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Global Electronics Dashboard

Customer Analysis : Demographic distribution

Total number of Customers

15K

Total number of Male customers

7748

Total number of Female customers

7518

total female

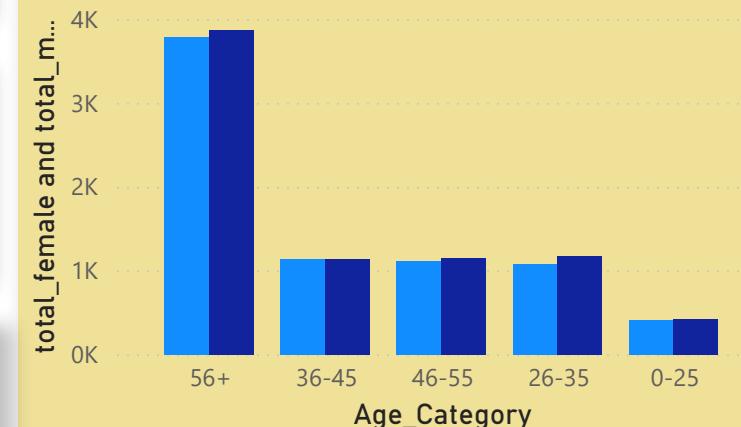
City

- Aalen Wasse...
- Aalten
- Abbeville
- ABBOTS BR...
- ABBOTS RIP...
- Abbotsford
- ABBOTSKER...

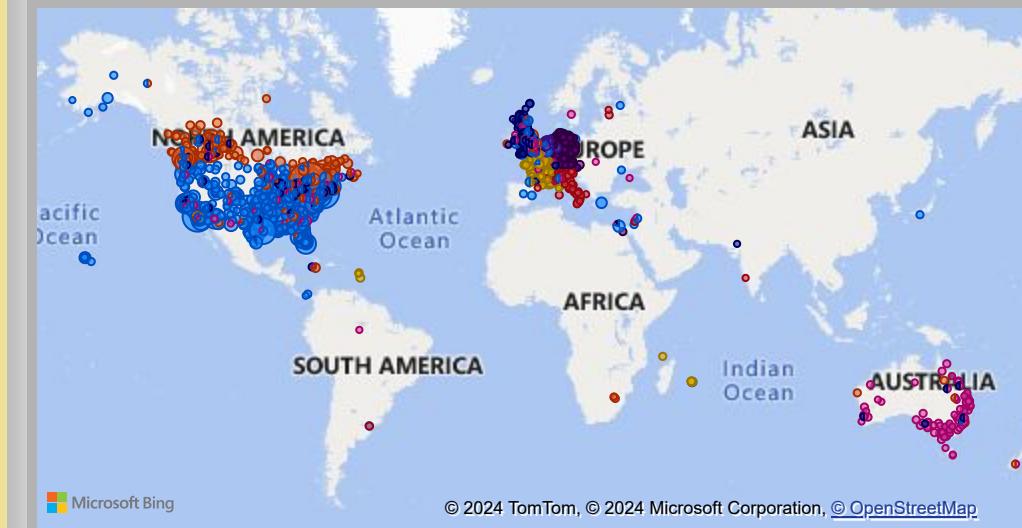
and Male.

total_female and total_male by Age_Category

● total_female ● total_male



Country ● Australia ● Canada ● France ● Germany ● Italy ● Netherlands



Country

Australia	Canada	France
Germany	Italy	Netherlands
United...	United...	

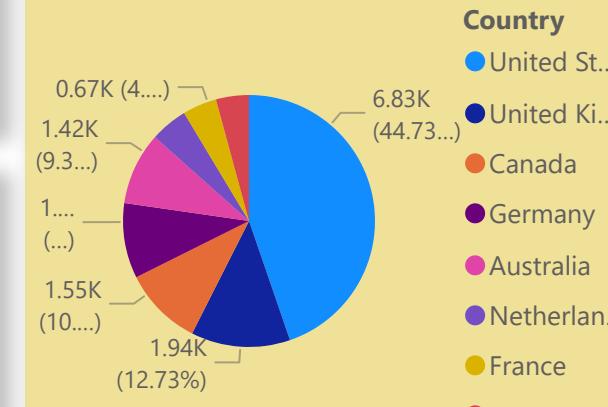
Continent.

Continent

- Australia
- Europe
- North America

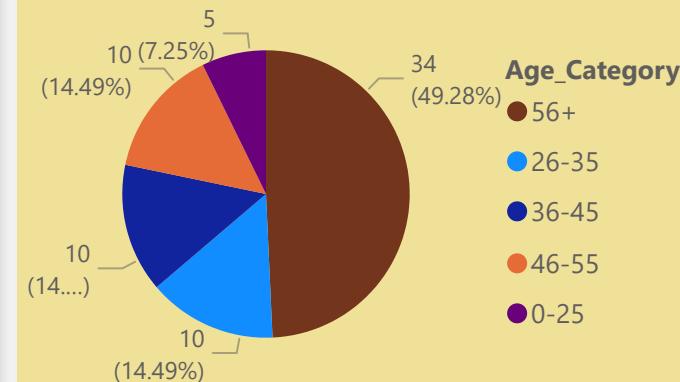
Number of Female and Male. Customers.

Count of Gender by Country



Number of Age by Age_Category.

Count of age by Age_Category.



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Purchasing Frequencies based on order

Total Number of Order value.

46.5...

Average Order Value.

