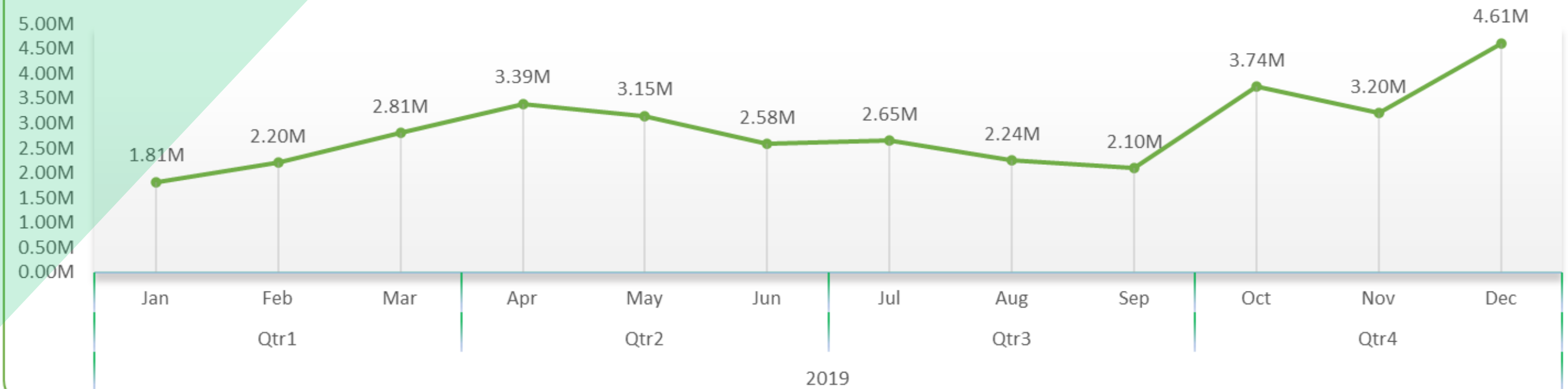


PROJECT: Cliq Electronics Annual Sales

CLIQ Electronics Annual Report

Sales Trend



Quarters

Qtr1

Qtr2

Qtr3

State

California

Georgia

Maine

Product

20in Monitor

27in 4K Gaming M...

