

Hexlet Project

Sales Analysis

Project 01

Confidential

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An abstract graphic on the right side of the slide, featuring a series of concentric, wavy, blue lines that curve from the top right towards the bottom left, set against a black background.

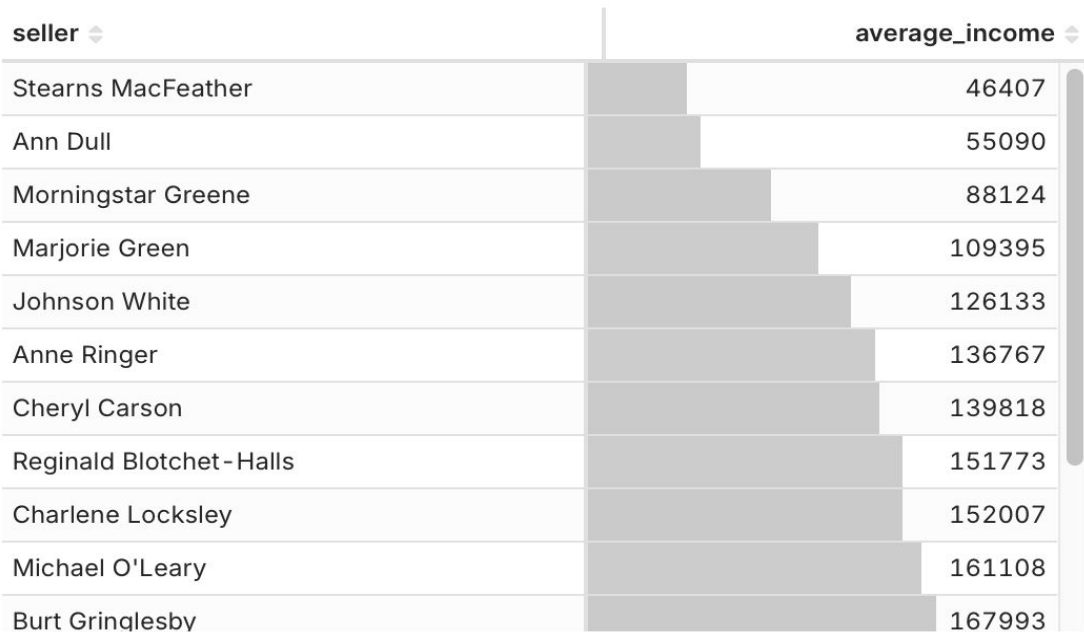
by Elena Volkova

Our best sales persons

seller ▾	operations ▾	income ▾
Dirk Stringer	4192	Shift + Click to sort by multiple columns
Michel DeFrance	4688	3260240833
Albert Ringer	4695	2700327941
Heather McBadden	4139	1873192318
Innes del Castillo	4674	1762202127
Abraham Bennet	9460	1617501169
Dean Straight	4195	1256032202
Livia Karsen	2564	1056902108
Sheryl Hunter	4686	1056767862
Michael O'Leary	5757	927500459

Who should perform better?

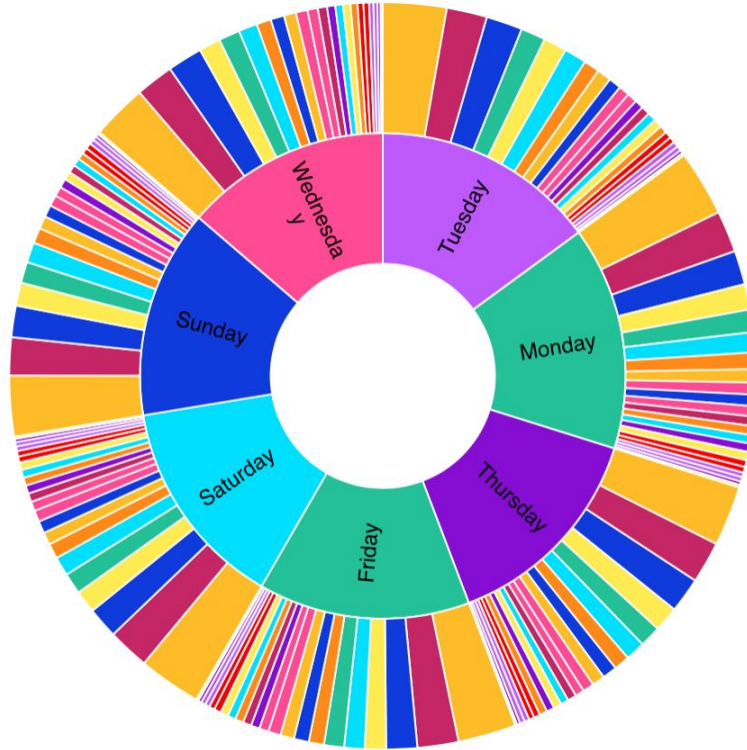
Lowest average income



Unfortunately, these employees show result lower than average in the company.

