

Electronics & Retailer Project

All column descriptions are located in the Data Dictionary.xlsx file.

1. Sales Analysis

1. Which products generate the highest revenue? Is there a correlation with specific brands or categories?
2. How does sales performance vary across different stores, states, or countries?
3. What is the average order size (in quantity and revenue) across regions or stores?
4. Are there any seasonal trends in sales based on the Order Date and Delivery Date?

2. Customer Insights

5. What is the gender distribution of customers, and how does it vary across regions?
6. Which age group (derived from the Birthday field) contributes the most to sales revenue?
7. What is the geographical distribution of customers (city, state, country, or continent) for the top 10 products or categories?
8. Are there any noticeable trends in purchasing behavior by continent or country?

3. Product Insights

- Which product categories or subcategories have the highest and lowest sales?
- How does the profit margin (difference between Unit Price USD and Unit Cost USD) vary by category or brand?
- Are certain product colors or brands more popular in specific regions or among specific customer groups?

4. Store Performance

- Which stores are the most and least profitable based on sales revenue?

- Does the store size (Square Meters) correlate with its sales performance or revenue?
- How do sales trends differ between older and newer stores (based on Open Date)?

5. Delivery and Order Efficiency

- What is the average delivery time across regions, and which regions or stores have the fastest delivery?
- Are there any patterns in delayed deliveries (difference between Order Date and Delivery Date) for specific products or stores?
- How does order size impact delivery times?

6. Exchange Rate Impact

- How do fluctuations in exchange rates affect sales revenue in non-USD currencies?
- Are there any noticeable patterns in order frequency or volume when exchange rates are favorable for specific currencies?

7. Revenue by Currency

- Which currencies contribute the most to revenue? How does this align with store locations and customer regions?
- How does revenue vary for customers ordering in different currencies?

8. Multi-Field Analysis

- What is the relationship between customer demographics (age, gender, location) and product categories purchased?
- How does sales revenue per customer vary by region, store size, and currency?
- Are there patterns between product subcategories and the type of stores selling them (e.g., store size, country, or state)