1.77K

Amount of Purchase Frequency

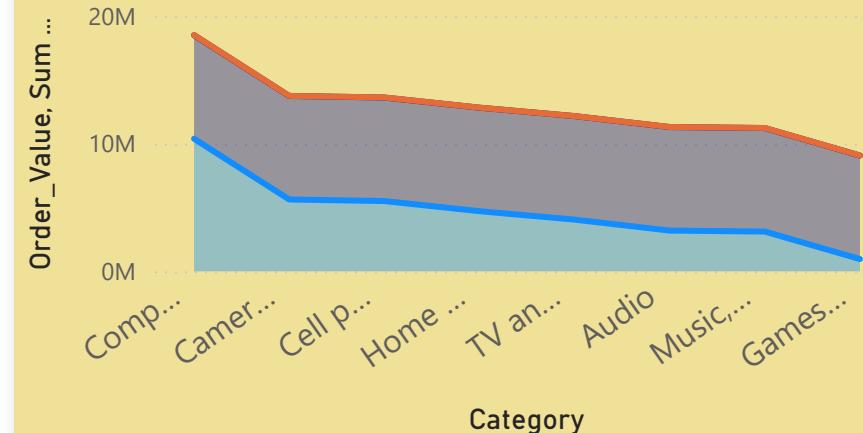
63K

Amount of Total Quantity Sold

198K

Order_Value, Sum of Avg Order Value and Purchase_Frequency_Sales by Category

● Order_Value ● Sum of Avg Order Value ● Purchase_Frequency_Sales



Purchase_Frequency_Sales by Category

20K

15K

10K

5K

0K

Computers

Cell phones

Music, M...

Audio

Games an...

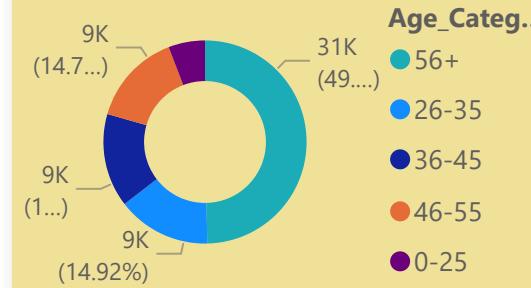
Home Ap...

Cameras ...

TV and Vi...

Category

Purchase_Frequency_Sales by Age_Category



Category Products.

Category

- Audio
- Cameras and camcorders
- Cell phones
- Computers
- Games and Toys
- Home Appliances
- Music, Movies and Audi...
- TV and Video

Subcategory Products.

Subcategory

- Air Conditioners
- Bluetooth Headphones
- Boxed Games
- Camcorders
- Cameras & Camcorders Accessories
- Car Video
- Cell phones Accessories
- Coffee Machines
- Computers Accessories

Purchase Frequency

1	2	3
4	5	6
7	8	9

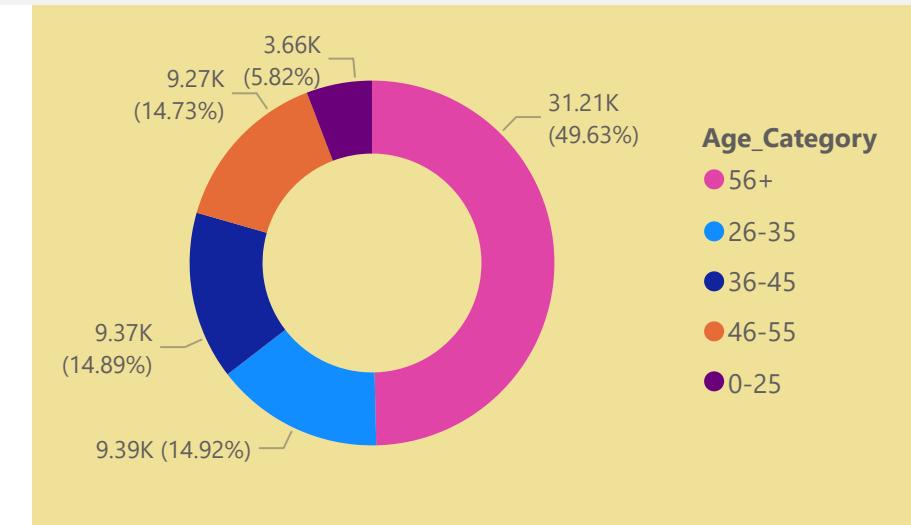
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Segmenting Purchase Patterns