Sales structure by day of the week

Sales are distributed evenly by day of the week



Sales by month

Sales by month



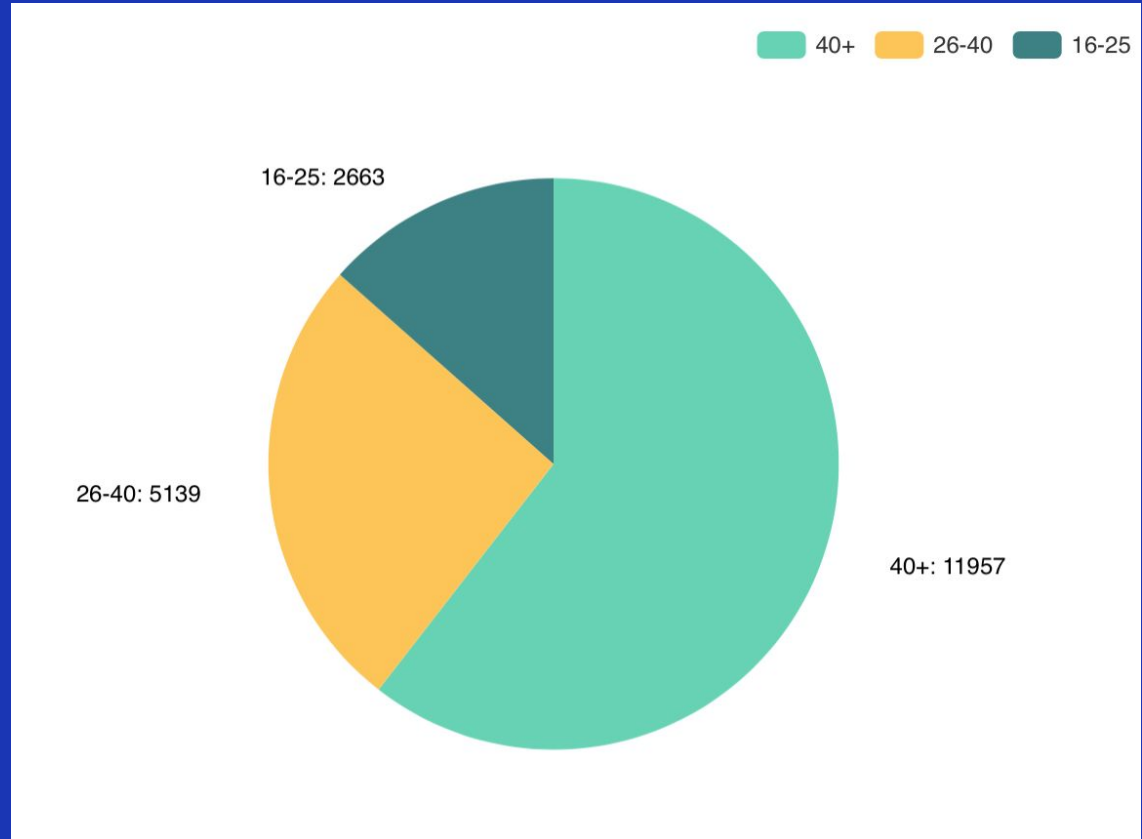
selling_month ▾	total_customers ▾	income ▾
1992-09	226	2618930332
1992-10	230	8358113698
1992-11	228	8031353737
1992-12	229	7708189846