27in FHD Monitor

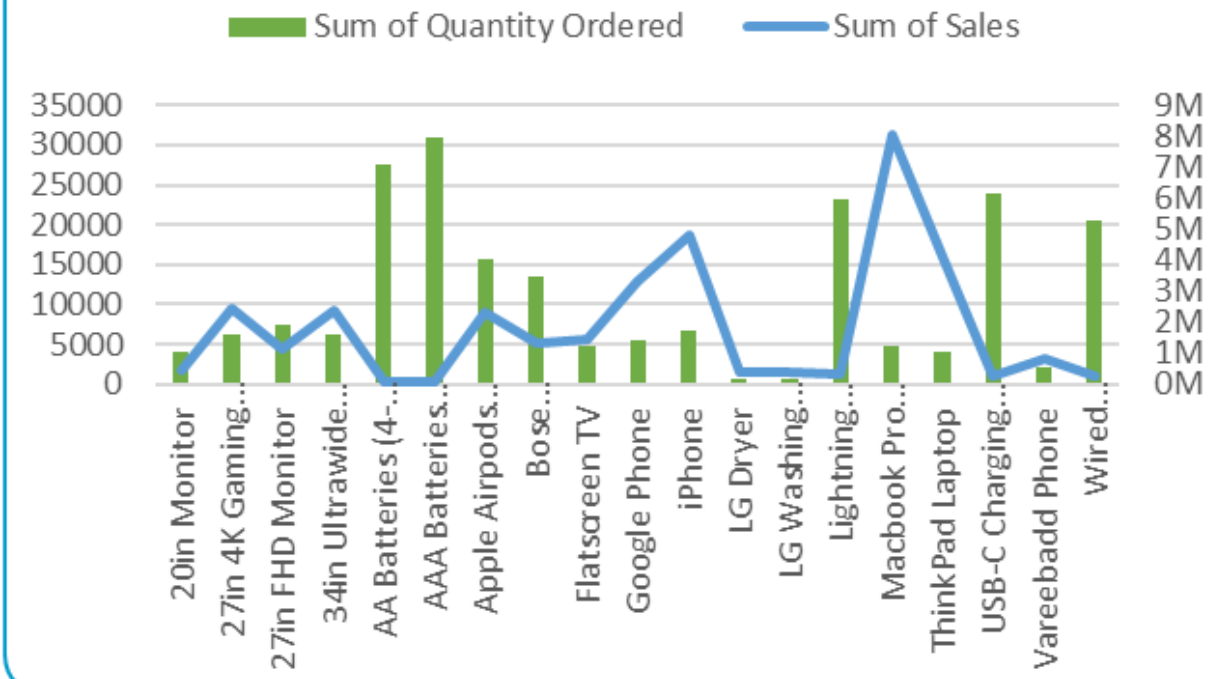
City

Atlanta

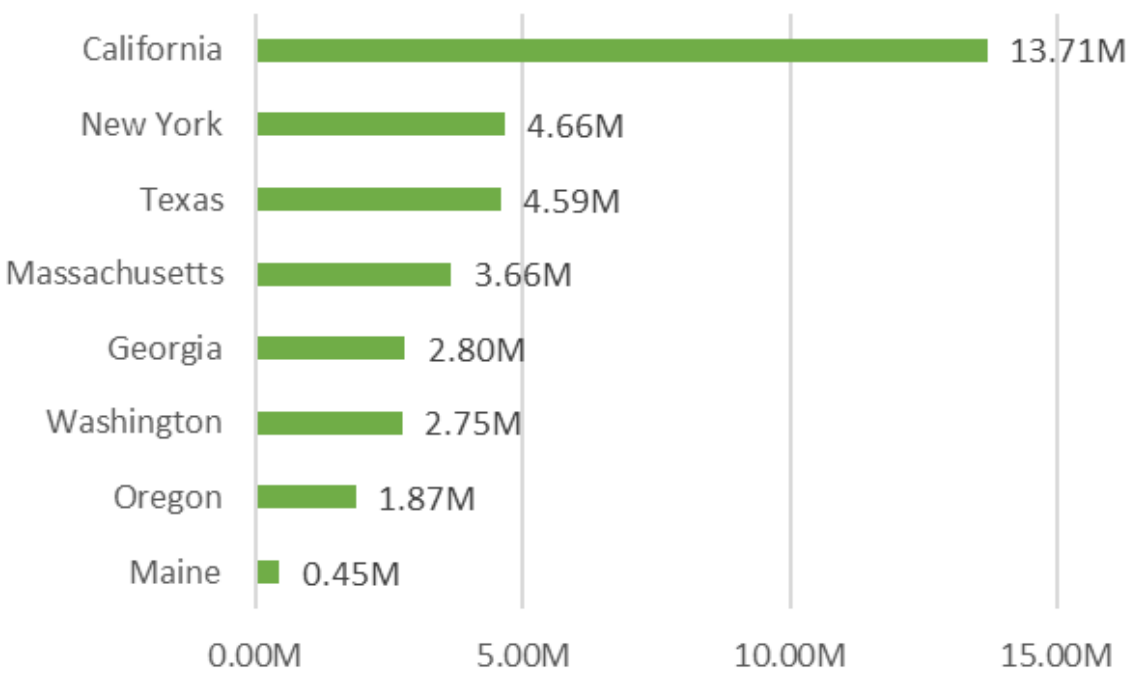
Austin

Boston

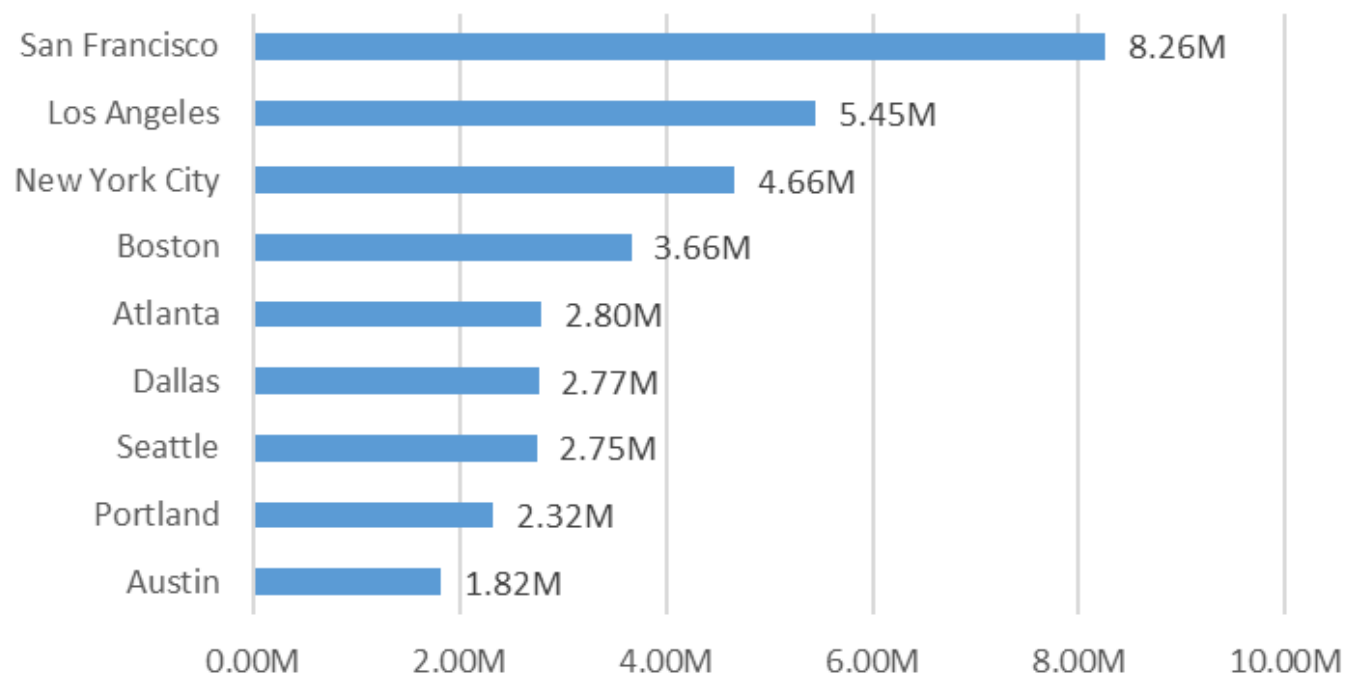
Product Quantity Vs Sales



State Sales



City Sales



PROJECT: Cliq Electronics Annual Sales

Cliq Electronics is an online Electronics Store that delivers products across the United States.

Raw Sales Data for the year 2019 has been cleaned and analyzed to draw sales performance insights and patterns throughout the year. Annual Sales Report dashboard has been designed for Cliq Electronics to visualize and understand the annual sales trends.

Skills Required:

- Data Cleaning
- Exploratory Data Analysis
- Pivot Tables & Charts
- Dashboard Design

Tools Used:



Data Source:

- Kaggle
<https://www.kaggle.com/datasets>

[Project Flow >>](#)

Understanding the Requirements

The **Cliq Electronics** provided us raw sales data in CSV format and required the following insights from the data.

- Sales trends Over time.
- Product that has performed well throughout the year.
- State that has maximum contribution in the sales.