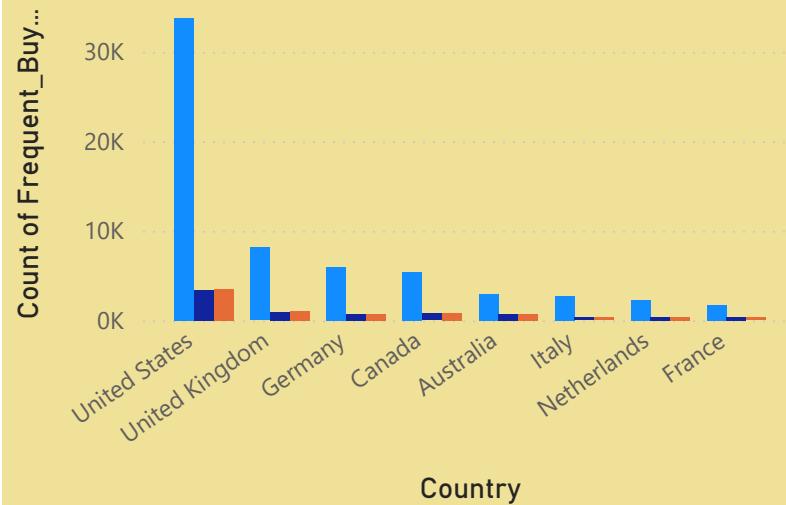
and High_Value_Customers

High_Value_Customers ● High-Value ● Regular



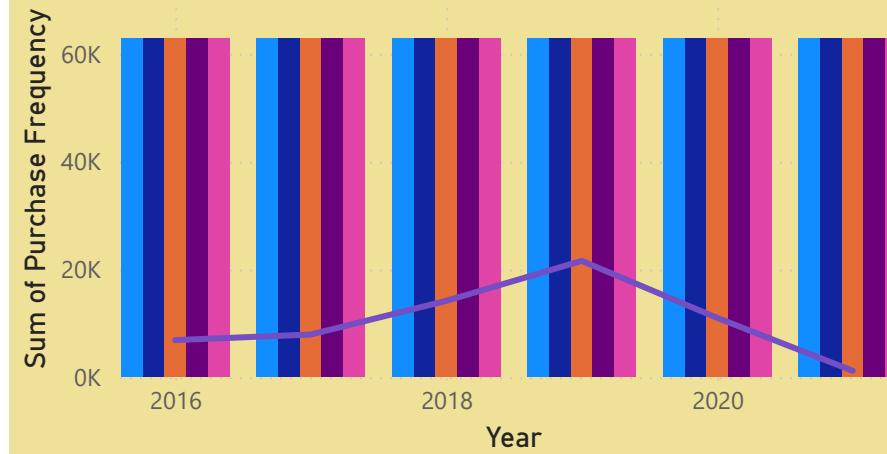
Count of Frequent_Buyers, total_female and total_male by Country

● Count of Frequent_Buyers ● total_female ● total_male



Sum of Purchase Frequency and Purchase_Frequency_Sales by Year and CurrencyCode

CurrencyCode ● AUD ● CAD ● EUR ● GBP ● USD ● Purchase_Frequen...



Country

- Australia
- Canada
- France
- Germany
- Italy
- Netherlands
- United Kingdom...

Currency Code

- AUD
- CAD
- EUR
- GBP
- USD

Frequent Buyers

- Frequent_Buyer...
- Frequent
- Infrequent

Customers High value

- High_Value_Custo...
- High-Value
- Regular

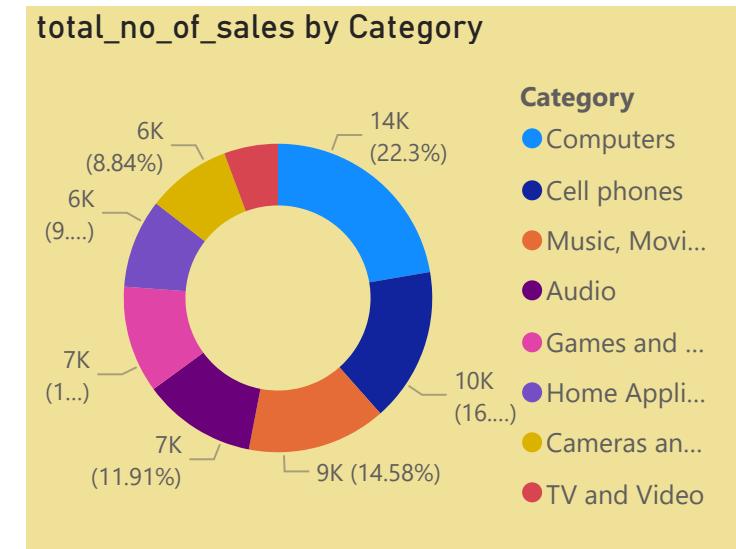
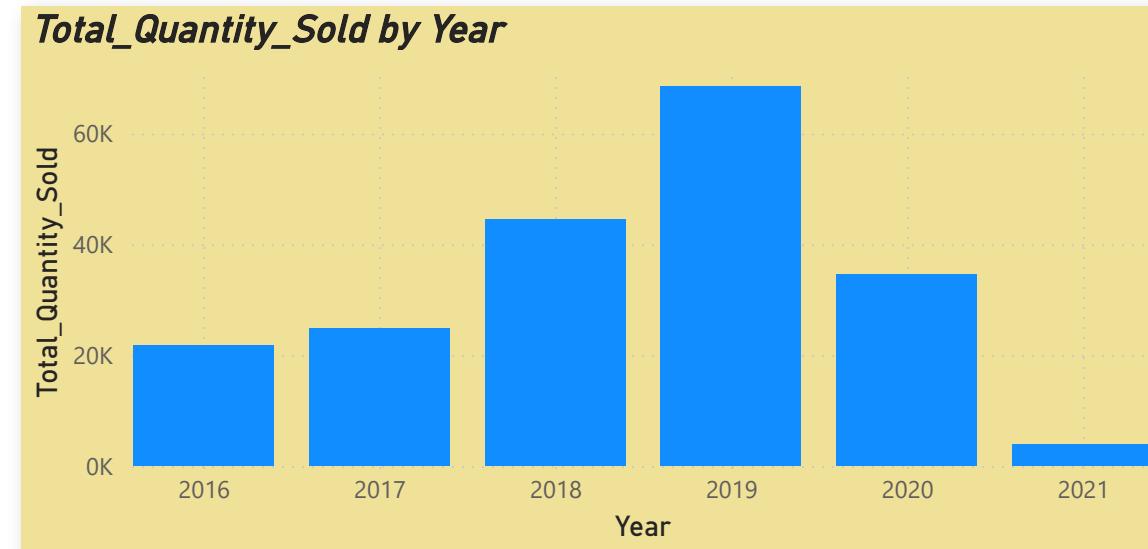
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Sales Performance

Total number of Sales.

63K



Shows the Year when Order got Placed.