The worst month is
September, all other months
are more profitable

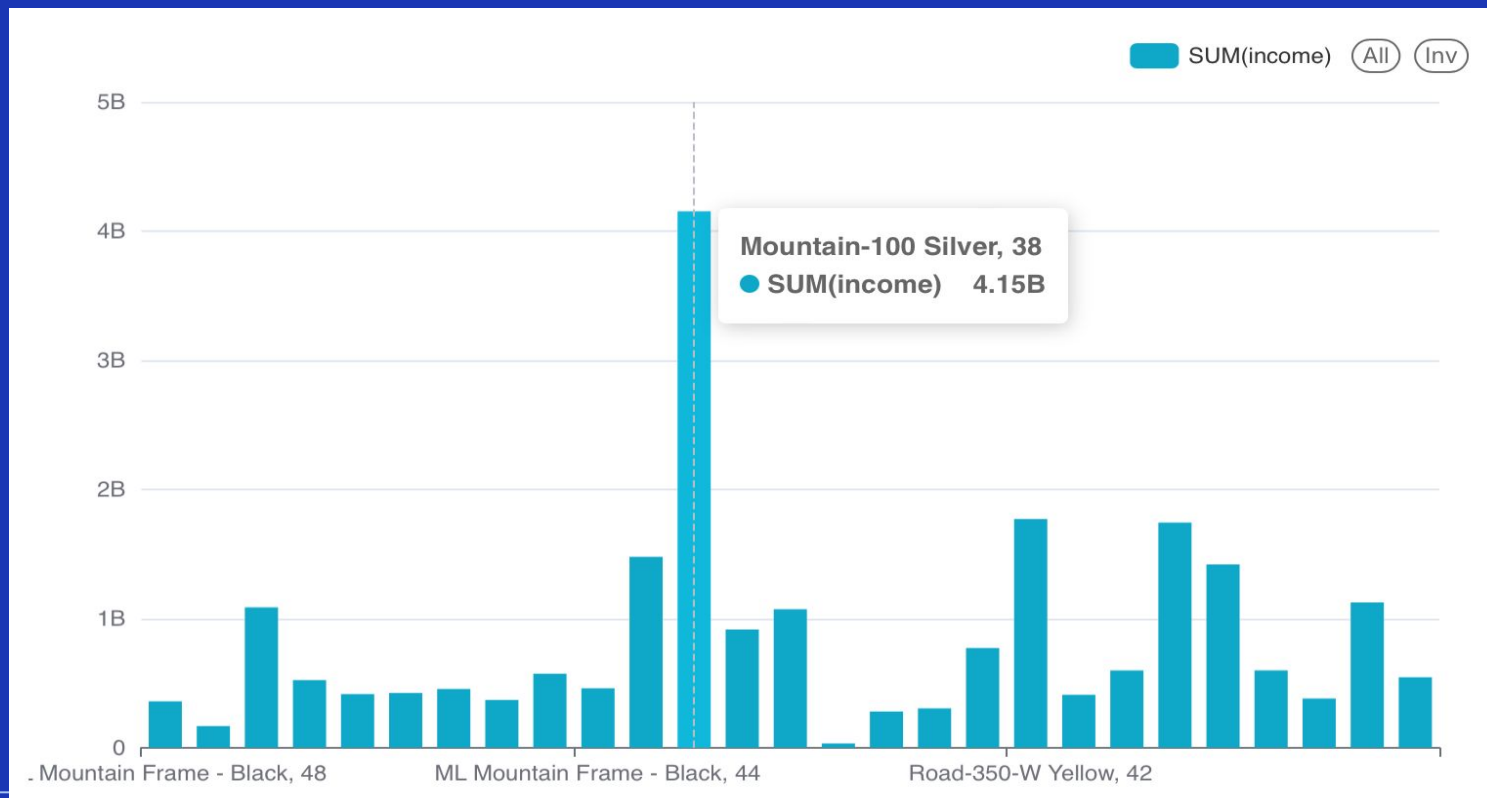
Who is our customer?

These are age groups of our customers.