- Which time period had low sales.
- Annual Sales Report Dashboard.

Project Flow >>

Data Cleaning:

- The provided raw data is transformed to readable data.
- Duplicates and Blank values have been removed to help analyze the data.
- Data type formatting is properly done in all the column values

A	B	C	D	E
Order ID	Product	Quantity Ordered	Price Each	Order Date
176558	USB-C Charging Cable	2	11.95	04/19/19 08:46
176559	Bose SoundSport Headphones	1	99.99	04/07/19 22:30
176560	Google Phone	1	600	04/12/19 14:38
176560	Wired Headphones	1	11.99	04/12/19 14:38
176561	Wired Headphones	1	11.99	04/30/19 09:27
176562	USB-C Charging Cable	1	11.95	04/29/19 13:03
176563	Bose SoundSport Headphones	1	99.99	04/02/19 07:46
176564	USB-C Charging Cable	1	11.95	04/12/19 10:58
176565	Macbook Pro Laptop	1	1700	04/24/19 10:38
176566	Wired Headphones	1	11.99	04/08/19 14:05
176567	Google Phone	1	600	04/18/19 17:18
176568	Lightning Charging Cable	1	14.95	04/15/19 12:18
176569	27in 4K Gaming Monitor	1	389.99	04/16/19 19:23
176570	AA Batteries (4-pack)	1	3.84	04/22/19 15:09
176571	Lightning Charging Cable	1	14.95	04/19/19 14:29