2016	2017	2018
2019	2020	2021

Quarter

Q1	Q2	Q3
Q4		

Shows the Month when Order got Placed.

Apr	Aug	Dec
Feb	Jan	Jul
Jun	Mar	May

Total_Quantity_Sold by Month_From_order and Quarter

Quarter ● Q1 ● Q2 ● Q3 ● Q4



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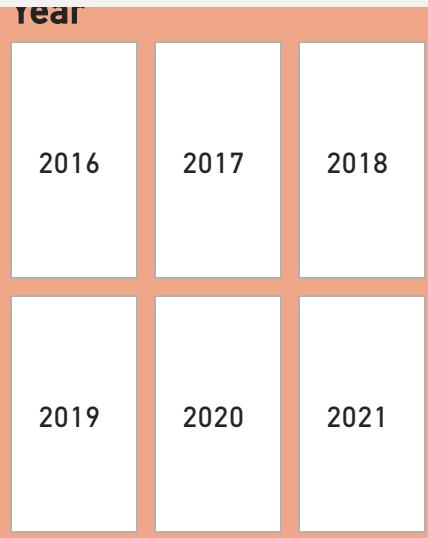
Sales by Country

Total Number of Sales.

1528

Total Quantity Sold.

4750



Products category

Category

Home Appliances

Products Subcategory.

Subcategory

Air Conditioners

Bluetooth Headphones

Boxed Games

Camcorders

Cameras & Camcorders Accessories

Car Video

Cell phones Accessories

Coffee Machines

Computers Accessories

Desktops

Digital Cameras

Digital SLR Cameras

Download Games

Fans

Home & Office Phones

Home Theater System

Lamps

Laptops

Microwaves

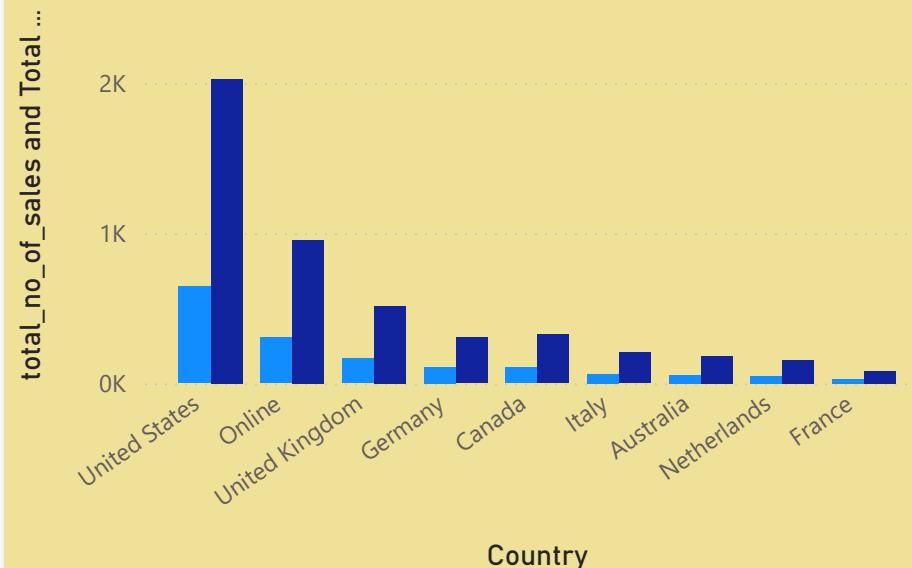
Monitors

Movie DVD

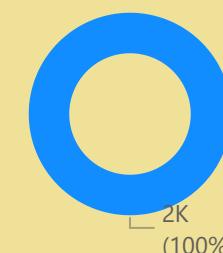
MP3/MP4

total_no_of_sales and Total Quantity Sold by Country

total_no_of_sales Total Quantity Sold



total_no_of_sales by Subcategory



Subcategory
 Microwaves

2K
(100%)

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Sales by Stores.

Total Quantity Sold

21K

Total Number of Sales

6643

Sales per Square Meter by State

State

Dungannon and ...

Armagh

Belfast

North Down

Blaenau Gwent

Ayrshire

Fermanagh

0.0

0.5

1.0

Sales per Square Meter

Total Quantity Sold by StoreKey

Total Quantity Sold

3K
2K
1K

36 37 38 39 40 41 42

StoreKey

Sales per Square Meter by Country

Unite...

Sales per Square Meter

Country

Country

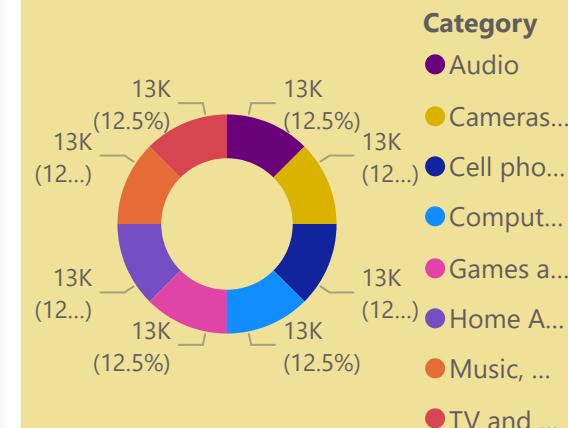
- Australia
- Canada
- France
- Germany
- Italy
- Netherlands
- Online
- United Kingdom
- United States

State

State

- Armagh
- Ayrshire
- Belfast
- Blaenau Gwent
- Dungannon and Sout...
- Fermanagh
- North Down

Sum of SquareMeters by Category



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X

Sales by Currency

Sales in Local Currency.

43.20M

Sales in Local Currency

Number of Exchanged Currency based on USD.