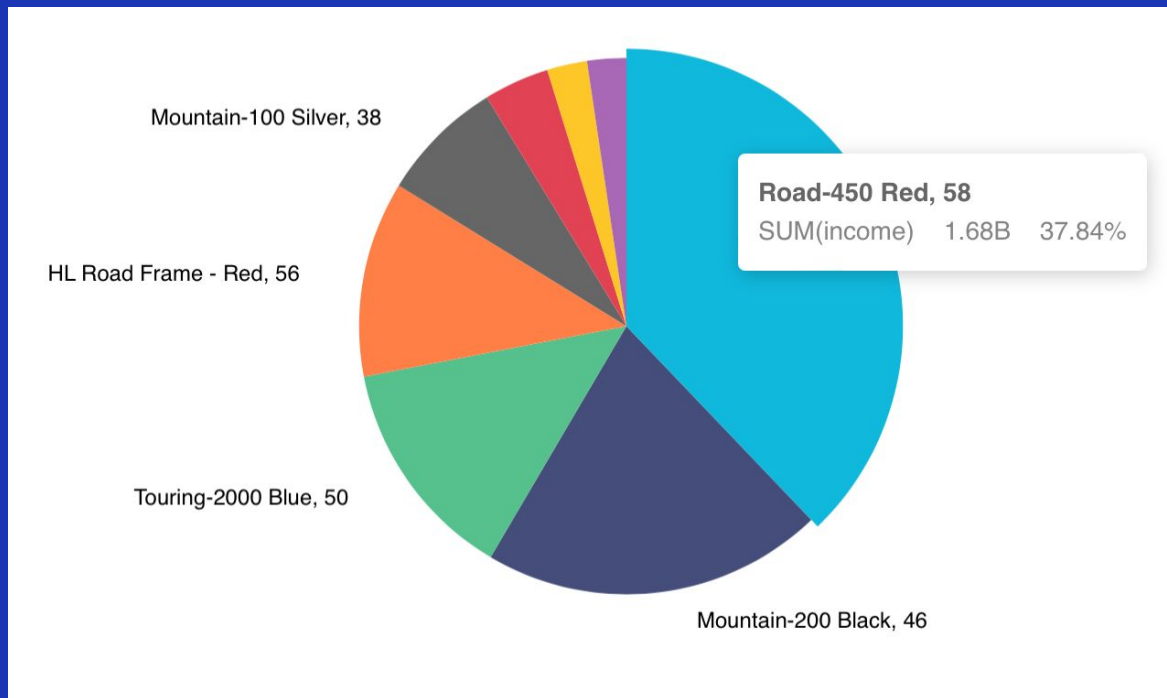
As we can see the biggest group is the group of those who is older than 40 years old.



What product is our best-seller?

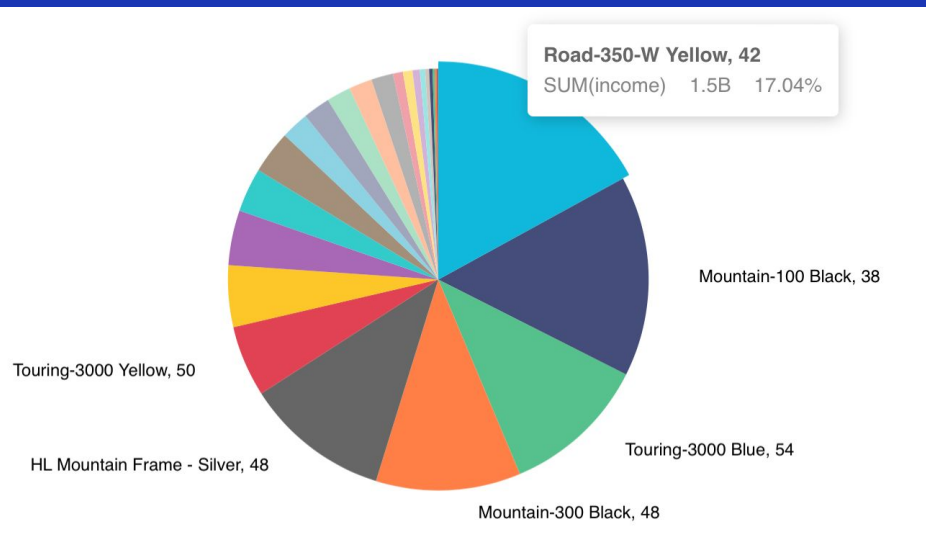
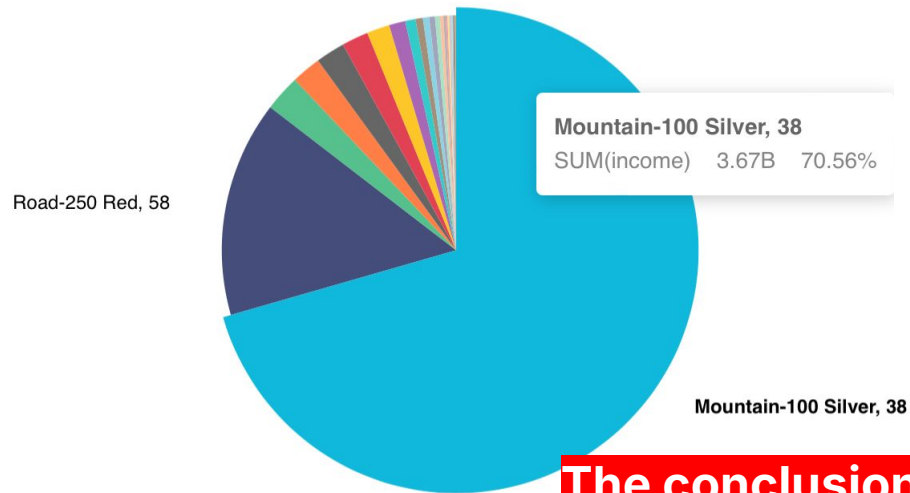


What is the most popular product by the largest customer group (age 40+)?