Order ID	Product	Quantity Ordered	Price Each	Sales	Order Date	Purchase Street Address	City
297674	AAA Batteries (4-pack)	1	\$ 2.99	\$ 2.99	12/31/2019	425 Lake St	Portland
309773	AAA Batteries (4-pack)	1	\$ 2.99	\$ 2.99	12/31/2019	60 Hickory St	Los Angeles
317048	AAA Batteries (4-pack)	2	\$ 2.99	\$ 5.98	12/31/2019	743 Adams St	San Francisco
297481	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	82 Hill St	Dallas
298406	AAA Batteries (4-pack)	2	\$ 2.99	\$ 5.98	12/31/2019	30 Elm St	San Francisco
299378	Vareebadd Phone	1	\$ 400.00	\$ 400.00	12/31/2019	876 Lincoln St	San Francisco
299044	Lightning Charging Cable	1	\$ 14.95	\$ 14.95	12/31/2019	946 South St	Atlanta
304282	Google Phone	1	\$ 600.00	\$ 600.00	12/31/2019	524 4th St	New York City
300394	Lightning Charging Cable	1	\$ 14.95	\$ 14.95	12/31/2019	634 Highland St	Atlanta
309366	Wired Headphones	1	\$ 11.99	\$ 11.99	12/31/2019	328 Washington St	Portland
298889	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	77 10th St	Los Angeles
306653	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	377 Wilson St	Atlanta
312478	Wired Headphones	1	\$ 11.99	\$ 11.99	12/31/2019	837 14th St	Boston
297288	AA Batteries (4-pack)	2	\$ 3.84	\$ 7.68	12/31/2019	914 Madison St	San Francisco
311115	Lightning Charging Cable	1	\$ 14.95	\$ 14.95	12/31/2019	9 South St	Los Angeles
315109	USB-C Charging Cable	2	\$ 11.95	\$ 23.90	12/31/2019	601 South St	New York City
308026	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	95 Park St	Dallas

[Project Flow >>](#)

Data Processing:

- Explored the cleaned Data.
- Performed Basic computations to calculate sales per order.
- Separated City, and State from Address to help in drawing insights.

Order ID	Product	Quantity Ordered	Price Each	Sales	Order Date	Purchase Street Address	City	State	Zip Code
297674	AAA Batteries (4-pack)	1	\$ 2.99	\$ 2.99	12/31/2019	425 Lake St	Portland	Oregon	OR 97035
309773	AAA Batteries (4-pack)	1	\$ 2.99	\$ 2.99	12/31/2019	60 Hickory St	Los Angeles	California	CA 90001
317048	AAA Batteries (4-pack)	2	\$ 2.99	\$ 5.98	12/31/2019	743 Adams St	San Francisco	California	CA 94016
297481	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	82 Hill St	Dallas	Texas	TX 75001
298406	AAA Batteries (4-pack)	2	\$ 2.99	\$ 5.98	12/31/2019	30 Elm St	San Francisco	California	CA 94016
299378	Vareebadd Phone	1	\$ 400.00	\$ 400.00	12/31/2019	876 Lincoln St	San Francisco	California	CA 94016
299044	Lightning Charging Cable	1	\$ 14.95	\$ 14.95	12/31/2019	946 South St	Atlanta	Georgia	GA 30301
304282	Google Phone	1	\$ 600.00	\$ 600.00	12/31/2019	524 4th St	New York City	New York	NY 10001
300394	Lightning Charging Cable	1	\$ 14.95	\$ 14.95	12/31/2019	634 Highland St	Atlanta	Georgia	GA 30301
309366	Wired Headphones	1	\$ 11.99	\$ 11.99	12/31/2019	328 Washington St	Portland	Oregon	OR 97035
298889	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	77 10th St	Los Angeles	California	CA 90001
306653	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	377 Wilson St	Atlanta	Georgia	GA 30301
312478	Wired Headphones	1	\$ 11.99	\$ 11.99	12/31/2019	837 14th St	Boston	Massachusetts	MA 02215
297288	AA Batteries (4-pack)	2	\$ 3.84	\$ 7.68	12/31/2019	914 Madison St	San Francisco	California	CA 94016
311115	Lightning Charging Cable	1	\$ 14.95	\$ 14.95	12/31/2019	9 South St	Los Angeles	California	CA 90001
315109	USB-C Charging Cable	2	\$ 11.95	\$ 23.90	12/31/2019	601 South St	New York City	New York	NY 10001
308026	AA Batteries (4-pack)	1	\$ 3.84	\$ 3.84	12/31/2019	95 Park St	Dallas	Texas	TX 75001