680.53

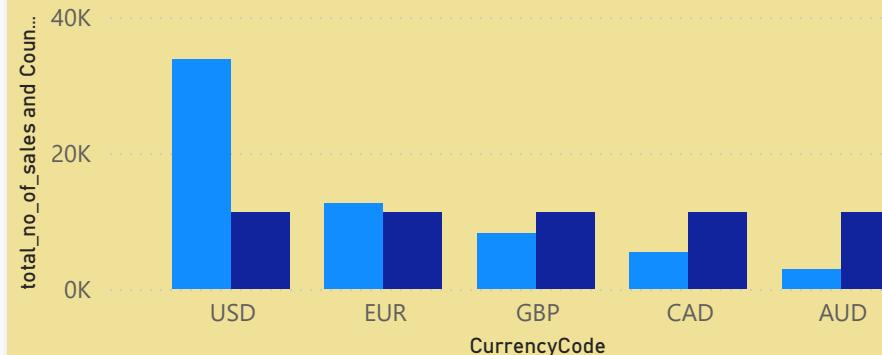
Max of Rate based on other Currencies

12.61K

Max of Rate based on ot

total_no_of_sales and Count of ExchangeKey by CurrencyCode

● total_no_of_sales ● Count of ExchangeKey



Currency Code

CurrencyCode

AUD

CAD

EUR

GBP

USD

Number of Exchanged Currency based on USD.

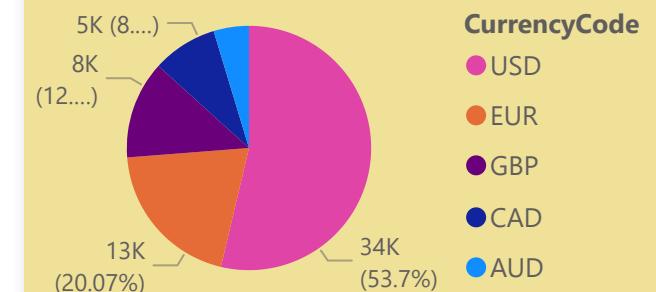
680.53

Total_Sales_USD, total_no_of_sales and Count of CurrencyCode by Year

● Total_Sales_USD ● total_no_of_sales ● Count of CurrencyCode



total_no_of_sales by CurrencyCode



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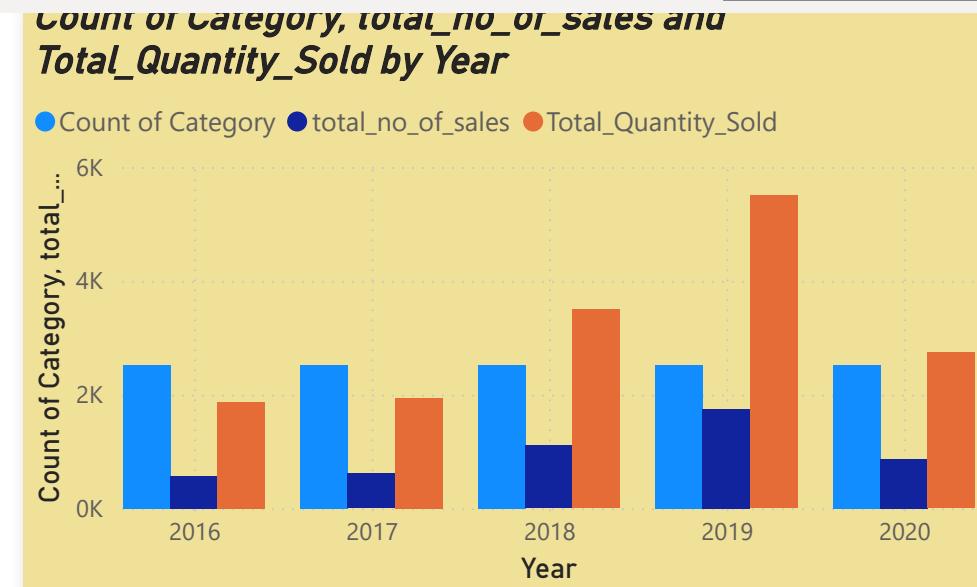
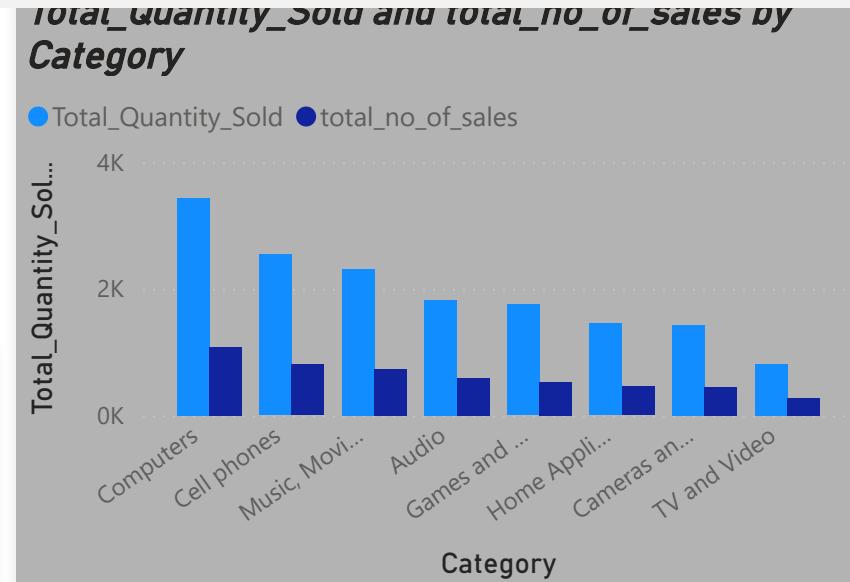
[View recovered files](#)



