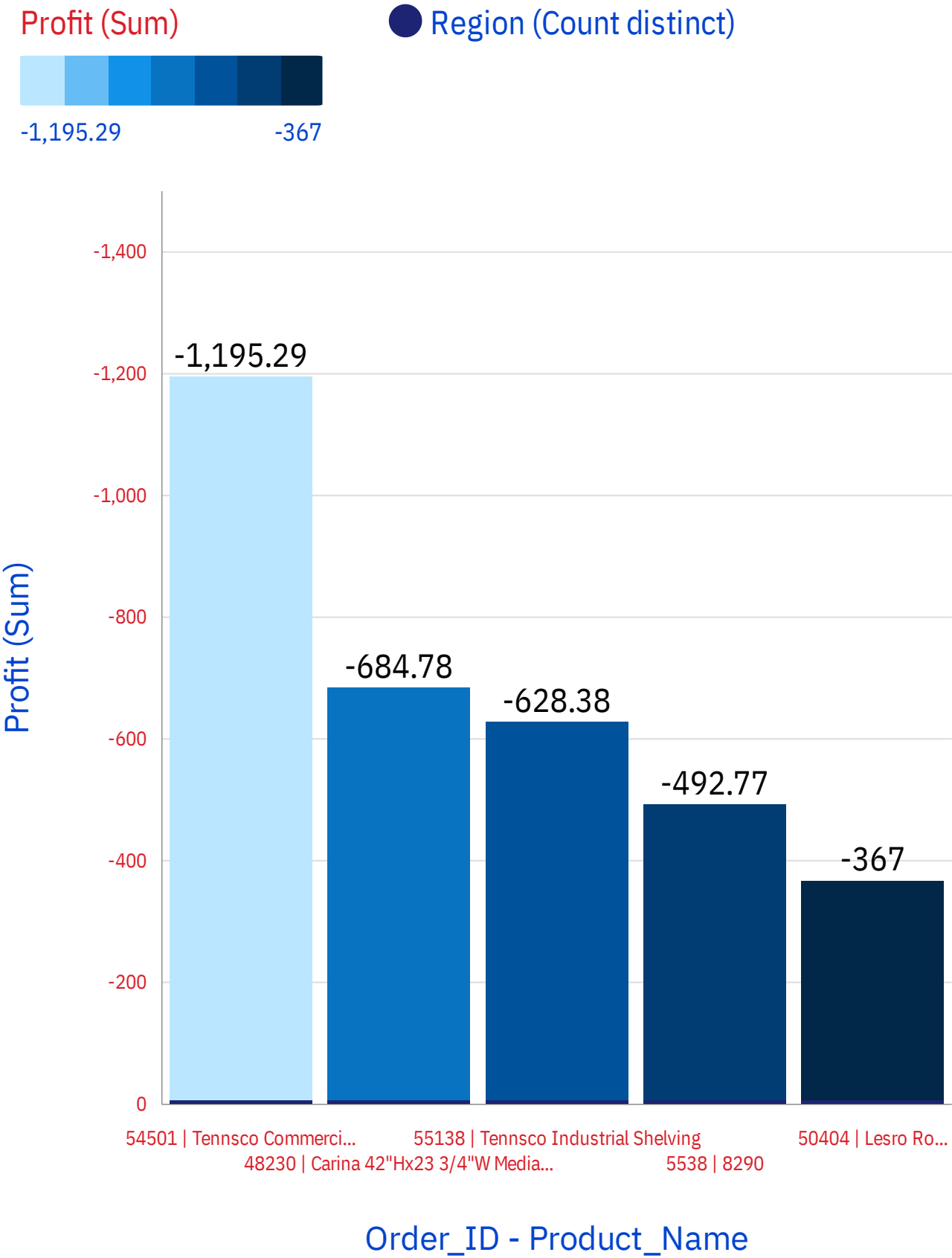
NW TERRITORIES

Region compared to Profit by Order_ID and Product_Name colored by Profit



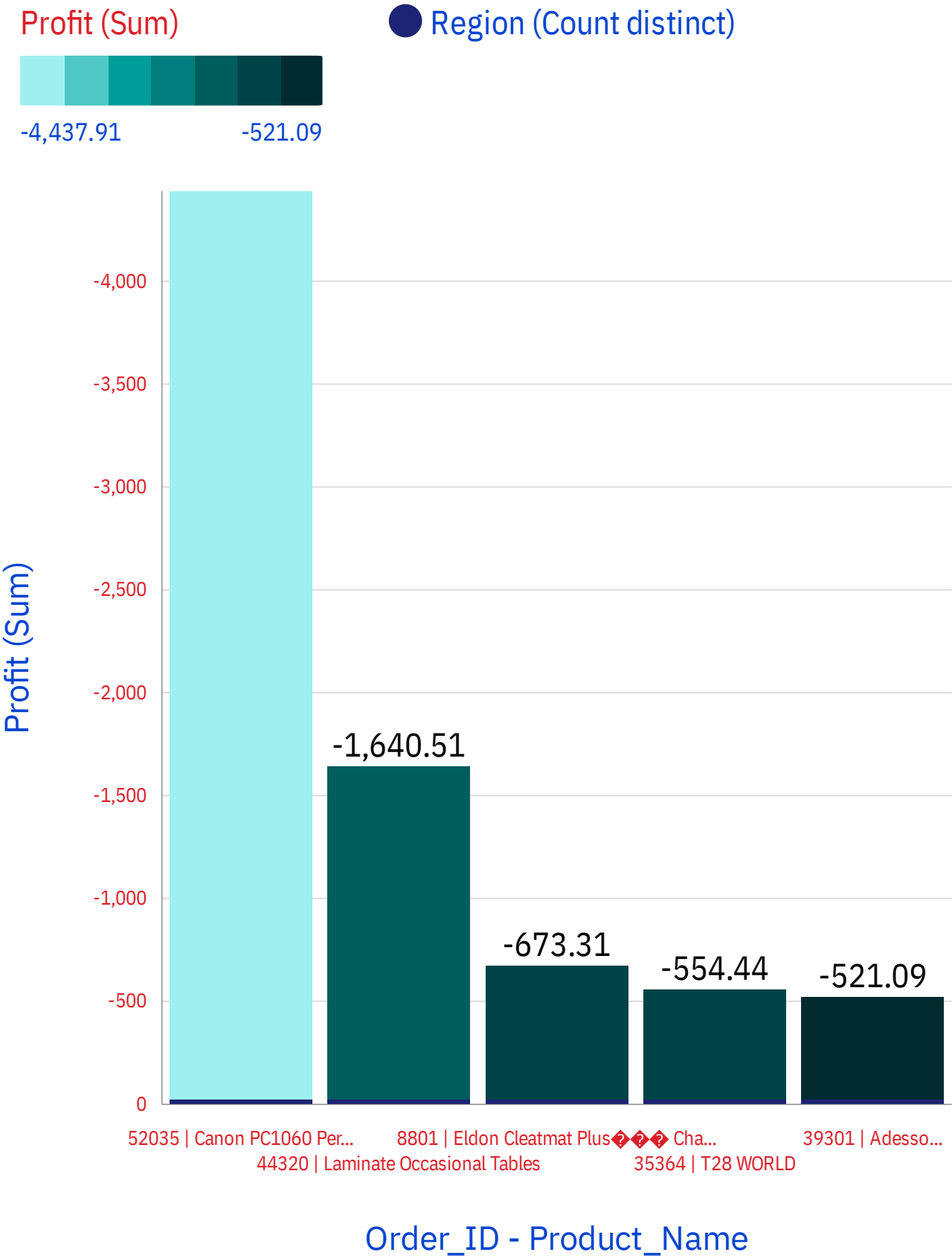
PRARIE

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



ATLANTIC

Region compared to Profit by Order_ID and Product_Name colored by Profit