What is the most popular products by other customers?

Structure by income for customer group age 16-25

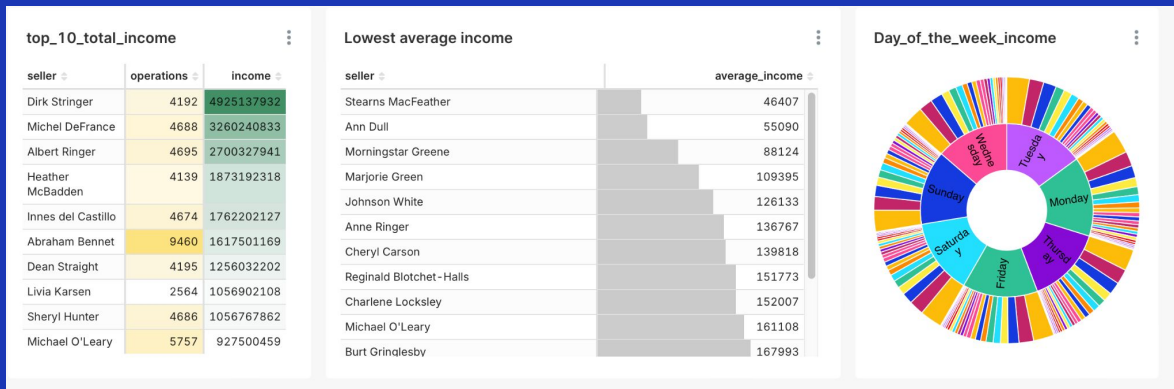


Structure by income for customer group age 26-39

The conclusion is that the most profitable product was bought by the smallest customer group

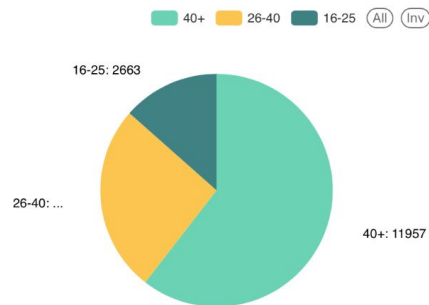
Dashboard

These and some others analytical reports can be viewed via the link:
https://447196b6.us1a.app.preset.io/superset/dashboard/9/?native_filters_key=ZHbyPltNGN8uRdAO8wO0QGSak1lh3DPOcsj1OIDQq7WikNEUUe9KLPGTVII08IXk



Dashboard

Customers age groups

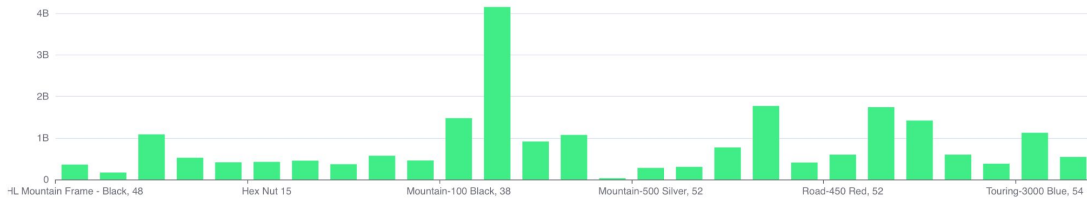


Sales by month

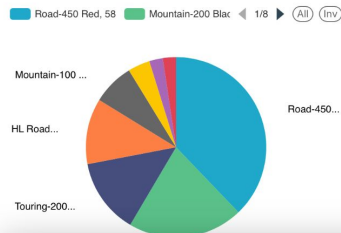
selling_month	total_customers	income
1992-09	226	2618930332
1992-10	230	8358113698
1992-11	228	8031353737
1992-12	229	7708189846

First sale during special offer

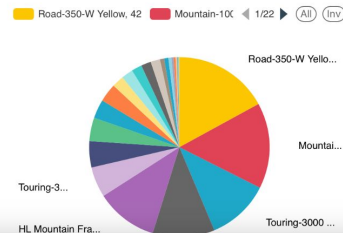
customer	sale_date	seller
Kristen Li	1992-09-21	Michael O'Leary
Jacob Martinez	1992-09-21	Michael O'Leary
Richard Martinez	1992-09-21	Abraham Bennet
Olivia Bennett	1992-09-21	Michael O'Leary
Cristina Xu	1992-09-21	Abraham Bennet



Products by customer group 40+



Products by customer group 26-39



Products by customer group 16-25