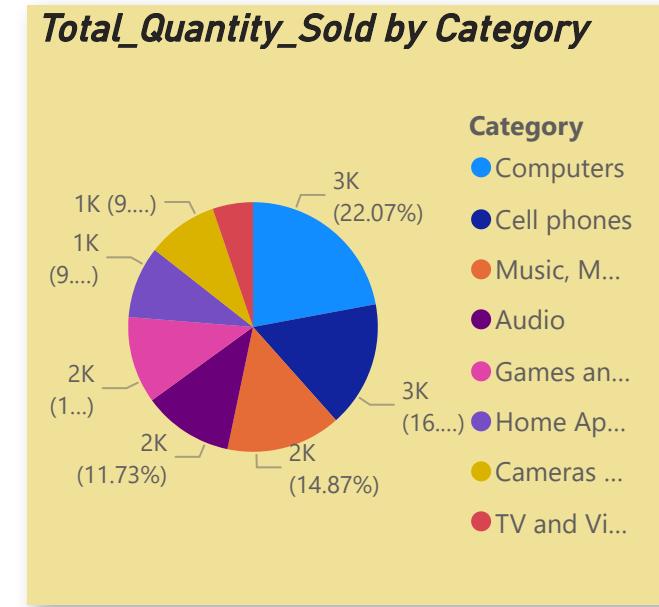
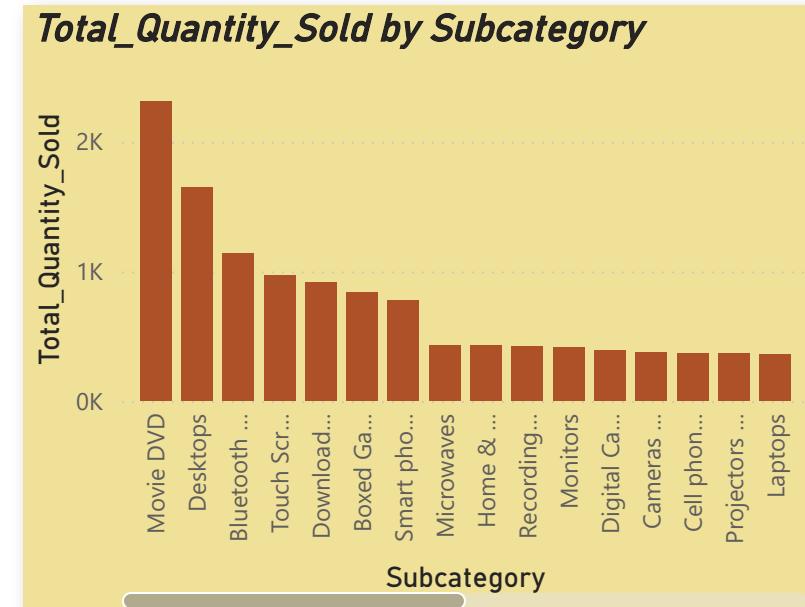
Product Popularity

- Category
- Audio
 - Cameras and camcorders
 - Cell phones
 - Computers
 - Games and Toys
 - Home Appliances
 - Music, Movies and Audio Books
 - TV and Video

- Year
- 2015
 - 2016
 - 2017
 - 2018
 - 2019
 - 2020
 - 2021



- Month
- (Blank)
 - January
 - February
 - March
 - April
 - May
 - June
 - July
 - August