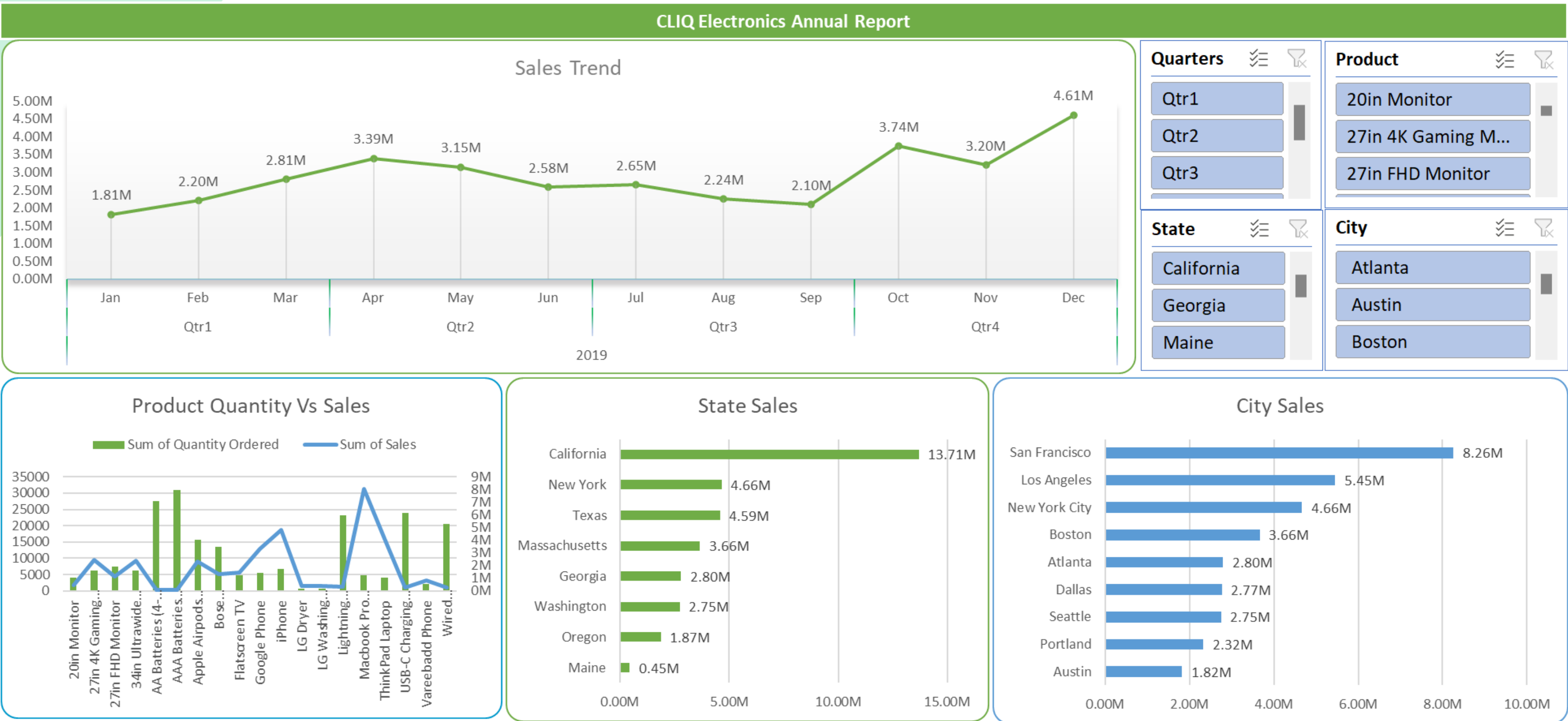
Project Flow >>

Data Analysis:

- Analyzed and Observed the relations of the sales with other data columns.
- Created the require Pivot tables to analyze the sales data as per:
 - Each product
 - State and City
 - Each month and Quarter.
- Separated City, and State from Address to help in drawing insights over region.
- Created Charts to visualize
 - Sales trends over time.
 - Sales performance of each product.
 - Sales contribution for each state and city.

Project Flow >>

Dashboard Design:



[Project Flow >>](#)

Sales Insights and Summary:

- **Maximum product sales** was observed in the **state California** over the year. **[39.76%]**
- The **product Macbook Pro Laptop** has **performed well** throughout the year contributed a **major amount in the sales.[23%]**
- **Highest sales** was attained at the end of the year in the **December** month with a sales of **4.61M**.
- A **consistent decrease in sales performance** was observed **between** the months **April and September**.



Sales_Data_2019_Project 1