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X

Category Analysis

Total Profit

1.99M

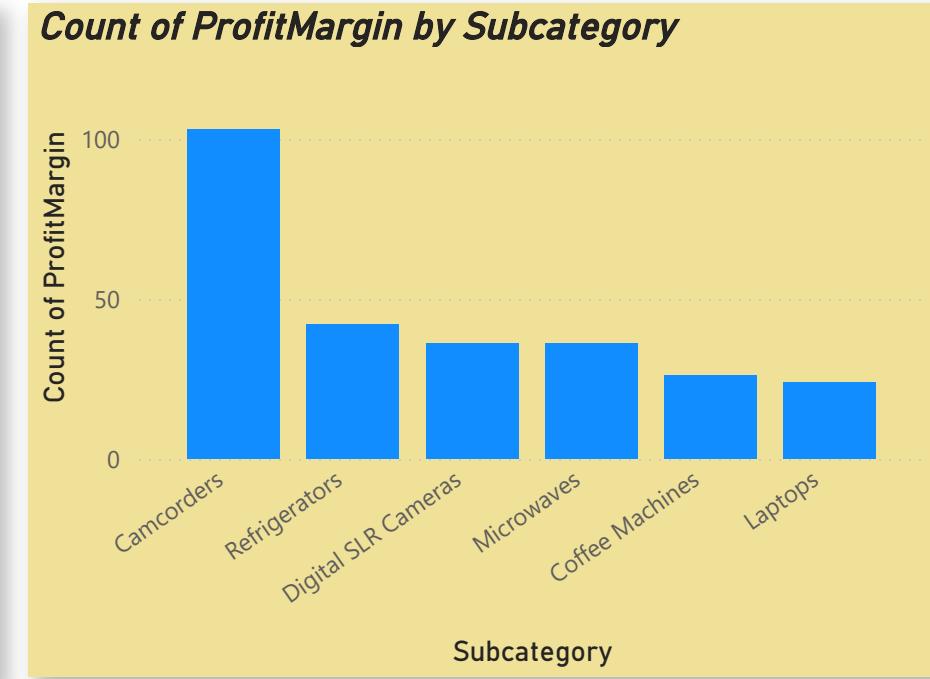
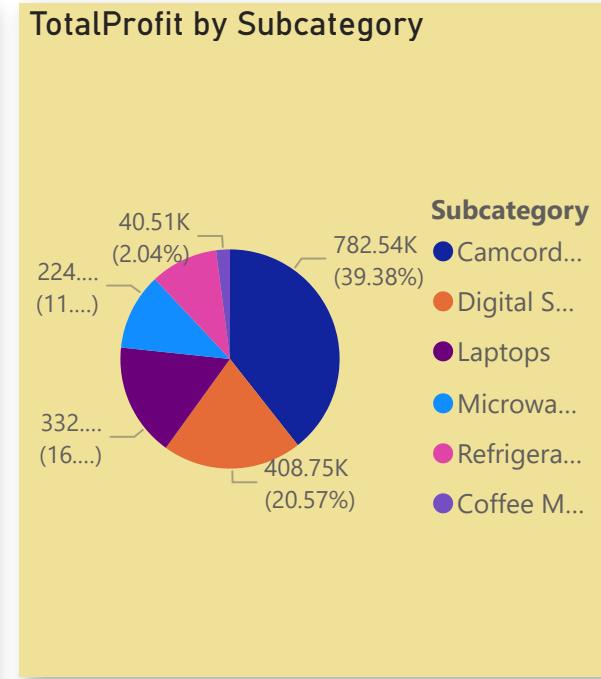
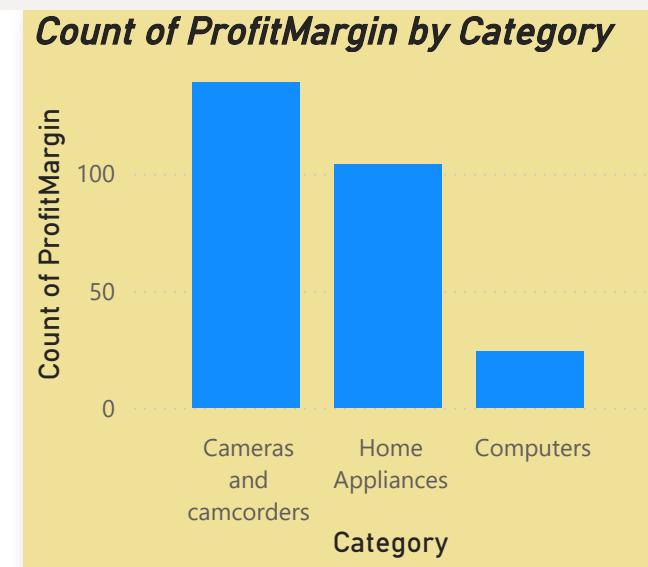
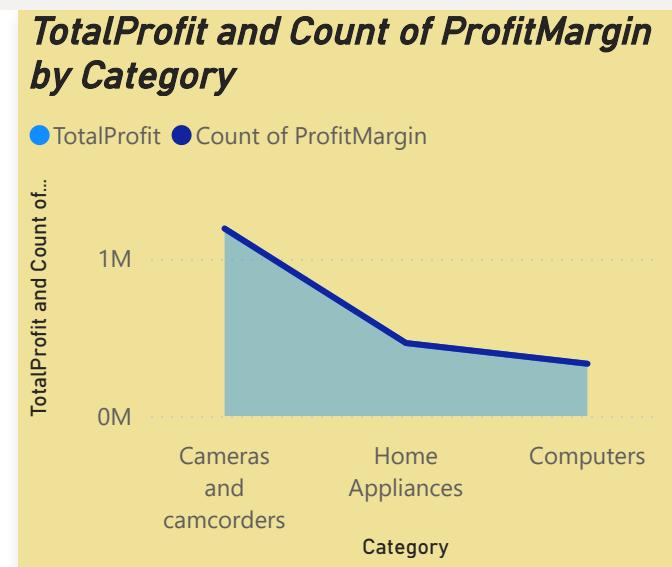
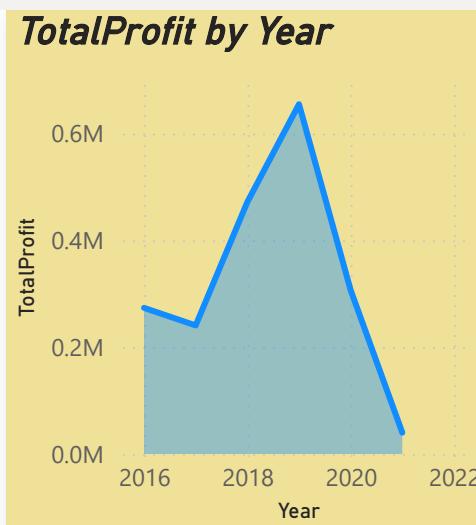
TotalProfit

Number of Profit Margin

267

Category

- Cameras and camcorders
- Computers
- Home Appliances



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X

Store Analysis

198K

Total Quantity Sold

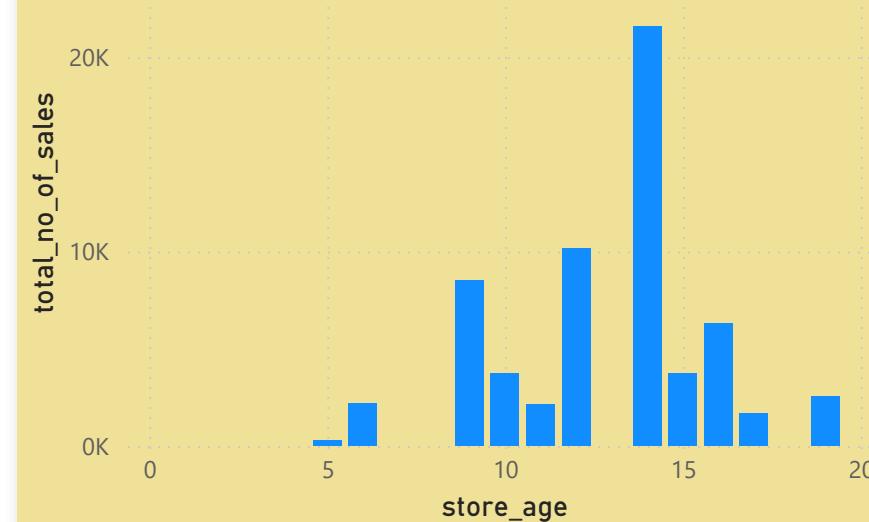
63K

total_no_of_sales

OpenDate
03 April 2005
04 April 2005
05 July 2007
07 August 2007
01 January 2008
03 June 2008
08 August 2008
01 December 2008
06 March 2009
15 December 2009
01 January 2010



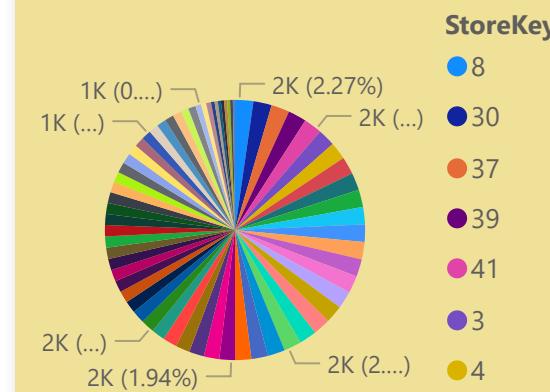
total_no_of_sales by store_age



Total_Quantity_Sold by store_age

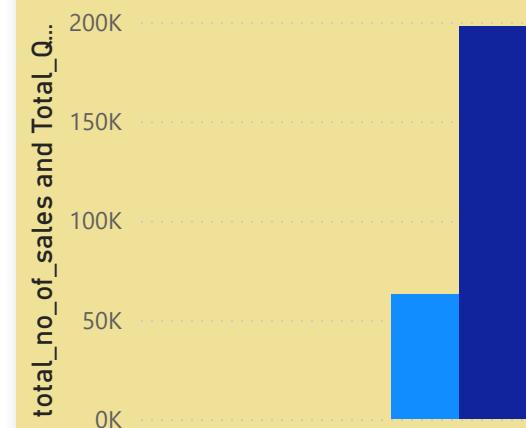


Sum of SquareMeters by StoreKey



total_no_of_sales and Total_Quantity_Sold

● total_no_of_sales ● Total_Quantity_Sold



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Analysing Sales Geographically

- Alaska
- Arkansas
- Armagh
- Australian Capital Territory
- Ayrshire

Year

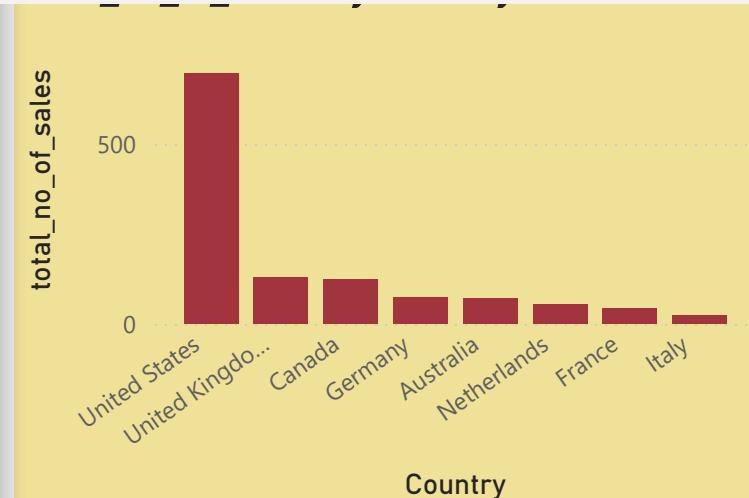
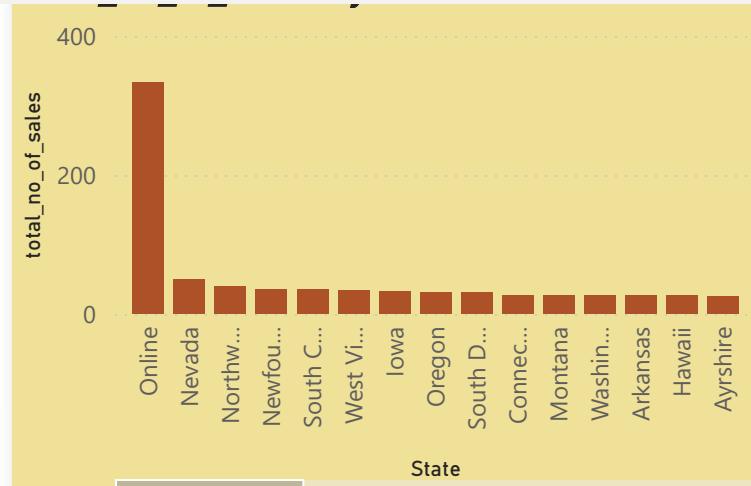
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021

Country

- Australia
- Canada
- France
- Germany
- Italy
- Netherlands
- Online
- United Kingdom
- United States

Month_From_or...

- Feb
- Jan



Count of State and total_no_of_sales by Country

